

A MULTIVARIATE ANALYSIS OF FOUR ASPECTS
OF STILLWATER NEWS-PRESS CONTENT

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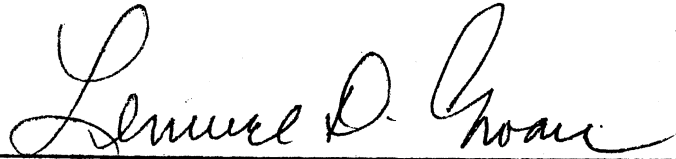
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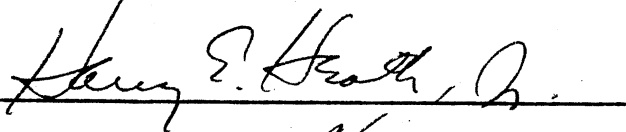
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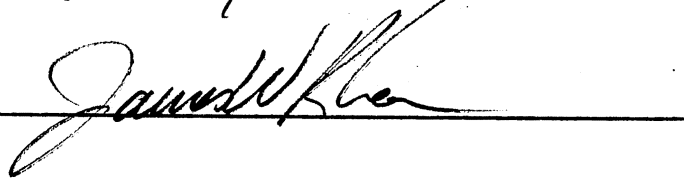
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PREFACE

This study attempted to determine the attitudes of readers toward three Display treatments (Headlines, Photographs and Type-faces) in the Stillwater News-Press, and to determine the reading frequency of four kinds of News and non-News content carried by the News-Press. The study also attempted to determine readers' attitudes toward the News-Press in general.

It is hoped that the findings will be beneficial to the News-Press management in future decision-making on the paper.

The author wishes to express his gratitude to the co-publisher and editor of that newspaper, James R. Bellatti. The latter's sponsorship of the entire thesis lessened the author's precarious financial burden.

Sincere thanks go to my thesis adviser, Professor Lemuel D. Groom. His suggestions and timely advice on many aspects of the project contributed in no small measure to its completion.

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granted during the author's first year in graduate school and for his continuing moral support.

Dr. Harry E. Heath Jr., director, School of Journalism and Broadcasting, deserves special mention for granting the author a teaching assistantship during the latter's graduate work in the School of Journalism and Broadcasting.

Acknowledgement also is due Dr. James W. Rhea, a member of my thesis committee.

Finally, I wish to express special appreciation to my wife, Joyce, and son, Itoro. Their patience during the long hours of thesis typing, their encouragement during those occasions of low spirit and endurance through the hardship days---all were a boost to the author's morale.

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CHAPTER I

INTRODUCTION

Newspaper criticisms are many and varied. They are both general and specific, and as old as the newspaper itself. Sometimes the criticism is violent. As early as 1796, less than a century after the first newspaper was founded in this country, an editor's office not only was wrecked, but the editor himself was "caned." Benjamin Bache, editor of the Philadelphia Aurora, suffered that fate because of his stand against Federalism.¹ Even more extreme cases are fairly common in the history of journalism.

At the community level, newspaper criticism tends to be more specific than general. Local readers complain about stories being omitted, headlines being vague or ambiguous, photographs being gruesome or publishers showing favoritism to their "sacred cows."

Often, these complaints are registered with publishers over the telephone, sometimes through a personal visit by a reader or his representative, and at other times they come in "Letters to the Editor."

Without an empirical study, it is difficult to assess how extensive a particular complaint is. It is equally difficult to know what kind of readers complain about what specific aspects of the newspaper.

