

= Sunderland Echo =

The Sunderland Echo is an evening newspaper serving the Sunderland , South Tyneside and East Durham areas of North East England . The newspaper was founded by Samuel Storey , Edward Backhouse , Edward Temperley Gourley , Charles Palmer , Richard Ruddock , Thomas Glaholm and Thomas Scott Turnbull in 1873 , as the Sunderland Daily Echo and Shipping Gazette . Designed to provide a platform for the Radical views held by Storey and his partners , it was also Sunderland 's first local daily paper .

The inaugural edition of the Echo was printed in Press Lane , Sunderland on 22 December 1873 ; 1 @, @ 000 copies were produced and sold for a halfpenny each . The Echo survived intense competition in its early years , as well as the depression of the 1930s and two World Wars . Sunderland was heavily bombed in the Second World War and , although the Echo building was undamaged , it was forced to print its competitor 's paper under wartime rules . It was during this time that the paper 's format changed , from a broadsheet to its current tabloid layout , because of national newsprint shortages .

The Echo is published Monday ? Saturday and is part of the Johnston Press group ? one of the United Kingdom 's largest publishers of local and regional newspapers . As of Jun 2015 , the paper had an average daily circulation of 16 @, @ 860 , with around 43 @, @ 500 readers , and a very active website . It retails at 70 pence . The Echo was based at Echo House , Pennywell Industrial Estate , Sunderland , from 1976 until April 2015 . It now shares a site with sister papers the Hartlepool Mail and Shields Gazette at Alexander House , 1 Mandarin Road , Rainton Bridge Business Park , Houghton @-@ le @-@ Spring .

= = General overview = =

= = = Facts and figures = = =

The Sunderland Echo is an award @-@ winning evening newspaper , published from Monday to Saturday each week . The paper has a daily circulation of 15 @, @ 249 , with an overall readership of 48 @, @ 557 , representing about 16 @. @ 5 % of adults in the area . The news coverage provided by the Echo focuses mainly on local events , including human interest , crime and court stories , as well as reports on the local Premier League football team , Sunderland AFC .

Reader profile statistics suggest that 51 % of Echo readers are male , and 49 % are female . The highest proportion of readers , 18 % , are between the ages of 45 and 54 . Independent research carried out for the Echo in 2000 found readers spent an average of 33 minutes reading the paper . The same survey showed the Echo appealed to people across the range of demographics , with between 44 and 50 % of people in each socio @-@ economic grouping being regular readers . Current industry figures show between 14 @. @ 5 % and 19 % of each socio @-@ economic grouping in the area being readers

= = = Circulation and supplements = = =

The Sunderland Echo covers a circulation area of 40 square miles (100 km2) in North East England , which includes parts of South Tyneside and County Durham , as well as the city of Sunderland . Whitburn , Marsden and The Boldons , all to the north of Sunderland , are among the South Tyneside communities covered . Peterlee , Horden , Seaham , Dawdon , Murton and Seaton , to the south of Sunderland , are the main towns and villages in the East Durham circulation area . The paper is also sold in Washington , Burnmoor and Durham , which are to the west of Sunderland . Villages on the outskirts of the city , including Houghton @-@ le @-@ Spring , Penshaw , Fencehouses , Ryhope and Hetton @-@ le @-@ Hole are included in the circulation area too . The main newspaper rivals in the Sunderland and County Durham area include The Northern Echo , The Journal , the Hartlepool Mail and the Evening Chronicle . The Sunderland Star , a free weekly

newspaper printed by the Echo , is also distributed in the city . According to independent research conducted on behalf of the Echo in 2000 , the " popularity of the Echo in Sunderland and East Durham is greater than that of all other regional newspapers put together " .

In addition to the main newspaper , the Echo also produces a number of regular supplements and articles of specialist interest each week . These include sport and business supplements each Monday , a Down Your Way local news supplement on Tuesdays , jobs , junior football and nostalgia features on Wednesdays , an entertainment supplement , cars guide and nostalgia stories on Thursdays and a property pull @-@ out on Fridays . The Saturday edition includes a leisure pull @-@ out , featuring fashion , entertainment and restaurant reviews , while a local history nostalgia supplement , Retro , is published once a month . Nostalgia calendars , featuring old photographs of Sunderland and Seaham , are also produced .

