

Are the tabloids helping or hindering our progress?

**By
Kevin Kelly**

(i)

Executive Summary

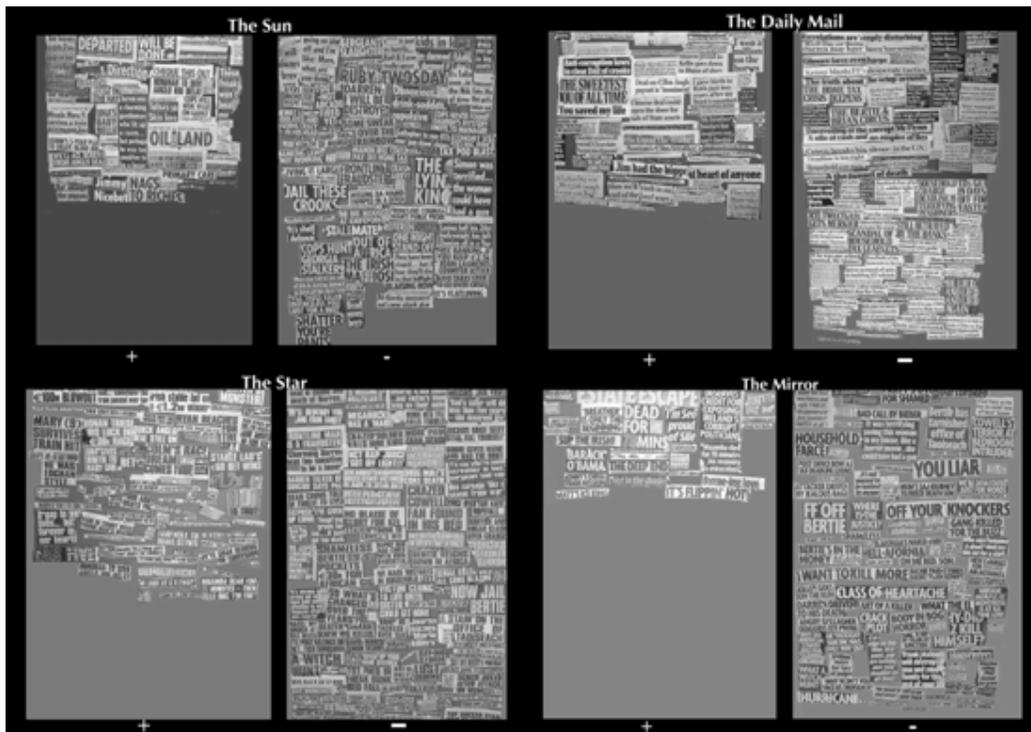
The aim of this study was to highlight the impact positive/ negative of the tabloid media in this country.

The findings were pretty conclusive – the overwhelming message is negative. In terms of space allocated, twice as much space is allocated to negative headlines as opposed to positive one.

Please note that for the purposes of this study; I didn't include subheadlines and associated pictures which without doubt would have made the statistics even more negative.

Negative headlines aren't just allocated more space – they have more impact in terms of design ie font size/underlining/reverse etc.

Collage without Independent



Independent review:



(Note we wanted to show both graphics considering that the Irish Independent isn't considered a tabloid in the true sense of the word.)

In terms of the number of positive to negative headlines; here are the stats:

	Positive	Negative	Neutral
Total:	348	462	115
Totals without Irish Independent:	253	396	92
Daily Sun	58	85	30
Daily Star	79	110	25
Daily Mirror	62	92	18
Daily Mail	54	109	19
Irish Independent	95	66	23

This over emphasis on negative stories in the authors opinion has a negative knock on effect on consumer confidence – if peoples mind's are

continually filled with negativity, it is hard to expect them to be filled with confidence and want to go out and spend. Ironically their spending goes hand and hand with Advertising spend. Thus one could argue that the current editorial policy is damaging both the consumer and the newspaper.

Other interesting findings included:

- Out of a total of 925 headlines reviewed, very few were of the “this is what you can do now variety”. In the current challenging times, this is the type of news can be of enormous benefit
The only headline I found in this category was “Shopping around on life insurance deals could save €10,000” in the Irish Independent. It is the author’s view that the focus should be on helping your target audience at this time.
- In one of the papers the Editorial column suggested that there aren’t many good news stories around – I think it is incumbent on the media to look around a little harder. Even in some of their paper stories like The kid who is going to get the opportunity to design the google homepage got a minimal of coverage – the fact that over 3400 new businesses were set up in Ireland last year by people aged between 50 and 64 got sidebar attention in one of the papers. The bottom line is there are numerous stories of ordinary people doing extraordinary things in ever community in Ireland – it is time to give them a voice.

(ii)
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Methodology

The following papers were reviewed over two randomly selected time periods – Monday 12th to Friday 16th March and Thursday 22nd to Wed 28th March (Saturday and Sunday excluded):

Daily Sun

Daily Star

Daily Mirror

Daily Mail

Irish Independent

The first eleven pages were analysed and all the major headlines were recorded, analysed and subsequently rated as positive, negative or neutral. In all 925 headlines were reviewed.

After review all headlines were pinned to board to get a visual understanding of their impact. Only headlines were pinned and reviewed – subheadings and associated pictures were removed. In doing this, we obviously reduced their space and impact dramatically.

Two people carried out the review:

Kevin Kelly, B Comm who in the past had conducted opinion polls on the in the General Election and in the local Elections. In addition, Kevin has conducted many research reports in the early 90's as Director of his company Advanced Marketing. Kevin currently is a Speaker and Author.

Eileen Bennett former editor of Galway Now magazine is an experienced writer, editor and teacher. Her career spans over 25 years in media with an eclectic focus on business and lifestyle in a number of private and public sector organisations.

