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## 8. COMMUNICATIONS

New data on the Information Industry are provided from the 1997 Economic Census where industries are classified in accordance with the new North American Industry Classification System (NAICS). For details regarding the differences between the NAICS and the Standard Industrial Classification (SIC), see <<http://www.census.gov/epcd/www/naicsusr.html#BREAKS>>.

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TABLE 8.1 — INFORMATION INDUSTRY STATISTICS, 1997

Kind of business	Establish- ments (number)	Receipts (1,000)	Annual payroll (1,000)	Paid employees (number)
Information industries	2,101	\$7,949,711	\$1,511,870	45,015
Publishing industries	488	1,482,723	401,656	14,213
Newspaper, periodical, book, & database publishers	382	1,350,570	352,921	13,153
Newspaper publishers	174	659,402	176,689	8,000
Periodical publishers	105	310,303	113,724	2,930
Book publishers	43	245,047	34,432	1,206
Database & directory publishers	16	39,884	13,829	416
Other publishers	44	95,934	14,247	601
Software publishers	106	132,153	48,735	1,060
Motion picture & sound recording industries	537	829,896	108,647	4,366
Motion picture & video industries	265	262,570	58,146	3,243
Production	109	111,404	33,695	1,055
Distribution	5	1,464	693	12
Exhibition	113	110,836	14,047	1,821
Post production and other	38	38,866	9,711	355
Sound recording industries	272	567,326	50,501	1,123
Record production				
Integrated record production/distribution	21	365,675	21,120	285
Music publishers	125	154,719	17,236	434
Sound recording studios	83	24,458	6,758	247
Other sound recording industries	12	4,633	1,387	60
Broadcasting & telecommunications	895	5,320,391	893,370	23,518
Radio & television broadcasting	249	636,001	207,407	7,334
Radio broadcasting	205	265,737	122,274	4,979
Television broadcasting	44	370,264	85,133	2,355
Cable networks & program distribution	96	992,843	128,948	3,480
Telecommunications	550	3,691,547	557,015	12,704
Wired carriers	393	2,914,434	460,063	10,068
Wireless carriers (except satellite)	118	690,077	80,012	2,225
Resellers	26	75,319	10,737	285
Satellite	7	8,317	5,629	112
Other telecommunications	6	3,400	574	14
Information services & data processing services	181	316,701	108,197	2,918
Information services	85	41,920	15,222	524
Data processing services	96	274,781	92,975	2,394

Source: U.S. Census Bureau, 2000 Census and earlier editions, <<http://factfinder.census.gov>> (Accessed 17 December 2002).



TABLE 8.2 — TELEPHONE AVAILABILITY IN OCCUPIED HOUSING UNITS, COUNTIES, 1990 AND 2000

County	2000			1990		
	Occupied housing units	Units lacking telephone	Percent lacking telephone	Occupied housing units	Units lacking telephone	Percent lacking telephone
Anderson	29,780	749	2.52	27,384	1,690	6.17
Bedford	13,905	631	4.54	11,608	1,033	8.90
Benton	6,863	366	5.33	5,784	493	8.52
Bledsoe	4,430	196	4.42	3,261	401	12.30
Blount	42,667	734	1.72	33,624	2,112	6.28
Bradley	34,281	1,032	3.01	27,604	2,072	7.51
Campbell	16,125	973	6.03	13,150	1,591	12.10
Cannon	4,998	163	3.26	3,980	346	8.69
Carroll	11,779	602	5.11	10,727	973	9.07
Carter	23,486	1,195	5.09	20,189	2,203	10.91
Cheatham	12,878	273	2.12	9,515	863	9.07
Chester	5,660	267	4.72	4,558	419	9.19
Claiborne	11,799	705	5.98	9,629	1,109	11.52
Clay	3,379	256	7.58	2,855	550	19.26
Cocke	13,762	763	5.54	11,191	1,616	14.44
Coffee	18,885	734	3.89	15,500	1,364	8.80
Crockett	5,632	330	5.86	5,183	548	10.57
Cumberland	19,508	663	3.40	13,426	1,357	10.11
Davidson	237,405	4,135	1.74	207,530	9,362	4.51
Decatur	4,908	215	4.38	4,216	495	11.74
DeKalb	6,984	339	4.85	5,696	794	13.94
Dickson	16,473	453	2.75	13,019	940	7.22
Dyer	14,751	629	4.26	13,617	1,279	9.39
Fayette	10,467	272	2.60	8,453	973	11.51
Fentress	6,693	402	6.01	5,511	846	15.35
Franklin	15,003	544	3.63	12,660	1,170	9.24
Gibson	19,518	599	3.07	18,361	1,341	7.30
Giles	11,713	500	4.27	9,832	846	8.60
Grainger	8,270	334	4.04	6,394	938	14.67
Greene	25,756	996	3.87	21,482	2,298	10.70
Grundy	5,562	439	7.89	4,784	731	15.28
Hamblen	23,211	840	3.62	19,429	1,896	9.76
Hamilton	124,444	2,746	2.21	111,799	5,881	5.26
Hancock	2,769	284	10.26	2,484	486	19.57
Hardeman	9,412	426	4.53	8,276	900	10.87
Hardin	10,426	611	5.86	8,726	1,032	11.83
Hawkins	21,936	958	4.37	17,167	1,541	8.98
Haywood	7,558	523	6.92	7,014	730	10.41
Henderson	10,306	384	3.73	8,527	936	10.98
Henry	13,019	481	3.69	11,362	1,047	9.21
Hickman	8,081	399	4.94	5,976	663	11.09
Houston	3,216	93	2.89	2,683	261	9.73
Humphreys	7,238	265	3.66	6,063	453	7.47
Jackson	4,466	290	6.49	3,642	471	12.93
Jefferson	17,155	701	4.09	12,329	1,072	8.69
Johnson	6,827	635	9.30	5,406	878	16.24
Knox	157,872	3,214	2.04	133,639	6,485	4.85
Lake	2,410	168	6.97	2,418	396	16.38
Lauderdale	9,567	523	5.47	8,423	1,048	12.44
Lawrence	15,480	855	5.52	13,338	1,148	8.61