The Problem

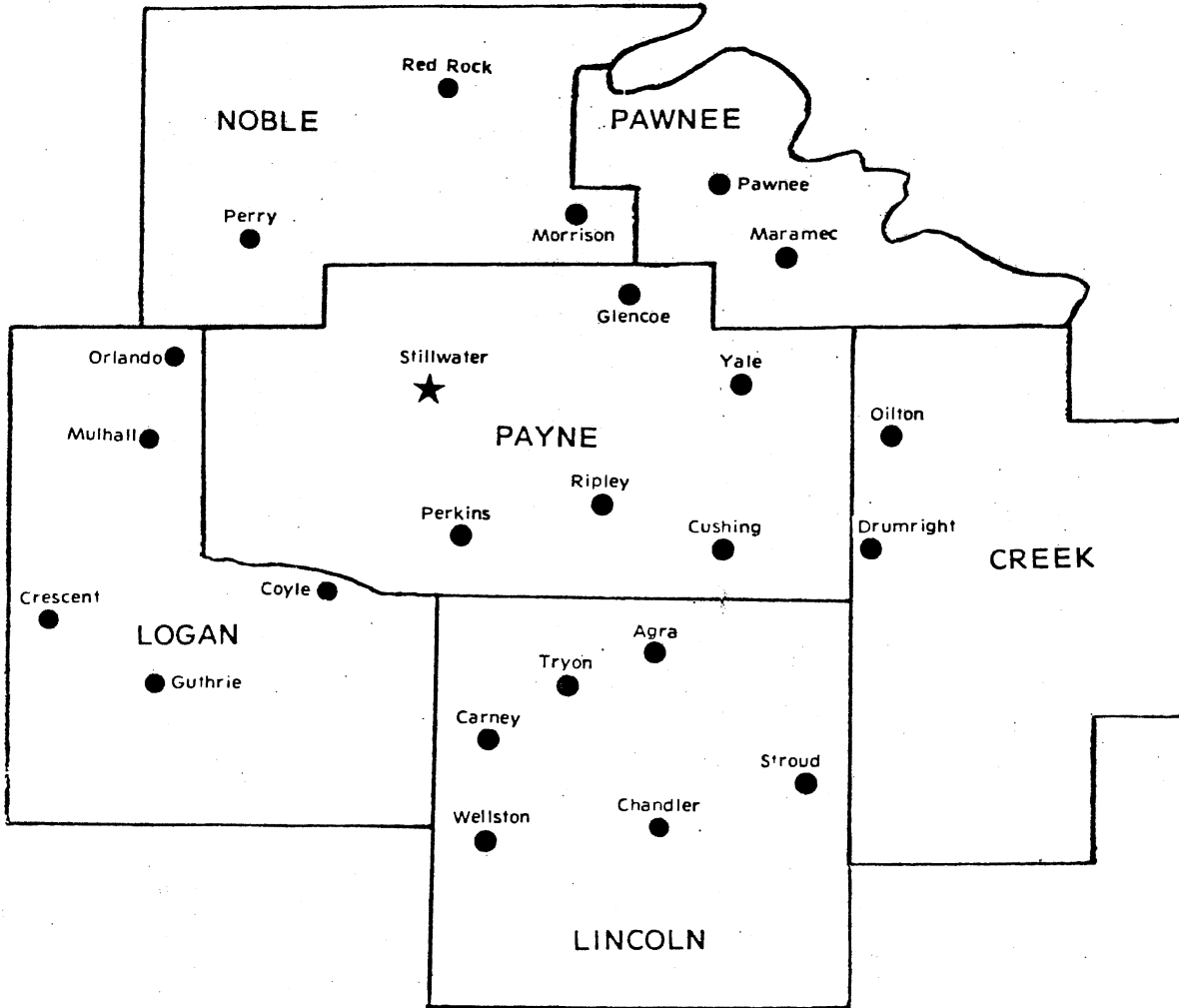
Without pointing an accusing finger, the author chose to study the performance of the Stillwater News-Press. This newspaper serves the Oklahoma State University community, the Stillwater community and some parts of Payne County, Oklahoma.

From what is known, reader feedback on the performance of this newspaper is sketchy.

How does the newspaper perform in such areas as headlines, photographs and coverage of community news? How do readers like the sports page, the comic strips or the crossword puzzles? What kind of readers read the Forum page or what percentage of readers read the "News in Brief"?

Above all, how do the satisfactions of readers in the academic community compare with those in the non-academic community? Does educational attainment have any bearing on the way a newspaper reader perceives the function of a community paper? Does the subscriber who reads more than one newspaper think differently from the one who reads only one paper? Such questions as these were considered in the planning stage of this study.

It has not been the intent of this study to catalog all the problems the News-Press may have faced. However, it was the author's purpose to cover a wide range of journalistic procedures. The ultimate value of the study will be its applicability to future performance in such a way that the readership of the paper as well as the publishers will benefit from its findings.



Approx. Scale: Miles

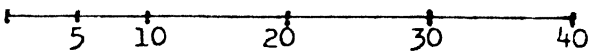


Figure 1. Stillwater News-Press Retail Trading Zone

About the News-Press

The Stillwater News and the Stillwater Daily Press merged on November 9, 1941, to form the Stillwater News-Press, published Sunday through Friday of each week. About 9,500 copies are circulated each weekday and 10,000 copies each Sunday. (See Fig. 1.)

The News-Press changed from letterpress to offset in 1964, increasing the number of photographs used and their reproduction quality. Increased use of color in photos also resulted from this change. Considerably later, the number of columns was reduced from eight to six on some pages. The paper uses flush-left headlines, bold and light type-faces, italic type in some stories and heads, and occasionally a headline in color.

James R. Bellatti,² who became co-publisher and editor of the News-Press in 1962, does not have any strict policy or guidelines on photographs, headline size or type-face. "It is an individual thing," he said.

If a local photograph has a story to tell, such a photograph usually is preferred to a non-local one. Bellatti recalled that there had been "half a dozen or so" complaints about photographs being frightening or headlines not being understood by readers during the past eight years.

In August of 1962, Lee Bell became managing editor of the Stillwater News-Press.

