

A USE STUDY OF OKLAHOMA STATE UNIVERSITY

DIVISION OF PUBLIC INFORMATION

HOMETOWN NEWS RELEASES

TO OKLAHOMA NEWSPAPERS

FROM JULY 1, 1979

TO JUNE 30, 1980

By

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## PREFACE

This study is about editorial responses to a class of press releases known as hometowners. Any news or feature article or photograph and outline that is sent to the hometown of the subject of the press release is a hometowner. So is an announcement of a seminar or extension activity scheduled to be conducted in a newspaper's area of circulation.

The primary objectives of the study were to determine how much of the materials released by Oklahoma State University public information officers actually saw print, the probable reasons for rejection of some articles by the editors, and possible avenues of improvement to increase usage of hometowners by Oklahoma newspapers.

I would like to recognize those who helped me in this effort. First is my mother, Mrs. Rosalina Balcos Vda. de Buhay, who has given me boundless love and untiring encouragement ever since I can remember. Second is my major adviser, Dr. Walter J. Ward, who is someone to emulate, an inspiration, and a friend for all seasons.

I also express my appreciation to Mr. Bill Ellis and Dr. Harry Heath for their moral support and encouragement, Dr. Ralph Hamilton and Ms. Erma Anderson for their kind assistance, and Drs. William Steng and Marlan Nelson for their helpful suggestions.

I am also grateful for the opportunity to study in the United States, which was awarded to me by the Rotary Foundation. Through this organization, I met the Jobs family - Raleigh, Betty Jo and Allen - who helped make my stay in Stillwater a pleasant experience.

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## CHAPTER I

### INTRODUCTION

#### Background

The Public Information Office long has been recognized as a necessary arm of many institutions: government agencies, private business, schools, non-profit organizations, and others.

Very often, its work was confused with that of a public relations office, which embraces more activities - among them, publicity, which is the function of public information.

Publicity means placing information in a news medium, either mass media such as television or newspapers, or specialized media such as corporate magazines or industry newsletters.<sup>1</sup>

Public information, as an office function, was first institutionalized in 1906 when Ivy Lee was engaged by coal operators to tell their story to the American public. At that time, muckraking was the "in" thing. Many journalists made it their job to investigate big firms, public utilities and government for the purpose of digging up scandal or incriminating persons and institutions.

Lee was asked by the coal operators to justify their position to the public. The phrase public relations came into use for this activity, but it mainly was restricted to the industries that used it and to the trade press. Public relations at this time emphasized words, not deeds.<sup>2</sup>

In 1914, Lee started to work for the Rockefeller family as a

publicity adviser. He persuaded John D. Rockefeller to have his pictures taken by news photographers (whom Lee had invited); he also hired New York World reporter William O. Inglis to write stories about Rockefeller. Very soon, John D. was being featured in newspapers in various informal and human situations, playing golf, going to church, celebrating his birthdays, etc.<sup>3</sup>

Thus, Lee helped Rockefeller to be understood as a man, not as a mere corporate machine.

Since those pioneering times, the public relations function has been expanded and become delineated more carefully. Bernays, honored as the dean of American public relations counselors, defines PR as "the attempt, by information, persuasion and adjustment to engineer public support for an activity, cause, movement, or institution."<sup>4</sup>

Thus, information no longer is equated with public relations, but is utilized as a function of it.

Newsom and Scott enumerate in greater detail the different activities under public relations. They caution, though, that it is never just press agency, promotion, publicity, advertising and public affairs.

Press agency involves planning activities or staging events that will attract attention to a person, institution, idea, or product.

Although promotion incorporates special events that could be called press agency, it goes beyond that into opinion-making. Promotion attempts to garner support and endorsement of a person, product, institution, or idea.

Publicity means placing information in a news medium.

Advertising is concerned with buying time or space for ads and helping design or write copy.

Public affairs is a highly specialized form of public relations that means community relations and governmental relations, or dealing with officials within the community and working with legislative groups and with various pressure groups such as consumers.<sup>5</sup>

Public relations in education is not a new field. As early as 1917, there was already a professional organization of PR practitioners in



higher education called the American College Publicity Association. It was founded in Chicago, April 6, 1917, and had been actively engaged in the development and maintenance of high standards in educational public relations and the advancement of higher education in general.<sup>6</sup> The name of the organization later was changed to American College Public Relations Association.

The organization also had a College Publicity Manual, which was published in September 1948. It included material on how to write and edit news; present publicity through magazines, radio, and direct mail; conduct alumni relations, student recruitment and other activities.

Bernays reported in 1952 that college and university presidents surveyed by him were aware of the importance of the public relations function.

The public relations goals identified by the presidents ranged from the general to the specific:

1. To deal effectively with the real current problems of our time.
2. To improve the opportunities of the university to serve the public by advancing higher education.
3. To keep the publics of the college informed of its continuing importance in modern society.
4. To interpret the university to the public.
5. To deal accurately and honestly with the educational program which each college is carrying on and to make available to parents, students and the general public a simple account of what the institution is doing to fulfill its responsibilities.
6. To interpret the nature and purpose of the college to its alumni and friends.

7. To improve the prestige of the college and enhance its reputation.
8. To keep the people ... informed.
9. To acquaint the public with the activities and needs of the college; to interest students, faculty and alumni in the program and offerings of the college; and to interest prospective students in enrolling in the college.

According to Bernays, the last group of goals included specific aims like raising funds, acquainting industries with the abilities of college graduates, selling the idea of freedom in research and discussion, and many others.<sup>7</sup>

To be sure, all these goals are valid. The first coincides with the general definition of public relations and embraces the entire relationship of higher education with the public. The last group of goals in the enumeration shows public relations as a tool for accomplishing specific objectives which fall under the umbrella of the first general objective.

The Division of Public Information was established at Oklahoma State University in 1895 during the administration of President Edmund R. Murdaugh.

The single innovation through this period, and it also was not controversial, related to the establishment of a press bureau headed by Freeman Miller. President Murdaugh probably created this agency to counteract the adverse publicity received by the institution...<sup>8</sup>

President Henry Bennett, during his administration, sought to step up the operation of the information office. He noted that first-time visitors to the college often expressed surprise at its magnitude. Therefore, Bennett endeavored to have the story of the college told thoroughly to the citizens of Oklahoma, making A and M<sup>9</sup> a household word in the state.

The public information office has expanded greatly to a staff of 25.

The current roster of personnel includes writers, editors, broadcasters, photographers, artists, and printing services employees.

By organization, the Division of Public Information is a part of University Relations and Development, which includes the Alumni Association, OSU Development Foundation, High School and College Relations and University Placement Services. These operating units report to the Vice President for University Relations, Development and Extension.

In fulfilling its information dissemination role, OSU-DPI helps achieve the following goals of University Relations and Development:

1. To be service-oriented in all relations with students, faculty, staff; parents, alumni, employers, the media and OSU's many other publics.
2. To be active in the leadership and in the initiation of programs and activities aimed at accomplishing OSU's goal to inform the University's publics about the institution's educational goals, capabilities and interests; and to secure resources to help the institution accomplish its goals.
3. To help in the attraction, retention and serving of students interested in learning and developing their capabilities for service to mankind.
4. To help in the attraction, retention and serving of faculty who will contribute to the attainment of excellence in teaching, research and public service.
5. To render service to and provide the opportunity for involvement of alumni, former students and friends of Oklahoma State University.

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The OSU Division of Public Information primarily is charged with

the duty to tell in words and pictures, the activities and programs of Oklahoma State University students, faculty and staff, and the benefits provided by the University to the state, the nation, and the world.

This is accomplished by professionally trained personnel with facilities and resources made available by the University and using the major communication media of newspapers, special publications, radio and television.

Dr. Ralph Hamilton, current director of the division, said

This mission serves the faculty of the University specifically by obtaining recognition for outstanding accomplishments in teaching, research and extension, and thus encouraging support in facilities and resources that will maintain, improve and extend its total mission.<sup>11</sup>

### The Problem

CASE, the Council for the Advancement and Support of Education, has a publication entitled Making Your News More Effective. This handbook for public information officers is a compilation of articles by information directors from various educational institutions. It gives readers useful hints on how better to promote their schools in the media. Several items in the handbook are relevant to this study.

Hometown releases are vital to our news programs. They provide personal bridges from our colleges to the students' communities.

...The key to big results is that we aren't afraid to think small. One of our favorite ways of thinking small is with hometowners, pictures of students doing everyday things on campus. We don't wait for a slow news day to work on these pictures; our photographers and writers do it everyday.

Media folks have interests like everybody else. Most of what they print is about people -- especially local people.

...More specifically, take care of little things, the hometown releases and the hometown media. The metropolitan dailies and the networks will then take care of themselves.

...Do every meaningful hometown release you can. Know your local editor and package your material so that he or she will know that it is more than a new chairperson being named for the foreign language department.<sup>12</sup>

"Is anyone out there reading us?" This is the question often asked by persons disseminating information to the public, whether such information is about products or services.

At OSU's Division of Public Information, there long has been a strong need to learn how much of its press releases find their way into print. This is considered important, not only for comparison of actual output with effective output, but also for determining factors that will increase the potential use of these press releases by the media.

A special category of news releases from educational institutions is what people in the business call hometowners.

A hometowner is an article or photograph and cutline sent especially to the hometown of the subject (usually a person).

The purpose of a hometowner is two fold. First, it seeks to inform local readers about what their co-citizen has done. It could be active participation in some school activity, the winning of a scholarship, involvement in important research, being an honor student, or simply graduation. The desired outcome is information for local people and goodwill for the institution.

A bolder purpose of hometowners is student recruitment. The post-World War II "baby boom," which sent many schools swelling with students eager for higher education, has changed course. And although OSU continues to boast of increasing enrollment, the general trend is toward lesser college populations, which makes it imperative to present the University as a desirable place to gain an education.

Marketing education used to be an unheard of subject, probably due to a "latent anti-business attitude among academicians," says John K. Enger, coordinator of news service and associate director of university

relations at the University of Wisconsin-Stout.

With a price tag of \$20,000 or more for a degree, people deserve to know the returns on a college education.

In our consumer society, students and their parents consume education. They will select those institutions of higher education that best demonstrate a concern for consumer needs...

We must maintain effective communication with our publics as other marketers do.<sup>13</sup>

In his book Achieving Optimal Enrollments and Tuition Revenues, Ilhandfeldt wrote that it's high time educators discard their disdain for marketing.

He argued, "Marketing doesn't mean merely sales, promotion and hucksterism. The application of marketing principles goes to the heart of education and to the real meaning of fair practice."

Ilhandfeldt called higher education a service industry that can be packaged and purchased in many ways.<sup>14</sup>

Hometown releasing used to be a low-priority activity at OSU-DPI. Hence, little attention was given to it.

In 1973, a group of media personnel from various parts of the state were invited to review the public information program of the university. One of its main recommendations was for the university to feed more news to local media about people from the papers' areas of circulation.

In response, Hamilton sought to intensify the hometown release program by encouraging the PIOs of the various academic divisions to send articles and photographs to local papers. He instituted a system which required PIOs to keep track of hometown releases per paper per month.<sup>15</sup> The record separated text-only releases from those sent with artwork, usually photographs.

The definition of hometowners also was expanded to include any article or photograph and outline about an activity taking place in the

city or town to which the press release was being sent.

Hamilton also said that the OSU-DPI subscribes to the Oklahoma Press Clipping Bureau, one of two clipping services in the state. All available published news items about OSU are clipped and sent to the Division, which pays 20 cents per item accepted.

When the clips are received at OSU-DPI, the PIOs select their published articles, which are filed or sent to the subjects of the articles. No further recording is made as to whether the releases sent to the various papers were published.

As such, there is no effective measure of hometown releases. It is not known whether they reach the audiences they seek or not.

Hamilton said that record-keeping mainly is aimed at ascertaining that all papers in the state are served by OSU-DPI.

This study, therefore, will complement those records and show whether hometown releases are achieving the desired results. This is partially measurable through media use of press releases.

OSU-DPI priority objectives for 1979-80 relevant to this study were to provide appropriate services to all media, and to emphasize provision of releases about student awards, honors and activities to hometown media.<sup>16</sup>

During 1978-79, it also was an objective of the division to place emphasis on providing news and feature stories to media in students' hometowns. The target was to send at least five hometowners to each of the 230 newspapers and 110 radio stations in the DPI's mailing list.<sup>17</sup>

The 1978-79 report indicated that hometown news releasing declined for the second straight year since it was first instituted as a priority activity in 1974. Part of the decline, the report said, might be attri-

buted to accurate record-keeping and to the vacancies in two positions during part of the year.

The report also stated that the value of hometowners was not well-understood by many personnel in the colleges and administrative units. They do not always support the PIOs priority for doing such type of stories.

The period covered by this study has a parallel in the 1978-79 situation. There were two information officer vacancies in the division, which limited the number of press releases issued by the office.

However, the author looked at the use of press releases by the state's media. Therefore, the amount of material emanating from the division is not as important as the response of the editors to the material they received from OSU-DPI.

The importance of hometown news releases is greatly understated in the literature or public relations in education. No textbook mentions it, and even the journal for practitioners of public relations in education has ceased publication.

CASE Currents seems to be the only contemporary periodical which devotes attention to this activity.

Approximately 85 percent of daily newspapers nationwide have circulations below 50,000. In Oklahoma, all but the Tulsa and Oklahoma City papers belong to this group. Also, there are numerous weeklies with limited circulations, but are receptive to hometown releases. In light of this, the hometown releasing function of public information offices in educational institutions should receive much encouragement, monitoring and continuous improvement.



## Objectives

Besides the usage of OSU-DPI hometown news releases, it is the purpose of this study specifically to answer the following questions:

1. What percentage of OSU-DPI hometown releases receives use in Oklahoma newspapers?
2. Are more hometown photo releases used than stories without photos?
3. Do Oklahoma weeklies use more OSU-DPI hometown releases than the dailies in the state?
4. What categories of OSU-DPI hometown releases are most used in Oklahoma newspapers?
5. What percentage of OSU-DPI hometown releases are rewritten?
6. Is OSU-DPI serving all newspapers in the state through the hometown news release activity?

Such data will offer a measure of the receptiveness of local media for hometowners released by OSU-DPI.

## Review of Literature

### Research at OSU

1950-1960

1960-1970

1970-1980

The first study on the acceptance of Oklahoma State University news releases by newspapers in Oklahoma was done in 1960 by James E. Mitchell, a master's candidate in the OSU School of Journalism and Broadcasting.<sup>18</sup>

The investigation was two-fold: it comprised a content analysis of 59 state newspapers to determine the type of OSU news releases being used, and a survey of news editors from around the state to determine

what OSU news releases were used and what suggestions they had to improve the OSU public information program.

The content analysis of 19 dailies covered a three-month period; the 40 weeklies, four months. The study did not indicate the sampling method.

Mitchell said OSU-DPI news releases comprised the following:

1. Greater Oklahoma News, better known as the clipsheet. This carried news about campus events (students and faculty, research, alumni, public service and agriculture news which relate directly to the university) as well as sports and filler items (related only indirectly to OSU).

Editors were encouraged to use the camera-ready items printed in the clipsheet, with or without credit.

2. Monthly Safety Report, a record of non-automobile fatalities in Oklahoma.
3. Special Mailings, which comprised the Sports Mailer/Sports Specials and hometown news stories on students receiving degrees or being named to honor rolls.

Mitchell found that weekly newspapers used mostly farm facts, safety hints and sports. Such material comprised 72.5 percent of all OSU press releases printed by the newspapers.

The 566 issues of weeklies in the study contained 214 inches of OSU hometown news releases, or approximately 13 percent of the total university material published.

Mitchell said no records were kept of special mailings during the period covered, but he added that it was generally accepted that nearly all special mailings were used by the receiving newspapers.

The remainder of the OSU material used by weeklies was roughly dis-

tributed as follows: monthly safety report, 3.4 percent of all OSU news used by the papers; sports, 10 percent; and Pride-in-Oklahoma, 1.1 percent.<sup>19</sup>

#### Content Analysis of Small Dailies

Content analysis of small dailies in the study revealed that published stories about OSU in these papers were mostly from the wire services and special mailings.

The 937 issues of small daily newspapers in the study contained 160 inches of hometown news from OSU, or about 7.4 percent of the total university material used by the papers.

The newspapers did not use any sports material from the clipsheet. Instead, they printed approximately 400 inches of sports copy sent directly through special mailings. This comprised 18.7 percent of all OSU news published, and 28.7 percent of all OSU sports news. The greater amount of university sports news came off the wires.

Pride-in-Oklahoma material comprised 0.5 percent of total OSU-issued news material used by the small dailies.<sup>20</sup>

The Tulsa World and the Daily Oklahoman were especially partial to OSU sports releases. About 40 percent of all OSU news used by these large dailies came from the university sports publicity office.

These newspapers did not use any Pride-in-Oklahoma fillers, but printed the monthly safety report more or less regularly.

The large dailies used very little hometown news from OSU as such. Items about Tulsa and Oklahoma City students usually were incorporated into stories about students from other areas, and therefore was classified as education or campus news.

### Oklahoma Editors' Evaluations

The second part of Mitchell's study asked editors from 200 weeklies and 42 dailies about their use of OSU news releases, and requested suggestions for the improvement of OSU-DPI services. Eighty-five weekly newspaper editors and 26 daily newspaper editors responded.

Weekly editors said they were using the same amount of education news in 1960 as they did before the launching of the Sputnik in 1957.<sup>21</sup> They also said the amount of published OSU news had not changed.

More than half the daily newspaper editors said they were using more education news in 1960 than in 1957; however, they also said they were publishing the same amount of OSU-issued material as before.

Daily editors cited shortage of space and easier-to-process wire stories as the chief reasons for not using more OSU releases.

More local stories were requested by 62 weekly editors. Fifteen asked for more agricultural news. Five said they wanted educational stories which would encourage college attendance. Four editors wanted shorter articles and more sports news.

Of the 22 daily newspaper editors who wanted local-angle stories, seven specified agricultural news; five, more local news stories; and five, general interest features.<sup>22</sup>

Mitchell concluded that editors were not likely to use more OSU news releases than they were receiving at the time, since they had no difficulty filling their pages.