TABLE 8.2 — TELEPHONE AVAILABILITY IN OCCUPIED HOUSING UNITS, COUNTIES, 1990 AND 2000 (Continued)

County	2000			1990		
	Occupied housing units	Units lacking telephone	Percent lacking telephone	Occupied housing units	Units lacking telephone	Percent lacking telephone
Lewis	4,381	204	4.66	3,533	503	14.24
Lincoln	12,503	463	3.70	10,881	866	7.96
Loudon	15,944	392	2.46	12,155	1,011	8.32
McMinn	19,721	757	3.84	16,351	1,431	8.75
McNairy	9,980	510	5.11	8,834	901	10.20
Macon	7,916	410	5.18	6,159	884	14.35
Madison	35,552	1,230	3.46	29,609	1,618	5.46
Marion	11,037	574	5.20	9,215	1,023	11.10
Marshall	10,307	358	3.47	8,268	788	9.53
Mauzy	26,444	636	2.41	20,608	1,540	7.47
Meigs	4,304	206	4.79	2,996	402	13.42
Monroe	15,329	788	5.14	11,363	1,497	13.17
Montgomery	48,330	709	1.47	34,345	1,700	4.95
Moore	2,211	59	2.67	1,734	100	5.77
Morgan	6,990	352	5.04	5,841	811	13.88
Obion	13,182	518	3.93	12,412	1,194	9.62
Overton	8,110	325	4.01	6,734	740	10.99
Perry	3,023	122	4.04	2,512	382	15.21
Pickett	2,091	119	5.69	1,786	307	17.19
Polk	6,448	398	6.17	5,092	732	14.38
Putnam	24,865	833	3.35	19,753	1,509	7.64
Rhea	11,184	480	4.29	9,185	949	10.33
Roane	21,200	675	3.18	18,453	1,324	7.17
Robertson	19,906	446	2.24	14,801	1,180	7.97
Rutherford	66,443	1,186	1.78	42,118	2,191	5.20
Scott	8,203	495	6.03	6,534	1,046	16.01
Sequatchie	4,463	176	3.94	3,287	461	14.02
Sevier	28,467	868	3.05	19,520	1,491	7.64
Shelby	338,366	7,816	2.31	303,571	14,138	4.66
Smith	6,878	320	4.65	5,358	512	9.56
Stewart	4,930	122	2.47	3,678	300	8.16
Sullivan	63,556	1,851	2.91	56,729	4,252	7.50
Sumner	48,941	1,092	2.23	36,850	2,058	5.58
Tipton	18,106	467	2.58	13,033	1,218	9.35
Trousdale	2,780	87	3.13	2,261	345	15.26
Unicoi	7,516	318	4.23	6,621	740	11.18
Union	6,742	345	5.12	4,932	674	13.67
Van Buren	2,180	157	7.20	1,799	295	16.40
Warren	15,181	734	4.83	12,681	1,490	11.75
Washington	44,195	1,700	3.85	35,823	3,214	8.97
Wayne	5,936	291	4.90	5,174	720	13.92
Weakley	13,599	594	4.37	11,992	946	7.89
White	9,229	468	5.07	7,722	843	10.92
Williamson	44,725	352	0.79	27,928	681	2.44
Wilson	32,798	541	1.65	24,070	1,247	5.18
TENNESSEE	2,232,905	66,429	2.98	1,853,725	132,331	7.14

Source: U.S. Census Bureau, 2000 Census and earlier editions, <<http://factfinder.census.gov/servlet/BasicFactsServlet>> (Accessed 10 December 2002).