Managing Editor's Policies on Photographs

Bell³ uses "anything that strengthens a story...that tells a complete story." Types of photographs which he uses, among others,

are fires, accidents and features. He said he prefers three-column photographs to two-column for their greater impact. Even full-page photographs have been used in some dramatic and/or important situations.

Policies on Headlines

The News-Press, as do other newspapers, uses headlines to "draw attention" to the story, but most headlines depend on the story itself.

Multi-column headlines, sometimes with kickers,* are used mostly, according to Bell.

Bell uses featurized headlines occasionally, with or without kickers, for special effect. He also has used "attention-getting" words ("sex, Vietnam," etc.) to draw more attention to a story.

The News-Press strives to achieve an attractive page with variations in type sizes, tone and the use of white space. Bell does this by using a 14- to 72-point type to make the page "reach out and tell a story" and "make the front page look good."

Decisions on layout and headlines are made from day to day. However, stories which are expected to interest a majority of readers, such as local stories and state news, have priority. Stories on topics being currently discussed on radio and television receive conspicuous treatment.

* A kicker is an overline placed directly above the main headline, usually set flush left and often underscored with a rule.

Community News

As does Bellatti, Bell believes the News-Press is a community newspaper whose major function is "to give the people local news and state news before international news."

However, the paper seeks to keep its readers informed on all subjects, as well as attempting to provide entertainment through features, comics and puzzles.

Bell tries not to neglect any story if it involves more than one family. "If four or five persons call me about a story, that's an indication it concerns perhaps 20 or more. We encourage our readers to call in and tell us about story possibilities."

Readers' Feedback

Bell said calls and letters from dissatisfied readers are few. Some have called to complain about a photograph which was said to be "gruesome," while others have called to say how good a photograph was. Still others have called to protest about oddity (two-headed calf, Siamese twins, and similar quirks of nature). There have been some complaints about headlines which were said to be "ambiguous" or "poorly-worded." Bell said no one had complained to him about type-faces.

Statements for Analysis

Based upon the two interviews, one might well ask, "Does this mean the News-Press is performing well in every aspect, hence there are few complaints?" Further examination of the matter is necessary.

Headline Analysis

To search more fully into the matter of reader attitudes toward headlines in the Stillwater News-Press, the following statements were formulated:

1. News-Press readers generally will be highly critical of that paper's headlines as to vagueness, inaccuracy, ambiguity, grammatical errors, bias and improper wording.
2. Sex: There will be significant difference between male and female respondents.
3. Education: There will be a significant difference between respondents who attained elementary school education, high school education and university education.
4. Occupation: There will be a significant difference between respondents in the academic community and those in the non-academic community.
5. Subscription: There will be a significant difference among respondents who subscribe to one, two, three or four newspapers.
6. Age: There will be a significant difference between respondents 18-28 years, 29-39 years and those 40 years and over.

In his studies of headline comprehension, Robert T. Pittman⁴ learned that the more experienced the newspaper reader, in general, the more critical his attitude toward the headlines in his newspaper. He also found that there is a tendency for persons who have below-average understanding to be passive or indifferent about the headline function.

Pittman concluded that sub-par (below average) readers probably

are more willing to have their news spoon-fed to them and are less apt to complain about it.

In order to examine such commonly held beliefs, the statements above were formulated.

Pictorial Analysis

Photographs are another source of complaint among readers. Although it is said that photographs do not lie, they may mislead. Like facts and quotations, they can be selected for a devious purpose.⁵

In addition, photographs innocently selected to tell a story sometimes unexpectedly horrify or disgust readers.

It may be difficult to criticize a newspaper's photographs if a reader does not spend some time reading a particular newspaper. Pittman⁴ found that heavy readers--those who read at least three copies of a paper per week and spend at least 30 minutes on it--understood headlines better than readers who spend less time.

Pittman's theory may be tested on reader reaction to photographs in the Stillwater News-Press. Do readers who spend more time reading the News-Press criticize the photographs more than those who spend less time? To evaluate this view, the following statement was formulated:

Readers of the News-Press will generally be highly critical of the photographs on the front page as being gruesome, insufficient, non-local, low quality and irrelevant to stories on the page.

For sub-statements to be evaluated the procedure on page 7 was used.

Reuben Mehling's study⁶ on stories with photographs and those without had interesting findings for newspaper publishers and editors.

He learned that when a message was presented in the form of a newsphoto with caption and in the form of a news headline and lead paragraph, the stronger effects resulted from being exposed to the photo with caption than those that resulted from headline and paragraph alone.

Mehling's conclusions were used in establishing certain questions for analysis in the present study.

One may ask: Have News-Press decisions on headlines been widely accepted by readers? If not, what aspects of these headlines have been rejected by readers and what kind of readers feel how?