Limitations

Like any study, the ideal scenario would be to review all headlines in the paper. However it is the author's contention that selecting the first 11 pages gives us more than a fair representation of the general direction of the paper. All of the three journalists we consulted on what would represent the fairest analysis of the paper suggested that eleven pages was more than sufficient.

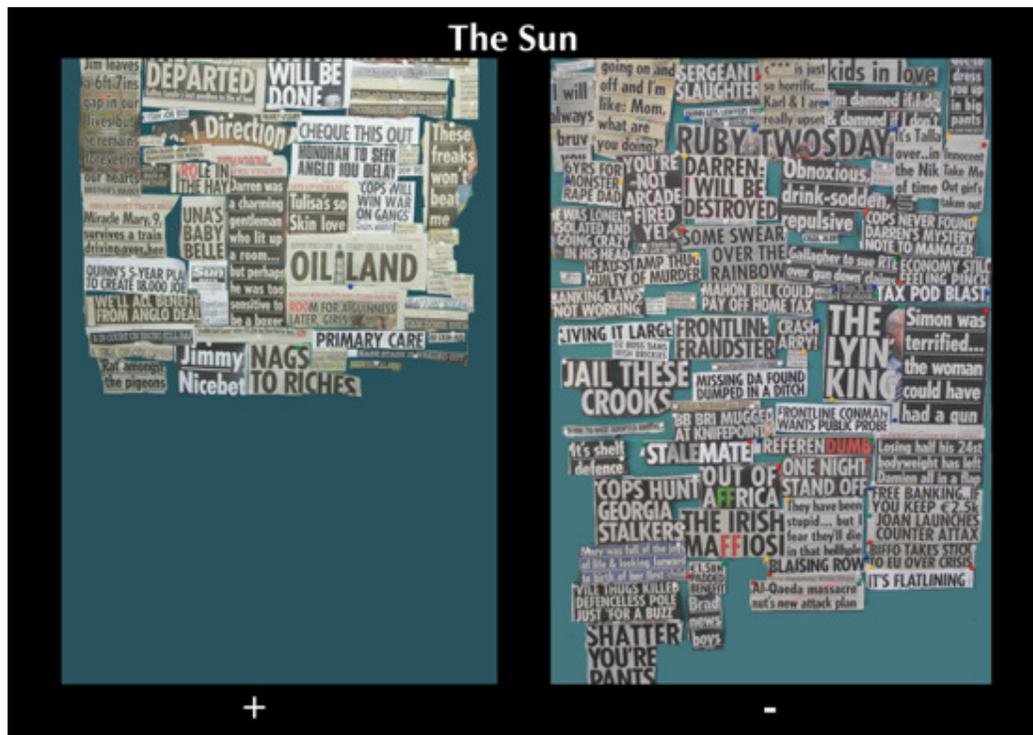
Furthermore of course there is a minor degree of subjectivity in the rating of headlines - however it would be fair to say that the majority of headlines speak for themselves and on this basis the author is confident the results are very accurate.

Findings

1. Daily Sun

	Positive	Negative	Neutral
Period – Week 1	27	43	13
Period – Week 2	31	42	17
Totals	58	85	30

Ratio 1:1.5



3. Daily Mirror

	Positive	Negative	Neutral
Period – Week 1	32	46	10
Period – Week 2	30	45	9
Totals	62	91	19
Ratio 1:1.5			



4. Daily Mail

	Positive	Negative	Neutral
Period – Week 1	23	60	7
Period – Week 2	31	50	11
Totals	55	108	18
Ratio 1:2			



5. Irish Independent

	Positive	Negative	Neutral
Period – Week 1	53	32	14
Period – Week 2	44	35	6
Totals	97	67	20



Appendix

Irish Daily Mirror

Week 1

Positives:

Mick was offended....and I do regret that
Shane raises his Up!
Train Girls Miracle escape
Kian finds his Voice
Una's Baby Joy
New bank debt deal
Margaret is a good vintage
1.5bn to build 157 new schools
National Studs reins in visit by Princess
Green Barmy
One al of a bet
Come on you bikes in green
€20m winning bet
Car bonnet air bags for pedestrians
Some mothers do av em!
A biel-ly good catch
And hair comes another strike
Nearly Dan and dusted
A fashion front runner
Andrea's bride and joy
Nesbitt's theatre of dreams
Wags to riches
Celebs come out in force
In the black
Miracle of train fall girl, nine
Noonan; Debt deal still on
€1.2m for worker
Gwyn, a star in stripes
€1.2m stable guy
Willies horses tipped to fly past the post
Pundit Colm is still in tip top form.
500,000 dope bust

Negatives:

Zara's ex Fall Horror
Hotel fury at royalties
Scare force one
Nally is free but forever a prisoner
Women tuned out
Miriam: Morale at Montrose is at an all time low

Signs of struggle tough to miss
Darren driven to his death
Class of Heartache
Amy: I don't want to be a piece of meat
Burglars target TV's Nell's house
Device explodes in bomb expert's face
Richie paid four times more than Kenny
On me bed Son
Despot Housewives
I don't know why fighter was afraid
Art of a killer
Killer on the run
Blundering cabinet backs household charges
Jumping Jack clashes
What the El
Crash cop fined
Why wont you face us Taoiseach
Body in Bog Horror
New schools for our kids is our right
Nama must keep public informed
€831k the reward for ruining bank
Government wins fight to keep us poor
Girl 9 hit by train at junction
Siobhan voices her fury at judges
Frank Maloney will destroy you and your family for the rest of your life
Crack plot
I'm on the edge all the time in the panic you are looking over your shoulder at all times
Hurricane Cry
What a witch hunt
Houston calling from beyond the grave
He went to sell a car and never came back
He thought suicide was the only way out
Elderly depression spike
3.1bn Anglo deal rejected
Why did American soldiers kill our sleeping children
Quinn truck is torched
Tusk force
Whitney's mum shocked at Bobby's incest romance
Angry Gallagher demands RTE probe
Why did Daz Kill himself?