"Results of the study indicate that if OSU is to increase use of its news, it must emphasize the local angle in every way possible," Mitchell wrote.<sup>23</sup>

He also suggested that more farm news, shorter stories and more

wire-originated copy might enhance the exposure of OSU in state newspapers.

#### Relevant Research at Other Schools

A hand search of pertinent theses from Journalism Abstracts revealed much information related to the topic of this thesis. Most were under the headings of "Public Relations" and "Content Analysis."

#### PIOs in Texas

A 1970 study by Campbell of East Texas State University on the organization, duties and responsibilities of public information officers in five state-supported colleges and universities in Texas revealed that one of the duties most common to information directors of the institutions was the preparation of hometown news releases.

The Campbell report examined five Texas schools with enrollments ranging from 2,300 to 4,600 at the time of the study.<sup>24</sup>

#### PIOs in Oklahoma

A similar investigation done in 1966 by Tipton of the University of Oklahoma, on the public information programs of five Oklahoma colleges, states that a major objective of college (information) programs is to keep "hometown" residents informed of the activities of students from that town.

Tipton's personal interviews with PIOs of the five schools attested to this and also reflected comments in questionnaires returned by Oklahoma editors who were sampled. The editors repeatedly stressed the (desirability of the) hometown angle in the news items sent to them, Tipton reported.

The thesis concluded that the weak points in the five information programs studied were the non-systematic coverage of campus news and the lack of evaluation procedures regarding newspaper usage of press releases.<sup>25</sup>

#### Oregon Study

A similar conclusion regarding use studies was arrived at by Carlson, who, in 1968, investigated the use of Oregon State University news releases by selected state newspapers.

Carlson found that few public relations offices of educational institutions in the United States were concerned with determining how the media received their releases.

Out of 47 colleges and universities contacted, almost 47 percent had never conducted a study of news release use. Thirty-four percent reported they use only informal methods of determining how their news releases were being used by newspapers.

Carlson found daily newspapers in Oregon printed more Oregon State University press releases than did the weeklies. Weekly newspapers tended to hold releases longer before publishing than did the dailies. Also, most of the university press releases were printed in the inside pages.<sup>26</sup>

#### Oklahoma High School News

Another Oklahoma study narrowed its investigation to use of local high school news by three newspapers serving the areas where three high schools were located.

Barron concluded in 1969 that local newspapers did not give enough exposure to hometown news releases, despite the fact that these papers

were published in the area where the schools were located.

In the El Reno Daily Tribune, the highest percentage of total column inches devoted to high school news went to sports than to social news.

In the Minco Minstrel, sports news also was dominant, occupying 58 percent of the total column inches devoted to high school news. Second was school club news, comprising 22 percent.

The Chickasha Daily Express also featured sports news among high school write-ups, followed by school club news.

Barron recommended that newspapers go beyond athletic coverage to make school news complete, comprehensive and informative. Stories about the outstanding teacher, new methods or the unusual project are there for the digging, she wrote.<sup>27</sup>

#### Wisconsin Study

During the same year of the Barron study, Zielke of the University of Wisconsin surveyed 12 Wisconsin weekly newspapers on use of copy from public relations sources.

He found weekly newspapers relied on public relations sources for ten percent of their editorial content measured as news items. About 80 percent of press releases came from the following sources: educational institutions, federal government agencies, state government agencies, trade and professional associations and business firms.

Zielke reported that local interest was the main reason for use of a press release, and lack of it the first reason for rejection.

The survey also revealed editors thought educational institutions, industrial agencies and public utilities provided the best service among groups that sent press releases.<sup>28</sup>

### Metropolitan Paper Study

A parallel research was conducted ten years after Zielke's on the use of press releases by metropolitan papers. Honey concluded after studying the Tennessean and the Cincinnati Enquirer in 1979 that the majority of press releases was not published as news stories by the papers she studied.

During the period she covered, the Tennessean received 676 releases, printed 78, retained 115 and rejected 483. The Enquirer received 579 releases, printed 162, retained 156 and rejected 261. Honey said both papers showed a trend toward developing regular features which used press releases. These features were columns and calendars of events. They accounted for the observation that releases were rewritten and significantly shortened.

Honey also said a common reason for rejecting releases was lack of local interest. Lack of significance was the second reason most frequently cited by editors interviewed during the study.

Other findings indicated that business sources submitted the largest number of releases and were second in number of releases published; government sources, second in submission and fourth in publication; community organizations, third in submission and first in publication.<sup>29</sup>

### Ohio Study

Had the results of this 1965 use study on press releases been disseminated, more public relations copy would have seen print.

Aber of Ohio University worked one week with some of the editors of the Cincinnati Enquirer, Columbus Citizen-Journal and the Dayton Daily News, collecting all press releases received and noting which ones



were printed. He also interviewed the editors to determine attitudes toward press releases.

Aber's findings included this profile of a published release: local source, civic or service organization sponsor, 200 words or less, "special" to one paper, copy key sponsor identification, no marked release time, original editing marks, no reproduction, and women's material.

The editors also agreed that news releases were important sources of information for their papers. They said they published releases that were developed specifically for their papers and rejected those obviously sent to a large number of publications.<sup>30</sup>

#### Air Force Study

Wakefield's study on hometown news releases by the U.S. Air Force Hometown News Center sought to measure the Center's operation and determine if its services were satisfying the needs of newspapers and radio stations in its mailing list. Center personnel had always assumed what was released was being printed, said Wakefield. He aimed to prove that assumption.

At the time of the research, the Center was releasing 1,000 individual stories five days a week, with a copy of each going to ten different media on the average.

Wakefield surveyed 500 media persons to get user opinions of routine military news releases, and got a response rate of 56 percent. Some of his findings were:

1. News media generally approved the use of public funds by the military to provide the service (i.e., releasing hometowners).
2. Respondents saw some waste in the program. Small papers and radio

stations received many releases on individuals outside their circulation or listening areas. Because of competition for space, many large newspapers saw the releases as unnewsworthy.

3. The journalists agreed that releases created goodwill for the service, but reached no consensus on whether they helped enlistments.
4. Most respondents saw releases as a valuable means of recognition (for military service), but thought more feature stories were needed to do the public relations job the military hoped the news program would do.<sup>31</sup>

#### California Study

Most relevant to the present study was the thesis of Miller, who investigated the use of news releases from the California State University (Fresno) Public Affairs Office by selected daily and weekly newspapers in the institution's service area.

The five-month study examined eight dailies and nine weeklies. Overall, daily newspapers used 24 percent of the university's news releases, compared to 6.7 percent by the weekly newspapers.

Daily newspapers in the county where the university was located used 49 percent of the releases received, compared to 9.2 percent by those outside the county.

News about agriculture and the school's curricula were most often used by weekly and outlying daily newspapers.

Both daily and weekly newspapers used more hometown than non-hometown releases.<sup>32</sup>

Community Newspapers as Socializers

Early literature on community newspapers tell us essentially the same things as do recent findings in communications research.

Wiley wrote in 1926 that weekly newspapers of the early period in American history were very important due to the difficulties of communication and the isolation of small towns and cities.

Difficulties of communication enhanced the importance of the local paper... The telephone, telegraph, automobile, radio and moving pictures have profoundly changed the psychology of the small city, town and country dweller. Ideas and good can spread more rapidly than ever before, and the isolation of the remoter regions is breaking down.

It was this isolation that was previously one important factor in accounting for the strength of the country weekly. On the other hand, this isolation made it difficult for the city paper to circulate in areas far removed from the center of population.<sup>33</sup>

Wiley said that schools, churches, lyceums and newspapers were important agencies for information dissemination, but that the press was the most constant. Schooling, he said, often stopped at an early age. The church had a narrow and specialized influence, and lyceums had limited appeal.

Narrowing his vision to the more concrete entity called the country newspaper, Wiley said it must be essentially a newspaper of the community in which it is issued.

"Its function is to explain the community to itself. This involves printing the local news and its interpretation."<sup>34</sup>

About 38 years later in 1964, Greenberg of Stanford University concluded that the small newspaper served as a tool of unification in its area of circulation through the use of local news and pictures which urban papers often ignored.<sup>35</sup>

Greenberg's "unification" is parallel to Wiley's "socialization"

which the local press is credited for helping bring about.

Wright calls this the mass media's status conferral function.

"By focusing the power of the mass media on a person, society confers upon her a higher public status."<sup>36</sup>

Janowitz says this is accomplished by distributing prestige in the locality through news stories, pictures and announcements about local persons and events, something not possible to publicize in large urban environments.<sup>37</sup>

#### Instruments of Tranquility

Donohue, Tichenor and Olien concluded that the homogeneity of communities where weekly newspapers usually operate makes them concentrate on existing institutions and the concensus aspect of local affairs. They suggested it was one function of a weekly newspaper "to maintain tranquility, thus avoiding disruption of small community relationships."<sup>38</sup>

Janowitz also found in his study that community papers generally shunned controversy.<sup>39</sup>

#### Community v. Metropolitan News

In their study entitled "Content as a Key to the Purpose of Community Newspapers" Stone and Morrison said that, in addition to Greenberg's finding, there are less theoretical considerations which make the content of the small community newspaper different from that of a metropolitan paper: limited financial resources, a smaller staff and less journalism training.

Having less money to pay a large and competent staff, many weekly newspaper published are said to get by with news articles by inexper-

enced writers and through the use of "canned" material.

The data by Stone and Morrison revealed that lower circulation weeklies contained more society (i.e., grassroots copy), correspondents' copy and legal ads, but less paid features, local pictures or national advertising. On the other hand, higher circulation weeklies were found to have less society and paid features.

Stone and Morrison said it was easy to link stress on local copy and legal advertising by lower circulation papers to their goal of reflecting communities. However, they said the purpose for the use of public relations copy could not be determined. The information might be relevant to community interests, or it might be just another filler.

They also said that few local pictures in the paper might be due to the absence of a photographer or darkroom facility in the newspaper.<sup>40</sup>

#### Content Characteristics

In 1976, McCombs and Mauro concluded that editors who aim at readership consider content characteristics in the following order: page assignment, space allocation, form and geographic significance.

Front page stories have higher readership than those in the back of the paper. The size of the text (length of the story) is the next most important variable, followed by form (news stories tend to obtain more readers than other types of stories). Geographic significance is an especially viable predictor of readership for editorial items, and source also figures as a variable, but only in predicting women's readership of editorial items.<sup>41</sup>

### Iowa Weekly Study

Johnson's 1963 thesis at Iowa State University concluded that about 43 percent of samples of readers for each of four weeklies revealed that local news was their main reason for subscribing to the local weekly. Other reasons were advertising, general approval for the paper, society, sports and special interest news.<sup>42</sup>

### Illinois Study

Wang conducted a similar research in 1975 in a small Illinois town and found that local newspaper readers considered hospital reports and obituaries the most useful items, followed by local news and grocery ads.

These were popular items among the readers because they relate the information to themselves, to people they know or the town in which they live,<sup>43</sup>

### ASNE Study

Such findings were confirmed in a large-scale study conducted by the market research firm, Yankelovich, Skelly and White, for the American Society of Newspaper Editors in 1979.

Readers were asked what they wanted in their newspapers. It turned out they wished to read about themselves. Seib of the Washington Post said the emphasis on self-fulfillment and self-gratification is one of the two emerging themes in the study. A reader's complaint was quoted, thus; "Newspapers stray too far from my life."<sup>44</sup>

This small-town readership pattern is not confined to rural readers, but also embraces those in urbanized areas.

Most **individual** suburbs are relatively homogeneous segments of diverse metropolitan areas. As 'bedroom' communities, they tend to have a relatively narrow range of residents in terms of socioeconomic status and ethnic background. In such a setting, a weekly newspaper may fulfill the same function as a weekly in a small rural town. The middle-class suburbanites would be relatively unattached to other newspapers.<sup>45</sup>

Oklahoma State University's Educational Resources Information Center also located pertinent educational literature on the subject.

Ten descriptors were chosen from the ERIC thesaurus, namely, information dissemination, information sources, newsreporting, public relations, publicize, newspapers, content analysis, use studies, surveys and media research,

These key words were fed to the system, which was "instructed" to give the abstracts of the latest 50 pertinent articles from educational journals, and another 50 from research journals.

Only three of the ERIC output were deemed relevant to the present investigation. They are summarized as follows:

#### Tennessee Study

"Newspaper Reading in Two Towns" by Shaw and Riffe disproves the journalistic stereotype of the reader from the small town as belonging to a fairly homogeneous group with parochial interests and common preoccupations. Their survey of two Tennessee communities revealed that reading a newspaper (attention paid to local news) is an acquired habit nurtured by a person's need for information and his recreational expectations, in addition to his perceptions of the newspaper's capacity to fulfill his needs and the viability of alternative information sources (such as the large city paper and television),<sup>46</sup>

### Agenda-setting Studies

Sohn in "A Longitudinal Analysis of Local Non-political Agenda-setting Effects" investigated the assertion that media suggest topics which the public thinks about or concerns itself.

Although she acknowledged that no generalization can be made from this study of a single community, she said the data may be useful in the study of similar situations in other communities.

Sohn's conclusion was that local topics people talk about in one time period may influence what they read about later, contradicting the conclusion of another group of media investigators who reported that the more an item is read about, the more it is talked about.

Sohn said two interpretations are possible from her findings. First, people may seek information by reading the newspaper after talking about it. This awareness causes them to notice and read about that topic in subsequent issues.

She also wrote that thinking and talking about a topic are two different activities. Linkages between them should be examined carefully before inferences are made in agenda-setting research.<sup>47</sup>

Atwood and Sohn also wrote "Daily Newspaper Contributions to Community Discussions," another study on agenda-setting. They said agenda-setting theoretically occurs when the reader has the least opportunity to experience personally the events and individuals reported in the news.

The research concluded that community discussion is influenced by local newspaper content. The correlation between the two, however, is reportedly low. The newspaper is not the only source for topics of community discussions. Interpersonal communication channels were cited as a conduit for information not likely to be disseminated by the media.<sup>48</sup>



ENDNOTES

- <sup>1</sup> Doug Newsom and Alan Scott, This is PR: The Realities of Public Relations (Belmont, 1976), p. 7.
- <sup>2</sup> Ibid., p. 9.
- <sup>3</sup> Ray E. Hiebert, "The Myths About Ivy Lee," Perspectives in Public Relations, ed. Raymond Simon (Norman, 1966), p.7.
- <sup>4</sup> Edward L. Bernays, "The Theory and Practice of Public Relations: A Resume," The Engineering of Consent, ed. Edward L. Bernays (Norman, 1955), p. 3-4.
- <sup>5</sup> Newsom, pp. 6-8.
- <sup>6</sup> College Public Relations (Nov., 1947), p. 6.
- <sup>7</sup> Edward L. Bernays, Public Relations (Norman, 1952), pp. 285-287.
- <sup>8</sup> Philip R. Rulon, Oklahoma State University - Since 1890 (Stillwater, 1975), p. 68.
- <sup>9</sup> The university was known as Oklahoma Agricultural and Mechanical college from 1890 until 1957, when it was renamed Oklahoma State University.
- <sup>10</sup> Goals and Objectives of University Relations and Development, Oklahoma State University (1979-80)
- <sup>11</sup> Ralph L. Hamilton, Personal Interview, Stillwater, Okla., Feb. 11, 1981.
- <sup>12</sup> Joel S. Berger, ed. Making Your News Service More Effective: A CASE Handbook (Washington, 1978), pp. 35, 161, 167.
- <sup>13</sup> John K. Enger, "When in a Market, Do As Other Marketers Do," CASE Currents (Dec. 1980), p. 48.

<sup>14</sup>William Ilhandfeldt, quoted in Aalice L. Beemer, "Books and Booklets," CASE Currents (Oct. 1980), p. 48.

<sup>15</sup>Hamilton, 1981.

<sup>16</sup>Goals and Objectives of University Relations and Development, Oklahoma State University (1979-80).

<sup>17</sup>Report on the Attainment of Objectives, Oklahoma State University Division of Public Information (1978-79).

<sup>18</sup>James E. Mitchell, "Acceptance of Oklahoma State University Public Information Office News Releases by Oklahoma Daily and Weekly Newspapers" (unpub. Thesis, Oklahoma State University, 1960).

<sup>19</sup>Ibid, p. 8.

<sup>20</sup>Ibid, p. 10.

<sup>21</sup>The launching of the Sputnik in 1957 is used as a benchmark because the event spurred an increase in school news coverage. Education was blamed for the American "failure" in the space race; at the same time, newspapers began to regard the classroom as a source of news.

<sup>22</sup>Ibid., p. 12.

<sup>23</sup>Ibid., p. 14.

<sup>24</sup>Hugh Campbell, "A Study of the Organization, Duties and Responsibilities of Public Information Officers in Five State-Supported Colleges and Universities in Texas," Journalism Abstracts, IX (1971), p. 90.

<sup>25</sup>Leonard Tipton, "Public Information Programs of Five Oklahoma Colleges," Journalism Abstracts, IV (1966), p. 149.

<sup>26</sup>Theodore H. Carlson, "A Study of Oregon State University News Bureau News Release Use by Selected Oregon Daily and Weekly Newspapers," Journalism Abstracts, VI (1968), p. 92.

<sup>27</sup>Donna J. Barron, "A Content Analysis of the Education News in Three Small Newspapers in Oklahoma," Journalism Abstracts, VIII (1969), p. 31.

<sup>28</sup>Stephen P. Zielke, "Public Relations and Wisconsin Weekly Newspapers: A Study of the Utilization by Twelve Weekly Newspapers of News Material Received from Public Relations Sources," Journalism Abstracts, VIII (1969), p. 99.

<sup>29</sup> Carol A. Honey, "The Utilization of Press Releases by Two Metropolitan Newspapers," Journalism Abstracts, XVII (1979), p. 170.

<sup>30</sup> Wren L. Aber, "A Comparison of Published and Reported News Releases in Three Ohio Metropolitan Papers," Journalism Abstracts, III (1965), p. 42.