To answer this question, data will be analyzed to determine the acceptability of the News-Press' headlines in areas of clarity, grammatical error and bias. Questions designed to seek information on the acceptability of type-faces and abbreviations also were included.

Limitations of the Study

The study was sub-divided into two major areas--Parts I and II. Part I focuses upon the front page of the News-Press during the first quarter of 1975. In this section, the study was limited to headlines, photographs, typography and grammatical errors. Six copies of the News-Press--two copies each from January, February and March--were sampled for the study.

In addition, the copies were sampled in such a way that each day of the publishing week was represented. The sampling technique will be discussed in greater detail in Chapter III.

In Part II, the study was based on the readers' experience and recall of specific kinds of content published regularly in the

News-Press. This section attempted to measure quantitatively readers' likes, dislikes and regularity of reading.

The findings of this study will be generalized only to the overall setting of the investigation, and not to newspapers in other communities.

Significance of the Study

Sasser⁷ in his study of type sizes and headlines learned that significantly different effects are obtained from manipulation of writing style and headline type-size. Sasser's study suggests that the specific goals of the newspaper producer should be considered when decisions are made concerning style and design policies.

It is hoped that the findings of the present study will help the News-Press publishers to manipulate different aspects of their product--headlines, photographs and type sizes--to achieve a more attractive page layout for the paper's readers. Thus, Sasser⁷ said the specific goals of the newspaper producer should be considered when decisions are being made concerning typographic style and design.

This study is undertaken with the reader in mind--to measure the popularity or otherwise of the decisions made by the publishers of the News-Press among the paper's consumers. What is good for the gander may not always be good for the goose.

FOOTNOTES

- ¹ Edwin Emery, The Press and America, 3rd ed. (New Jersey, 1972), p. 117.
- ² James R. Bellatti, Personal Interview, Stillwater, Oklahoma, June, 1975.
- ³ Lee Bell, Personal Interview, Stillwater, Oklahoma, June, 1975.
- ⁴ Robert T. Pittman, "Comprehension of Newspaper Headlines" (Unpub. M.S. thesis, University of North Carolina, 1957).
- ⁵ Robert Cirino, Don't Blame the People (California, 1971), p. 155.
- ⁶ Reuben Mehling, "Attitude Changing Effects of Verbal and Non-Verbal Elements in Selected News and Photo Combinations" (Unpub. Ph.D. dissertation, Stanford University, 1957).
- ⁷ Emery L. Sasser, "An Experimental Study of the Effects of Headline Size and Writing Style in Newspapers," Journalism Abstracts, 5 (1967), p. 35.

CHAPTER II

REVIEW OF SELECTED LITERATURE

Introduction

There are numerous books and articles on how to write headlines, how to lay out a page, how to take good pictures and how to edit copy. Indeed, several studies each year deal with news content and its impact upon various types of readers. Many of these studies appear in trade journals, often without an adequate research base, while a smaller number may be found in scholarly journals.

However, few studies have been done on the effects of newsroom decisions on specific groups of readers. Little is known of how readers react to a particular selection of page-one stories, or how well wire photographs are accepted in comparison with local photos, etc.

Editors who tend to believe they are giving readers what they (the readers) want too often have not bothered to check their hunches empirically.

Editors and publishers usually are left to their own intuition in planning the style and pattern of their paper, rather than relying upon useful data as to readers' likes and dislikes. The result is that what is "attractive" and "balanced" to one community may not be "attractive" and "balanced" to another.

Earlier News-Press Studies

Few formal studies have been conducted on the attitudes, habits and preferences of Stillwater News-Press subscribers. However, several studies have dealt with various aspects of the paper's operations, though none to the extent attempted in this thesis.

One of those including the News-Press, among other papers, was carried out by Cooper.¹ He used an electrical picture-taking machine, the DynaScope, to make an exposure every 7.5 seconds while 43 test subjects read 1 of 9 issues averaging 18 pages each. Cooper's examination of the DynaScope frames exposed in this study revealed that male readers ranged from 4.7 minutes to 36.0 minutes in reading time, while women ranged from 3.0 to 25.0. Average number of pages on which at least one item was read was 8.6 for men and 9.9 for women.

Other data reported by Cooper:

	Ave. Reading Time		Total Reading Time		Total	
	In Minutes (12.4-11.1)		In Minutes (334.4-176.8)		Test Readers	
	M	F	M	F	M	F
News Pages	8.6	7.1	205.4	113.8	24	16
Editorials	1.7	2.6	13.6	13.2	8	5
Sports	2.2	1.9	42.0	17.3	19	9
Exclusively Advertising	.2	.6	.2	3.2	1	5
Home-family	.8	1.9	1.5	3.7	2	2
Society	2.0	2.0	16.3	16.2	8	8
Comics	4.3	1.2	55.4	9.4	13	8

The above data tend to indicate that both male and female readers spent more time on the news pages of the News-Press than they did on other kinds of content.