= = Early years = =

= = = Foundation = = =

The first edition of the Sunderland Daily Echo and Shipping Gazette was printed on 22 December 1873 , on a flat @-@ bed press in Press Lane , Sunderland . Five hundred copies of the four @-@ page issue were produced at noon and 4 pm , and sold for a halfpenny each .

Samuel Storey , a former teacher and future Sunderland mayor and Member of Parliament , founded the paper to provide a platform for his political views and to fill a gap in the newspaper market . Although the 100 @,@ 000 @-@ strong population of Sunderland was already served by two weekly newspapers ? The Sunderland Times and The Sunderland Herald ? neither reflected the radical views held by Storey and his partners and there were no daily papers in the town . Storey promised readers in the first edition that , if things went wrong , " the Echo would try its best to put them right " . But he added : " Always with moderation and without esteeming all those who oppose us as fools and knaves . " Early copies of the Echo included lengthy reports of Liberal meetings , and critical articles on Liberal opponents .

The Sunderland Echo was launched with an initial investment of £ 3 @,@ 500 , raised by donations of £ 500 each from Storey and his business partners . Those joining the venture were Quaker banker Edward Backhouse , shipbroker and MP Edward Temperley Gourley , shipbuilder and MP Sir Charles Palmer , newspaper editor Richard Ruddock , rope @-@ maker Thomas Glaholm and draper Thomas Scott Turnbull . Lack of experience ? only Ruddock had previous knowledge of newspaper management ? and over @-@ optimistic estimates of costs meant that the initial funds were quickly exhausted . Storey later admitted : " In our childlike , simple ways , we thought this might be sufficient , but in a few months all the money was gone , so we paid in another £ 3 @,@ 500 and that soon went too . " As the prospect of any great financial success receded , Ruddock , Gourley and Palmer withdrew from the project . Storey , however , remained dedicated to the idea , and took on their shares . A further £ 7 @,@ 000 in investment from Storey enabled the remaining partners to abandon the " wheezing flat @-@ bed press " and , in July 1876 , the Echo moved to new premises at 14 Bridge Street , Sunderland .

= = = Bridge Street = = =

Bridge Street remained the home of the Echo for the next 100 years . Old buildings were demolished , new machine and composing rooms built on West Wear Street and two rotary presses installed just before the move , each capable of printing 24 @,@ 000 copies an hour . These changes brought about increased circulation , but it took another seven years before the Echo made a profit . It was a time of intense competition ; the Sunderland Times converted from a bi @-@ weekly to a daily paper in the same month as the Echo moved to Bridge Street , and Tory supporters started a paper of their own , the Sunderland Daily Post . The Sunderland Times was the first to collapse , but the Post survived for the next quarter of a century , providing the Echo with an

often bitter rival .

Following the deaths of two further partners , Backhouse in 1879 and Turnbull in 1880 , Storey bought their shares to become the Echo 's chief proprietor . A year later , in 1881 , he met Scottish @-@ born millionaire Andrew Carnegie , and formed a syndicate with him to set up new newspapers and buy up others . Among those purchased were the Wolverhampton Express and Star , the Northern Daily Mail in Hartlepool and the Portsmouth Evening News . An attempt to buy the Shields Gazette , the country 's oldest daily newspaper , failed . The syndicate finally broke up in 1885 , with Storey retaining control of the Echo , Hampshire Telegraph , Portsmouth News and the Northern Daily Mail . These papers formed the basis of a new company , Portsmouth and Sunderland Newspapers Ltd , formed in the 1930s . The 19th century ended with the rivalry between the Echo and the Sunderland Daily Post intensifying . The Silksworth Colliery strike of 1891 pitted the two papers against each other , with the Post attacking Storey for having exploited the strike for political gain . Storey successfully sued for libel .

= = 20th century = =

= = = Consolidation = = =

The new century saw the Echo falling behind the times in its production methods . Established as a " leading daily newspaper " , it was one of the last to still be setting type by hand in 1900 . This changed in 1902 , when Linotype lead @-@ setting machines were brought in to set type mechanically . A landslide victory for the Liberal Party followed at the 1906 General Election , which heralded a new era for the Echo . The paper 's old rival , the Sunderland Daily Post , was discontinued six months later , and the Football Echo was launched on 7 September 1907 .