<sup>31</sup> Donald S. Wakefield, "A Study of Media Use of Air Force Hometown News Releases," Journalism Abstracts, XI (1973), p. 206.

<sup>32</sup> James B. Miller, "Usage of News Releases From California State University, Fresno, by Selected Daily and Weekly Newspapers," Journalism Abstracts, XV (1977), p. 96.

<sup>33</sup> Malcolm M. Wiley, The Country Newspaper - A Study of Socialization and Newspaper Content (Chapel Hill, 1926), p. 3.

<sup>34</sup> Ibid.

<sup>35</sup> Bradley S. Greenberg, "Community Press As Perceived by Its Editors and Readers," Journalism Quarterly, Vol. XLI (Summer, 1964), pp. 437-440.

<sup>36</sup> Charles R. Wright, Mass Communication: A Sociological Perspective. (New York, 1959), p. 19.

<sup>37</sup> Morris Janowitz, quoted in Bradley Greenberg, "Community Press as Perceived by Its Editors and Readers," Journalism Quarterly, Vol. XLI (Summer, 1964), pp. 437-440.

<sup>38</sup> P.J. Tichenor, G.A. Donohue, and C.N. Olien, Community Conflict and the Press (Beverly Hills, 1980), p. 55.

<sup>39</sup> Greenberg, p. 440.

<sup>40</sup> Gerald Stone and Janet Morrison, "Content As a Key to the Purpose of Community Newspapers," Journalism Quarterly, Vol. LIII (Fall, 1976), pp. 494-498.

<sup>41</sup> Maxwell E. McCombs and John B. Mauro, "Predicting Newspaper Readership from Content Characteristics," Journalism Quarterly, Vol. LIV (Spring, 1977), p. 3-7, 49.

<sup>42</sup> Robert C. Johnson, "Subscriber Likes and Dislikes in Relation to Weekly Newspapers in Four Iowa Communities," Journalism Abstracts, II (1964), p. 95.

<sup>43</sup>Georgette Wang, "Information Utility As a Predictor of Newspaper Readership," Journalism Quarterly, Vol. LIV (Winter, 1977), pp. 791-797.

<sup>44</sup>"Talk of the Town," New Yorker (Oct. 15, 1979), p. 40.

<sup>45</sup>Tichenor, p. 58.

<sup>46</sup>Eugene F. Shaw and Daniel Riffe, "Newspaper Reading in Two Towns," Journalism Quarterly, Vol. LVI (Fall, 1979), pp. 477-487.

<sup>47</sup>Ardyth B. Sohn, "A Longitudinal Analysis of Local Non-Political Agenda-Setting Effects," Journalism Quarterly, Vol. LV (Summer, 1978), pp. 325-333.

<sup>48</sup>E. Atwood, A. Sohn and H. Sohn, "Daily Newspaper Contributions to Community Discussion," Journalism Quarterly, Vol. LV (Fall, 1978), pp. 570-576.

## CHAPTER II

### METHODOLOGY AND ANALYSIS

The rate of acceptance by media of an institution's publicity efforts, measured in terms of clippings, is not an indication of readership or public approval. Measuring the effectiveness of a publicity campaign is not only difficult, but is not attempted often because of the lack of meaningful measuring sticks. Bundles of clippings seem to impress the uninitiated, but such evidence is looked upon with skepticism by experienced public relations personnel.

Nevertheless, a measure of exposure is a useful guide. Hopefully, media consumers, i.e., newspaper readers, are equally receptive to media's favorable response to press relations and function as true receivers of the message transmitted by the original sender (the institution).

This study was limited to the hometown category of press releases issued by the OSU Division of Public Information from July 1, 1979 to June 30, 1980. It seeks to measure the rate of use of hometowners by daily and weekly newspapers in the state of Oklahoma.

During the period covered, information officers for the following academic divisions were issuing hometowners: agriculture, arts and sciences, education, engineering and home economics.

Public information officer posts for business administration and veterinary medicine were vacant at the time.

There were also two information officers covering the general uni-

versity, who were not included in the study. Their main duties were to handle public information matters emanating from the office of the Vice President for Student Services, the OSU Foundation, the Alumni Association, the Office of High School and College Relations, University Placement and others. It was concluded that, since the previous five stood for specific academic divisions, comparisons would be more meaningful. Hence, the limitation.

### Selection of Newspapers

To select newspapers to be surveyed, the 1979 Ayer Directory of Publications was consulted. This listing proved to be inadequate, because the entries depended on responses received from publishers. Those who did not return the Ayer questionnaire were not included in the directory.

The membership roster of the Oklahoma Press Association proved to be more helpful, but it, too, was incomplete because non-members were not listed.

To supplement the OPA roster, non-OPA members on the OSU-DPI mailing list were included in the universe from which sample newspapers were drawn.

### Daily Newspaper Sample

From a universe of 51 daily newspapers in the combined OPA-DPI list, ten were sampled at random. Names of dailies were written on small sheets of paper which were mixed together in a hat. The following were drawn:

1. Ardmore Ardmoreite
2. Claremore Daily Progress
3. Duncan Daily Banner

4. El Reno Daily Tribune
5. Hobart Democrat-Chief
6. Lawton Constitution
7. McAlester News-Capital Democrat
8. Ponca City News
9. Sapulpa Daily Herald
10. Woodward Daily Press

Five entries in the combined OPA-DPI list were not included in the sampling because they were not likely recipients of OSU hometown news releases. These were the Associated Press and United Press International in both Tulsa and Oklahoma City, and the Daily Legal News in Tulsa.

The Stillwater News-Press also was excluded because of the paper's unique position vis-a-vis OSU hometown news releases. As explained earlier, OSU-DPI has enlarged the definition of hometowners to include any news that concerns the locality to which it is sent. The university, being situated in the city of Stillwater, makes every news item a virtual hometowner. Hence, the decision not to compare the receptiveness of the News-Press with that of other dailies in the state.

#### Weekly Newspaper Sample

A total of 220 newspapers comprised the universe of Oklahoma weeklies. Forty-four were selected initially through systematic sampling, beginning with the fourth in the DPI-OPA list and taking every fifth newspaper thereafter.

The original group of 44 weeklies later was trimmed to 30 through random deletion of 14.

The final list of weekly newspapers used was:

1. Alva Woods County News
2. Atoka Indian Citizen
3. Bethany Tribune-Review
4. Broken Bow News-Graphic
5. Chandler Lincoln County News
6. Chickasha Star
7. Covington Record
8. Davis News
9. Erick Beckham County Democrat
10. Fletcher Herald
11. Gage Record
12. Hydro Review
13. Jones Oklahoma County News
14. Kingfisher Times
15. Madill Record
16. Okarche Chieftain
17. Oklahoma Capital City Beacon
18. Okmulgee County News
19. Perkins Journal
20. Rush Springs Gazette
21. Seiling Dewey County Record
22. Shidler Review
23. Stigler News-Sentinel
24. Tahlequah Cherokee County Chronicle
25. Temple Times
26. Tonkawa News



27. Tulsa Southeast News
28. Warner County News
29. Wilburton Latimer County News-Tribune
30. Yale News

Again, there were several exclusions from the universe of weeklies sampled. The Altus Galaxy and Tinker Take-Off, both armed forces publications originating from area military bases, were not included.

#### Sampling Qualifications

The final sample, however, was even much smaller. The McAlester News-Capital Democrat was not used because there were no copies of the paper for the period of the research. The librarian at the Oklahoma Historical Society said the circulation personnel at McAlester simply stopped sending complimentary copies.

Among the weeklies, three were unavailable for the same reason. They were the Fletcher Herald, Temple Times and Warner County News.

Bound copies of the Covington Record, Okarche Chieftain, Okmulgee County News and Rush Springs Gazette were ready for microfilming. The librarian said the newspapers had been ironed and neatly shelved according to date, and could not be touched until after the microfilming.

Tulsa Southeast News, the largest circulation weekly in the sample, also was unavailable because the newspaper office did not send copies to the historical society. Since the number of OSU-DPI hometown news releases to this paper was so large, the author took two trips to Tulsa to monitor the issues involved.

Hamilton earlier mentioned that record-keeping of OSU hometowners was aimed primarily at ascertaining that all state newspapers were served.

In this light, one can conclude that the DPI served the dailies 100 percent, and weeklies, 90 percent. No hometowners were sent to the Atoka Indian Citizen, Fletcher Herald and Temple Times.

The Temple Times was not in the DPI roster of outlets, but neither was the Warner County News, which received five hometowners.

This information should not be used as a gauge of the DPI's performance. PIOs can release hometowners only to newspapers as the occasions arise. They cannot be expected to "hunt" for students from certain localities just to create news and send hometowners to their local papers.

To sum up this discussion, the final number of newspapers used in the study was nine dailies and 22 weeklies. The author is confident that this number still represents a good sample, since the geographical distribution of the newspapers covers significant sections of the state.

### CHAPTER III

#### FINDINGS

This use study involved the monitoring of 524 hometown news releases from Oklahoma State University's Division of Public Information. Ten press releases originated from the office of the public information officer for the College of Agriculture, 75 from Arts and Sciences, 129 from Education, 77 from Engineering, and 233 from Home Economics.

A total of 190 articles, or 36 percent of the number released, were published, while 334 articles, or 64 percent, were rejected by the newspaper editors, as shown in Table I.

TABLE I  
PERCENTAGES OF HOMETOWN NEWS RELEASES ACCEPTED  
AND REJECTED: BY ACADEMIC DIVISION

Academic Unit	Published	Rejected
Agriculture	40	60
Arts and Sciences	41.3	58.7
Education *	34.1	65.9
Engineering	41.6	58.4
Home Economics *	33.9	66.1

\* Chi Square  $p < .05$ ,  $df = 1$ , between percentage published and rejected.

Press releases from Engineering showed the highest percentage of publication (42 percent), followed by Arts and Sciences (41 percent) and Agriculture (40 percent). Education and Home Economics almost tied at 34.11 percent and 33.91 percent, respectively. In these latter two divisions, a significantly greater number of releases were rejected than accepted. Home Economics released 233 of the 534 press releases studied. This clearly indicates that volume is not a major factor in getting OSU news published. In fact, Engineering released only 77 articles, and 32 of those got printed.

Specific editorial action on published hometown news releases are shown in Table II. The author looked for evidence of three kinds of editorial action: 1) Stet (released and used in original form), 2) Cut (certain parts deleted) and 3) Rew (release was rewritten).

TABLE II  
NUMBER OF PUBLISHED HOMETOWN NEWS RELEASES SUBJECTED  
TO EACH OF THREE TYPES OF EDITORIAL ACTION:  
BY ACADEMIC DIVISION

<u>Academic Unit</u>	<u>Editorial Actions</u>			Totals
	Stet	Cut	Rew	
Agriculture	3	0	1	4
Arts and Sciences	27	0	4	31
Education	26	6	12	44
Engineering	21	3	8	32
Home Economics	32	13	34	79
Totals	109	22	59	190

Of the 190 articles that were published, 109 or 57 percent were used as released (Stet); 22 or 12 percent were shortened by deleting certain parts of the story (Cut) and 59 or 31 percent were rewritten (Rew).

Majority of the Arts and Sciences press releases that were published were used as is (87 percent). Agriculture ranked second with 75 percent, followed by Engineering, 66 percent. Education came in fourth at 59 percent, with Home Economics at the tail end with 32 percent.

The small number of articles shortened by deleting certain parts of the story indicates that editors don't often do this. None of the Agriculture and Arts and Sciences stories was cut, and only 16 percent, 14 percent and 9 percent were so acted upon from Home Economics, Education and Engineering, respectively.

Home Economics releases had the greatest rate of rewrites (43 percent), followed by Education (27 percent). Agriculture and Engineering tied at 25 percent, while Arts and Sciences had the lowest rate, four articles out of 31, or 13 percent.

Editorial response to articles by newstype was also analyzed. Newstype I recognized OSU students residing in areas covered by the newspapers included in the study. Such articles were about scholarships, membership in honor societies or election to office in a student organization, participation in academic activities, and special recognition or awards.

Newstype II articles were about persons who were non-OSU students who resided in the areas covered by the newspapers. These persons were cited for attending seminars or similar activities at OSU; being honored by the university; donating money, goods or services to the university or being a new or outstanding faculty member at OSU.

Newstype III was about OSU activities in the areas covered. These releases comprised OSU seminars conducted in a newspaper's circulation area, OSU-sponsored television programs in a newspaper's circulation area and other related topics.

As shown in Table III, Newstype I comprised the majority of articles released (55 percent). It also proved to be the most popular among the editors. Of the 44 percent published, 12 percent was rewritten, four percent cut, and 28 percent used as released.

TABLE III  
NEWS RELEASES FREQUENCIES: EDITORIAL RESPONSES  
BY NEWSTYPE

<u>Newstype</u>	<u>Editorial Actions</u>				<u>Totals</u>
	Rej	Rew	Cut	Stet	
I. Students	160	34	13	80	287
II. Non-students	140	24	8	24	196
III. OSU Activities	34	1	1	5	41
Totals	334	59	22	109	524

Newstype II, about non-students, comprised 37 percent of articles sent to editors. Majority of these were rejected (71 percent). Materials rewritten and used as released tied at 12 percent. Those that were cut accounted for four percent.

Articles about OSU activities were the least written about by the PIOs. Only 41 of the 524 articles were of this category. Activity articles also had the highest rejection rate (83 percent) among the three general categories of hometowners. Rewrites and cuts accounted for four percent of Newstype III materials, while those used as released came up to only 12 percent.

Table III indicates an apparent pattern of responses once editors decided to use a press release. They were more likely to use the article as written than to rewrite or cut it. Newstype II was an exception in that just as many articles were rewritten as not.

The likelihood of a story being cut short after the editor had decided to use it was very slim (one percent).

#### Newstype I Topic Usage

Newstype I articles were about (A) student scholarships, (B) membership in honor societies or election to office in a student organization, (C) participation in academic activities and (D) special recognition or awards.

Of the 287 articles released, 127 (or 44 percent) were published and 160 (or 56 percent) were rejected, as shown in Table IV. This difference was not significant (Chi Square = 3.79, df = 1, p .05).

News about scholarships received the highest publication rate (61 percent), followed by student participation in academic activities (44 percent). Membership in honor societies and awards recognition received 38 percent and 29 percent positive responses, respectively.

Only awards articles received a significantly higher rate of rejection than acceptance (Chi Square = 5.14, df = 1, p < .05). Honor societies

memberships, etc., articles came very close to having a significantly higher rate of rejection than acceptance (Chi Square = 3.79, df = 1, p .05 .10).

TABLE IV

PUBLISH-REJECTION FREQUENCIES:  
HOMETOWN RELEASE NEWSTYPE I  
BY TOPIC

<u>Newstype I Topics</u>	<u>Editorial Response</u>		Totals
	Published	Rejected	
Scholarships	27	17	44
Honor societies memberships, etc.	18	30	48
Academic activities	74	93	167
Awards *	8	20	28
Totals	127	160	287

\* Chi Square = 5.14, df = 1, p < .05 between published-rejected frequencies.

Newstype I by Academic Division

There were 287 Newstype I hometown news releases originated by PIOs of the following academic divisions: Home Economics, 136 (47 percent); Engineering, 54 (19 percent); Arts and Sciences, 49 (17 percent); Education, 42 (15 percent) and Agriculture, 6 (two percent).

A total of 127 articles (44 percent) were published, while 160



(56 percent) were rejected. (See Table V.)

TABLE V  
PUBLISH-REJECTION FREQUENCIES:  
HOMETOWN RELEASE NEWSTYPE I  
BY ACADEMIC DIVISION

<u>Academic Division</u>	<u>Editorial Response</u>		Totals
	Published	Rejected	
Agriculture	3	3	6
Arts and Sciences	26	23	49
Education	17	25	42
Engineering	27	27	54
Home Economics *	54	82	136
Totals	127	160	287

\* Chi Square,  $p = .02$ ,  $df = 1$ , between published-rejected frequencies.

Arts and Sciences had the highest publication rate for Newstype I (26 of 49 or 53 percent), followed closely by Engineering and Agriculture (both 50 percent). Education had 17 of 42, or 41 percent published, and Home Economics had 54 of 136, or 40 percent.

#### Newstype I Publication Rate

Table VI shows what percentage of the total Newstype I articles were published, both by topic and academic division.

TABLE VI  
 PERCENTAGE OF TOTAL NEWSTYPE I  
 ARTICLES ACCEPTED: BY TOPIC  
 AND ACADEMIC DIVISION

<u>Academic Divisions</u>	<u>Topics</u>				Ave. %
	Scholarships	Honor Society Memberships	Academic Activities	Awards	
Agriculture	50%	X	X	50%	50%
Arts and Sciences	67%	X	55%	0%	40.7%
Education	0%	33%	59%	17%	25.0%
Engineering	67%	41%	30%	33%	42.8%
Home Economics	55%	36%	40%	36%	41.8%
Ave. Percentage	47.8%	36.7%	43.8%	27.2%	33.0%

X: No articles released.

Scholarships and academic activities had the highest percentages of total release published, followed by honor society memberships, etc., and awards topics.

All academic divisions, except Education, were published at a rate between 40 and 50 percent. Education realized only 25 percent published.

Newstype II by Topic and Academic Division

Newstype II articles included hometown news releases citing area citizens who were non-OSU students for (A) attending seminars or similar activities at OSU, (B) being honored by OSU, (C) donating money, goods or services to OSU or (D) being a new or outstanding faculty member at

OSU.

Overall response by editors to the 196 Newstype II articles was negative (140 articles, or 71 percent, rejected). (See Table VII.)

TABLE VII

PUBLISH-REJECTION FREQUENCIES:  
NEWSTYPE II HOMETOWN RELEASES  
BY TOPIC AND ACADEMIC DIVISION

<u>Academic Division</u>	<u>Editorial Response</u>		Totals
	Published	Rejected	
Agriculture	0	3	3
Arts and Sciences *	4	14	18
Education *	26	56	82
Engineering	2	2	4
Home Economics *	24	65	89
<b>Totals</b>	<b>56</b>	<b>140</b>	<b>196</b>
<u>Topics</u>			
Attendance *	52	129	181
Honor *	0	5	5
Donations	2	1	3
Faculty	2	5	7
<b>Totals</b>	<b>56</b>	<b>140</b>	<b>196</b>

\* Chi Square  $p < .05$ ,  $df = 1$ , between published and rejected.