Cooper's study tends to support the findings of Heath et al.,² who conducted a city-wide survey of reader preferences for the Stillwater News-Press. Using an area sampling plan supplemented by the Kish rotation procedure for selecting respondents, the researchers found, among other things, that readers preferred local news far above all other categories. The present study will examine further what kinds of news pages are preferred by what kinds of readers and what kinds of news items are preferred to other kinds.

Dyer's³ study touched upon the News-Press photography department and its organization, but did not include the quantity and quality of the photography. The present study will attempt to determine the quantity, quality and readers' likes and dislikes about the photographs used by the News-Press.

Oliver⁴ studied Stillwater News-Press advertising policies, its personnel setup, salaries and market data. The study briefly went into the history of the paper without delving into those aspects covered in the present study.

Other Related Studies

Schramm and White,⁵ in their study relating to age as a factor of reader-interest, found that a reader in his later years uses a newspaper less and less for entertainment, and more and more for information and serious viewpoints on public affairs. They also found that interest in comics and sports declines with age and that reader-interest increases

in the reading of public affairs news and editorials.

Do these findings apply to community newspapers? This study will examine the trend at the community level in respect to reader preferences.

In an experimental study of the effect of headlines, Tannenbaum⁶ found that it is more often the superficial reader who gets the meaning of the story from the headline. He added that the headline is a potent instrument in the formation of opinions from newspaper reading.

The study concluded that the effect of headlines appears to be a most profound one, even within the confines of the laboratory situation.

Whether readers of the News-Press feel that the paper has unduly used headlines to influence them will be examined, as this study will address itself to both the accuracy of the front page headlines of the News Press and its biases.

In a study pertaining to public attitudes regarding small city daily newspaper service, Reichgut⁷ concluded that readers of such newspapers expect and need more complete and balanced news coverage.

"They want to have the 'feel of their town,' Reichgut said, and also to know what is happening across the nation and their world. The readers also want to know why events are happening and how it will affect their lives."⁷

Another study⁸ involving subscribers' likes and dislikes in relation to weekly newspapers in Iowa found that readers favored local news, special-interest news and advertising. They also gave the concept of objectivity their endorsement.

What the readers did not like included editorial prejudice, insufficient news, lack of aggressiveness in local coverage, too much special-interest news, and advertising. Dislikes also included some aspects of editing and production or distribution. It is clear that readers in large numbers may both like and dislike a particular aspect of the newspaper.

In her study to determine reading speeds, Mary Ruth L. Kahl⁹ found that horizontal makeup might be faster to read than vertical. Since the News-Press uses horizontal makeup, the study will examine what readers feel about the appearance of their newspaper.

This review of literature has been purposely brief. The reader is reminded that many theses and dissertations have been produced at other colleges and universities which in one way or another have dealt with problems similar to those studied in the present project. However, as indicated earlier, few studies of the Stillwater News-Press have been carried out, and that is the focus of the author.

Similarly, the reader would be encouraged to read related books and articles dealing with headlines, typography, photojournalism and reader attitudes and opinions. Such study of the literature constitutes a rich and rewarding experience, and would be useful in planning future research on the News-Press or any other publication.

FOOTNOTES

¹ Herbert Eugene Cooper, "Newspaper Reading Patterns and Profiles Measured by DynaScope Methodology" (Unpub. M.S. thesis, Oklahoma State University, 1964), pp. 85-170.

² Harry E. Heath, Jr. et al., "A Reader Preference Study of the Stillwater News-Press" (Unpub. Research Report, School of Journalism and Communications, Oklahoma State University, 1965).

³ James Ray Dyer, "Photographic Organization and Operation of Oklahoma Daily Newspapers" (Unpub. M.S. thesis, Oklahoma State University, 1959), pp. 71-76.

⁴ Gates Ernest Oliver, "A Market Analysis of Stillwater, Oklahoma" (Unpub. M.S. thesis, Oklahoma State University, 1964), pp. 71-75.

⁵ Wilbur Schramm and David White, "Age, Education, Economic Status: Factors in Newspaper Reading," News Research for Better Newspapers /an American Newspaper Publishers' Assn. publication/ (New York, April 1966), pp. 43-47.

⁶ Percy H. Tannenbaum, "The Effect of Headlines on the Interpretation of News Stories," Journalism Quarterly, Vol. 30 (Spring 1953), pp. 189-197.

⁷ Michael D. Reichgut, "Public Attitude Regarding Local Small City Daily Newspaper," Journalism Abstracts /an Association for Education in Journalism publication/ Vol. 4 (1966), p. 130.

⁸ Robert C. Johnson, "Subscriber Likes and Dislikes in Relation to Weekly Newspapers in Four Iowa Communities," Journalism Abstracts /an Association for Education in Journalism publication/ Vol. 2 (1964), p. 95.

