

**TABLE 1***Percentage Totals For All Newspapers, 1990 and 1995*

	<b>All Newspapers Combined</b>		<b>New York Times</b>		<b>Chicago Tribune</b>		<b>NO Picayune</b>		<b>SF Chronicle</b>	
	1990 <sup>^</sup>	1995	1990	1995	1990	1995	1990	1995	1990	1995
No. of Issues	328	337	80	86	79	86	83	86	86	79 <sup>^^</sup>
All Pictures	29,409	40,127	7,709	9,145	7,307	13,350	7,414	9,892	6,979	7,740
Afri Amer Pics	3,129	6,987	612	1,427	942	2,286	851	2,349	724	925
<b>Afri Amer %</b>	<b>10.6</b>	<b>17.4</b>	<b>7.9</b>	<b>15.6</b>	<b>12.9</b>	<b>17.1</b>	<b>11.5</b>	<b>23.7</b>	<b>10.4</b>	<b>12.0</b>
Front Page %	na	51	na	33	na	60	na	73	na	38
<i>Stereotypical Images</i>										
Sports	34.8*	25.6	26.4	27.2	51.6	32.9	30.2	15.9	39.5	25.4
Entertainment	6.7	9.9	6.9	6.7	5.3	11.9	10.5	11.7	11.4	9.2
Crime	6.8	6.3	8.7	8.2	3.4	4.1	4.8	8.5	2.7	4.5
<b>Subtotal</b>	<b>48.3</b>	<b>41.8</b>	<b>42.0</b>	<b>42.1</b>	<b>60.3</b>	<b>48.9</b>	<b>45.5</b>	<b>36.1</b>	<b>53.6</b>	<b>39.1</b>
<i>Race-Blind Images</i>										
Human Interest	9.6	10.8	6.4	6.7	7.9	8.7	10.1	25.2	9.3	2.6
Accident	0.6	0.3	0.4	0.3	1.0	0.2	1.3	0.4	0.8	0.4
Religion	0.3	0.6	0.6	0.5	0.2	0.8	0.7	0.5	0.4	0.5
War	1.0	0.2	0.0	0.0	0.5	0.2	0.3	0.2	0.6	0.3
Science	0.1	0.5	0.1	0.1	0.4	0.1	0.0	0.0	0.5	0.0
<b>Subtotal</b>	<b>11.6</b>	<b>12.4</b>	<b>7.5</b>	<b>7.6</b>	<b>10.0</b>	<b>10.0</b>	<b>12.4</b>	<b>26.3</b>	<b>11.6</b>	<b>3.8</b>
<i>Special Interest Images</i>										
Politics	5.1	3.4	3.2	2.9	4.7	2.6	2.6	4.0	3.1	4.1
Education	3.8	2.2	3.2	3.4	2.1	2.3	2.6	2.4	1.7	0.6
Social Problems	3.3	2.4	3.8	3.5	1.9	2.3	2.8	1.2	2.9	2.7
Business	1.7	1.5	0.7	0.7	1.8	1.9	0.5	1.9	1.0	1.3
Social News	0.1	2.6	0.0	0.0	0.0	0.2	4.1	9.7	0.3	0.4
Health	0.5	0.6	0.6	0.9	0.5	0.9	0.6	0.4	0.3	0.1
<b>Subtotal</b>	<b>14.5</b>	<b>12.7</b>	<b>11.5</b>	<b>11.4</b>	<b>11.0</b>	<b>10.2</b>	<b>13.2</b>	<b>19.6</b>	<b>9.3</b>	<b>9.2</b>
<i>Advertising Images</i>	<b>25.4</b>	<b>33.9</b>	<b>39.0</b>	<b>38.9</b>	<b>18.5</b>	<b>30.9</b>	<b>29.0</b>	<b>18.1</b>	<b>25.5</b>	<b>47.7</b>

<sup>^</sup>figures for 1990 are an average of 1978, 1983, and 1990 results

<sup>^^</sup>seven issues were missing from the microfilm record

\*total percentages may be higher or lower than 100 due to rounding