



Jazz in the Newspapers

by Esther Briggs

A comparative review of newspaper coverage of jazz, classical & world music



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Jazz in the Media Update

Introduction

This report has been written by **Esther Briggs** who spent the summer of 2011 on a work placement at Jazz Services. Esther updated the first report on jazz in the media (2008) which was commissioned from the University of Westminster by Jazz Services. The report compares the actual press coverage of a range of musics, including jazz, with the level of coverage that might be expected if the newspapers under scrutiny based their coverage on their readers' actual musical tastes as indicated by the standard media research sources used by the industry.

Chris Hodgkins
Jazz Services
28th October 2012

Esther Briggs



Esther Briggs is currently an MSc student in applied corporate brand management at Brunel University, London. Prior to her MSc, Esther has had over 4yrs work experience in Marketing and Administration. Her experience growing up in Nigeria shaped her thinking and desire to achieve more and help in the development of the world. These curious desires of hers led her to a first degree in BSC Geography and Environment from the University of Port Harcourt, Nigeria. She realised that to add value to the world, understanding the environment and how to properly manage it was key to this. However it was her work experience with an NGO the "Make a Change Foundation" after her BSC graduation that helped her realise the importance of proper branding of an idea, dream, project or company in achieving results and obtaining lasting support from others. This led her to an MSc in applied corporate brand management in Brunel University. Prior to her masters, Esther has worked in the administrations and marketing sections of companies, also worked with NGO's dealing in government and individual sponsored projects. Esther spent her summer of 2011 on a work placement at Jazz Services. Esther enjoyed her time spent at Jazz Services and honed her skills in research and analysis.

1. Jazz in the newspapers update

This Report is a continuation of the study of Jazz in the Media by the University of Westminster published in 2008 which detailed the coverage of jazz within the major broadsheets compared to other genres of music such as classical, opera and world music. The Jazz in the Media report is continued with a Monday to Saturday review of The Guardian, The Independent, The Daily Telegraph, The Times and Financial Times, with the Observer, Sunday Times, Sunday Telegraph and Independent on Sundays being reviewed on Sundays. The research covers a six week period starting 20th May 2011 and ending 4th July 2011.

The comparisons between the music genres are done on the basis of column inches of write-ups in the following sections of each broadsheet. This is exclusive of spaces given to photographs or other illustrative features. The material includes

- Previews of concerts, tours and festivals
- Reviews of concerts and live events
- CD reviews
- Feature articles and interviews
- Reviews and previews of relevant radio & TV broadcasts
- Book reviews
- Obituaries

2. Summary of findings – daily newspapers

For the purpose of this research, each day and paper was categorized into weeks and the findings summarized as follows:

Week one: 20th May 2011 – 26th May 2011
Week two: 27th May 2011- 2nd June 2011
Week three: 3rd June 2011 – 9th June 2011
Week four: 10th June 2011- 16th June 2011
Week five: 17th June 2011- 23rd June 2011
Week six: 24th June 2011- 2nd July 2011

We find that although the reviewed broadsheets had daily arts reviews, most of the broadsheets like the Financial Times, Independent and the Daily Telegraph could publish for many weeks without including any jazz reviews. Even at weekends, when the arts were generally given more space, the column inches on jazz were limited. When jazz was reviewed the focus was on new CD releases or obituaries; there were hardly any reviews of concerts or live events, which was not the case with other genres such as classical music, pop and theatre. The Guardian and The Times did better compared to other papers in the survey by publishing more reviews on jazz for at least three days or more in a week.

This report shows that jazz coverage is still very limited when compared with other music genres, particularly opera and classical music, and is disproportionately low in comparison with readers' stated musical interests. This in turn presents an inaccurately negative impression of the relative popularity of jazz. The findings are presented in the diagram below for better comparison and analysis.