Neutral:

Ender of Heather...Who did it?
Banker Loses Glory Hope
Jailed for 6060 years
Remarkable Rihanna has had another wardrobe malfunction
Tweet nothing
First it was Edna now it is Enda Kelly

Jessie Jitters
Ravers return
I've slept with 1000 women
Sun chief and husband held in Dawn raid

Week 2

Positives

Barack O Bama TH
Byrne-ing Love TH
Pinky and Perky – its cherry nice TH
Muamba died for 78 minutes his recovery is miraculous TH
Batman nicked TU
Fortune is shining on Candice TU
Enda gets down to business in China TU
New Supervalu stores will create 400 Posts TU
Hot in the Shades TU
Vans the man at Dublin Show TU
The deep End TU
Sup the Irish TU
I'm Seo proud of Sile F
Man jailed after knocking down pal for kissing lover F
Spoke the truth F
Breather is only the beginning F
FF set to expel betrayers F
My father deserves credit for exposing Ireland's corrupt politicians M
Matts Ice King M
Jocky was double Top of the pops M
Helen specs appeal M
Kennys China Trade Mission M
Berties 4th Grandchild M
Its El Papa M
Lifes a beach for Kian W
Estate Escape W
Its flippin Hot W
She looks good enough to eat W
He Enda Far East W
The award for best activist W

Negatives

Dead for 78 mins – battle to get Muambas heart beating again TH
A slap in the face for AIB Customers TH
I want to Kill more TH
Hellaforntia TH
New charges for 90,000 AIB accounts TH
Who says romance is dead? Well try this lot for a start TH
Stalemate TH

Leaflet is where it all went wrong TU
Berties in the money again TU
Shameless TU
Georgias Naked fury TU
Houses 62% cheaper than five years ago TU
Off your knockers TU
Cowen defends bank guarantee TU
Gang killed for the Buzz TU
Look who's stalking TU
Public cant handle any more taxes TU
Where is the Justice F
FF off Bertie F
Its not unusual to be loathed by anyone F
Attacker driven by Jealous rage F
Bertie has tarnished office of Taoiseach F
You Liar F
Findings Biased and unfair F
Mahon lifts lid on dark and dirty deals F
Vodafone moves 300 jobs F
Mums sad journey to freeze death son M
Ahern quit letter still not with FF chiefs M
Kian fury as he has to send one of best home M
Dartbroken M
Post Office Row as tax Deadline Looms M
Cowell's Terror at Bedroom intruder M
This is one tax too far for people M
It was terrifying seeing this woman in my house, like a horror movie, she could have had a gun M
"I was being threatened," says Burton M
Resignation is a global headline M
Burke dirt out in 1974 M
Household Farce W
Bad call by Bieber W
Party's over for shamed FF W
Two jumped before they're pushed W
Depression made me feel worthless and ugly. I felt if I disappeared it just wouldn't matter at all W
We're devastated ...lost for words W
Good deal more can be done W Edit
A mole lot of Trouble W
Lawyers make a fortune in probe

Neutral

Romney's victory in Illinois TH
Cheeky Girls M
I did Give Cash F
Family partied at Dundon verdict T
Business backs charges as unions object
Its May 31 W
Are Georgia single days a rap? W

Sex tape was Tulisa's idea W

Daily Star

WEEK 1

Positives:

Japan remembers
Pair charged over body discovered in bog
Bank bosses lashed
Bank revision plans
Ill pay back €50k ink bill
Poster drive for missing teen Amy
Pair charged with Murder of Brazilian found in Bog
He has Eoghan Style
Nama Chases €500m assets
McNamara fights for Achill Stonehenge
Kids death coach not speeding
Carols lady Luck
King of Pops kids enjoy the limelight
Wish upon a star
Loves in the air
Colm's Race dream comes true
Jimmy's a wee bit emotional
Danish tasty
Irish filly does it again
Colm's joy at Gift Horse
Stable Lads €60 bet wins €1.2m
Babe wyses up for the Races
Quick Anglo deal still on
Ronan tries his luck in €30k race
Track record for Punters
Stab victim brought back to life
Mary 9 Survives Train Hit
€1.2m bet
Horsing around
Racy Peter still getting his oats
Jane moves in for Kil
Ryan reaches for the Sky
He's defoe in love
Stars back on track
Your Army wants you
Una gives birth to baby girl
Norah: show been a lifesaver
Irish stable lad on a €1.2m winner
Colm thanks dream team
Paddy's joy over Andrea vow
Saturday's Una has a baby girl
Berry is ol weddy
She curled up in a ball...somehow the train passed over her

Punters Monster
Bookies set for €100m blowout

Negatives:

Lust orders
Body in Bog is missing Brazilian
No need to hang my head in shame over death of Darren
Anglo talks won't have impact on the pain
Mums horror at Higgins jail visit
Beast couldn't bear to destroy €100 shoes and victims blood was on their soles
Dads killer will do less than five years – she deserved life
Speed up your homes seizures
Sex abuse daughter urges other victims of rape to speak out
Dead crims told of threat to lives
NCT Rap Judge got off lightly
I'd say you're some screamer in bed, Sergeant told cop
Darren talked of suicide says pal
Charming Darren was too sensitive to be a boxer
Crazed soldier kills nine kids
Bobbi gives name and Dad the boot
Frontline Man is a fraudster
More pain than Spain
Driver killed in car flip horror
Sickos urge sexy star – kill yourself
US Cop chasing Brand over mobile bust up
Megabucks JP has a mare
Hell destroy you and your family
Top soccer star Kod by Kinky sex
400 children missing in Ireland
I thought Baby was my Dad's
Journo names Marlo Killers
A witch hunt
For crying out loud
Whopper bank salary is outrageous
Voice over for Axed hopefuls
Bunk bed fall kills toddler
Bus carnage like a scene from War
Man who hit priest spared Jail Term
Food sacrificed for home
47 slaughtered in Syrian violence
No compo for sacked woman
Ray-do storm
Warning note to Darren
Murder thug trapped by €100 shoes
Brian lashes Elbow song choice
Cop killer in Jailbreak
Repulsed Norris is cashing in on show
Bad bromance
Whitney talks to Bobby beyond the grave
Man shot brother in row over burial

Tot dies in freak bunk bed fall
DVD theory probed in Bus tragedy
No jail for digging up body
Body found in Bog
Slain Polish victim was in the right place
Dad of two is killed in tragic crane accident
Ice Babe Jen in hot water
Wife Killers art of show

Neutral:

Tweetgate issue not on agenda for Dobbo
Abuse claim priest dies
Riri pops out to eat.
Canal fall mum was looking at wasp net

WEEK 2

Positives

Muamba dead for 78 minutes – then tell Doc Im fine TH
Fab Five TH
Honohan to seek Anglo Irish IOU delay TH
I almost died too TH
Bad Boys loving the new series TU
Tds tackle racism TU
We cannot give into cynicism F
Gardai quiz attack suspects F
Louis – Tulisa is honest and genuine F
Kates pup takes a Bow wow F
Out of Africa TU
Terrorised family doing ok in new location TU
Deadly feud thug gets four years for robbery TU
We've Gran designs for Eurovision TU
Farewell to brave Stynes TU
Lifes a beach for Imogen TU
Man jailed over raids TU
US Notice allowed TU
Brian Cowen takes share of blame for economic collapse TU
Red hot for Races TU
Spot the yum Mum TU
Lifes a beach for punters as sizzling weather is set to continue all week M
Thug questioned over Mariora murder M
Pair in court over young man's death M
Shes the one
Irish duo rocks UK voice M
An awful Lotto Cash M
Pope brimming with Humour in Mexico M
Irina Shayks her stunning beach bum
Debt deal to be struck soon W
A gap in our lives but forever in our hearts W

Hot to trot W
Trends electric W

Negatives

David makes Simon scowl TH
Bono is tackled over tax TH
Schizo Jailed after Attack on Mum TH
Anglo accuses Quinns of stripping Assets. TH
McKillen accused of convenient amnesia TH
France reeling after terror slaughter TH
Ill post killings on the net – then surrender TH
Beaten Ciaran knew his Killer TH
Portrait of a serial killer TH
Victim clung to life until sister could get home TH
Furious scuffles in Pub stand off TH
Bride and doom as wedding guests jailed TH
Fans horror at collapse TH
€100 a year lost as AIB scraps free fees TU
We deserve a lot better for our future F
Constituents ashamed of giving Bertie votes F
Now jail Bertie F
A stain on the office of the Taoiseach F
Hazel My shock at Daz death
Serial killer dies all Guns blazing F
So whats changed over the years F
They've trampled on graves of patriots F
Its obvious I was wrong not to have paid more attention to my financial affairs and records F
Drug mules coke death F
€300m to find truth F
2 years for nurse who killed OAP F
Were still lining culprits pockets F
Ex FF leader Bertie faces being kicked out of party F
We made mistakes in household Levy TU
Rapist Dad had child with own daughter TU
Bertie reigns down in Africa TU
Georgia Stalker terror TU
200 jobs axed as two firms set to close down TU
Shameless Bertie Pockets €30k for African gig TU
We kicked Lukasz to death for a Buzz TU
Savage violent deaths on rise TU
Louis: You can't feel safe in your own home TU
House blaze too intense to safe Dad from house fire TU
O Connors hit another woof patch TU
It's all over for cocky Pee TU
Fair City's Carol gets violent in pub brawl TU
Nadia freaked out by creep TU
Stamping out non payers could cost 500k TU
Burton and Hogan Clash over charge M
Stalker found in Cowell's Bed

Crazed Cowell Fan found in His Bed M
Thugs dug grave for me – it just got too much M
Fatpuss Ive given up crime M
River plunge man loses fight for life M
No Blaise of glory for Kel M
Garda appeal on Gang murder M
Priest tears it up in protest M
Island dwellers face 90 mile trek to pay levy W
Sell off Bertie Portrait W
Banger Dad Banged up for Robbery W
Two dead in Crash Horror W
Ramsey Audio Sex Tape Hell W

Neutral

Findings of Mahon Tribunal due today
Girl settles hip op case for €77k
My sex tape romp with Tulisa F
All you wanted to know but were afraid to ask F
France rallies behind Sarkozy
Levy us alone with all these deadlines TU
Tiger teed up porno at K club TU
Tulisa made me film the sex movie TU
Comical Phil is bringing down the house TU
Im dead keen on Jacko house
Jean rubbishes hot air M
Make grand entrance
Bowe aims to move house
Hollys not so Cian on quitting
Life's a bummer for Kim M
Singer's niece reveals how kidney transplant transformed her life M
Socialist Higgins sis collects new household charge
Mancini prays that city get to beat united
A game of footie makes men horny
We are not bullying the public W

Daily Mail

Week 1

Positives:

A Davos for the Arts in Ireland is summit else
Come home and visit us Tubs US TV viewers
Stable Lad wins €1m
Quinn to build 157 schools in five years
Kate wears Orla Kiely again
The Wily squirrel in a glass of its own
I won a million on the horses
Lucky Niall, he's Katy Perrys new No 1
Vita Cortex hopes for end to sit in as second round of talks begin

I'm at No 2 ..our own fab four earning just 24m
Hard boiled Nixon love for the Irish gypsy
Young girl hit by train had lucky escape, says father
Mcilroy swings by the White House
Oil and Gas find set to spark black Gold Rush
How we'll cash in on the end of the Beef wars
A ladies Day win ...we stylish enough for you now Paul
Filan lucky Shanes takes Cheltenham in his stride
Limerick lands on Google Earth
Kates a good sport as she sticks to our Orla for her top dress tip
Aoife's the new Saturday's girl
Sporting pair ready for Alan's Apprentice test
Glenna - No one twisted my question
Forget Westlife there is a new superband waiting in the wings

Negatives

Still betrayed by the Banks
It's just my job – I will do it but not forever
Revelations are deeply disturbing
TD's get 19 days off for Easter
Household Charge Deadline is terrifying pensioners
Scandal of Household Tax Leaflets
RTE Tweetgate gets murkier
Manhunt for Garda Killer
Massacres, emails and a modern Marie Antoinette
Beers and supermodels distracted Bono on Spiderman
Bloodbath of the Innocent on Syria
A mixed message from the Minister
Backlash fear after US Soldier kills 16
Why was our school ignored Mr Quinn
More broken promises
I wondered what life would be like with a father and not a sexual abuser
Your manager will destroy you if you quit boxing
I am quitting boxing - this has killed my love for the sport
I feel sorry for Ward's family but I had to do what I did
You could see the evil in Nally's eyes
Frontline questioner used wives death to scam money
1500 Irish women with faulty Pip implants just the tip of the iceberg
The compo Boss who was picking up a bigger pay cheque than Enda
Some think that half the country have not received the leaflet
Colin Farrell facing up to €4m losses on property
Darren may have been too sensitive
Dinosaur quiz that could make job chances extinct
That's not in the Script Danny Voice UK snub
We can't deal with this
Martins on the attack
80,000 borrowers forced to pay €90k extra by State Bank
Household charge website needs 48 payments a minute to beat shortfall
Lenders ignoring duty to support small businesses

After a year of spin and failed promises here's what I think of Enda's cabinet
Cabinet picks new judges – several with connection to Fine Gael party

Quinn accused of spin on building 157 schools -

Most difficult time in my 21 years at RTE

Rookie Aussie rules star attacked on the street

Tallaformia plumbs new depths

Garda sergeant guilty of second sexual assault

Property Crash is worst than feared because property is down 58% says Nama

After EU Latin rebuke another slap for Enda

Gadafi contributed €50m to Sarkozy's Presidential Campaign

Future bleak for Eircom as its €2.8bn debt puts jobs at risk

Has Ellen been swapped for a younger model

Parta Sunt serbanda - Roughly translated Pay up in full

I wanted to be more beautiful but the job was botched

Preacher to starve himself over Garlic smugglers jail term

State appeals for longer jail sentence for rural burglar

BOI chiefs €830k payout for 2011

Kenny ignored my question says Dana fan

Soft drinks raise heart attack risks

Eight in ten homes have not paid household charge

"We won't get early debt forgiveness deal," says Noonan

Universities failing to make the grade

In the tunnel of death

What made him complain now?

Enda gives hangover Tuesday the go ahead for TD's

Over 40's should not wear denim jeans except me

Obnoxious, repulsive, licentious.

Neutral

Hungry to be a father? Better give up the full Irish breakfast

Bacon gets the chop as lamb comes out on top

Who was Sharon Corr playing second fiddle to on the voice

Where's the rest of your top Rihanna

Enda goes Downton

Gallagher's battle with RTE takes bizarre turn

Sean was just being the honest man he always was

Week 2

Positives

The Sweetest IOU of all time TH

Noonans €3bn breather TH

On top of the world TH

Seven Buyers pen their interest in our mothballed e-voting machines TH

FG walkout over bid to pay advisors even more TH

As the Kennys schmooze the Obamas TH

Labour – its not so bad claims Jodi TH

Warrant issued to bring back escaped killer TH

Delays in bringing in penalties TH

Farewell bald patches TH

Benedicts very Mexican wave TU
Mahon report set to be a best seller TU
Victim whose savings went pear shaped wins €32,000 TU
Its odd but O Donnell Land really is my cup of tea says Wee Daniel TU
Double Centres all round Chocolate makes you thinner TU
Fun in the sun here to stay (for a few days at least..) TU
Enda and Old pal Xi talk, beef, trade and dancing TU
I gave birth to Ruth just two years after my third transplant TU
Dunne faces summons over pledge on €160m loan - TU
Sharon proud as Kellie goes down in Blaise of Glory M
Pregnant Imelda wont be changing our spots M
Want to get rich then try smiling M
You saved my life M
Half of us would vote Yes
Tribunal Bosses say own employees were cleared of leaking to the media by in house investigations F
Chinese deal could open the door for the sale of state assets W
The puppy the size of the iphone W
Tourist Visa waiver Boost W
Deal on €3bn Anglo payout is imminent W
Anti corruption laws to clear Dail of crooks W
Jim had the biggest heart of anyone W