Most of the Newstype II articles were released by the PIOs for Home Economics (89, or 45 percent) and Education (82, or 42 percent). The three other PIOs accounted for less than ten percent of total Newstype II releases.

Articles from Engineering had the highest publication rate (50 percent), followed by Education (32 percent), Home Economics (27 percent), and Arts and Sciences (22 percent). None of the Newstype II articles by the PIO for Agriculture was published.

Percentage of rejection was significantly higher than percentage of acceptance of releases from Arts and Sciences, Education and Home Economics.

Regarding topics, Attendance had the most published (52 items, or 40 percent). Percentagewise, Faculty stories fared as well as Attendance, and Donations fared better with a 66 percent publication rate. Honor releases "struck out," so to speak, on publication.

#### Newstype III by Topic and Academic Division

Newstype III releases comprised (A) OSU seminars conducted in a newspaper's circulation area, (B) OSU-sponsored television programs in a newspaper's circulation area and (C) other related topics of interest to area readers.

Only seven of the 41 Newstype III releases, or about 20 percent, were used. (See Table VIII.) Telecasts received the highest rejection rate (22 of 24), and only one in three Seminar releases were published.

Regarding Academic Divisions, Arts and Sciences and Home Economics saw one Newstype III article for every eight issued, while Education saw about one for every five or six sent out. (See Table IX.)

TABLE VIII  
 PUBLISH-REJECTION FREQUENCIES: NEWSTYPE III  
 BY TOPIC AND ACADEMIC DIVISION

<u>Academic Division</u>	<u>Editorial Response</u>		Totals
	Published	Rejected	
Agriculture	1	0	1
Arts and Sciences	1	7	8
Education	1	4	5
Engineering	3	16	19
Home Economics	1	7	8
Totals	7	34	41

<u>Topics</u>	Published	Rejected	Totals
Seminars	4	12	16
Telecasts	2	22	24
Others	1	0	1
Totals	7	34	41

#### The Influence of Photographs

OSU Public Information Office records indicate whether hometown news releases were sent with art (usually photographs). The author monitored this to determine whether photographs had any significant effects on hometown news release usage. Table X shows percentages of Newstype I and II articles used and rejected when accompanied and not accompanied by photographs.

TABLE IX  
 PERCENTAGE OF TOTAL NEWSTYPE III ARTICLES  
 ACCEPTED: BY TOPIC AND ACADEMIC DIVISION

<u>Academic Division</u>	<u>Topic</u>			<u>Ave. Percentage</u>
	Seminars	Telecasts	Others	
Agriculture	100.00	X	X	100.00
Arts and Sciences	00.00	00.00	100.00	33.33
Education	33.00	00.00	X	16.50
Engineering	67.00	6.00	X	36.50
Home Economics	00.00	20.00	X	10.00
Ave. Percentage	40.00	6.50	100.00	

X: No articles released.

Newstype III was not included in Table X because seminar announcements and similar releases were hardly ever accompanied by artwork.

The upper half of Table X shows that inclusion of photographs did not significantly increase Newstype I articles' probability of use, but photographs did significantly reduce chances of rejection. The percentage rejected was significantly higher when not accompanied by photos than when photos were included (64 percent v. 41 percent, Chi Square = 38.02, df = 1,  $p < .001$ ). Also, of the total number of releases without photos, a significantly higher percentage was rejected than used (64 percent v. 36 percent, Chi Square = 13.90, df = 1,  $p < .001$ ).

The lower half of Table X shows that a higher percentage of Newstype II articles without photographs was rejected than used (75 percent

v. 25 percent, Chi Square = 40.50, df = 1, p .001). This part of Table X, like the upper part, suggests also that photographs made no difference in usage, but not including photographs in press releases made rejection more likely.

TABLE X

PERCENTAGE OF HOMETOWN NEWS RELEASES USED:  
WITH AND WITHOUT PHOTOGRAPHS

Newstype	Editorial Response	With Photograph	Without Photograph
I	Rejected	41% <sup>a</sup>	64% <sup>b</sup>
	Published	59% <sup>c</sup>	36% <sup>d</sup>

Chi Square overall = 8.90, df = 1, p < .001; chi square ab = 38.02, df = 1, p < .001; chi square bd = 13.90, df = 1, p < .001.

II	Rejected	53% <sup>a</sup>	75% <sup>b</sup>
	Published	47% <sup>c</sup>	25% <sup>d</sup>

Chi Square overall = 5.69, df = 1, p < .02; chi square bd = 40.50, df = 1, p < .001.

Editorial Responses: Dailies v. Weeklies

Though a relationship between circulation and percentage of hometown releases published was suspected, it was not significant. Correlation between circulation and percentage of press releases published was  $-.31$ ,  $p > .05$ . This simply means that the smaller the paper, the more

the tendency to publish hometown releases. However, the relationship was not strong enough to warrant confidence. The  $-.31$  meant that only 9.6 percent of the variation in percent of releases published was explained by a paper's circulation size.

The above portrait of insignificance was tempered somewhat when data were placed in a crossbreak and analyzed on the nominal level of measurement, as shown in Table XI.

TABLE XI  
PERCENTAGES OF HOMETOWN NEWS RELEASES  
BY TYPES OF RESPONSE BY DAILY  
AND WEEKLY NEWSPAPER EDITORS

<u>Publication</u> <u>Frequency</u>	<u>Editorial Responses</u>				
	Rejected	Published	Rew	Cut	Stet
Dailies	72% <sup>x</sup>	28% <sup>y</sup>	51% <sup>a</sup>	10% <sup>b</sup>	39% <sup>c</sup>
Weeklies	56% <sup>x</sup>	44% <sup>x</sup>	20% <sup>a</sup>	12% <sup>ab</sup>	68% <sup>d</sup>
Average Percentage	64%	36%	35.5%	11%	53%

Adjacent vertical and horizontal percentages that include different letters,  $p < .05$ .

Though editors of daily newspapers rejected a significantly higher percentage of hometown releases than they published, weekly papers' publish-rejection ratio was insignificant, although they leaned toward the rejection side.



Table XI shows that dailies rejected 72 percent of the releases received. Weeklies rejected a slight majority of 56 percent, which was not significantly higher than the 44 percent accepted. The percentage of total stories published by weeklies, however, was higher than daily newspapers' percentage of use (44 percent v. 28 percent).

On other editorial responses, dailies cut a lesser percentage than they rewrote or used intact. Of the total releases used, dailies cut only ten percent, but rewrote 51 percent and used 39 percent as is. And the difference between the percentage rewritten and used intact by dailies was not significant.

Weeklies also used intact a higher percentage of accepted releases than they cut (68 v. 12 percent). But they differed from dailies by rewriting and cutting a lower percentage than they used intact (20 and 12 v. 68 percent).

## CHAPTER IV

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Hometown news releasing is an essential function of an educational institution's public information office. It keeps people from various parts of the country informed of the activities of their students. It tells about the participation of local citizens in the projects of the school, It informs newspaper readers about institution-sponsored extension work in the locality.

Hometowners from Oklahoma State University's Division of Public Information were monitored over a year's period to to determine the receptiveness of Oklahoma newspaper editors to this type of information. Five hundred twenty-four articles released by five public information officers between July 1, 1970 and June 30, 1980 were monitored in selected daily and weekly newspapers.

Ten were selected by random sampling from a universe of 51 daily newspapers, and 30 were selected by systematic and random sampling from a universe of 220 weekly newspapers. Hometown news sent to the selected newspapers during the period covered by the study were copied from files at OSU-DPI and monitored in newspaper microfilms at the Oklahoma Historical Society. Releases to dailies were monitored for a week after the probable date of receipt of the press release (two days from date of mailing), Releases to weeklies were monitored up to four weeks from the probable date of receipt by the editor.

Records were made whether the article was published; whether it was rewritten, cut, or used as is; whether it was accompanied by a picture and whether the accompanying picture was published with the article.

Results indicated an overall usage of 36 percent, or 190 articles published out of 524 released. Hometowns from Engineering received the highest publication rate, followed by Arts and Sciences and Agriculture. Education and Home Economics were at the tail end of usage evaluation.

The findings also included editorial action on three categories of hometown news, namely, stories about students attending the educational institution originating the hometown news, stories about area citizens (non-students) participating in institutional projects, and announcements of seminars and other extension activities of interest to local readers.

Probable reasons for the high rejection rate (64 percent) were extrapolated from the findings and supported by examples of actual press releases. The information was supplemented by recommendations for the improvement of presentation, content treatment and media exposure for better usage of hometowns.

#### Conclusions

Oklahoma State University Division of Public Information hometown news releases were generally rejected by Oklahoma newspaper editors. Dailies responded with an overall rejection rate of 72 percent, while weeklies used a little more and rejected 56 percent.

The rejected press releases showed a number of common characteristics. Some of these were simple errors in news delivery; others, mistakes in news judgment.

By news delivery, the author means presentation of the information. In many instances, information which was important for local readers was buried in the story. (See Appendix A.)

Although news judgment depends on certain journalistic parameters, it can be highly subjective. The PIO is the first gatekeeper in the information dissemination process from the Division of Public Information. If the PIO deems something newsworthy, then that subject is written about.

The author discredits the newsworthiness of certain hometowners released by some PIOs. The triteness of the information might be the cause of the rejection of the articles by the newspaper editors. (See Appendix B.)

If the information, after all, was remotely significant, the local interest angle was sometimes not emphasized. As in the previous statement on news judgment, the local interest was lost somewhere in the middle of the story. (See Appendix C.)

Sometimes, it takes simple research to ensure that the press release sees print. PIOs should know the best newspaper(s) to which they could release their articles; unfortunately, this is not always the case. If the hometowner does not concern the area where the receiving newspaper is circulated, the editor is likely to reject it. Again, lack of local interest. (See Appendix D.)

Another consideration is newspaper size, or the format of the pages. PIOs should take care not to send long article to newspapers which have limited space. In the case of weekly editors who rarely rewrite press releases, such mailings only end up in the wastebasket. (See Appendix D.)

Information overload is another problem. Too many names spoil an announcement, unless it is an outright roster like the honor roll or a

graduation list. PIOs should break their information into meaningful chunks and release their hometowners over a reasonably extended period. (See Appendix E.)

On the opposite end of information overload is insufficient data. Some of the hometown news releases included in the study contained vague information, if not the outright lack of it. News writers must assume the reader's role and examine the content of their releases from that vantage point. This attitude will help make sure that the article answers the most salient questions. (See Appendix F.)

Another note in this discussion of the characteristics of hometown news releases is related to the public relations function of the Division of Public Information. One of the office's aims is to project a good image of the university through the dissemination of favorable news articles. PIOs are charged with the task of finding "nice things" to write about. Articles that seem to negate the good image OSU hopes to project must be rehashed to emphasize the more positive aspects. (See Appendix G.)

#### Recommendations

Public information officers should not allow themselves to sit back in the comfort of their positions. They must be vigilant, forever improving their styles to conform to varying editorial requirements. The fact that the editors of dailies had to redo hometowners more often than run them as released indicates OSU's non-conformity to currently acceptable writing for newspapers. The high "as sent" usage by the weeklies is no argument against this assertion, because editors of small publications often have small staffs and little time to rewrite press releases.

These recommendations supplement the information in the conclusions

by providing specific information on subject treatment, article enrichment and readability. Examples in Appendix H are pertinent to the following discussion.

First, a note on mass production. Rosters are indeed tedious materials and easily can "turn off" news editors because of much extraneous information in the text. The trick is to break it into meaningful chunks, say, by counties or cities, and to write special releases for each locality.

Aber's Ohio study revealed that editors often published releases developed specifically for their papers and rejected those obviously sent to a large number of publications.

Photo releases which are essentially rosters also must be modified in a similar manner. Before taking pictures, the PIO must examine the hometowns of the subjects and group them accordingly. News editors from the northern section of the state have no real use for the picture of someone from the opposite end of I-35, or from another state, for that matter.

Another consideration is sufficiency of information. Press releases should be treated as first-time announcements. The nature of academic activities where students participate must be explained, and other reader questions anticipated. An effective way of approaching any subject is by assuming the role of the message receiver. The sender, having all the available information at hand, tends to take some details for granted, often leaving the reader wanting for more facts.

Verbosity is another major problem. Far too many words are often used to say so little. Aber's profile of a published press release includes a 200-word or less qualification, which simply means writers

should say as briefly as possible all the information that needs to be given. PIOs must take extra care to avoid say-nothing paragraphs; if the words do not help the story get ahead, it might have been unnecessary.

Akin to verbosity are long-winded sentences. Statements should use simple terms and be short enough for comfortable reading. Even in silent reading, people tend to hold their breaths to the end of a sentence. Therefore, it is not advisable to have long sentences that leave the audience literally gasping for air. Flesch said the ideal sentence length for news copy is 19 words (23 words for lead sentences).

At the opposite end of the continuum of lengthy statements are choppy sentences. PIOs should exert extra efforts to organize their facts into easy-reading but substantial texts.

Still another point is error of thought. A certain outdated style of writing uses the following modes of sentence construction: The daughter of Mr. and Mrs. John Maher of Rt. 1, Ardmore, she was among 49 OSU agricultural economics students here who recently shared in more than \$16,000 in scholarships at the annual Aggie-X Awards Banquet... A 1978 graduate of Dickson High School, she is a member of the Alpha Lambda Delta honorary society, Block and Bridle Club and University 4-H.

The two sentences cited above are perfect examples of non-sequitur errors in logical thinking. The sentences seem to read right and "nicely" and are found in many of the press releases studied.

Finally, PIOs should take heed of Mitchell's advice more than 20 years ago; emphasize the local angle in every way possible. Mention the name of the student in the lead, localize the information by giving the city address and the parents' names, and maybe cite the year of graduation from the local high school. These pegs make the hometown

legitimately a news item for and about the locality. (See Appendix H.)

#### Other Areas of Research

To supplement the information gathered from this study, the author recommends that the Division of Public Information assign PIOs to examine current issues of Oklahoma newspapers over a certain period. They should write profiles of the newspapers and take note of special sections such as campus notes, school news and area newsbriefs (in the case of county-wide weeklies) to which they might address their hometowners.

Information gathered through this procedure should be shared with the rest of the staff to avoid duplication and gradually to build a data bank.

To facilitate research, this task can be shared with information offices of other educational institutions in various parts of the state. Findings can be collated by OSU and shared with the cooperating schools.

Investigations similar to this study on hometowners can be done for other types of news articles released by OSU; sports information, agricultural extension news, graduation lists and honor rolls and others.

Still another topic highly recommended by the author is a readability study of all Division of Public Information publications - from press releases to brochures and magazines. This study can provide an overall picture of everything the DPI puts out, and can be analyzed down to publication, and even writer, level.



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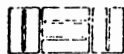
APPENDIXES

APPENDIX A

EXAMPLES OF HOMETOWN NEWS RELEASES

WHERE THE LOCAL INTEREST ANGLE

IS BURIED IN THE STORY



NEWS

AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION

OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 524-6886

Henry Buchanan

tamara isch  
april, 1980News Editor  
WEATHERFORD DAILY NEWS  
Weatherford, OK 73096NEWS EDITOR  
DEMOCRAT CHIEF  
hobart OK 73651

STILLWATER--Tamara J. Isch of Weatherford has been awarded a \$200 scholarship to Oklahoma State University by the OSU agricultural economics faculty.

The daughter of Paula C. Isch of 101 NW Main St. in Weatherford, she was among 49 OSU agricultural economics students who recently shared in more than \$16,000 in scholarships at the annual Aggie-X Awards Banquet.

The faculty awards are annually presented to a number of students in recognition of academic excellence and demonstrated leadership abilities from funds contributed by the department's faculty.

An OSU veterinary business management sophomore, Isch is a 1978 graduate of Hobart High School. She is a member of the OSU Pre-Veterinary Science Club and the Block & Bridle Club.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Upman  
 FAMILY STUDY CENTER ADMINISTRATIVE ASSISTANT - Mailed 12/5/79

Submitted to: STILLWATER NEWS-PRESS, LAWTON CONSTITUTION,  
 LEAVENWORTH (Kan.) TIMES, KANSAS CITY (Kan.) KANSAN

STILLWATER--Jo Ann Dale Engelbrecht, 1305 E. Will Rogers,  
 Stillwater, is a graduate research assistant, working as a general  
 administrative assistant in the Family Study Center at Oklahoma State  
 University.

Besides developing proposals, she helps plan the annual Family  
 Study Center Conference and does other assignments as the need  
 occurs.

She is studying toward a doctorate in home economics.

Prior to coming to OSU for her advanced degree, Mrs. Engelbrecht  
 was an instructor of home economics, health, physical education and  
 science at the Career Opportunity Center in Kansas City, Kan.

Before that, she taught home living in the West Junior High  
 School in Leavenworth, Kan. After completing her bachelor's degree  
 in home economics education in 1970, she taught home economics in  
 the Eisenhower High School in Lawton.

Then she returned to OSU and worked as a graduate assistant  
 in the Child Development Laboratory while completing requirements for  
 her master's degree in family relations and child development.

For research toward her master's degree, she compared monetary  
 concepts of kindergarten and first grade children.

Mrs. Engelbrecht is a member of Phi Kappa Phi and Mortar Board.  
 She was one of the top 10 seniors at OSU and she received the Mary  
 Ann Stewart Award. She is also listed in Who's Who among Students in  
 American Colleges and Universities.

(More)



FAMILY STUDY CENTER ADMINISTRATIVE ASSISTANT - 2

She chose OSU for her advanced degree, she says, "Because the Ph.D. in Home Economics program provides a framework through which I believe I can build the skills and develop the interests that I will need to function in the field.