3. Combined reviews of daily newspapers

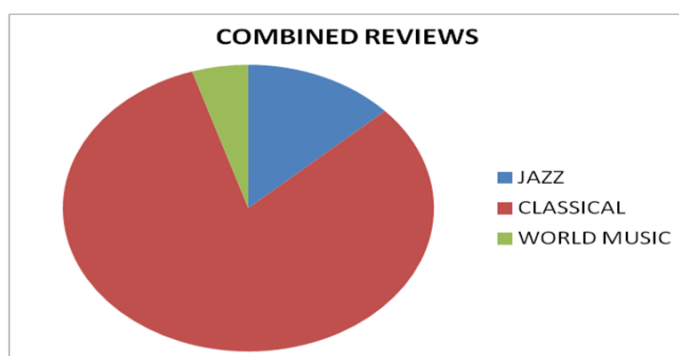


Table 1

Classical music received a total of 2994.5 column inches (82% of the total coverage) from the combined reviews of all the broadsheets from the period covered, while jazz had a total of 478.60 column inches (13% of the total coverage) and world music had a total of 183.60 column inches (5% of the total coverage).

4. Average weekly coverage in newspapers of classical, jazz and world music

Newspaper	Classical / Opera Column Inches	Jazz Column Inches	World Music Column Inches	Total Column Inches
Daily Telegraph	87.6	3.6	1.6	92.8
Independent	78	3	2.2	83.2
Financial Times	63.2	9.6	5.1	77.9
The Times	116	24	7.2	147.2
Guardian	154.5	39.5	14.5	208.5
Total	499.3	79.7	30.6	609.6

Table 2: Average weekly coverage by category and column inches – 20th May 2011 to 4th July 2011

If there was a league table for newspaper coverage of jazz the Independent would be at the bottom of the table with the Daily Telegraph in fourth position.

5. The comparison of attenders of classical/opera, jazz and world music events and readership of daily newspapers

Table 3 below illustrates the readership of the five daily newspapers by attenders of world, classical/opera and jazz music events in terms of readership and attendance. Of 42,106 million adults over 16 years of age 55.4% of them read any of the five newspapers at least three times a week. The total number of people who read the five broadsheet newspapers and attend world music, classical/opera and jazz events is 7,278 million, of whom 40% attend world music events, 42% attend classical/opera and 18% attend jazz events.

Table 3 analyses the newspapers, attenders of jazz, world and classical and opera music read most often. For Jazz 11% of attenders read the Daily Telegraph as compared to 15% of jazz attenders who read the Guardian.

6. The comparison of attenders of classical/opera, jazz and world music events and readership of daily newspapers

All Newspapers	Taking Part Survey 2010/11 Do you read any newspaper at least 3 times a week? All adults 16+ in England 42,106 (000s)	% of adults who read any newspaper 3 times per week	Taking Part Survey 2010/11 World music attenders who read any newspaper at least 3 times a week 23,309 adults 16+ (000s)	% of adults who read any newspaper at least 3 times a week and attend World music events	Taking Part Survey 2010/11 Classical /opera attenders who read any newspaper at least 3 times a week 23,309 adults 16+ (000s)	% of adults who read any newspaper at least 3 times a week and attend Classical/ opera events	Taking Part Survey 2010/11 Jazz attenders who read any newspaper at least three times a week 23,309 adults 16+ (000s)	% of adults who read any newspaper at least three times a week and attend Jazz events	Total of World music/classical/opera and Jazz attenders who read any newspaper three times a week
All Newspapers	23,309	55.4%	2,875	12.3%	3,070	13.1%	1,333	5.7%	7,278
Daily Newspapers	Daily Newspapers read most often (000)	% of Daily Newspapers read most often	Daily Newspapers read most often by attenders (000)	% of Daily Newspapers read most often by attenders	Daily Newspapers read most often by attenders (000)	% of Daily Newspapers read most often by attenders	Daily Newspapers read most often by attenders (000)	% of Daily Newspapers read most often by attenders	Total of attenders who read a daily newspaper most often
The Daily Telegraph	2,299	9.8%	403	18%	792	34%	254	11%	1,449
The Times	2,547	10.9%	446	18%	829	33%	290	11%	1,565
The Guardian	2,174	9.3%	794	37%	726	33%	318	15%	1,838
The Independent	938	4%	290	31%	245	26%	140	15%	675
The Financial Times	354	1.5%	76	21%	99	28%	44	12%	219

Table 3 Source: NRS Readership Estimates – newspapers and supplements July 2010-June 2011. Taking Part Survey 2010/2011, Kanta Media.