Negatives

He was about to murder again TH
Its D Day for Bertie TH
AIB piles on misery for customers with raft of new charges TH
We were unfairly dismissed says Residence kids TH
Gardai inquire into death by overdose of MS sufferer TH
Gilmore farce over charge TH
Quinn admits making assets hard for Anglo to recover TH
Hunger games too gory for young teens TU
Print job for another firm in the red TU
Hunger striker Pastor vows to keep up fight on sentencing TU
The Bertie and Brian Circus TU
Your home is now worth half its peak boomtime value TU
How police sent armed officers into Cowell house TU
Reilly backs €200k pay for doctors TU
Cowen breaks his silence in the US TU
Brothers at loggerheads TU
Household Con men TU
Pee was confronted at church TU
Why the seven month delay to staff airline centre? M
Gilmartins suffered fifteen years of trauma M
Fury at US mockery of Obama's Irish cert M
Psychologists give women a dressing down on style M
The Home Tax crisis deepens M
Cameron in cash for access scandal over secret Downing Street dinners M
Yes its time to hang up the fishnets Madonna M
We were forced out by thugs who murdered our son M

Female burglar tried out Simon Cowells bed for size M
Bishop sold our field of dreams M
Deadline is too tight M
Kenny blasts FF
AIB targets poorest customers in bid to make €33m on fees M
Smoothie firms put squeeze on customers with cheap juice M
Larkin desolate at findings M
Inquiry hauled me in just for publicity says Gaybo M
He lied and lied and lied F
Corruption went from ministers right down to local councillors F
Extraordinary unprecedented attempts to shut down Mahon F
The truth about the whiparounds F
Mystery over Berties 300k F
A pile of cash and an empire of lies F
Unravelling of the corrupt Pee Flynn F
Ahern faces jail if convicted of perjury F
What is left of Berties boyhood dream? Only his delusion F
Kenny reveals FF desperate tactics F
The truth about the Whiparounds F
Why I regret being a single mother by Diane Keaton
Leinster House is disgraced by this gallery of rogues W
Bertie fooled me too says O Dea
Bribery rife among councillors W
Perfect together – they were so looking forward to being parents W

Neutral

Ahern and Flynn quit the party but vote to expel them will go ahead anyway
Will it be May 25th Date for fiscal compact referendum to be set today
Borat angers Kazakhstan again and its comedy gold M
Why we can't live without our true loves M
Its not time to change our clocks says Hogan
Pee Flynn is rumoured to be in Canada M
Just put back the deadline W
Eircom boss to retire
Fifteen years? Kate is fashionably late for her bow at the premiere of Titanic W
Why harbouring regrets can be bad for your health W
Admit it – we need more time to pay W

The Sun

Week 1

Positives

Nags to riches
Jimmy Nicebet
Miracle Mary 9 survives a train driving over her
Huge find off coast could make us Oil Land
Room for a Guinness later Girls
Cops will win war on Gangs

Well all benefit from Anglo Deal
Joan relishes Big Apple trip
Train miracle
A sea of colour
Calm down Enda
Guns n Rambles
Mary 9 in train miracle
Kenny in UK talks
Quinn's 5 year plan to create 18,000 jobs
Una's Bay Belle
Sheehan thins on the Luas
Primary Care
EU Cash Aid
Nice touch Rog
Hash stash is weeded out
Tulias so Skin love
2 in court in Bruno kill rap
Up in smokes
Marlos killers named
86% have not paid home tax
Darren was a charming gentleman who lit up a room ...but perhaps he was too sensitive to be a boxer

Negatives

Sergeant Slaughter
Axe man smashes cop shop
Fees test defended
Ciggie Alert
Darren I will be destroyed
You're not Arcade Fired yet
Rigging row
Darren Tragedy
6 years for Monster rape Dad
Beef plan Blow
Obnoxious, drink sodden, repulsive
Quinn gets lawyers free
Frontline conman wants public probe
Frontline Fraudster
Some swear over the rainbow
Head stamp thug guilty of murder
Living it large
Missing Da found dumped in a ditch
Mahon's bill could pay off Home Tax
Cops never found Darren's mystery note to manager
Kenny talks on debt too complex
Slain Da is found in bog
Its Talla over...in the Nik of time
Horror torture in Syria
I will always bruv you
Bank call vital

Banking laws not working
Law and disorder
Tax pod blast
Gallaghers spying fears
Suburb bomb terror
Oz Boss bans Irish brickies
At home the lights keep going on and off and Im like, Mom what are doing
To be called a dirty gay cunt is just horrific..Karl and I are really upset
Whitney kids in love
He was lonely, isolated and going crazy in his head
Ruby Twosday
Im damned if I do and damned if I don't
Gallagher to sue RTE over Gun down claims
BB Bri mugged at Knifepoint
Deadly Israel Strikes
No hope of a repeat of last years lucky 13

Neutral

Family help plea
Farewell to Marie
Don't be good girl, gone bad Rihanna
X Files Gill – I'm bisexual
Get the parties talking ...and not just at parties
Lobbying rules
TV the drug of the Nation
A sweet Jack
The 40 Year Oldfather
Caveman is new face for human race
Will you have it in a bowl of water
Why you might have hung out drinking hooch with a Chavvy in your gaff..in 1897
Bendtner Case drop

Week 2

Positives

Fabrices family says thanks F
McFadden and Co are having such an Oz time down under F
Role in the Hay F
Star Stevie Isle just call F
Neil covers Queen hit F
Flats variety Ball TH
US firm sale will save 250 jobs TH big news small headline TH
Honohan to seek Anglo IOU delay TH
Enda shamrocks White House TH
No 1 Direction TH
Workers cut hours to save pals jobs TH deserves more space
Nearly O Leary TH
Rat amongst the pigeons TH
Justice will be done M
Danny Boy sure hit with the girls M