"The blend of flexibility and structure lets me maximize my student time to reach my goals. During my application process, the home economics faculty was most cooperative and helpful."

Mrs. Engelbrecht is the daughter of Harry and Edith Dale, Canute.

The Family Study Center in the OSU Division of Home Economics addresses changing needs of families and shares its resources with the public through research, instruction, extension and public service.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA  
Cindy W. Jener

THE UNIVERSITY / STILLWATER / (405) 624-6260  
March 7, 1980

*Ardmore Ardmoreite*  
*KKAT Radio*  
*KUSO Radio*

STILLWATER--Reforms in teacher education programs, school legislation and discipline, due process and attendance were topics discussed during a recent conference for assistant principals held on the Oklahoma State University campus.

The program, planned by OSU's College of Education Extension Office in cooperation with the Assistant Principals Internal Organization of the Oklahoma Association of Secondary School Principals (OASSP), drew more than 60 assistant principals from Oklahoma.

Marshall Mills and Johnny Willis of Ardmore attended the two-day conference, which featured speakers such as State Rep. Joe Manning and Stan Cobb, administrator of the teacher education section, State Department of Education.

Manning presented an update on the legislative process relating to school legislation, and Cobb discussed HB1706, now being considered by the Oklahoma legislature, which is designed to upgrade educational programs in Oklahoma as well as increase salaries of state teachers.

Education professor Carl Anderson, the OSU consultant for OASSP, coordinated program activities for the group.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
5/11/80--Released to: Ardmore Ardmoreite Guthrie Leader,  
Hartshorne Sun, Tulsa Southside Times

#### Suggested Cutlines

PROJECT DEMONSTRATION----Before they complete the course, Oklahoma State University seniors majoring in electronics technology demonstrate their course projects to other students, faculty and staff. Above, left to right. discussing their Wind Chill Factor Computing Device, are Steven Maxwell, Ardmore; Tim Moore, Tulsa; Terry Wilson, Guthrie, and Mark Phillips, Hartshorne.

//



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6250  
 Jean A. Lipman  
 ADOLESCENT PARENTING - Mailed 4/7/80

SEE PAGE 2 FOR MAILING LIST

STILLWATER--Current information about adolescent parenting in Oklahoma will be presented in talkback television seminars, April 12 and 19, from 1:30 until 4:30 p.m., and in two presentations on the Oklahoma State University campus on May 2-3.

The purposes of the seminar are to sensitize people to the critical needs of adolescent parents in Oklahoma and to increase public awareness of problems related to adolescent parenting.

The seminar on April 12 will include teen-agers discussing current sexual attitudes of adolescents, statistics regarding adolescent parenting in Oklahoma, discussion by men and women who are or were teen-age parents, and an opportunity for audience questions and discussion.

Dr. Althea Wright, OSU assistant professor of family relations and child development (FRCD), will teach the seminar.

On April 19, the seminar will include interviews with professionals from agencies serving adolescents, a discussion about moral, legal and political issues regarding teen-age parenting, a presentation about the legal status of minors that affects public policy and programs, and an opportunity for audience questions and discussion.

The seminar, sponsored by the center for child and family development, continuing education, University of Oklahoma and by the OSU Division of Home Economics, was made possible under a Title I grant through the Oklahoma State Regents for Higher Education.

(more)

Persons enrolling in FRCD 4850.03 may earn one hour of university credit. To enroll, a person should send a \$25 check to OSU Home Economics University Extension, 137 Home Economics West, OSU, Stillwater, Okla. 74078, by Friday (April 11).

This seminar will be sent from Norman by closed-circuit microwave television to the following remote receiving classrooms: Central State University, Northeastern Oklahoma State University, Oklahoma University Health Sciences Center, and Oklahoma State University.

Also to the University of Tulsa, Ardmore Higher Education Center, Bartlesville Wesleyan College, East Central Oklahoma State University, Western Oklahoma State College, and Carl Albert Junior College.

Others include, Oklahoma College of Osteopathic Medicine and Surgery, Langston University, Oklahoma Baptist University, Phillips University, and Southwestern Oklahoma State University.

Also to Southeastern Oklahoma State University, Eastern Oklahoma State College, South Oklahoma City Junior College, and University of Science and Arts of Oklahoma.

This seminar will focus on adolescent parents' need for health care, education, social services, parenting skills, and prevention of unplanned pregnancies.

-30-

TO: EDMOND EVENING SUN, GUTHRIE DAILY LEADER, ALTUS TIMES DEMOCRAT, MUSKOGEE PHOENIX & TIMES DEMOCRAT, CHICKASHA DAILY EXPRESS, MCALISTER NEWS CAPITAL, DURANT DAILY DEMOCRAT, WEATHERFORD DAILY NEWS, ENID NEWS & EAGLE, ADA EVENING SUN, BARTLESVILLE EXAMINER ENTERPRISE, ARDMORE ARDMOREITE, TULSA WORLD, NORMAN TRANSCRIPT, DAILY OKLAHOMAN, TAHLEQUAH STAR CITIZEN, STILLWATER NEWS PRESS, O COLLY, KOSU, KSPI

NEWS

Jean A. Ship  
MARGARET CRAMTON HONORED - Mail 10/12/79

Released to No.'s: 245,190,10,122,22,177,180,175,Wichita Falls TX

STILLWATER--Involving people in planning and carrying out an annual consumerama known as the "Spring Fling" resulted in a national award for Margaret Cramton, Jefferson County Extension home economist.

She received a Distinguished Service award from the National Association of Extension Home Economists, recently (Oct. 11) during the 45th annual association meeting in Richmond, Va.

Mrs. Cramton develops programs to meet the needs and interests people in all socio-economic levels and in all ethnic groups. By working well with planning committees, she has developed leadership in adult and youth programs, according to Mrs. Ladora Smith, Oklahoma State University state leader, programs for organizations, Cooperative Extension Service.

A continuing priority of Mrs. Cramton's is helping families improve health through good eating habits while increasing skills in managing food dollars.

About the "Spring Fling," she said, "It began 11 years ago to reach men, women, young people, children, minority and low income groups with educational aprograms to meet their needs.

"A countywide event, it attracts between 350 and 550 persons from our county and from surrounding counties. Various demonstrations and displays have been given to appeal to all ages and types of people."

While stressing food and nutrition education, the past two years, at the "Spring Flings," we held a Beef Cook-Off Contest along with such demonstrations as microwave cookery, food preservation, yeast breads, low caloric snacks, food safety and nutrition puppets."

(More)

## MRS. CRAMTON HONORED - 2

Mrs. Cramton has worked in Jefferson County for 13-1/2 years. Before that, she was an associate home economist working with Indian families in Kay, Noble and Pawnee counties.

Before that, she was an elementary teacher in Bokoshe in LeFlore County.

A native of Chandler and the daughter of the late W. L. Johnson, she earned her bachelor's degree at OSU and did additional graduate study there.

She and her husband, Carl, have two living children, Larry of Marlow and Sharon of Austin, Texas. Their son, Lester, died in 1971.

Mrs. Cramton is a member of the American and the Oklahoma Home Economics Associations and of the National and the Oklahoma Associations of Extension Home Economists.

For 40 years, she has taught Sunday School in the First Baptist Church.

She belongs to the Business and Professional Women's Club and to Epsilon Sigma Phi, an Extension organization. She is also listed in Personalities of the South for 1971.

Mrs. Cramton is a member of the OSU Home Economics Alumni Association

NEWS  
 AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLICATION  
 OKLAHOMA STATE UNIVERSITY / STILLWATER 624-6086  
 Her Buchanan

k c davis  
 september, 1979

Submitted to: HIGH PLAINS JOURNAL, WESTERN OKLA. JOURNAL, SAYRE  
 HEADLIGHT-JOURNAL, BECKHAM COUNTY DEMOCRAT (Erick)  
 9-20-79

STILLWATER--Dr. K.C. Davis, sometimes referred to as  
 "Mr. Agricultural Economics at OSU," died Sept. 19 in Stillwater  
 Municipal Hospital. He was 78.

Davis, a native of the western Oklahoma community of Delhi,  
 had retired in 1975 from his Oklahoma State University position  
 as associate professor of agricultural economics.

During his 38-year tenure at OSU, he had become well-known  
 for his outstanding teaching abilities and for his research  
 projects in irrigation economics and the economics of leasing  
 practices.

He began his teaching career in 1931--after qualifying for  
 a teaching certificate--at the Heck's Switch School in Beckham  
 County. He came to Stillwater in 1935, and began teaching with  
 the OSU faculty in 1937.

He earned both his bachelors and masters degrees from OSU,  
 and received a Ph.D. degree from the University of Wisconsin.

Davis was also involved with OSU's development of an A&M  
 college system in Ethiopia, and served as head of the agricultural  
 economics department at Haile Salessie University for two years  
 in the mid 1960s.

He is survived by his wife Faye Dail of Stillwater, his son  
 Kent R. of Lake Jackson, Tex., daughter Ginger Harris of Oklahoma  
 City and three grandchildren.



NEWS

Bill Ellis

10/29/70 - Released  
NOTE TO THE EDITOR----FOR RELEASE NOV. 2 OR LATER--THANKS.

Stillwater News Press, Chem. Engr. Progress--New York,  
Professional Engineer--Washington, D.C., Chickasha Daily Express,  
~~the Reno Daily Tribune~~, Ponca City News, Daily Oklahoman, Tulsa  
World, AIA Journal, Assoc. Col. Schls of Archite--Washington, D.  
New York, NY Times, Houston, TX Chronicle

STILLWATER---Oklahoma State University's Division of Engineering,

Technology and Architecture, during its Nov. 1 annual division banquet, named three of its distinguished graduates to the OSU Engineering Hall of Fame, honored the division's outstanding teacher of the year and presented 47 service awards to faculty and staff members.

Dr. Kenneth A. McCollom, the division's dean, presided during the 28th annual division banquet. Dr. Lawrence L. Boger, OSU president, made the Engineering Hall of Fame awards.

Inducted into the OSU Engineering Hall of Fame were Eason H. Leonard, managing partner for I.M. Pei and Partners, Architects, New York; John L. Hatheway, executive vice president and chief operating officer for pipeline, process and oil and gas engineering divisions, Williams Brothers Engineering Co., Tulsa, and Nicholas B. Mavris, president and chief executive officer, Continental Pipe Line Co., Houston, Tex.

Leonard, 59, was born in El Reno, attended high school at Chickasha, and received his Bachelor of Architecture degree from then Okla. A&M in 1943. He was associated with the firms of William Lescaze, Chauncey W. Riley and Webb & Knapp, Inc., before he joined I.M. Pei and Partners in 1955. He is a registered architect in New York, Connecticut, New Jersey, Texas, Nebraska, North Carolina, California, Rhode Island, Michigan, Ohio, Colorado and Oklahoma; Architects Registration of the United Kingdom, and Registered Architects, Republic of Singapore.

Hatheway, 49, is a native of Tulsa, attended Will Rogers High School and received his Bachelor of Mechanical Engineering degree from OSU in 1953. After five years with Cities Service Co. at Bartlesville, he joined Williams Brothers Engineering Co. in 1958. He is a member of the National and Oklahoma Societies of Professional Engineers.

Mavris, 56, was born in Oklahoma City and attended Tulsa Central High School. He received his Bachelor of Science degree in 1948 and his Master of Science degree in 1949, both in mechanical engineering and from OSU. He was associated with Interprovincial Pipe Line Co., Edmonton, Alberta, Canada, and Interstate Oil Pipeline Co., Tulsa, from 1950 to 1951, when he joined CONOCO. He is a member of the American Petroleum Institute, Association of Oil Pipe Lines and is director of Rocky Mountain Oil & Gas Association.

The division's Teacher of the Year is Dr. Don Adams, 39, associate professor in the division's School of Technology. He is a native of Oklahoma City and received his BS, MS and Ph.D degrees in chemical engineering from OSU. He was associated with Humble Oil and Refining Co., Phillips Petroleum Co., Continental Oil Co., Levingston Engineers, Inc., and McNeese State University before joining the OSU faculty in 1975.

Honored for 30 years of service were Franklin R. Crow, Jack I. Fryrear, Dr. James E. Garton, Claude M. Guinn, Dr. George W.A. Mahoney and Preston G. Wilson.

Recognized for 25 years of service were George Cooper and Joseph M. Cooper.

Twenty-year awards went to Walter Crane, Darrell L. Haston, Dr. Phillip G. Manke, Robert M. Pace, F.Cuthbert Salmon, Cecil K. Sharp, Gerald Stotts and Ollis V. Thompson.

Fifteen-year service awards honored Walter Crane, Dr. Kenneth A. McCollom, Dr. Karl N. Reid, Jr., John C. Scheihing and Dr. James E. Shamblin.

more

Those receiving 10-year awards included Douglas M. Ames, Dr. Gerald C. Brusewitz, Barbara A. Chancey, Dr. William P. Dawkins, Dr. Richard N. DeVries, Dr. Carl B. Estes, Daniel T. Hails III, Eldon W. Hills, LeRoy J. Kraehmer, Harold Mace, Sandra Mace, Dr. Robert J. Mulholland, Dr. Ronald P. Rhoten and Christine Staley.

Honored for five years of service were Dr. Don Adams, G.W. Baumiller, D. Jack Bayles, Rose Bellinghausen, Robert T. Blake, Larry D. Borgelt, Dr. Russell L. Heiserman, Audrey A. Jones, Dr. Garold D. Oberlender, Craig B. Robison, Dr. Wayne C. Turner and Doris Wassam.

#### One Line Namelines

Eason H. Leonard.

John L. Matheway.

Nicholas B. Mavris

APPENDIX B

EXAMPLES OF HOMETOWN NEWS RELEASES

CONTAINING APPARENTLY TRITE

INFORMATION



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6250  
 Jean A. Shuman  
 LOCAL STUDENT TOURS PLANTS - Mailed 10/8/79

Submitted to: LAWTON CONSTITUTION & MORNING PRESS

STILLWATER-- Two persons from Lawton were among 39 Oklahoma State University students in housing and interior design who toured firms in Tulsa to learn about furniture construction and office partition system construction, layout and installation.

The students enrolled in a production procedures course taught by Jim McCarthy, visiting assistant professor in the Division of Home Economics, visited Keller-Williams Upholstery Plant and Scott-Rice Offices, recently (Oct. 8).

Besides touring the facilities at Keller-Williams Upholstery Plant, the students saw all phases of the upholstered furniture construction process.

At Scott-Rice, the students toured the facility and heard a talk on metal office furniture construction and on office partition system construction, layout and installation.

Local housing, design and consumer resources (HDCR) students attending were

Lucinda Bynum, a senior, the daughter of Mr. and Mrs. D.K. Bynum, 1626 No. 26;

Teresa Porter, a junior, the daughter of Dr. and Mrs. George L. Porter, 228 Northwood.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-0200  
 Jean A. Shipman  
 PRACTICAL RESTAURANT EXPERIENCE

News Editor 228  
 TULSA SOUTHEAST NEWS  
 6545 E. 41st St.  
 Tulsa, OK 74145

STILLWATER--To get practical experience toward his career goal as owner of a successful restaurant, Jeff Luddeke, 5034 S. Irvington Court, Tulsa, worked in the Montana Mining Company in Tulsa under the supervision of Kevin Black last summer.

Luddeke cooked, waited on tables, worked as cashier and bus person. He was also the kitchen manager.

He said, "As kitchen manager, I was in charge of ordering all the meat and dairy products, all the staple items and produce whenever I cooked."

A freshman in hotel and restaurant administration at Oklahoma State University, he is the son of Mr. and Mrs. David E. Luddeke.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Sisman  
 PRACTICAL RESTAURANT EXPERIENCE

News Editor 228  
 TULSA SOUTHEAST NEWS  
 8545 E. 41st St.  
 Tulsa, OK 74145

STILLWATER--To get practical experience toward his career in hotel and restaurant administration, Kevin McGinnis, 7115 S. 77th. E. Ave., Tulsa, worked in Molly Murphy's House of Fine Repute in Tulsa, under the supervision of Steve Brown, last summer.

When hired in May, he started as a Baccus Feast cook. In that job, he cooked chicken and 32-ounce steaks. He also garnished the trays with fruit.

After two weeks, McGinnis moved to expediter where he took plated food and assembled the order on a tray with side orders.

In August, he started doing work on the line and the last week he worked, he was middleman on the line. As middleman, he cooked mushrooms, pepper toppings, snapper toppings, croutons, egg rolls and enchilados. He also set up the plates and garnished them.

An Oklahoma State University sophomore in hotel and restaurant administration, he is the son of James G. and Margenia McGinnis.



WS

DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
Jean A. Shipman  
LOCAL STUDENTS ENROLL AT OSU - Mailed 7/16/79

STILLWATER-- Three persons from Tulsa among new students who enrolled in home economics at Oklahoma State University for the 1979-80 academic year, during the month of July.

Mrs. Mary Miller, OSU director of the basic program in home economics, meets with each enrollee and helps the student plan a schedule of courses for fall semester.

She encourages all new students to think of themselves as "professionals in training."

Local students enrolling were: Vera White, 4437 N. Boston Place; Nancy Lea Cagliane, 5684 S. Yorktown Place, and Mary Kathryn May, 3537 S. Winston Ave.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Shillman  
 LITTLETON STUDENT TEACHING

to: CHICKASHA STAR and LITTLETON, (COLO) INDEPENDENT - 3-6-80

STILLWATER, Okla.--Linda S. Procter, 7052 S. Garfield Way, Littleton, Colo., will begin student teaching in the Sapulpa High School in Oklahoma on March 10.

Her teaching partner will be Beverly Fuchs, Sayre. Both are seniors in home economics education at Oklahoma State University.

Miss Procter is on the Dean's Honor Roll. She is the daughter of Mr. and Mrs. Dan H. Procter. Another relative is Mrs. W. F. Lanier, 1902 S. 14th Street, Chickasha, Okla.

Miss Procter is a 1975 graduate of John Marshall High School. She selected OSU for her education, she said, "because OSU has received high ratings for its home economics college."

Miss Procter and Miss Fuchs will assist Jane Lingo, Sapulpa High School home economics teacher.