Please note: that world music is represented by a total of Folk, Country and Western, Reggae/Calypso/Caribbean music, African music, South Asian music, Spanish/Latin music and Scottish and Irish music in the Taking Part Survey 2010/2011

7. Comparison of weekly coverage column inches as compared to the people with an active interest in world music, classical/opera and jazz who read the newspaper

The Daily Telegraph has a total of 92.8 column inches that cover world, jazz, classical and opera music with only 3.6 column inches devoted to jazz with a jazz readership of 11% and 93% of the total column inches are devoted to classical and opera when only 34% of Daily telegraph readers attend classical and opera events.

Newspaper	Total coverage column inches for World music, Classical/ opera and Jazz events	World music column inches	As a % of the total	% of adults who read the newspaper most often and attend World music events	Classical/opera column inches	As a % of the total	% of adults who read the newspaper most often and attend Classical/oper a events	Jazz column inches	As a % of the total	% of adults who read the newspaper most often and attend Jazz events
The Daily Telegraph	92.8	1.6	1.72%	18%	87.6	94%	34%	3.6	3.8%	11%
The Times	147.2	7.2	5%	18%	116	79%	33%	24	16.3%	11%
The Guardian	208.5	14.5	7%	37%	154.5	74%	33%	39.5	19%	15%
The Independent	83.2	2.2	2.6%	31%	78	94%	26%	3	3.6%	15%
The Financial Times	77.9	5.1	0.65%	21%	63.2	81%	28%	9.6	12.3%	12%
Total	609.6	30.6	-	-	499.3	-	-	79.7	-	-

Table 4 Source: NRS Readership Estimates – newspapers and supplements July 2010-June 2011. Taking Part Survey 2010/2011, Kanta Media

8. How the newspapers should reflect the coverage of world music, classical/opera and jazz

Table 8 illustrates how the newspapers should cover jazz according to the interests of its readers. Of the total column inches 221 column inches should be reserved for world music 275 column inches reserved for classical music and opera and 114 column inches devoted to jazz

Newspaper	Total average column inches	Total of attenders who read Daily newspapers Most often (000)	World music		Classical/opera		Jazz		% who read most often	Total average Column inches
			% who read most often	Column inches	% who read most often	Column inches	% who read most often	Column inches		
The Daily Telegraph	92.8	1,449	28%	26	54%	50	18%	16.8	100%	92.8
The Times	147.2	1,565	29%	42.7	53%	78	18%	26.5	100%	147.2
The Guardian	208.5	1,838	43%	90	39%	81	18%	37.5	100%	208.5
The Independent	83.2	675	43%	35.7	36%	30	21%	17.5	100%	83.2
The Financial Times	77.9	219	34%	26.5	46%	35.8	20%	15.6	100%	77.9
Total	609.6	5,746	-	220.90		274.80		113.90	100%	609.6

Table 5: Demonstration of the probable column inches per genre if music coverage was based on readership. Source: NRS Readership Estimates – newspapers and supplements July 2010-June 2011. Taking Part Survey 2010/2011, Kanta Media

9. Comparison of existing coverage with probable coverage based on readership

Table 6 compares the existing coverage of music with the probable coverage of music based on numbers of readers. The Times and the Guardian do well in their coverage of jazz – the Guardian compared to other daily newspapers especially so

Newspaper	World music		Classical/opera		Jazz	
	Existing column inches	Probable column inches	Existing column inches	Probable column inches	Existing column inches	Probable column inches
The Daily Telegraph	1.6	26	87.6	50	3.6	16.8
The Times	7.2	42.7	116	78	24	26.5
The Guardian	5.1	90	154.5	81	39.5	37.5
The Independent	2.2	35.7	78	30	3	17.5
The Financial Times	5.1	26.5	63.2	35.8	9.6	15.6
Total	30.60	220.90	499.3	274.80	79.7	113.90

Table 6: Comparison of existing coverage with probable coverage based on readership

10. Daily newspapers - comparison of reports between 2008 and 2011

Table 7 shown below represents the weekly average column inch of each category of the listed broadsheets for this report.