World War I brought its own difficulties for the Echo . Reporters went off to battle and , after the cost of newsprint soared , the paper was forced to double in price to a penny . The Echo 's 50th anniversary in 1923 was marked by a visit from company chairman Samuel Storey . Storey died two years later , three months after his eldest son Fred , and the chairmanship passed to another Samuel ? Fred 's elder son . In the same year , plans were laid to improve the Bridge Street premises . The work included enlarging the printing works and was completed by the end of the 1920s .

= = = Depression years = = =

The depression of the 1930s brought mass unemployment to Sunderland . But , for the Echo , it was also a time of important structural changes in ownership . A new company controlling the three titles owned by the Storey family was formed in 1934 ? Portsmouth and Sunderland Newspapers Ltd . There was a change in name for the Echo too , when the word Daily was dropped from its title of Sunderland Daily Echo and Shipping Gazette . The decade also , however , brought a fire which destroyed most of the bound files of archive copies of the Echo . Nineteenth @-@ century editions of the Echo can only be accessed in Sunderland at the City Centre Library in Fawcett Street .

= = = Second World War = = =

The Second World War brought havoc to Wearside , with Sunderland one of the seven most heavily bombed towns in the country . Despite the heavy shelling of the North East coast and River Wear , the Echo offices and printing plant escaped undamaged . The Shields Gazette , the Echo 's nearest rival , was not as fortunate . Its premises in Chapter Row , South Shields , were bombed in September 1941 and , under an emergency wartime arrangement , the paper was printed on the Echo presses . The Echo continued to be published throughout the war , despite paper rationing , a lack of reporters and a strict censorship of photographs . The war did have one major impact on the Echo ? in the form of its size . Wartime restrictions on newsprint reduced the former broadsheet to

its present tabloid size , and this style has been retained ever since .

== Post @-@ war changes and centenary ==

The post @-@ war years saw the Echo drop Shipping Gazette from its main title @-@ piece , following a redesign in 1959 . Instead , the paper became known as Echo Sunderland for several years , although the name Sunderland Echo and Shipping Gazette continued to be printed in much smaller type above the new title . A further title @-@ piece redesign in 1972 , however , dispensed with the words Shipping Gazette and introduced an illustration of Wearmouth Bridge alongside the title Echo Sunderland .

Following a major refurbishment of the Bridge Street base in the mid @-@ 1960s , the next milestones for the paper came in 1973 . The first was Sunderland A.F.C. ' s 1 ? 0 win over Leeds United in the FA Cup Final . Ian Porterfield 's winning goal was headline news at the time , giving the Echo its all @-@ time record circulation figure of 95 @,@ 000 copies of the Sports Echo . The second important event of 1973 was the 100th anniversary of the paper . Celebrations included a birthday party , with dignitaries such as Sunderland A.F.C. manager Bob Stokoe among the guests . Lord Buckton , the chairman of Portsmouth and Sunderland Newspapers Ltd , announced his retirement at the event , and was succeeded by his son , The Honourable Richard Storey . News of a move from Bridge Street to Pennywell , Sunderland , was also announced during the anniversary celebrations . The old newspaper building has since been replaced by a modern apartment block . The Echo name still lives on , however , as the project as been named Echo24 .

== Modern era ==

== Decades of change ==

The Echo moved from Bridge Street to a purpose @-@ built newspaper office at Echo House , Pennywell Industrial Estate , in 1976 . The move brought an end to the traditional methods of printing using hot molten metal to produce type and printing plates , and introduced computer technology . The £ 4 million development saw the Echo become the first daily newspaper in the North East to be completely produced by photo @-@ composition and web @-@ offset printing . It also saw a change in the Echo 's appearance , with a new shape , bolder typefaces and clearer printing . The first new @-@ look Echo was printed at Pennywell on 26 April 1976 and was issue number 32 @,@ 512 .

Another change inspired by the move was a return for the Football Echo man . The cartoon character had for years indicated the match results of Sunderland with a smile , a frown or a tear , while adorning the outside wall of the Bridge Street building . After several years in storage , he was returned to the wall of the new Echo building in 1976 , where he still remains today .

In 1985 there was a break in tradition when the Echo title @-@ piece appeared reversed out in white on a red background , instead of the more familiar red or black lettering . The new title @-@ piece was designed to give a greater impact to the colourful front page . It was the first in a series of changes which included dropping Sunderland from the title in 1990 , the paper simply becoming The Echo . This change was reversed in 1997 , with a return to the name Sunderland Echo .