DIVISION OF PUBLICATIONS INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260

**NEWS** O'Dette Havoc, 4-7-80 released to: Altus Times Democrat, Bixby Bulletin, Ada Evening News, Claremore Progress, Tulsa World, Edmond Sun, Enid News & Eagle, Jenks Journal, Ponca City News, Sand Springs Leader & Times, Konawa Leader, McAlester News-Capitol Democrat, Midwest City Monitor, Moore Monitor, Norman Transcript, OKC Friday, OKC Northwest News, News-Press, Tulsa Northside Times, Tulsa Southeast News, Tulsa Southside Times, Vinita Journal, Wagoner Record-Democrat, Warner County News.

#### OSU ACADEMIC CONTEST RESULTS

STILLWATER--More than 1,100 junior and senior high school students representing 53 Oklahoma schools participated in the Oklahoma State University Interscholastic Contests here Saturday (4-5-80).

The students took examinations in topics ranging from biology to world history before 1500, international relations to chemistry.

The top three place winners in each category were awarded medals. Those students placing fourth through sixth received certificates of merit.

Russell Conway, director of OSU's Office of High School and College Relations said: "It is refreshing to see young people who are willing to take their time on a Saturday to compete in the difference academic contests. They competed with the same enthusiasm that athletic teams compete with each other. It speaks well for the individual students."

In addition to individual awards, Sweepstakes trophies were given for the most points accumulated by schools. Points were figured on a six-points-per-first-place-win basis.

more

## Academic Results--a one

Winning sweepstakes trophies were: Division I, Putnam City High School (Oklahoma City); Division II, Bishop Kelley High School (Tulsa); and Division III, Konawa High School, Konawa.

Individual winners were: (editors--list is alphabetically by city, then high schools within city)

ALTUS: Altus High School: Tammy Lynne Collier, chemistry, 2nd; Terri L. Hurley, American literature, 2nd.

BIXBY: Bixby High School: Mark Atchley, geometry, 2nd.

BYNG: Byng High School: Joe Allard, American government and politics, 2nd; Kirt D. Riddle, class B mechanical drawing, 1st.

CLAREMORE: Claremore High School: Dean Meredith, international understanding, 3rd.

EDMOND: Edmond High School: Scott Stevens, physics, 2nd.

Mid-High High School: Susan Ware, 10th grade English usage, 1st; Mike Darcey, 10th grade English usage, 2nd.

Memorial High School: Therese Harting, 12th grade English usage, 2nd; Laura J. Bybee, poetry, 2nd; Ann Gray, advanced German, 1st; Maria Torres, advanced Spanish, 1st.

ENID: Longfellow Junior High: John Randolph, class C mechanical drawing, 2nd; Brian Rash, class C mechanical drawing, 3rd.

JENKS: Jenks High School: Daniel Moffitt, chemistry, 1st; Krista Suechting, 11th grade English usage, 1st; Lissa K. Vanderheyden, short story, 2nd; Trey H. Callaway, short story, 3rd; Cynthia Kelly, elementary French, 1st; Eric VanderLinden, American history since 1865, 3rd.

more

(Konawa High School:)

KONAWA: Russell Phillips, biology, 2nd; Bryan Baysinger, economics, 2nd; Teresa McKee, 9th grade English usage, 3rd; Bruce Boys, geography, 1st; Randy Rowland, geography, 2nd.

MCALESTER: McAlester High School: Jeff Fisher, biology, 3rd; Terry Brown, earth science, 1st; Eddie Phifer, earth science, 2nd; Cynthia Martin, earth science, 3rd; Gary D. Cooper, world history since 1500, 3rd; John Milton, American history to 1865, 3rd; Christopher Elliott, Latin I, 1st; Tim Epps, geometry, 1st; Christopher Rivera, class C mechanical drawing, 1st.

MIDWEST CITY: Midwest City High School: Mark Cojay, American government and politics, 3rd; Rana Muneer, advanced French, 3rd; Michelle Anson, geography, 3rd;

MOORE: Moore High School: Larry Fabiny, mathematical analysis, 2nd; Chuck Shaw, class A mechanical drawing, 1st.

NORMAN: Norman High School: Andrew Zelby, biology, 1st; Chris Johnson, advanced German, 2nd; Alex Herndon, mathematical analysis, 3rd.

West Mid-High School: Gary Chiles, Latin II, 2nd; Sava Milivojevic, Latin II, 3rd.

OKLAHOMA CITY: U.S. Grant High School: Greg LaRue, American literature, 1st; Richard Ewald, class A mechanical drawing, 2nd; Matt L. Griffith, class B mechanical drawing, 3rd.

Hefner Junior High School: Carolyn Porter, 9th grade English usage, 1st.

Heritage Hall: Jim Soter, electronics, 3rd; Jason Brueschke, international understanding, 2nd; Kyle Bradshaw, international understanding, 1st.

more

## Academic Results--a three

Mt. St. Mary's High School: Pat Bishop,  
elementary Spanish, 1st; Alfonso Alvarado, elementary Spanish, 2nd.

Northeast High School: Alisa G. Harvey,  
Latin II, 1st.

Putnam City High School: Amy Ford, 11th  
grade English usage, 2nd; Lloyd Stone, 12th grade English usage,  
1st; David J. Porter, English world literature, 1st; Paul Willis,  
Shakespeare, 2nd; Sean McFarland, world history to 1500, 3rd;  
Glenda Sonderegger, algebra II, 2nd; David Callahan, mathematical  
analysis, 1st.

Putnam City North High School: Mark Myers,  
10th grade English usage, 3rd; Kevin Fisher, American literature,  
3rd; Phillip Haddad, Latin I, 2nd; Robert Gregory, geometry, 3rd;  
Stephen Schwoerke, physics, 3rd; Michelle Luzania, elementary  
Spanish, 3rd.

Putnam City West High School: Chris W.  
Rowlette, class B mechanical drawing, 2nd.

PONCA CITY: Ponca City High School: Beth Poynor, algebra  
II, 1st.

SAND SPRINGS: Charles Page High School: Greg Vaughn,  
electronics, 2nd; Patti McLaughlin, 11th grade English usage, 3rd;  
Tina W. Beaubien, English world literature, 2nd; Margie A. Shringer,  
English world literature, 3rd; Charles Gaines Jr., Shakespeare, 3rd;  
Terrie L. Hellard, poetry, 1st; David Mothershed, short story, 1st;  
Barry Rogers, world history to 1500, 2nd.

more

VS COMMUNICATIONS SECTION

To: HOBART DEMOCRAT-CHIEF, GRANDFIELD BIG PASTURE NEWS and  
GOTEBO RECORD TIMES - 3/6/80

STILLWATER--Melissa Osmond Roberts, Route 1, Gotebo, will begin student teaching in the Perkins High School on March 17. Her teaching partner will be Ruth Killman, Custer City.

While in Perkins, the students will assist Mrs. Virginia Sasser, high school home economics teacher.

Mrs. Roberts is a 1974 graduate of Grandfield High School. Her parents are Mr. and Mrs. Ronald Osmond. She is related to Mrs. Evelyn Dacus, 401 N. Washington, Hobart.

Mrs. Roberts was the Resident Halls Association fencing champion in 1975, at Oklahoma State University. She is a member of the Home Economics Education club and of the Student Home Economics Association.

She belongs to Phi Upsilon Omicron and to Omicron Nu, honor organizations in home economics.

Mrs. Roberts said she chose OSU for her education because "The home economics program is excellent and the university is well known." She is the wife of Mark A. Roberts.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
Jean A. Shinn  
RENAISSANCE ART EXHIBIT TOURED - Mailed 12/4/79

**STILLWATER--**

among 31 Oklahoma State University students who toured an exhibit of Renaissance art at Philbrook Art Center in Tulsa recently (Dec. 4).

These students, enrolled in the course, "Heritage of Housing and Interior Design," study residential architecture and furnishings prior to and including the 16th century, with emphasis on the periods which greatly influenced housing and interior design.

Attached story sent to the following papers:

<u>Name</u>	<u>City</u>	<u>Newspapers</u>
Laura Barrett	Edmond	EDMOND EVENING SUN
Peggy Constock Barbara Steele Leslie Hancock Ellen Lepont	Tulsa	TULSA SOUTHEAST NEWS
Cindy McKay	Ponca City	PONCA CITY-NEWS
Janie Hughes	Bartlesville	BARTLESVILLE EXAMINER- ENTERPRISE
Rita Sutherland	Duncan	DUNCAN DAILY BANNER
Jodie Atkinson	ENID	ENID NEWS & EAGLE
Dayna Downey	Tuttle	TUTTLE TIMES
Jeannie Franke	Norman	NORMAN TRANSCRIPT
Dani Lindsay	Lindsay	LINDSAY NEWS
Cindy Goff Denise Ballou Joseph Zachritz Sandy Lewis Karla Ford Ellen Gilbert	Oklahoma City	OKC NORTHWEST NEWS, OKLAHOMA JOURNAL, and OKC FRIDAY
Yvonne LeVrier	San Angelo, Tex.	SAN ANGELO TIMES
Karen McGrath	Los Alamos, N.M.	LOS ALAMOS MONITOR
Belinda Lane	Waterloo, Iowa	WATERLOO COURIER
Ralph Carson Marion Cook Angela Petreas Susan Cummings Don Ketch June Lewis	Stillwater	STILLWATER NEWS-PRESS
Marianne Waddell Tammy Conner	Seminole	SEMINOLE PRODUCER





DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Shipman  
 LOCAL OFFICER AT OSU - Mailed 2/20/80

Submitted to: 87, 260, 130, 9, 68, 33, 208, 117, 73, 214, 122, 10, 55, -

STILLWATER--

helped plan the annual meeting and program workshops of the Oklahoma Extension Homemakers Council(OEHC) to be held at Oklahoma State University, July 21 and 22.

She and 11 other OEHC officers and committee chairmen met with Dr. Peggy Meszaros, OSU associate dean of home economics for Cooperative Extension Programs. The group met in Home Economics West on the OSU campus recently(Feb. 19).

<u>Names</u>	<u>Address</u>
Mary Jo Bullis	Dover
Audrey Eden	El RENO
Martha Chapin	Parkhill
Helen Phillips	Geronimo
Jean Page	ARdmore
Mable Duerksen	Corn
Esther Herbert	Fairmont
Jean Claire Lawson	Yukon
Zelda McMurtry	Willow
Dosia Jackson	Apache
Sheila Ely	Duncan
Junc Anderson	Bokchita
Peggy Meszaros	Stillwater

HEALDTON  
NEWS

DIRECTOR OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6261  
 Jean A. Shiffert  
 HEALDTON STUDENT'S EXPERIENCE - Published 10/1/79

Submitted to: HEALDTON HERALD and ARDMORE ARDMORELITE

STILLWATER--Tammy Stinson, Healdton, worked this summer in the Elmbrook Nursing Home, Ardmore, under the supervision of Maxine Grimm.

In her job, Miss Stinson cooked and served to patients that did not eat in the dining room. She said, "A few times, I served in the dining room."

Her specific responsibilities were cooking, serving and cleaning up.

Courses she had taken at Oklahoma State University that helped her with her summer job were nutrition, food preparation and meal management.

An OSU junior in home economics, she is majoring in food, nutrition and institution administration. As a result of her summer work, Miss Stinson wants to become a registered dietitian in the future.

She is among OSU students enrolled in a hotel and restaurant administration course who worked in the industry during the summer to get practical experience.

She is the daughter of Bobby Stinson.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6244  
 Jean A. Shippey  
 LOCAL STUDENT TOURS PLANTS - Mailed 10/8/79

SUBMITTED TO ALVA WOODS CO NEWS

STILLWATER-- Tanya Ritter, 1908 Canyon Road, Alva, was among 39 Oklahoma State University students in housing and interior design who toured firms in Tulsa to learn about furniture construction and office partition system construction, layout and installation.

The students enrolled in a production procedures course taught by Jim McCarthy, visiting assistant professor in the Division of Home Economics, visited Keller-Williams Upholstery Plant and Scott-Rice Offices, recently (Oct. 8).

Besides touring the facilities at Keller-Williams Upholstery Plant, the students saw all phases of the upholstered furniture construction process.

At Scott-Rice, the students toured the facility and heard a talk on metal office furniture construction and on office partition system construction, layout and installation.

An OSU senior, she is the daughter of Irvin Ritter.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Shipman

Suggested Outlines

News Editor  
 DEWEY NEWS RECORD  
 P.O. Box 97  
 Seiling, OK 73633

195

**CAREER OPPORTUNITIES--**Paula Plummer Waters, Route 1, Fay, talked with Peggy Shaber, right, about career opportunities in industry for home economists.

Mrs. Waters also discussed competencies she had learned as a student in home economics, majoring in family relations and child development.

Mrs. Waters is an OSU senior and Miss Shaber is manager of consumer and dealer services for the Oklahoma Natural Gas Company. They visited with each other during the second annual Home Economics Career Day on the OSU campus.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Shipman  
 LAWTON STUDENT WANTS TO BECOME DIETARY CONSULTANT - Mailed 10/8/71

NEWS EDITOR  
 CONSTITUTION  
 Lawton OK 73501

STILLWATER--Tara M. Wickwire, Route 1, Lawton, attended summer school at Cameron University this summer.

She said, "Because of the classroom schedule, I could not work in one of Lawton's hospitals as I had planned."

A senior in food, nutrition and institution administration at Oklahoma State University, she is the daughter of Mr. and Mrs. Charles Wickwire.

In the future, Miss Wickwire wants to work as a dietary consultant.

She is among students enrolled in an OSU hotel and restaurant administration course this semester.

APPENDIX C

EXAMPLES OF HOMETOWN NEWS RELEASES  
WHERE APPARENTLY TRITE DETAILS  
COULD HAVE MADE NEWS WITH  
PROPER TREATMENT



DIVISION OF PUB. INFORMATION / OKLAHOMA STATE UNIVERSITY, STILLWATER / (405) 624-6200  
 Jean A. Shipman  
 DINING WITH INTERNATIONAL FLAIR - ailed 9/25/79

Submitted to: Tulsa SE News, Sapulpa, Little Rock AR Democrat,  
 Enid, Canyon TX News, Ponca City, Norman, Dallas TX  
 Times Herald, Arlington TX News, Wynnewood, Stillwater

STILLWATER--Weekly dining with an international flair will be the adventure offered by students in Earl Palan's section of the Quantity Cookery course Wednesday evenings during fall semester at Oklahoma State University.

"Each student takes his or her turn as kitchen manager to design an international or regional meal with a particular theme. The theme is then transformed by the host or hostess into an eating experience in the dining room with the aid of posters, music, decorations and various costumes," Palan said.

He explained that each of 12 students also take his or her turn at 11 other positions in the kitchen and dining room throughout the semester.

The first meal, served on Sept. 19, featured a French theme and quiche lorraine as the entree. Planning that meal was David Deshane, 3330 E. 36, Apt. 12, Tulsa.

Other themes, entrees and kitchen managers in succeeding order will include: Dixieland, deviled pork chop, Jim Ritchie, 1116 S. Apple, Sapulpa; Southern, fried catfish, Paul Kreth, 91 Robinwood, Little Rock, Ark., and Oklahoma, barbecued beef, Cliff Greene, 941 River Road, Fair Haven, N. J.

Also, German, weiner Schnitzel, Sally Anderson, 18 Rolling Oaks, Enid; Spanish, Arroz Con Pollo, Tara Wickwire, Route 1, Canyon, Texas, and Polynesian, Hawaiian pork, Paul Branstetter, 210 Virginia Street, Ponca City.

(More)

ANING WITH INTERNATIONAL FLAIR - 2

Other themes, entrees and kitchen managers will be: Country, country fried chicken, John Lewis, 428 Leaning Elm, Norman; Swiss, marinated chicken breast, Keith Ashburn, 13524 Far Hills, Dallas, Texas, and Hungarian, beef stroganoff, Kevin Murphy, 1608 No. G, Highway 303, Arlington, Texas.

Still others will be: Italian, lasagne, Bill Danzi, 6314 S. 70 E. Ave., Tulsa, and Mexican, Mexican casserole, Arlene Cottrell, Route 1, Wynnewood.

A salad bar will accompany all meals. Persons interested in reservations should call Home Economics West, Stillwater, 624-5039. Tickets cost \$3 a meal for each person.

Purposes of the course, entitled "Quantity Food Production Management," are to teach organization, purchasing, preparation and service of food for large groups.





DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
Jean A. Shipman

#### Suggested Outlines

FRENCH MEAL--David Deshane, Tulsa, shows meal featuring quiche lorraine served on Sept. 19 to initiate this semester's Wednesday evening quantity cookery meals. The meal he planned as kitchen manager was based on a French theme.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY STILLWATER / (405) 624-6260  
 Cindy Wegerer  
 Sent to: Times, Tulsa Tribune, Brook  
 Arrow Ledger, OKC Star-Beat, News-Press, Little Rock Arkansas Gazette  
 & File, Hamilton, Russ, O-State, O'Call  
 KVRO, KOSU, Outreach

STILLWATER-- Community education -- the cooperative efforts of a community to educate themselves on a variety of topics -- has grown into a major educational force since it began in 1939.

The unique quality of community education is that it can become whatever the community wants it to become, using community resources in terms of facilities, human skills and abilities.

Also, community education operates on the assumption that everyone is a potential learner and a potential teacher. Every person has a need to grow socially, educationally and personally.

Community education provides that vehicle.

Oklahoma State University's College of Education has been awarded a \$56,300 grant from the US Office of Education for a special community education training program.

The program will be administered by Dr. Deke Johnson, associate professor of educational administration and higher education. Dr. Johnson heads the Community Education Center at OSU.

The program, one of four funded nationally, will implement 31 short-term training sessions in Oklahoma and Arkansas. These sessions will train people to become community education coordinators and directors in their communities.

Assisting Johnson with the sessions will be Clyde Hamer from South Arkansas University, Technical Branch, who will act as co-director.

The first in this series of training sessions will be Aug. 14-16 in Shawnee, Okla., at the Cinderella Motel. This session will be a cooperative effort with the Oklahoma State Department of Education.