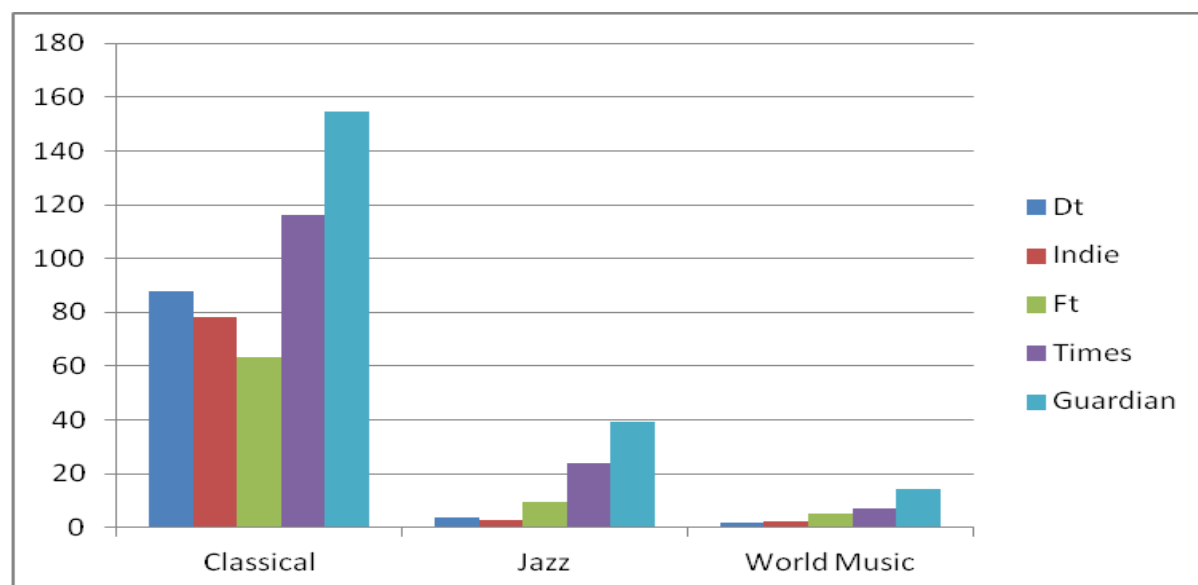


Table 7: Six weeks 20th May to 2nd July 2011

Table 8 below shows the weekly average column inch in the initial Report of 2008.