⁹ Mary Ruth Luna Kahl, "A Study of Reading Speeds and Reader Preferences Between Roman and San Serif Type," Journalism Abstracts /an Association for Education in Journalism publication/ Vol. 13 (1975), p. 91.

CHAPTER III

METHODOLOGY, DESIGN AND ANALYSIS

The primary concerns of this thesis focused upon reader attitudes toward three Display Treatments in six Stillwater News-Press front pages, as well as with reading frequency of two Types of Content.

Display Treatments comprised Headlines, Type-faces and Photographs reduced and reproduced on sample pages (see Appendix C). Readers were asked to mark their degrees of agreement with positive statements about the clarity, accuracy, grammatical correctness, fairness and understandability of various aspects of headlines.

Readers also expressed their views regarding headline style (selection of type family) and boldness of headline faces, as well as on the quantity and quality of photographs. These attitudes were quantified on five-point scales, running from most favorable (5 points) to least favorable (1 point).

Reading-frequency data, considered by the writer to be an index of readership, were obtained on four kinds of News content and four kinds of non-News content. News-content involved the Sports page, Family Living page, Church News page and "News in Brief" column. Non-News involved comic strips, the Forum page, classified ads and crossword puzzle. Respondents registered their reading frequencies on five-point scales running from "Read Everyday" (5 points) to "Never Read" (1 point).

The attitude and reading-frequency scores were broken down by respondent characteristics, including Educational Level (elementary, high school or college/vocational school), Job Classification (Academic or non-Academic), Age (18-28, 29-39, or 40 years and over), and Sex. Hereinafter, readers with college and/or vocational training will be referred to as College-trained readers. Academic and non-Academic employment categories were determined by whether a reader worked for an academic institution.

The independent variables in this study, then, comprised Display Treatments, Types of Content, Educational Level, Age, Job Classification and Sex. The latter four were assigned variables, which were combined (insofar as possible) and juxtaposed with the two experimental variables: Display Treatments and Types of Content.

This multi-variable design permitted the author to determine how different categories of readers were similar or different in their attitudes toward the News-Press Display Treatments and in their readership of the Types of Content.

Sampling Procedure

Questionnaires were sent to a sample of 600 News-Press subscribers three days after those subscribers received an introductory letter (see Appendix A). The sample was drawn from names of subscribers in various News-Press circulation areas, as shown in Table I.

TABLE I
SOURCE OF READERS SAMPLED BY NEWS-PRESS
TRADE AREA CIRCULATION

City or Town	No. Papers Circulated	Percentage of Total	No. Readers Sampled
Coyle	48	.57	3
Cushing	102	1.21	7
Glencoe	210	2.49	15
Morrison	120	1.43	8
Perkins	481	5.71	34
Ripley	101	1.20	8
Stillwater	7,140	84.81	509
Yale	217	2.58	16
Totals	8,419*	100.00	600

*Papers circulated outside the trade area totaled 1,081. Respondents were not sampled from this group.

A systematic, stratified and proportionate sampling plan was used. That is, the proportion of the total sample from each circulation area was drawn to match the proportion of the population of subscribers in that area.

From a random starting point, names were drawn at equal intervals from each list until that proportion of the sample had been completed.

In an effort to incorporate at least some heterogeneity in the Stillwater News-Press front pages, every publication day of the week was included. Front pages of the first Sunday and third Friday of January, 1975, were selected, in addition to the third Monday and fourth Thursday of February and the first Tuesday and last Wednesday of March, 1975. These front pages were dated January 15 and 17, February 17 and 27 and March 4 and 26 (see Appendix C), and were reproduced on 8½ x 11 inch sheets which were mailed with the questionnaires.

Design and Analysis

With the multi-factor design and interval scaling, the author used variance tests as analysis tools. Two such tests were used.

In the first analysis, a three-factor mixed analysis of variance with repeated measures on one factor was employed.¹ The data came from scale responses of college-trained readers 40 years of age or older and were categorized by Academic or non-Academic community.

Basically, this Type III analysis of variance combines a completely randomized factorial design with a treatments-by-subjects design. With it the author was able to compare differences in the overall attitudes and reading frequencies of different categories of respondents, as well as the mean differences between the Display Treatments and the two Types of Content. Further, the author could determine any interactive effects which respondents' characteristics may have had on attitudes and stated reading frequencies.

In essence, this Type III analysis of variance compared the differences between Sex and Job Classification with attitudes toward

Display Treatments: Headlines, Type-faces and Photographs on the News-Press sample pages. Responses of males and females in each Job Classification were repeated for reading-frequency scores.

These analyses of attitudes and reading frequencies were conducted only on college-trained readers 40 years of age and older. Such respondents comprised the bulk of readers who returned questionnaires. (See Chapter V for more detailed explanation of questionnaire returns.)