The project staff will work with an advisory council, which will assist in development of the sessions as well as the development of a training manual and evaluation of the project.

Council members include Bob Bell, executive director of Arkansas Community Education Development Association in Little Rock; Ed Coleman, manager of planning and special programs for state CETA programs in Little Rock; Dudley Freeman, dean of community services at South Oklahoma City Junior College; Mrs. Bean Hudson, information and education specialist at Arkansas State Office on Aging in Little Rock.

And, Keith Kashner of Broken Arrow, Okla., president of the Oklahoma Community Education Association; Tom Lightfoot, community education specialist with the Oklahoma Department of Education; Dr. Elizabeth McCorkle, library specialist at OSU; Martha Nelsen, community education specialist with the Arkansas Department of Education, and Paul Roberts, superintendent of Mountain Pine Public Schools in Mountain Pine, Ark.

APPENDIX D

EXAMPLES OF HOMETOWN NEWS RELEASES

NOT MATCHING CIRCULATION

AND FORMAT REQUIREMENTS

OF NEWSPAPERS

OSU  
NEWS

AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION  
OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 671-5366  
Henry J. Hanan

julia whitworth  
october, 1979

10-30-79

To: Medford Patriot Star, Enid Morning News, Ponca City News, Tonkawa  
News, Blackwell Jral-Trib, HPJ

STILLWATER--Julia L. Whitworth of rural Lamont has been awarded a \$1,000 scholarship to Oklahoma State University by the National Feed Ingredients Association (NFIA).

Whitworth, a general agronomy junior at OSU, is the daughter of Mr. and Mrs. J.L. Whitworth of Rt. 1, Lamont. She received the award during the NFIA's annual meeting held in Incline Village, Nev.

Marvin L. Vinsand, NFIA executive vice president, said Whitworth was awarded the scholarship because of NFIA's desire "to assist promising young people in obtaining their academic goals in agriculture, and to help track these high quality individuals into the feed industry."

Although the NFIA made the award, actual sponsorship came from Cargill, Inc.

The aspiring agronomist worked in Medford last summer as a Soil Conservation Service trainee. If she chooses to continue this line of work, she said it could lead to a position as a district conservationist.

WJTO  
NEWS

DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6200  
Cindy Wegener  
April 18, 1980

Released to: Hobart Democrat-Chief, KTJS Radio

STILLWATER -- Storytelling is an ancient art, practiced for the job of the people involved and to stimulate interest in a variety of books.

Storytellers should be knowledgeable about types of stories suitable for various age groups and should be familiar with selection, preparation and presentation techniques.

The subject of storytelling was the topic of a recent seminar held on the Oklahoma State University campus.

Joy Taylor and Margaret Casey Taylor of Mountain View participated in the seminar, sponsored by OSU's College of Education Extension Office.

Carolyn Bauer Croft, associate professor of curriculum and instruction, with teaching emphasis in library science and field experiences, conducted the seminar.

Participants viewed the film, "There's Something About a Story," which dealt with techniques for selection, preparation and presentation, and discussed the variety of forms of storytelling.

This seminar is one of a series of Saturday, drive-in seminars and workshops offered by OSU's College of Education which are designed to present a collection of ideas on how to plan, organize and implement the topic under consideration.

Information on other seminars and workshops offered in this series may be obtained by writing the Office of Education Extension, Oklahoma State University, 108 Gundersen, Stillwater, OK 74078.

NEWS

Cindy Wegener

March 13, 1980

Released to: Hobart Democ Chief, KTJS Radio

STILLWATER--Communication is one of the most effective tools used in successful teacher-student relationships.

Communication styles and skills were the topic of a recent workshop on the Oklahoma State University campus. The workshop dealt with recognition of present styles of communicating and presentation of alternative communication styles that have been tested through research and experience.

Margaret C. Taylor of Mountain View attended the workshop, sponsored by OSU's College of Education Extension Office.

Dr. Judith Dobson, professor of applied behavioral studies with teaching emphasis in counseling and supervision processes, elementary school guidance and group procedures, conducted the workshop.

Dr. Dobson has authored more than 50 publications and has presented workshops on a state and national level on the topics of discipline, stress, and school environment.

Workshop participants concentrated on how messages often go astray, how defensiveness effects communication, how personal needs and culture influence one's perceptions and how to change nonlistening habits to accurate listening.

This workshop is one of a series of Saturday, drive-in workshops and seminars designed to present a collection of ideas on how to plan, organize and implement the topic under consideration.

Information on future workshops and seminars offered in this series may be obtained from the Office of Education Extension, Oklahoma State University, 108 Gundersen, Stillwater, OK 74078.



AGRICULTURE INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION  
 OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6906  
 Henry Buchanan

walter merrick  
 april, 1980

TO: QUARTER RACING RECORD(FT WORTH), SPEEDHORSE MAGAZINE(NORMAN),  
 QUARTER HORSE JOURNAL(AMARILLO), ELK CITY DAILY NEWS, SAYRE HEADLIGHT  
 JOURNAL, BECKHAM COUNTY DEMOCRAT, CHEYENNE STAR, WOODWARD JOURNAL,  
 WEATHERFORD NEWS, CLINTON NEWS, DAILY OKLAHOMAN, TALOGA TIMES ADVOCATE,  
 ALTUS TIMES DEMOCRAT, CORDELL BEACON, ~~MOBART~~ DEMOCRAT CHIEF, LAWTON MORNING  
 PRESS, MANGUM STAR NEWS, HOLLIS NEWS, EL RENO TRIBUNE, GUYMON HERALD,  
 KIOWA COUNTY DEMOCRAT, ANADARKO NEWS 4-30-80

SAYRE--Experience, that commodity one gains only by living through an event.

Well-known horse breeder Walter Merrick says experience is something he has quite a lot of, but it wasn't always the kind of experience most people dream of living through.

"I wouldn't take anything for the experience I've had coming up the hard way," Merrick recently said on his 14 Ranch near here.

Midnight, Three Bars, Easy Jet and Moonlark are among the horses for which Merrick is known. Breeding and owning so many horses of such stature, however, doesn't just happen.

In an earlier interview, the horseman admitted that luck has probably played an important part in his life, but added that "if a man works hard and has the desire, he can make his luck happen."

No doubt his long years of experience in both the cattle and horse industries have combined to "make luck" occur often on the ranch just west of Sayre and at racing tracks such as Ruidoso Downs.

As a result of this luck and experience, Merrick's contributions to both equine and bovine circles has earned him the title of Master Breeder. The title is the highest honor the Oklahoma State University animal science department can confer on those involved in the animal production industry.

(more)



ouchanan  
walter merrick  
2-2-2

Sometimes described as quiet, subdued and humble, Merrick started his working career at the age of eight in the Texas panhandle town of Texola, and got his first steady ranch job in Colorado in 1924--he was 12 years young.

From then until he and his wife Christien were able to purchase their first ranch in 1938, Merrick worked first on a ranch in eastern Colorado and later on the Davis ranch in the Texas panhandle.

That first ranch was--and is--in Roger Mills County where he now owns a second spread in addition to similar properties at Sayre and Elk City. All-in-all, his 14 brand predominates on more than 20,000 acres.

As a horse breeder, Merrick is now in the middle of breeding season. This time of year is not only important for future stock on the 14 Ranch, but to a number of other breeders around the country since many mares are bred to studs standing at the 14 Ranch.

As with most animal programs associated with success, the daily and annual regimen plays an important part.

The Sayre ranch--the one where the horses are kept--includes about two sections of native grasses. Most of the animals graze these areas during the summer months.

If it's available, wheat pasture is one of the primary food sources during winter months. And since breeding season confines brood mares and studs to more confined quarters, commercial feeds and hay predominate during spring.

(more)

Suchanan  
Walter Merrick  
3-3-3

Merrick practices a regular herd health program, also. An Elk City veterinarian is employed to handle most of this aspect of raising champion race horses.

While horses of all ages are susceptible to various health problems, Merrick said the biggest problem he encounters is influenza in young colts.

And how does one go about selecting those animals everyone will know by name in a few years?

"Well, of course confirmation is always something to look at, but I think straight legs are about the most important trait a good horse needs to have," he explained.

It's also obvious that a good eye and experience are also helpful.

Merrick hasn't always been known for his horses. He didn't purchase his first "good" horse until 1940.

"I grew up with cattle," he said. "They're <sup>my</sup> main interest. It's just the past few years that we've been in horses."

When he did begin his equine business, he said he set certain goals for his Quarter horses.

"But I never dreamed the horse industry would be as big a business as it is today. I'm still surprised at how much it's grown."

And a life full of experiences--and luck, if you will--goes on.



AGRICULTURE INFORMATION SERVICES - DIVISION OF PUBLIC INFORMATION  
OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 645-3886

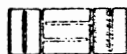
Henry Buchanan

w/walter merrick  
april, 1980

SUGGESTED LINES

Walter Merrick receives the Master Breeder award from Dr. Robert Totusck, Head of Animal Science at OSU. Although he says his main interest is cattle, Merrick is better known as a breeder of excellent racing Quarter horses, most of which are raised on his 14 Ranch near Sayre.

///

**NEWS**

AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION  
OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6856  
Henry Buchanan

w/walter merrick  
april, 1980

SUGGESTED LINES

Although he says his main interest is cattle, Walter Merrick is better known as a breeder of excellent racing Quarter horses, most of which are raised on his 14 Ranch near Sayre.

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AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION  
 OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 4-6506  
 Henry Buchanan

fred merrifield  
 april, 1980

Mailed 4/18/80

Mailed to: OKC Times, Waukomis Okla. Hornet, Wichita (Kan) Beacon,  
 Enid Morning News, Tulsa World, High Plains Journal,  
 Woodward Press Woodward News, Medford Patriot-Star,  
 Stillwater News-Press, Perry Journal, Ponca City News,  
 Garber Free Press, Hennessey Clipper, Fairview Republican,  
 Alva Review-Courier, Watonga Republican

WAUKOMIS--Fred Merrifield has been involved with American agriculture for most of his 86 years. Even in his retirement he actively supports and defends agricultural programs of the cooperative extension service.

Because of his numerous efforts on behalf of farmers and ranchers in the state and nation, the Special Recognition Award was accorded him in Stillwater late Saturday (April 19) by the Oklahoma State University animal science department.

Now residing in the same house near Waukomis in which he was reared, Merrifield's career has spanned not only production agriculture, but the educational and agricultural lending aspects of the trade as well.

He had moved with his family to Oklahoma Territory's Cherokee Strip in 189 --when he was two years old. For the sum of \$1,000, his father bought his current 160-acre farm through a relinquishment.

Merrifield and his brother helped their father raise a variety of crops including corn and barley. They also raised some "pretty good" red polled cattle, he reminisced.

In 1913, he was graduated from the Oklahoma Agricultural and Mechanical College (now OSU), and set out to carve his name in the future of agriculture.

(more)

2-2-2-2

"I taught school for two years, then in 1915 I went to Fort Worth to run a dairy," he recalled.

In 1917 he began a two-year hitch with the U.S. Army. When he was discharged, he found himself in Medford as the Grant County Agent.

"But that didn't last long, they voted me out of there," apparently because OAMC extension officials recommended that local wheat farmers wait to seed their wheat until after Oct. 10 in 1918.

"Some farmers heeded the OAMC advice to avoid problems with the Hessian fly. "Well, there wasn't a Hessian fly problem that year, and the farmers who planted their wheat early got a lot better yields than those that followed the advance of the (OAMC) county agent."

After losing the Medford job, he took a similar position in Woodward. Later he became the district extension agent for northwestern Oklahoma, a job he held until 1936.

At that time he accepted an extension position in the nation's capital, so he had to move his family--including four children by this time--to Washington in a Model T.

"A few places had fairly good roads, but in other places they were mostly dirt," he said.

But even under what we would now consider adverse conditions, they made it in only three days.

(more)

fred merrifield  
3-3-3

Four years later--in 1940--the entire family moved again. This time it was Wichita, Kan., where Merrifield had accepted a position as general agent of the Production Credit Corporation where he remained until his retirement in 1960.

"He didn't spend much time at home during those days," recalled Mrs. Merrifield, telling of records showing that Merrifield's total mileage during that period to be about 1.6 million.

"Retirement" at age 68 didn't bring much of a slowdown for Merrifield. From 1962 to 1976 he was active in the Oklahoma Wheat Growers Association, and in 1965 had served as a lobbyist for the Oklahoma Wheat Commission.

He was really a natural choice for the lobbying post, having helped initiate the state's first wheat program in 1933.

Today the Merrifields rent out most of the wheat acreage on their farm, but they keep enough land to support a purebred Dorset sheep operation.

"We usually have about 85 ewes in production," he explained.

The past 80 or so years hold a lot of memories for both Merrifield and his spouse--most of them pleasant, but with a sprinkling of sour notes just to keep things interesting.

Growing up around the turn of the century was a little different than it is today.

"You had to have a good set of legs" to keep up with all the work in the fields," Mrs. Merrifield explains.

But taking everything into consideration, Merrifield said he thinks the introduction of mechanization to agriculture has created the biggest change since his younger days.

fred merrifield  
4-4-4

"Back then, preparing the soil for wheat planting on our 170 acres took most of the summer. Plowing, harrowing (sometimes twice) and drilling could easily take three months. The tractor has really changed things a lot."

In 1912, Merrifield was a member of the first OAMC judging team to compete out-of-state. The team went to Fort Worth, Tex.

"Fred was really good looking, wasn't he?" his wife said as she displayed his judging team photo in the 1912 Redskin--the OAMC yearbook.

The former lending agent is also proud of the Production Credit Corporation track record during this tenure as general agent--95 per cent of all loans were repaid in full.

"You probably wouldn't find that in this day and age," Mrs. Merrifield commented.

The sourest note either of the Merrifields could think of was the book "The Grapes of Wrath" by John Steinbeck.

The book, portraying the flight of the "Okies" to California from the "Dust Bowl," is inaccurate, Merrifield contends.

"I was here then, and I know it wasn't that way. Times were hard, but most people held on. I also saw the people that were heading for California, and most of them had eastern Oklahoma and Arkansas tags (on their cars)," he explained.

No one's life can be as good or as fulfilling as might be portrayed in a fairy tale. And while the Merrifields admit they've had their setbacks, they are happy with their accomplishments. Even Mr. Grimm might be interested in their story.



w/fred merrifield  
april, 1980

SUGGESTED LINES

Fred Merrifield, center, and his wife reminisce about their past and discuss their current Dorset sheep operation with Dr. Robert Totusek, animal science department head at Oklahoma State University. Merrifield, who now lives on the same farm his family purchased in 1896, was given the Special Recognition Award in Stillwater late Saturday (April 19).

!!!

APPENDIX E

EXAMPLES OF HOMETOWN NEWS RELEASES  
WHICH CONTAIN TOO MUCH INFORMATION

NEWS

Jean A. Shipman  
TULSA STUDENT OUTSTANDING - Maile 2/15/80

Rita Sherrow  
TULSA WORLD  
Box 1770  
Tulsa OK 74102

News Editor 228  
TULSA SOUTHEAST NEWS  
8545 E. 41st St.  
Tulsa, OK 74145

STILLWATER--Janet Eng, 8131 E. 31st Court, Tulsa, was among 10 Oklahoma State University home economics students awarded Outstanding Senior Recognition during the Home Economics Honors Banquet, Feb. 15.

Other recipients included: Cecilia Ann Altendorf, Oklahoma City; Margaret Armbruster, Abilene, Texas; Sabrina Gregory, Ames; Leda Gay Gunkel Nix, Lawton, and Shawna Walters, Muldrow.

Also, Paula K. Vaughan, Yukon; Paula Plummer Waters, Fay; Wanda Gail Webb, Elk City, and Jeri Bowling Wilkerson, Yukon.

Miss Eng plans to complete a few years of experience in the retail trade before returning to Oklahoma State University for a master's degree in fashion merchandising. Eventually, she hopes to be a high fashion buyer for a large firm.

She is vice president of the Alpha Nu chapter of Phi Upsilon Omicron, a home economics honor fraternity. She is supervisor of Judy Ann's Silk's and she is top salesperson for that firm.

A member of the Oklahoma and the American Associations of Home Economics, Miss Eng plans to attend the 1980 OHEA meeting in Tulsa. She is active in the Clothing, Textiles and Merchandising Club and she was among students who visited the New York Apparel Mart.

Her parents are Mr. and Mrs. Eugene Eng.

Miss Eng assisted with the Phi Upsilon Omicron Founder's Day Banquet and with the Home Economics Christmas Cornucopia. She belongs to the OSU Ski Club and to the OSU Sailing Club.

She received the scholarship presented by the Tulsa Home Economics Association.

## NEWS

Craig Chappell 4/28/81

STILLWATER--Damona Doye, OSU senior in ag economics, is one of 30 graduating seniors nationally to receive a \$3,000 fellowship from Phi Kappa Phi for graduate study during the 1980-81 school year.

Miss Doye, Rt. 2, Lawton, was honored by Phi Kappa Phi, national honorary for collegians in all disciplines, for superior scholarship.

Meanwhile, the OSU chapter of Phi Kappa Phi has made \$250 sophomore scholarship awards to six students who're completing their freshman year at State.

They are Charles Johnson, Rt. 7, Enid, Angela Robinson, 1518 Lincoln Ave., Lawton, Craig Hocker, 2407 E. 30th, Tulsa, and Laura Anna Martin, 2917 Greenwood Court, Bartlesville, all in arts and sciences; Diane LeBlanc, 4600 NW 31st, Oklahoma City, engineering, and Kevin Coffey, 504 Memorial Drive, Okarche agriculture.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6211  
Cindy Wegener

Re: Tulsa Southside Times,  
Tulsa Southeast News, Tulsa Okla. Eagle, Tulsa  
Northside Times, Tulsa Co. News, Tulsa World,  
KRMG Radio (Tulsa), KVOO Radio (Tulsa), KTFX  
Radio (Tulsa), KXXO Radio (Tulsa)

STILLWATER -- Several Oklahoma State University students will be student teaching throughout Oklahoma during the spring semester.