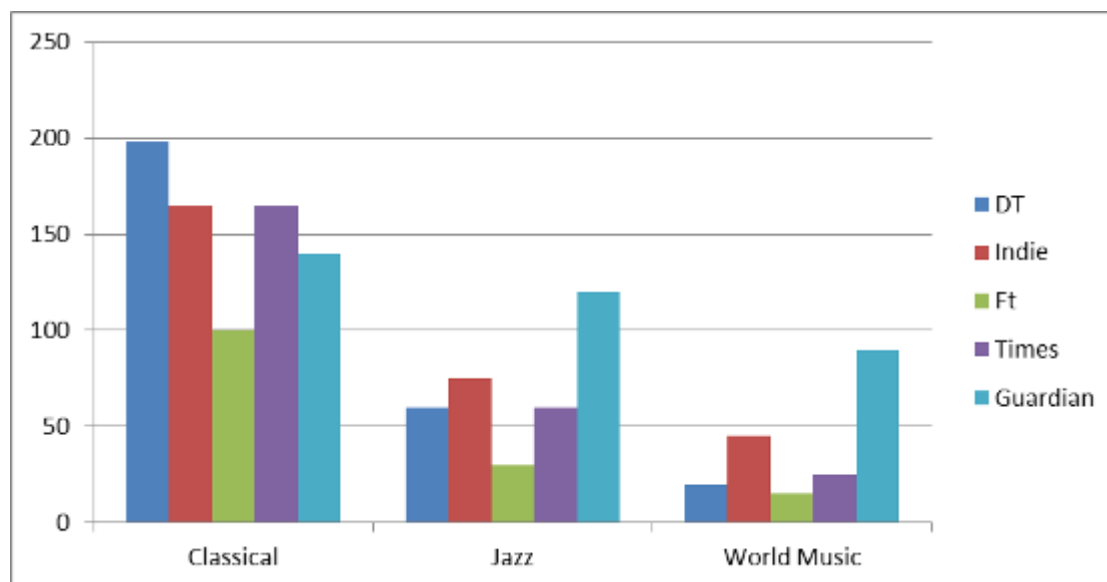


Table 8: Jazz in the Media Report 2008

Table 7 shows The Guardian as having the highest jazz coverage which was the same in the first report (see table 8) and it also had the highest coverage of arts in general in this report. The first report was of the view that The Guardian generally devotes much more space to music coverage than other papers especially the Financial Times where only a small amount of content is devoted to arts. The Times had the second highest coverage on jazz and world music. Although these two papers performed slightly better than the others in their coverage of jazz, when compared with classical music the coverage was much poorer (approximately a 4:1 ratio); the attention being given to classical music about triples the column inches given to jazz and world music by the various broadsheets.

However there was a general decline in the coverage of the three categories of music in all the broadsheets. Pop and theatre arts were in general well covered. With respect to classical music, the first report (2008) of the Daily Telegraph showed 200 column inches average as seen in table 8, while this report noted a drop of coverage to less than 100 column inches as shown in table 7. A slight drop in coverage was also noted with the other papers except for The Guardian where there was a noted increase from 140 column inches to over 150 column inches weekly average for classical music.

For jazz and world music, the decline was much steeper, for example The Guardian which performed highest on coverage of jazz in the first report, with an average of 120 column inches as shown in table 8, had a weekly average coverage of 39 column inches in this report as shown in table 7.

11. Sunday newspapers

The papers were reviewed on Sundays. It covers a six week period starting May 20th 2011 and ending 4th July 2011.

The comparison between the music genres is done on the basis of “column inches” and write-ups in the following sections of each broadsheets, this is exclusive of spaces given to photographs or other illustrative feature. The material included

- Previews of concerts, tours and festivals
- Reviews of concerts and live events
- CD reviews

- Feature articles and Interviews
- Reviews and previews of relevant radio & TV broadcast
- Book reviews
- Obituaries

For the purpose of this research, each day and paper will be categorized into weeks and findings summarized. There were seven Sundays in the six week period of report.

Week one Sunday 22nd May 2011
 Week two Sunday 29th May 2011
 Week three Sunday 5th June 2011
 Week four Sunday 12th June 2011
 Week five Sunday 19th June 2011
 Week six Sunday 26th June 2011
 Week seven Sunday 3rd July 2011

12. Combined reviews of Sunday newspapers

Jazz had a total of 55.5 column inches from the combined reviews of all the broadsheets, classical music had a total of 989.5 and world music had a total of 20 column inches as shown in table 9 below.

Combined Reviews	Total (Column inches)	%
Jazz	55.5	5.2
Classical/opera	989.5	93
World music	20	1.8
Total	1,065	100

Table 9: Combined reviews

13. Sunday newspapers average coverage

	Classica/operal (Column Inches)	Jazz (Column Inches)	World music (Column Inches)
The Observer	35	2.5	2
The Sunday Independent	36.3	1.4	0.8
The Sunday Times	49.3	4	0
The Sunday Telegraph	21	0	0
Total	141.6	6.9	2.8

Table 10: Sunday papers average coverage

14. Sunday newspapers - comparison of reports between 2008 and 2011

Table 11 below shows the average Sunday weekly by category and column inches for this report.