TABLE 8.3 — PAID CIRCULATION OF NON-DAILY NEWSPAPERS, COUNTIES, 2002

County	City	Newspaper	Paid circulation
Anderson	Clinton	The Courier-News	5,135
Benton	Camden	The Camden Chronicle	5,091
Bledsoe	Pikeville	The Bledsonian-Banner	3,250
Campbell	Jellico	The Advance-Sentinel	462
Campbell	LaFollette	The LaFollette Press	9,316
Cannon	Woodbury	Cannon Courier	4,275
Carroll	Huntingdon	The Carroll County News-Leader	5,630
Carroll	McKenzie	The McKenzie Banner	5,755
Cheatham	Ashland City	Ashland City Times	5,043
Chester	Henderson	Chester County Independent	4,367
Claiborne	Tazewell	The Claiborne Progress	6,740
Clay	Celina	Citizen-Statesman	2,285
Coffee	Manchester	Manchester Times	6,055
Coffee	Tullahoma	The Tullahoma News	8,836
Crockett	Alamo	The Crockett Times	3,594
Cumberland	Crossville	Crossville Chronicle	8,295
Davidson	Nashville	Nashville Record	788
Decatur	Parsons	The News Leader	3,616
DeKalb	Smithville	Smithville Review	3,706
DeKalb	Smithville	The Middle Tennessee Times	2,157
Dickson	Dickson	The Dickson Herald	6,316
Dyer	Dyersburg	Dyersburg News-Dyer County Tennessean	9,120
Fayette	Somerville	The Fayette Falcon	n.a.
Fayette	Somerville	Fayette County Review	n.a.
Fentress	Jamestown	Fentress Courier	5,455
Franklin	Winchester	The Herald-Chronicle	8,411
Gibson	Dyer	The Tri-City Reporter	2,845
Gibson	Humboldt	The Chronicle	3,430
Gibson	Milan	The Milan Mirror-Exchange	4,100
Gibson	Trenton	The Herald Gazette	3,136
Giles	Ardmore	Your Community Shopper	3,998
Giles	Pulaski	The Giles Free Press	6,929
Giles	Pulaski	The Pulaski Citizen	6,838
Grainger	Rutledge	Grainger County News	n.a.
Grundy	Tracy City	Grundy County Herald	4,602
Hamilton	Chattanooga	Hamilton County Herald	210
Hardeman	Bolivar	The Bolivar Bulletin-Times	4,160
Hardin	Savannah	The Courier	8,967
Hawkins	Rogersville	Rogersville Review	5,699
Haywood	Brownsville	The States-Graphic	4,454
Henderson	Lexington	The Lexington Progress	7,793
Hickman	Centerville	Hickman County Times	5,718
Humphreys	Waverly	The News-Democrat	3,422
Jackson	Gainesboro	Jackson County Sentinel	3,000
Jefferson	Jefferson City	Standard-Banner	5,911
Johnson	Mountain City	The Tomahawk	4,603
Lake	Tiptonville	The Lake County Banner	3,192
Lauderdale	Halls	The Halls Graphic	330
Lauderdale	Ripley	The Lauderdale County Enterprise	4,840
Lauderdale	Ripley	The Lauderdale Voice	3,813
Lawrence	Lawrenceburg	The Democrat-Union	6,745
Lewis	Hohenwald	Lewis County Herald	3,687
Lincoln	Fayetteville	Elk Valley Times	8,236
Loudon	Lenoir City	The News-Herald	6,143

TABLE 8.3 — PAID CIRCULATION OF NON-DAILY NEWSPAPERS, COUNTIES, 2002 (Continued)