The second type of analysis involved high-school-trained readers 40 years of age or older who worked in the non-Academic community. These respondents were categorized only on the Sex variable. One analysis compared males' and females' attitudes toward Headlines, Type-faces and Photographs. The other compared the sexes and reading frequencies on News and non-News content.

Both analyses of older high-school-trained readers called for a two-factor mixed analysis of variance with repeated measures on one factor,² a Type I design. This enabled the researcher to compare differences between sexes on attitudes and reading frequencies. Repeated measures of males and females were taken on Headlines, Type-faces and Photographs in the first analysis and on News and non-News in the second analysis.

FOOTNOTES

¹ James L. Bruning and B. L. Kintz, "Three Factor Mixed Design: Repeated Measures on One Factor," Computational Handbook of Statistics (Illinois, 1968), pp. 61-73.

² Ibid., pp. 267-273.

CHAPTER IV

PRESENTATION AND ANALYSIS

OF THE DATA

Data Collection

The retail circulation area of the Stillwater News-Press covers eight Oklahoma cities and towns--six in Payne County and one each in Logan and Noble counties.

Of the 600 questionnaires to subscribers in this area, 14 were not delivered because the addressees had moved and had left no forwarding address. Of the remaining 586 questionnaires, 232 (40 percent) were completed and returned (Table II). However, as will be explained in Chapter V, not all of these returns could be used in this study.

Analysis

Analysis naturally fell into two major categories dealing with Part I and Part II of the questionnaire. The first part dealt with respondents' mean agreement with statements about Headlines, Photographs and Type-faces used on the six sample front pages of the Stillwater News-Press.

In this thesis, the Headlines, Photographs and Type-faces were considered as Display Treatments and were used as independent variables. Since the agreement scores were scaled to statements

about the Display Treatments, the dependent response was treated as "attitude" toward those treatments.

Part II dealt mostly with reading frequencies of various types of News-Press content. Responses to many items in Part II were not analyzed for various reasons, the most noteworthy being that scale-point descriptions were faulty. This will be discussed in Chapter V under "Recommendations."

TABLE II
QUESTIONNAIRE RETURNS ON THE
STILLWATER NEWS-PRESS

Job Classification	Sex of Respondent			% Total Mailing Returned			% Breakdown by Categories	
	<u>M</u>	<u>F</u>	<u>T</u>	<u>M</u>	<u>F</u>	<u>T</u>	<u>M</u>	<u>F</u>
Academic	61	30	91	10.4	5.1	15.5	44.0	32.3
non-Academic	78	63	141	13.3	10.8	24.1	56.0	67.7
Totals	139	93	232	23.7	15.9	39.6	100.0	100.0

Seven usable items of the 15 in Part I dealt with Headlines:

1. The headlines in the copies I read are difficult to understand.
2. The headlines gave me an accurate idea of what happened.
3. The headlines are vague.
4. The headlines had grammatical errors.
5. The headlines in the copies I read seemed biased
6. The headlines in the six copies were well worded.

7. The abbreviations in the headlines in the copies I read were difficult to understand.

Four usable items dealt with Photographs:

1. The front pages of the six copies I read needed more photographs.
2. I would like to see more local photographs on each front page in the future, even if such a photograph does not relate to any story on the front page.
3. The photographs in the copies were gruesome.
4. The quality of photographs in the six copies was good.

Two usable items of the 15 dealt with Type-faces:

1. The type faces on the six copies were too black (bold); they should be changed.
2. The type faces in the six copies I read are archaic (not modern); other type faces are needed.

Each item was accompanied by a five-point scale, running from Highly Agree (5 points) to Highly Disagree (1 point). Values on negative items were reversed, so that Highly Agree brought a value of 1 and Highly Disagree brought a value of 5. Items discarded in the analysis will be discussed later.

Respondents' scores were compared with respondents' attributes where possible. Due to the low response rate in many categories of respondent attributes, only limited comparisons were possible. These are explained in the following analyses of "Display Treatments" and "Reading Frequencies" (readership).

Part I: Display Treatments

Attitudes toward Headlines, Photographs and Type-faces on the six sample front pages could be compared only with Sex and Job Classification. Age of respondents could not be compared due to little or

no return from persons aged 18 through 28 and 29 through 39 years. The low return from respondents with elementary and high school training also made several comparisons of Educational Levels untenable.

Analysis, then, was restricted to Male and Female college- and high school-trained readers 40 years old or more who held jobs in the Academic and/or non-Academic communities.