They include Edith Allen, daughter of Mr. and Mrs. William Allen, 2010 S. Fulton, who will be teaching in physical education at Tulsa Memorial High School and Phillips Elementary School in Tulsa; Terry Austin, daughter of Mr. and Mrs. Don Austin, 1568 S. Yorktown Place, who will be teaching in business at Tulsa Hale High School; Laura Brodersen, daughter of Mr. and Mrs. Mervil Brodersen, 929 E. 50 St. N., who will be teaching in biology at Rogers High School in Tulsa; Lois Brodersen, daughter of Mr. and Mrs. Mervil Brodersen, 929 E. 50 St. N., who will be teaching in biology at Webster High School in Tulsa; Melissa Bretz, daughter of Rosemary Gray, 1722 S. Carson, who will be teaching in physical education at Jenks Elementary School and Jenks Middle School; Amy Bass, daughter of Mr. and Mrs. William Bass Jr., 4322 E. 105 Place, who will be teaching in family relations and child development at Garfield Elementary School in Ponca City, and Kathy Buchanan, daughter of Mr. and Mrs. William Buchanan, 12722 E. 26th St., who will be teaching in Spanish and English at Stillwater Middle School.

(more)

Lynn Hardin, 591 E. 44th Street, who will be teaching in mathematics at Edison Junior High School in Tulsa.

And, Jana Houghton, daughter of Mr. and Mrs. Ashley Houghton, 6555 S. Fulton, who will be teaching in special education at Reed School in Tulsa; Carol Huddleston, daughter of Mr. and Mrs. S.V. Huddleston, 5931 S. 73 E. Ave., who will be teaching in speech pathology at Boevers Elementary School in Tulsa; Suzanne Jarvis, daughter of Mr. and Mrs. Leon Jarvis, 5619 S. 75th E. Ave., who will be teaching in business at Rogers High School in Tulsa; Grace Kaspar-Kirch, daughter of Mr. and Mrs. Herbert Kaspar, 10829 E. 41st St., who will be teaching in mathematics at Perry High School; Cheryl Lughton, daughter of Mr. and Mrs. Robert Lughton, 3133 E. 79 St. S., who will be teaching in history at Cushing High School, and Jane Longan, daughter of Mr. and Mrs. L.D. Crandall Jr., 1543 S. Detroit, who will be teaching in elementary education at Sumner Elementary School.

And, Sharon McGranahan, daughter of Mr. and Mrs. John McGranahan, 7207 S. 70 E. Avenue, who will be teaching in elementary education at Westwood Elementary School in Stillwater; Elaine Pennington, daughter of Mr. and Mrs. Ronald Pennington, 104 S. 65th W. Avenue, who will be teaching in English at Charles Page High School in Sand Springs; Nancy Nagele, daughter of Mr. and Mrs. Lyle Dickey, Lincoln, Neb., who will be teaching in special education at Whittier School in Tulsa; Leslie Pride, daughter of Mr. and Mrs. L. L. Pride, 635 S. Quaker, who will be teaching in music at Ponca City High School; Rebecca Rhodes, daughter of Dr. and Mrs. Rollie Rhodes Jr., 6902 S. Janestown, who will be teaching in speech pathology at Roy Clark School in Tulsa, and

Suzy Short, daughter of Mr. and Mrs. Robert Short, 3712 E. 58 Street; who will be teaching in French and Spanish at C.E. Donart High School in Stillwater.

And, Cheryl Silvey, daughter of Mr. and Mrs. Steve Madar, 3432 S. 117th E. Ave., who will be teaching in family relations and child development at Overholser School in Putnam City; G. Beau Slemaker, son of Mr. and Mrs. R. Slemaker Jr., Broken Arrow, who will be teaching in physical education at Union High School and Grove Elementary School in Tulsa; Debbie Smith, daughter of Mr. and Mrs. R.W. Smith, Woodward, who will be teaching in special education at Reed School in Tulsa; Becky Swearingen, daughter of Mr. and Mrs. Bruce Swearingen, 3823 S. 92 E. Ave., who will be teaching in elementary education at Fulton Elementary School in Tulsa; Terri Jo Weir, daughter of Mr. and Mrs. Robert Weir, Catoosa, who will be teaching in business at Tulsa Hale High School, and Catherine Wilkinson, daughter of Mr. and Mrs. John Wilkinson, 5725 S. Madison Place, who will be teaching in mathematics at Edison Junior High School in Tulsa.

OSU education students combine this actual classroom teaching experience with methods instruction received on the OSU campus as a primary part of educational instruction prior to teacher certification.

APPENDIX F

EXAMPLES OF HOMETOWN NEWS RELEASES  
WHICH CONTAIN VAGUE OR TOO LITTLE  
OF THE REQUIRED INFORMATION





DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
 Jean A. Shipman  
 FASHION EXPRESS PARTICIPANTS - Mailed 2/15/80

News Editor  
 WALTERS HERALD  
 P.O. Box 247  
 Walters, OK 73572

241

STILLWATER-- Two persons from Temple were among 270 high school students and home economists who participated in the recent (Feb. 14) Fashion Express at Oklahoma State University.

Events during the day included talks by fashion and industry professionals, workshops on careers and on personal improvement and a spring fashion show.

The OSU Fashion Express was co-sponsored by the department of clothing, textiles and merchandising and Home Economics University Extension in the OSU Division of Home Economics.

-30-

Note to Editor: For further information, please contact:

SIMPSON, 11a	Temple H.S. Temple, OK	405-342-6202
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DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
Jean A. Shipman  
LOCAL STUDENT HONORED - Mailed 2/15/80

s Editor 103  
ART DEMOCRAT-CHIEF  
432  
art, OK 73651

STILLWATER-- Kelly Battles, Route 1, Hobart,  
was among 109 Oklahoma State University students congratulated for  
achievements during the Home Economics Honors Banquet recently (Feb. 15).

Dr. Beverly Crabtree, OSU dean of home economics, recognized  
students, faculty, staff and friends of the Division of Home Economics.

A junior in family relations and child development, Battles  
served on the decorations committee for the banquet.

APPENDIX G

EXAMPLE OF A HOMETOWN NEWS RELEASE  
WHICH DOES NOT PROMOTE THE PUBLIC  
RELATIONS AIMS OF THE DIVISION  
OF PUBLIC INFORMATION



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6200  
 Jean A. Shipman  
 CHICKASHA STUDENT SHARES EXPERIENCE - Mailed 10/1/79

Submitted to Chickasha Star

STILLWATER--Frances Patton, 1110 S. 8th, Chickasha, worked this summer in Fads and Fashions. Chickasha and she was supervised by Sandye Berga.

An Oklahoma State University junior in Hotel & Restaurant Administration, she is the daughter of James R. and Sue Patton.

About her summer work responsibilities she said she stocked and sold womens clothing. Feeling it was a boring experience, she said she would never want to sell clothing again.

She said, "I am now working at Redwood West, Stillwater. I'm starting as a busboy but I'm planning on being a hostess/cashier/waitress."

She is among H&RA students who worked in industry this summer to gain practical experience.

She said the food preparation course she had taken in H&RA helped a lot with her summer work experience in serving customers and working with other people in the kitchen.

APPENDIX H

EXAMPLES OF HOMETOWN NEWS RELEASES THAT SUPPORT  
SUGGESTIONS ON SUBJECT TREATMENT, ARTICLE  
ENRICHMENT AND READABILITY



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260

O'Dette Havel, fine arts writer. 9-12-79

Released to: Locust Grove, Anadarko News, Bethany Tribune Review, Chickasha Express, Choctaw Free Press, Edmond Sun Booster, Enid Eagle, Eufaula Lake Eufaula News, Holdenville News, Boise City News, Lawton Constitution, Midwest City Monitor, OKC Times, Stillwater News Press, Owasso Reporter, Tulsa Tribune, Yale News, Charlotte, N.C., Mesa, AZ, O'Colly, KVRO, KOSU, Russ, Tom, Outreach, Phyllis

LYSISTRATA CAST NAMED AT OSU

STILLWATER--A cast of 28 will be featured in the Oct. 4-6 productions of the Greek comedy "Lysistrata," according to Oklahoma State University theater department spokesman, Andrew Smoot.

The play revolves around the Greek women's efforts to bring an end to the Peloponnesian War in 5th century Greece.

Chosen for the cast are:

ADAIR: Georgia Pancoast, member of the women's chorus  
 ANADARKO: Robin Steverson, leader of the women's chorus  
 BETHANY: Tom Kulka, an Athenian  
 CHICKASHA: Frances Reding, Myrrhine  
 CHOCTAW: Tammie Boswood, member of the women's chorus  
 EDMOND: Traci Beasley, member of women's chorus  
 ENID: Mike Mariner, Laconian  
 EUFAULA: Jo Perryman, Stratyllis  
 HOLDENVILLE: Kevin Crossno, Laconian  
 KEYES: Terril Gardner, an Athenian  
 LAWTON: Robin Middleton, Lampito  
 MIDWEST CITY: Andrew Smoot, lead of men's chorus

Havel/add one

OKLAHOMA CITY: Debby Brown, a woman  
Molly Cason, women's chorus  
Chip Chapelle, Laconian  
Becci Lee, Lysistrata  
Stephanie McGuigan, Calonice

STILLWATER: Evan Todd, men's chorus

SPERRY: Bob Whiteley, magistrate

TULSA: David Barbee, Cinesias  
Paul Carter, Laconian  
George Fieszec, an Athenian  
Mitch Hunter, herald of Laconians

YALE: Steven J. Martin, men's chorus

CHARLOTTE, N.C. Andy Martinsen, men's chorus

MESA, Az. Tom Cooper, men's chorus



AGRICULTURAL INFORMATION SERVICES / DIVISION OF PUBLIC INFORMATION  
 OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6886  
 Henry Buchanan

mary maher  
 april, 1980

200  
 News Editor  
 ARDMOREITE  
 117 West Broadway  
 Ardmore, OK 73401

STILLWATER--Mary T. Maher of rural Ardmore has been awarded a \$350 scholarship to Oklahoma State University by the Production Credit Association.

The daughter of Mr. and Mrs. John Maher of Rt. 1, Ardmore, she was among 49 OSU agricultural economics students here who recently shared in more than \$16,000 in scholarships at the annual Aggie-X Awards Banquet.

The agricultural economics accounting sophomore at OSU received the award for her academic achievement, leadership qualities, college activities and interest in agricultural credit.

A 1978 graduate of Dickson High School, she is a member of the Alpha Lambda Delta honorary society, Block & Bridle Club and University 4-H.





DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260  
Cindy Wegener April 25, 1980

Released to: Sapulpa Daily Herald, KXOJ-AM Radio

STILLWATER -- Working women's success or failure is dependent, in part, on their own perceptions of themselves, according to many behavioral scientists.

They believe women must be prepared to recognize their capabilities and their potential--their sense of self-worth.

With this thought, Oklahoma State University's College of Education presented a workshop recently on "Discovery and Leadership Awareness for Women."

Shirley Ann Brooks of Sapulpa attended the workshop, sponsored by the College of Education Extension Office.

Participants examined work practices and techniques, explored the changing value system and its impact on the work place, made personal values checklists, and looked at motivation and how current trends affect it.

Melinda Howard, owner of Creative Resources, a training and consulting firm in Oklahoma City, conducted the workshop. She is an active member of the American Society for Training and Development and has served as president and vice-president of the Oklahoma City chapter of the organization.



DIVISION OF PUBLIC INFORMATION OKLAHOMA STATE UNIVERSITY STILLWATER (405) 624-6266

#### SUGGESTED CUTLINES

MODEL CHANGES HANDS ---- Left to right, Chris Wilson, a junior from Piedmont, Okla., and Chuck York, a sophomore from Jenks, Okla., both majoring in construction management technology at Oklahoma State University, explain to Larry Borgelt, an assistant professor in OSU's fire protection and safety technology, how they were part of a 15-man team that spent approximately 35 hours framing the one-eighth scale model of a three-bedroom, two-bath, two-car garage residence as part of a construction management technology course. Borgelt will use the model to teach his students how to install residence fire alarm and sprinkler systems, and building code applications, extending the use of the project to conserve costs. The scale model pictured above is one of two built by the two laboratory sections of the class. Cost of the materials was about \$100 per unit.

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DIVISION OF PUBLIC INFORMATION OKLAHOMA STATE UNIVERSITY STILLWATER 405 624-2200

#### SUGGESTED CUTLINES

PI TAU SIGMA WELCOMES NEW MEMBERS ---- Oklahoma State University's Pi Tau Sigma, honorary mechanical engineering fraternity, has added five new members, all juniors majoring in mechanical engineering. Pictured above are, left to right, Paul Paden, Sand Springs, a new member; Dr. Richard Lowery, OSU professor of MAE and chapter adviser; Larry Taylor, Midwest City, a new member; Andrea Reaves, Tulsa, a new member and 1980 Engineering Queen; Mark Morein, Ponca City, a senior and the organization's president; Brian Howley, Tulsa, a new member; Norman Hood, Midwest City, a senior and chapter vice president; David Born, Tulsa, a new member; Curtis Vickery, Braman, a senior and chapter treasurer, and Robert Bittle, Stillwater, a senior and pledge trainer.

# # #



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6250  
 Jean A. Shipman  
 LOCAL STUDENT TOURS PLANTS - Mailed 10/8/79

Submitted to: LAWTON CONSTITUTION & MORNING PRESS

STILLWATER-- Two persons from Lawton were among 39 Oklahoma State University students in housing and interior design who toured firms in Tulsa to learn about furniture construction and office partition system construction, layout and installation.

The students enrolled in a production procedures course taught by Jim McCarthy, visiting assistant professor in the Division of Home Economics, visited Keller-Williams Upholstery Plant and Scott-Rice Offices, recently (Oct. 8).

Besides touring the facilities at Keller-Williams Upholstery Plant, the students saw all phases of the upholstered furniture construction process.

At Scott-Rice, the students toured the facility and heard a talk on metal office furniture construction and on office partition system construction, layout and installation.

Local housing, design and consumer resources (HDCR) students attending were

Lucinda Bynum, a senior, the daughter of Mr. and Mrs. D.K. Bynum, 1626 No. 26;

Teresa Porter, a junior, the daughter of Dr. and Mrs. George L. Porter, 228 Northwood.



DIVISION OF PUBLIC INFORMATION / OKLAHOMA STATE UNIVERSITY / STILLWATER / (405) 624-6260

Cindy Wegener

Feb. 21, 1980

Released to: Tulsa Southwest News,  
Tulsa Tribune

#### CUTLINE

Marc Clanton, right, from Tulsa, visits with Oklahoma State University psychology professor Julia McHale about the Mental Health Specialty Award of \$125 Clanton has received. Clanton was selected to received the award on the basis of scholarship, need and interest in services for children and families. He has a perfect 4.0 grade point average and has worked at the Public Health Service Claremore Indian Hospital. He plans to work with American Indian families upon completion of his master's degree in psychology. Dr. McHale is coordinator of the mental health specialty program at OSU. Clanton is the son of Mr. and Mrs. Vernon Clanton, 1247 S. Canton Ave., Tulsa. #



DIVISION OF PUBLIC INFORMATION OKLAHOMA STATE UNIVERSITY STILLWATER (405) 624-6266

#### SUGGESTED CUTLINES

MEMORIAL FELLOWSHIP RECIPIENT ---- Left to right, Mrs. Raymond E. Means, widow of the late Oklahoma State University professor emeritus of architecture who dies July 25, 1977, congratulates Rikki Helms, Lawton, who was named to receive the first \$500 Raymond E. Means Memorial Fellowship. Prof. John Brayant, head of the OSU School of Architecture, is at right. The fellowship will be given annually to an OSU graduate student working on a masters degree in architectural engineering who demonstrates professional potential and has a financial need. The late professor Means began his teaching career at then Oklahoma A&M College in 1930. He retired in 1961 after more than 30 years on the faculty, specializing in structural engineering and soil mechanics, and pioneering foundation design for Oklahoma soils. Helms is the son of Mr. and Mrs. Eugene Helms, 2809 N. 23rd St., Lawton. The fellowship is administered by the OSU Foundation.

# # #

VITA

Perla Buhay Mojica

Candidate for the Degree of

Master of Science

Thesis: A USE STUDY OF OKLAHOMA STATE UNIVERSITY DIVISION OF PUBLIC INFORMATION HOMETOWN NEWS RELEASES TO OKLAHOMA NEWSPAPERS FROM JULY 1, 1979 TO JUNE 30, 1980

Major Field: Mass Communications

Biographical:

Personal Data: Born in Manila, Philippines, June 8, 1950, the daughter of Mr. and Mrs. Gregorio Buhay, Jr.

Education: Graduated from Nazareth School, Manila, Philippines, in May, 1966; received Bachelor of Arts and Bachelor of Science in Education degrees from the College of the Holy Spirit, Manila, Philippines, in 1971; completed requirements for the Master of Science degree at Oklahoma State University in July, 1983.

Professional Experience: Teacher of English grammar, composition and literature, Elpidio Quirino High School, Manila, Philippines, 1971-74; information officer, Bureau of Animal Industry, Ministry of Agriculture, Manila, Philippines, 1974-77; chief of the public relations and reference section, Bureau of Animal Industry, 1978-79; graduate assistant, School of Journalism and Broadcasting, Oklahoma State University, 1970-80; information assistant, Division of Engineering, Technology and Architecture, Oklahoma State University, 1980-82; copy editor (graduate assistant), Daily O'Collegian, Oklahoma State University, 1981-82; assistant editor, Fluid Power News, Oklahoma State University, 1982; graduate assistant, School of Journalism and Broadcasting, Oklahoma State University, 1982-83.

Professional Organizations: Member, Kappa Tau Alpha, Oklahoma State University chapter, and the Society for Technical Communication, Oklahoma chapter; founding member, Philippine Agricultural Journalists; Rotary International scholar, 1979-80; delegate, VIIIth Annual Colloquium, American Association for the Advancement of Science, Washington, D.C., 1983.