The Departed M
Gun nut brother is detained M
Its hot to trot TU
Thousands send off Stynes TU
These freaks wont beat me TU
Don't be such a big bully TU
Visits boost TU
Robin blood transfusion TU
Now dolly the musical TU
Cheque this out TU
Chin chin to trade pact W
Debt deal on Cards W
Jim leaves a 6ft 7" gap in our lives but he remains forever in our hearts W
Tonga sends King to Heaven
Dew distillery W
€15bn Job Bid W

Negatives

Boy, 8 in cig shock F
Jail these crooks F
Economy still feeling the pinch F
The Lyin King F
The Irish Maffiosi F
Bertie and Pdraig face Jail F
Rogues Gallery F
It all started on the late late Show F
Crash Arry F
Hollywoods Biggest flops Pox Office TH
Shatter youre Pants TH
All Qaeda massacre nuts new attack plan TH
Losing half his 24st body weight has left Damien all in a flap TH
Free Banking if you keep €2.5k
€1.5bn padded benefit TH
Greedy AIB SUN ED
They have been stupid but I fear they'll die in that hellhole M
Just Pee off M
Blaising Row M
Simon was terrified the woman could have a gun M
Got to dress up in big pants M
Family of missing man makes complaint M
Joan launches Counter Attax M
Cop Hunt Georgia Stalkers TU
Vile Thugs killed defenceless pole just for the buzz TU
Out of Africa TU
Biffo takes stick to EU over crisis TU
Its shelf defense TU
Bertie Walks Edit TU
Syria Deaths TU
IOU notes for 30bn unlawful TU

O Reilly No doc pay cuts TU
Transfer of assets was done verbally TU
Its Flatlining TU
Referendumb W
Innocent Take me out girls taken out W
One night stand off W
Abuse blunder Sun Edit W
Brad news Boys W
Mary was full of the joys of life and looking forward to the birth of her first child W
Sodom's Law W

Neutral

You can do this in the bedroom...but you don't want the tape coming out F
Gwyn I chat to my Dads spirit TH
Post best for House Charge TH
Well brock you TH
Bale out TH
Mirage sank Titanic TH
Beck-ond Cars M
Martins new task is avoiding fate of pub pariah Bertie M
A battle for the big time M
Pete in vigil for sick bro M
Mic Tyson's 1 man show M
Rick nicks it M
Re-election is Obamas priority TU
Rallying call for deadline on home levy TU
No nookie for Niall W
Can you see what I see W
Treaty vote could be very tight W
Gadgets we won't do without W

Irish Independent

Week 1

Positives

Girl who escaped train death making recovery
All better now dolls hospital on the mend
Cap that O Leary is winner by a head
Scanlan inks £500,000 deal with new publisher
New hope of ending Vita Cortex row
Jane out to wow Sugar
BAI rules out new probe without fresh evidence
US likely to reopen lucrative market for Irish beef
Revenue to fight illegal imports with new X ray van
Its an Indian spring as university celebrates its first ever Holi festival
Nobody coached us says two more Frontline ticket holders

From Mayo to Miami its going swimmingly for style icon Coleen
Shes got it licked Ms Xi to forge trade links with China
Heroic mare to the rescue on bruising day for the Irish
Just like heaven as Ryanair chief and actor enjoy winning feeling
Barry keeps the punters happy on day that's as good as it gets
And ther off bookies eye bumper race week
Papal Nuncios low key style signals change for the church
Banks told to do fresh mortgage deals with thousands
JP's Kid Cassidy beats odds to be in running
Woman left in phone box as a baby reunited with driver who found her
Banks ordered to cut deals on homeloans
Holi trinity as students paint town red, blue
Second royal visit for National Stud
Punters clear final Cheltenham hurdle
Saoirse acts to win new jobs from abroad
Bronx takes ruff with smooth as he finally comes home
State to cash in on oil strike
Sonia sets sail as stars go distance for Sport relief
Thousands on the march as tourism chiefs pray for crowds
Ruby is riding high
Miracle girl 9 cheats death as a gust of wind knocks her under a passing train
Pressure on government to force Permanent TSB mortgage rate cut
Unique blaa bread makes the cut for EU protection
Jigs and reels to get four day festival off to a flying start
Lightning fingered James retains his sport stacking crown
Work finally begins on €1.5bn new schools plan
Colm races in to the record books with superb dogsled finish
Letters reveal Nixons love for Irish gypsy
Irish colleen has an eye for bargains
Pelosi praises our generosity
Two year lobbying ban for former politicians
Cork wins charity race in memory of
RTE chiefs face dail quiz over Gallagher tweetgate
Shopping around on life insurance deals could save €10,000
Two arrested after body of missing man is found in bog
GAA set the bar high for Olympic Torch relay with Croker roof kick off W
Jim leaves a 6ft 7" gap in our ..but hes forever in our heart W
Transfer of trackers to blow open mortgage market W
Cash rich Chinese to pump billions in here W
Financial firms to be named for mistreating customers W
Heats splitting the stones and nearly smashing records W
Happy Days – Becketts play to be performed as Gaeilge W

Negatives

Ahlzeimers prevents breeder from enjoying win
Unbearable grief for lost children
Axeman attacks Garda Station
Man dies after car hits pole
Scandals at RTE have crushed staff morale says O Callaghan

