

EXPLORING “CONNECTIVITY” AT THE COLLEGE NEWSPAPER:
CAN IT HELP EXPLAIN THE SUCCESS OF THE COLLEGIATE PRESS?

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ABSTRACT

The purpose of this study is to explore whether "connectivity" — the level of intimacy journalists have with their communities and how it influences their jobs — is at work in collegiate journalism. This qualitative study used interviews with editors at college newspapers throughout Florida to better understand the close-knit relationships they have with members of the college community and whether these journalists take advantage of these connections as newsgatherers. The study found that editors' strong personal relationships with fellow students and members of the college community do often help them find and develop stories that are newsworthy and relevant to their readership. In addition, editors interviewed recognize this advantage and use naturally strong community connections as an “insider advantage” as they go about their work.