== Technological changes ==

The 1990s saw the Echo take a huge technological leap forward when a £ 12 million printing press was installed . It was used for the first time in December 1996 and was capable of printing up to 70 @,@ 000 newspapers an hour . The press was part of a multimillion @-@ pound revamp , which also saw journalists making up full news pages on computer screens for the first time . The Echo 's first internet news service was also launched in 1996 . A further £ 5 million was spent on updating the pre @-@ press and press hall area in 2004 , to improve printing quality and speed of production

The Echo was still part of Portsmouth and Sunderland Newspapers until the end of the 1990s , although printed by Northeast Press , a subsidiary of the main company . However , the last link to the original founder , Samuel Storey , disappeared in 1999 , when Johnston Press took over the business in May that year . The Sunderland Echo is still published by Northeast Press , although Johnston Press ? the nation 's second largest regional publisher ? now owns the whole company . In September 2012 it was announced the multimillion @-@ pound press hall was to close , with the loss of 81 jobs , and printing operations moved to Sheffield . On Saturday , 3 November , the final Echo was printed in Sunderland . The Echo was based at Echo House , Pennywell Industrial Estate , Sunderland , from 1976 until April 2015 . It now shares a site with sister papers the Hartlepool Mail and Shields Gazette at Alexander House , 1 Mandarin Road , Rainton Bridge Business Park , Houghton @-@ le @-@ Spring .

== On @-@ line revolution ==

The Echo 's new @-@ look website was launched in February 2007 , while a digital editing suite was created within the office at the same time . The audio @-@ visual equipment allows reporters to both write about and film stories as they happen , and the articles can be published on @-@ line within seconds .

Statistics show that almost 80 @,@ 000 people visited the Echo 's website in January 2007 , and this figure had risen to 216 @,@ 000 by January 2008 . , for 2013 the audited figures reflected about 122 @,@ 000 adult visitors per month . The website is updated 24 hours a day , seven days a week , with stories including football match reports and football transfer rumours among the most popular . Slideshows , videos and podcasts are also included on the site in addition to the news of the day .

== Expansion into magazine production ==

The Sunderland Echo branched out into magazine production in October 2009 , with the free ' high @-@ end lifestyle ' publication etc . Twelve thousand copies are produced each month , and etc can also be read as an E @-@ magazine online . It also has a website , www.etcnortheast.co.uk , which was launched in February 2012 . The publication is aimed at an ABC1 audience and , although produced by staff based at Echo House in Sunderland , it is distributed across the North East , from Alnwick in Northumberland to Yarm in North Yorkshire , as well as by direct delivery . Aimed at people with ' a large disposable income , ' etc includes features on fashion , beauty , motoring , travel , property , food and wine , as well as celebrity interviews .

== Awards and recognition ==

The Echo has won numerous accolades , as well as government praise , for its campaigning journalism , specialist writing , community work , photographic images and appeals for good causes over the decades . Examples of notable writing include a 2006 campaign highlighting the threat posed by bogus callers to the elderly and a 2005 campaign to protect 999 crews from being attacked on duty , which both received official praise in Parliament . A 1996 drug education campaign , which included the creation of a telephone service for tip @-@ offs about suspected local drug dealers , was also highly praised . The Newspaper Society named the Echo as its Campaigning Newspaper of the Year for the Drug Busters drive , and the campaign also won an award from the International Newspaper Marketing Association .

In the 135 years of its existence , the Echo has become part of the culture of the North East of England and a replica branch office of the Sunderland Daily Echo and Shipping Gazette was built at the open air Beamish Museum in County Durham in 1991 . Designed to show visitors how the newspaper would have operated in around 1913 , the life @-@ size exhibit includes a distribution office , reporter 's office , stationery shop and fully working printing press . The replica office took

museum staff several months to research and create , and was opened by Sir Richard Storey , great @-@ grandson of Echo founder Samuel Storey , on 10 May 1991 .

A racehorse was named after the paper in 1991 , which was owned by a consortium of 250 Echo readers . The gelding won races at Hamilton , Redcar , Newcastle upon Tyne and Haydock in the early 1990s , but had to be put down on 17 February 1996 after pulling up badly lame during a routine morning gallop . The Echo was also used in a display at the Science Museum in London in 1999 , to show how writing can be made simpler for people with reading difficulties , and a specially printed edition of the newspaper appeared on the TV show Touching Evil , starring Robson Green , in the same year .