HSE crucial childcare errors highlighted in report
Aristocrat bans St Patricks Day parade from using village square
Brazilian man found in bog was stabbed and beaten to death
Man accused of murdering brother affected by dementia court hears
Manhunt as Garda Killer goes on the run
Jails scrap scheme for blocking mobile phone use
Cabinet puts off setting date for treaty vote
Garda hold probe into cocaine use claims
PTSB will resist rate cut until it gets delays on tracker
Talladonia exploiting its stars
Struggling families are now spending more on rising mortgages than food
Boom brought insecurity says Bishop
Three wounded in two separate stab attacks
Hotels face €3m bill for room radios
House prices at rock bottom but wont rise
Top tourist town has priciest hotels
Hanged Olympic hero told promoter would destroy him
No escape for people who try to dodge Household Charge Hogan
35,000 homes on Septic tank hitlist could face €5000
Toad and butterfly studies €110,000
Northern Bank raid launderer in bid for freedom
Sick pay alert for 1000 teachers
House prices have hit bottom and will stay there for years
35,000 homes on septic tank hitlist
Recession cut disposable income of workers by up to €17,000 in one year
Doctor charged with sexual assault against three women W
Celtic Tiger pair did everything on massive scale W

Neutral

Painting wife killer Lillis shown at prisoner exhibition
Family considers appeal of Garlic Scam jail term
Results in burning car victims due
Women sue over alleged subsidence in home
57,000 Bord Gais Clients underpaid in meter error
Parents to be spoonfed on correct levels of children's paracetamol
Fine Gael TD steals Minister thunder
Quinn steps up bid to represent himself in court
Wartime diary reveals mums heartache over lost soldier son
Online betting tax aims to raise €20m every year
Luck proves elusive as outside bet in Colm's colours in gallant fifth positive spin on negative,
City Girl Olivia makes fashion Pitstop in Irish village
Bank fights couple plan for bankruptcy over €75m debt
EU treaty vote fixed for May 31 two months after charge

Week 2

Positives

Sun brings green shoots for gardeners and retailers T

Judge urges brothers to settle row over clothing company T
O Leary hands Cheltenham bonus to lung cancer team T
The babies who would never have been born but for the gift of organ donation T
Garda awarded €68,000 after checkpoint smash
400 jobs on way at Super Valu as five stores added to the chain T
Rosanna runs mini marathon for pet love T
CAB probe would tackle ex Minister on two fronts T
Hurling touch should help Enda get a good result T
China may soon lift ban on beef, reopening multi million euro trade T
Regina makes UK list for Olympic Flame M
Up, up and away..balloons to life tourism M
Little Liam wins bravery award for saving baby brothers life M
Circus arts students step into the ring M
Grainne plays ball to help Rugby Coach beau M
Sun helps us spring into Summertime M
Showband legend vows to gig again despite illness M
State buys Pub to help terrorised family flee M
Sun, sand, sea and its only March M
Cupla focal from Ross gives Bear big boost M
Snapshot of life down at docks M
Rugby star o Driscoll urges men to open up M
Boy 12 wakes from Coma after roof fall F
Airlines must cover cost for stranded passengers F
Garda killer who escaped from Prison is jailed in North F
Australian firm offers €48,000 to recruit our bus drivers F
Fashion world in colourful drive to raise funds F
Daffodil day efforts a piece of cake for some F
Know your rights if flight is cancelled F
New AIB fees breach banking rules says watchdog F
Bertie faces Mahon Tribunal verdict TH
Relief for Taxpayers as €3.1bn debt deal on cards TH
Book of Kells to be mark of luxury TH
€77,000 for girl over failure to spot dislocated hip TH
Women fly flag for healthy hearts TH
Family Joy as Niall creates history with US album chart TH
Aoife and her brothers hit right note at Feis Ceoil TH
Melbourne prepares as thousands expected at hero Stynes funeral TH
Stamp and stomp of approval for AN Post line up TH
Families rewrite the history of war with mementos TH
Relief for taxpayers as €3.1bn debt deal on cards TH
Weekend Lotto heads for €9.5m
Jumping Jedward rope in some fans W
Shatter suspect denied bail W

Negatives

Ahern may face new tax probe from ethics watchdog T
End of an era for garrison town as army retreats T
Property tax farce over €10 second home charge T
Rape victim says hero father stole her trust and innocence T

Cowen stands by handling of crisis amid limited options T
Quick fix diets cause cycle of failure top medic says T
Price of houses in freefall as lending cut T
GAA club asks church to be guided by God and reverse deal to sell land T
Family of slain Sophie supports action against Ireland T
Disgraced Flynn resigns from Fianna Fail to avoid expulsion T
500,000 homes avoid Bin Collections as annual cost differs by up to €180 M
Garda killer fled as jailers distracted by suicide bid M
Nearly 9,000 payments needed hourly to meet charge deadline M
Tailors here get the boot as UK firm to dress Boys in Green M
Hospital car parks make €50,000 in each week in fees M
Priest and TD tear up registration forms as protest rally M
Defiant Gran vows shell go to jail before paying her €100 levy M
Medical card fiasco as 15,000 applications hit by backlog F
Irish drugs mule dies in Venezuela after condoms full of cocaine burst F
Berties €1m hit F
€412m site will go for fraction of boom price F
Vodafone callous after moving 300 jobs to the North F
Three to stand trial over death of biomedical student 20 F
Tragic Anglers funeral today F
Man who saw red and drove over cyclist is jailed F
Insurers to restrict illnesses covered in health plans F
Retired nurse is jailed for drink driving death F
Experts claim new Maths Leaving Cert syllabus just wont add up F
Ryanairs luggage allowance hit sales of books TH
Couple sister charged after slash hook row at school TH
Ambulances to take too long to reach emergency cases TH
Allowances for public servants face chop under new proposals TH
AIB clients face new bank fees TH
Sex case highlights legal flaw W
Black market Euro ticket holders will be rejected at gate W

Neutral:

Kenny not to blame in Tweet row – Gaybo defends old rival T
Developers donation was not inappropriate insists Mitchell T
Hogan under pressure to reopen six planning probes M
Warder loses defamation case F
Talk to Joe about water in Africa F
Nursing home payment row goes to court Th