County	City	Newspaper	Paid circulation
Macon	Lafayette	Macon County Times	5,716
Macon	Red Boiling Springs	Macon County Chronicle	2,331
Marion	Jasper	The Jasper Journal	n.a.
Marion	South Pittsburg	South Pittsburg Hustler	n.a.
Marshall	Lewisburg	Lewisburg Tribune	4,876
Marshall	Lewisburg	Marshall Gazette	4,596
McNairy	Selmer	Independent-Appeal	7,174
Monroe	Madisonville	The Democrat/Laker	5,185
Monroe	Sweetwater	Monroe County Advocate	6,126
Moore	Lynchburg	The Moore County News	1,705
Morgan	Wartburg	Morgan County News	4,535
Overton	Livingston	Overton County News	5,363
Overton	Livingston	Livingston Enterprise	4,900
Perry	Linden	Buffalo River Review	2,597
Pickett	Byrdstown	Pickett County Press	2,054
Polk	Benton	The Polk County News/Citizen Advance	3,101
Rhea	Dayton	The Herald-News	5,179
Roane	Harriman	The Harriman Record	205
Roane	Kingston	The Roane County News	8,267
Roane	Rockwood	The Rockwood Times	371
Robertson	Springfield	Robertson County Times	8,111
Rutherford	Smyrna	The Rutherford Courier	2,358
Scott	Oneida	Independent Herald	4,550
Scott	Oneida	Scott County News	6,954
Sequatchie	Dunlap	The Dunlap Tribune	3,122
Sevier	Pigeon Forge	Tennessee Star Journal	3,997
Shelby	Bartlett	Bartlett Express	5,835
Shelby	Collierville	Collierville Herald	6,223
Shelby	Cordova	The Cordova Beacon	1,561
Shelby	Germantown	Germantown News	5,293
Shelby	Memphis	Memphis Business Journal	7,776
Shelby	Millington	The Millington Star	2,857
Smith	Carthage	Carthage Courier	5,361
Stewart and Houston	Dover	The Stewart-Houston Times	n.a.
Sumner	Gallatin	The News-Examiner	9,649
Sumner	Portland	The Portland Leader	2,622
Tipton	Covington	The Covington Leader	6,967
Trousdale	Hartsville	The Hartsville Vidette	1,839
Unicoi	Erwin	The Erwin Record	4,260
Union	Maynardville	News Leader	2,962
Van Buren	Spencer	The Mountain View	1,474
Warren	McMinnville	Southern Standard	8,555
Washington	Jonesborough	Herald and Tribune	3,134
Wayne	Waynesboro	The Wayne County News	6,387
Weakley	Dresden	Dresden Enterprise	5,277
Weakley	Martin	Weakley County Press	4,484
White	Sparta	The Sparta Expositor	5,096
Williamson	Fairview	The Fairview Observer	1,146
Wilson	Lebanon	The Wilson World	4,628
Wilson	Mt. Juliet	Mt. Juliet News	3,849

Note: Paid circulation is that reported to the U.S. Postal Service in 2002 annual Statement of Ownership or the most recent Publisher's Statement for Audit Bureau of Circulation (ABC).

n.a. not available at publication time.

Source: Tennessee Press Service, Inc., Tennessee Newspaper Directory, 2003.





TABLE 8.4 — PAID CIRCULATION OF DAILY AND SUNDAY NEWSPAPERS, CITIES, 2002

City	County	Newspaper name	Paid daily circulation	Sunday circulation
Athens	McMinn	The Daily Post-Athenian	11,070	12,118
Bristol	Sullivan	Bristol Herald Courier/ Virginia-Tennessean	40,905	42,591
Chattanooga	Hamilton	Chattanooga Times Free Press	74,521	100,484
Clarksville	Montgomery	The Leaf-Chronicle	22,057	26,115
Cleveland	Bradley	Cleveland Daily Banner	14,473	16,806
Columbia	Maury	The Daily Herald	11,791	13,427
Cookeville	Putnam	Cookeville Herald-Citizen	11,151	13,773
Dyersburg	Dyer	State Gazette	6,331	6,331
Elizabethton	Carter	Elizabethton Star	9,366	9,366
Franklin	Williamson	The Review Appeal	7,500	7,500
Greeneville	Greene	The Greeneville Sun	14,613	0
Jackson	Madison	The Jackson Sun	35,013	40,838
Johnson City	Washington	Johnson City Press	29,909	34,152
Kingsport	Sullivan	Kingsport Times-News	41,396	44,648
Knoxville	Knox	The Knoxville News-Sentinel	112,017	153,718
Lebanon	Wilson	The Lebanon Democrat	8,655	0
Maryville	Blount	The Daily Times	21,152	20,602
Memphis	Shelby	The Commercial Appeal	156,513	234,055
Memphis	Shelby	The Daily News	1,404	0
Morristown	Hamblen	Citizen Tribune	18,236	24,441
Murfreesboro	Rutherford	The Daily News Journal	15,314	18,121
Nashville	Davidson	The Tennessean	184,106	252,181
Newport	Cocke	The Newport Plain Talk	6,595	6,595
Oak Ridge	Anderson	The Oak Ridger	7,316	0
Paris	Henry	The Paris Post-Intelligencer	7,591	0
Sevierville	Sevier	The Mountain Press	8,186	8,186
Shelbyville	Bedford	Shelbyville Times-Gazette	7,816	0
Union City	Obion	Union City Daily Messenger	8,094	0