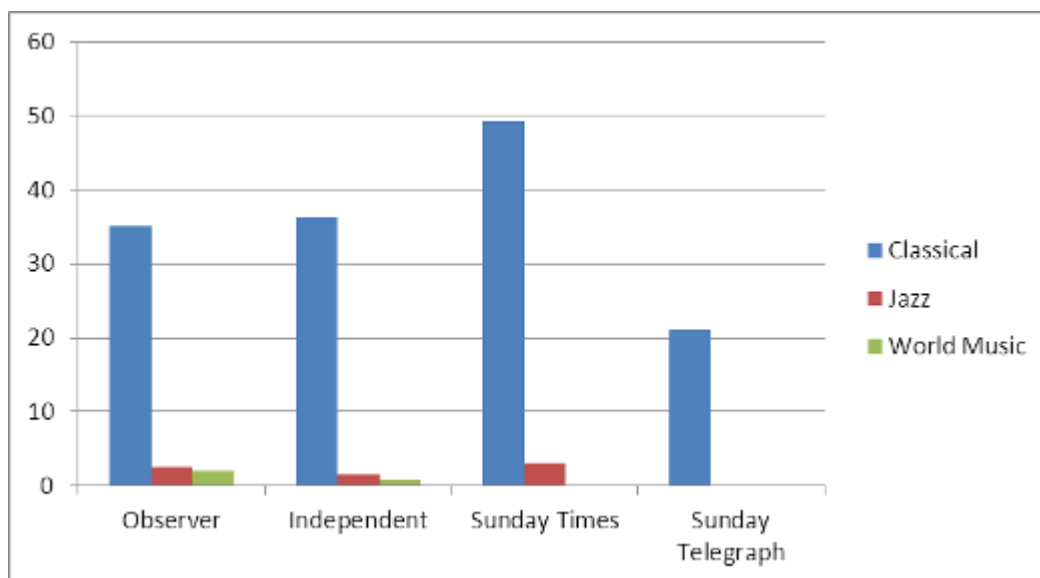


Table 11: Sunday 22nd May to 3rd July 2011

Table 12 shows the Average Sunday weekly of column inches for the 2008 report Jazz in the Media.

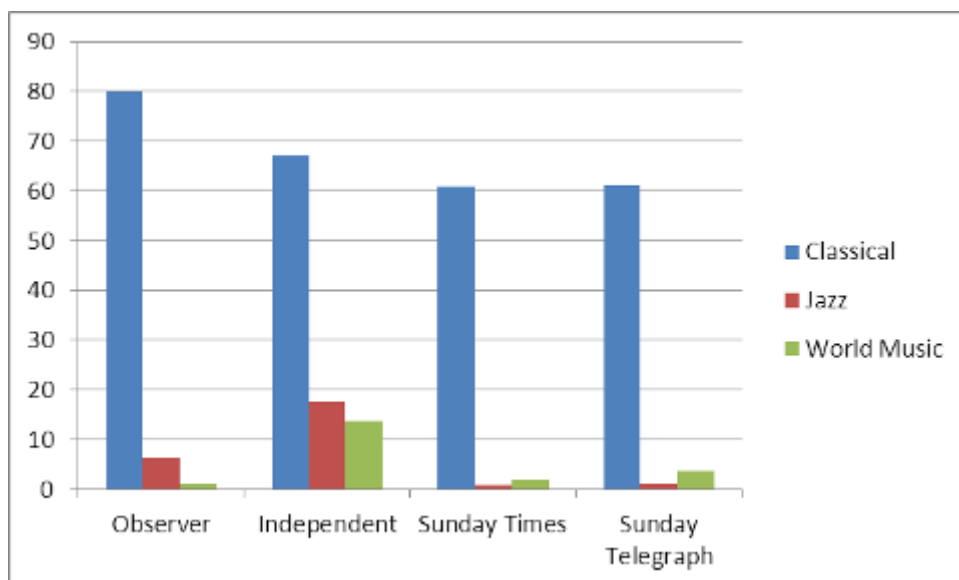


Table 12: Jazz in the Media Report 2008

Jazz and world music hardly existed in the Sunday papers over the seven week review period. Papers like the Sunday Telegraph had the worst coverage with no coverage of jazz or world music for the seven week period. There was also a noted decline in general in the coverage of the three categories of music when compared with the first report e.g. The Observer, which had the highest coverage of classical music with an average of about 80 column inches, saw a drop of its coverage to an average of about 35 column inches. There was also a substantial decline in jazz coverage in most of the broadsheets in comparison with the first report, save for the Sunday Times which showed a broadly similar level of coverage in both reports.