Note: Paid circulation is that reported to the U.S. Postal Service in 2002 annual Statement of Ownership or the most recent Publisher's Statement for Audit Bureau of Circulation (ABC) members. Lowest circulation is shown for newspapers for which circulation varies by the day of the week.

Source: Tennessee Press Service, Inc., Tennessee Newspaper Directory, 2003.

TABLE 8.5 — TELEPHONE AVAILABILITY IN OCCUPIED HOUSING UNITS, SOUTHEASTERN STATES AND UNITED STATES, 2000

State	Occupied housing units	Units lacking telephone	Percent lacking telephone
TENNESSEE	2,232,905	66,429	2.98
Alabama	1,737,080	73,557	4.23
Arkansas	1,042,696	56,747	5.44
Florida	6,337,929	139,891	2.21
Georgia	3,006,369	96,140	3.20
Kentucky	1,590,647	74,612	4.69
Louisiana	1,656,053	69,488	4.20
Mississippi	1,046,434	68,532	6.55
North Carolina	3,132,013	94,937	3.03
South Carolina	1,533,854	63,775	4.16
Virginia	2,699,173	57,656	2.14
West Virginia	736,481	34,786	4.72
UNITED STATES	105,480,101	2,570,705	2.44

Source: U.S. Census Bureau, 2000 Census and earlier editions, <<http://factfinder.census.gov/servlet/BasicFactsServlet>> (Accessed 10 December 2002).

TABLE 8.6 — NUMBER AND CIRCULATION OF DAILY AND SUNDAY NEWSPAPERS, SOUTHEASTERN STATES, 2000

State	Daily			Sunday	
	Number	Net paid circulation <sup>1</sup> (1,000)	Circulation per capita <sup>2</sup>	Number	Net paid circulation <sup>1</sup> (1,000)
TENNESSEE	25	856	0.15	17	1,039
Alabama	24	658	0.15	20	739
Arkansas	30	472	0.18	16	525
Florida	42	3,067	0.19	38	3,870
Georgia	34	1,047	0.13	28	1,336
Kentucky	23	612	0.15	14	652
Louisiana	26	726	0.16	21	802
Mississippi	23	385	0.14	18	391
North Carolina	47	1,334	0.17	39	1,484
South Carolina	15	625	0.16	14	732
Virginia	28	2,721	0.38	17	1,165
West Virginia	22	363	0.20	12	367

1. Circulation figures based on the principal community served by a newspaper which is not necessarily the same location as the publisher's office.

2. Per capita based on total resident population estimated as of April 1.

Source: Editor & Publisher Co., New York, NY, Editor and Publisher International Year Book, annual, (copyright) printed in U.S. Census Bureau, Statistical Abstract of the United States, 2001.

TABLE 8.7 — HOUSEHOLDS WITH COMPUTERS AND INTERNET ACCESS, SOUTHEASTERN STATES AND UNITED STATES, 1998 AND 2000

State	Percent of households			
	2000		1998	
	Computers	Internet access	Computers	Internet access
TENNESSEE	45.7	36.3	37.5	21.3
Alabama	64.8	55.6	62.4	44.1
Arkansas	37.3	26.5	29.8	14.7
Florida	50.1	43.2	39.5	27.8
Georgia	47.1	38.3	35.8	23.9
Kentucky	46.2	36.6	35.9	21.1
Louisiana	41.2	30.2	31.1	17.8
Mississippi	37.2	26.3	25.7	13.6
North Carolina	45.3	35.3	35.0	19.9
South Carolina	43.3	32.0	35.7	21.4
Virginia	53.9	44.3	46.4	27.9
West Virginia	42.8	34.3	28.3	17.6
UNITED STATES	51.0	41.5	42.1	26.2

Source: U.S. Department of Commerce, National Telecommunication and Information Administration, *Falling Through the Net: Defining the Digital Divide*, July 1999 and October 2000; and U. S. Census Bureau, *Statistical Abstract of the United States*, 2001.