College-Trained Readers' Attitudes

Mean agreement scores for college-trained readers are shown in Table III:

TABLE III
MEAN AGREEMENT TO POSITIVE STATEMENTS ABOUT
THREE CATEGORIES OF DISPLAY TREATMENTS
IN THE STILLWATER NEWS-PRESS

Sex	Job Classification	Display Treatments			Mean Total
		Headlines	Photos	Type-faces	
Male*	Academic	3.91	3.93	4.12	3.99
	non-Academic	4.14	3.99	4.21	4.11
Female*	Academic	4.18	4.04	4.02	4.08
	non-Academic	4.36	4.03	4.27	4.22
Mean Totals		4.15	4.00	4.16	4.10

*Male and female readers were 40 years of age or more with at least some college training and holding jobs in the Academic and non-Academic communities.

A three-factor analysis of variance with repeated measures on one factor indicated that significant differences did not exist between Males and Females, between Job Classifications and between attitudes toward Display Treatments.

The mean attitudes toward Display Treatments by Females was 4.15, compared to 4.05 by Males ($p < .01$, $df = 1$). Further, the attitudes toward Headlines and Type-faces were quite favorable with a mean agreement of 4.15 and 4.16, respectively. The attitudes toward these two Display Treatments did not differ significantly, although each was more favorable than the attitude toward the quantity and quality of Photographs. The latter achieved a mean agreement of 4.00, which, in itself, was quite favorable.

The third overall significant difference was between Job Classifications. Non-Academic respondents registered a more positive attitude toward Headlines, Photographs and Type faces than did respondents employed in the Academic community ($p < .01$, $df=1$). Their mean agreement was 4.17, compared with 4.02 from the Academically employed.

However, these overall "main effects" must be discussed in the light of interactive effects. In other words, the differences cited above tended to hinge on which Display Treatment was being judged by which type of respondent. For example, Table IV shows interaction of Sex with Job Classification.

The more favorable attitude of Females in Table IV was due mostly to those working in the non-Academic community (4.22), while the less favorable attitude of Males hinged on those in the Academic community (3.99). The difference between the attitudes of men and

women in different Job Classifications, as shown in Table IV, would occur by chance alone less than 1 time in 100.

TABLE IV
MEAN AGREEMENT WITH POSITIVE STATEMENTS ABOUT
THE STILLWATER NEWS-PRESS DISPLAY TREATMENTS

Job Classification	Sex		Mean Total
	*Male	*Female	
Academic	3.99	4.08	4.04
non-Academic	4.11	4.22	4.17
Mean Total	4.05	4.15	4.11

*Older Males and older Females employed in the Academic and non-Academic communities.

As far as attitude toward any one of the three Display Treatments was concerned, Sex or Job Classification made no difference. In other words, the lower favorable evaluations of Photographs compared with Headlines and Type-faces were registered "equally" by Males and Females, and Academic as well as non-Academic community workers.

This lack of interaction between Display Treatments and Sex very well could have been due to the uneven number of respondents by sex. Ninety-five Males responded, compared with only 51 Females.

Such disparity tends to increase the error term and, thus, diminish the interaction variance left over after main effects are removed.

Table V shows where significant interaction might have occurred had the number of respondents been larger and/or more evenly distributed between the sexes.

TABLE V
MEAN AGREEMENT WITH POSITIVE STATEMENTS ABOUT
THE STILLWATER NEWS-PRESS DISPLAY TREATMENTS

Sex	Display Treatments			Mean Total
	Headlines	Photos	Type-faces	
Male*	4.03	3.96	4.17	4.05
Female*	4.27	4.04	4.15	4.15
Mean Total	4.15	4.00	4.16	4.10

*Males and Females were 40 years old or more and college-trained.

The author suggests, from the study of Table V, that the more favorable attitude of Females toward the three Display Treatments overall might have been due significantly to their tendency to place more positive evaluation on headlines (4.27) than did the Males (4.03). The mean attitudinal differences between Males and Females toward Photographs and Type-faces were miniscule, as shown in the above table.

Readership

The second major analysis of attitudes toward Display Treatments involved Males and Females 40 years old or more with at least some high

school training. In this analysis, respondents with Academic community jobs were dropped due to insufficient number of respondents.

Results of this second major analysis are summarized in Table VI.

TABLE VI
MEAN AGREEMENT WITH POSITIVE STATEMENTS ABOUT
STILLWATER NEWS-PRESS DISPLAY TREATMENTS

Sex	Display Treatments			Mean Total
	Headlines	Photos	Type-faces	
Male	3.93	3.58	4.17	3.89
Female	4.03	3.95	4.24	4.07
Mean Total	3.98	3.77	4.21	3.98

A two-factor variance analysis with repeated measures on the three Display Treatments factor showed no difference between the attitude of Males and Females toward the Headlines, Photographs and Type-faces on the six sample front pages of the Stillwater News-Press.

There was a significant difference in the overall attitude of Males and Females combined toward the three Display Treatments ($p < .01$, $df=2$). Table VI indicates that Type-faces received the most favorable mean evaluation (4.21), followed by Headlines (3.98) and Photographs (3.77), respectively. These main effects stood on their own, so to speak. That is, the attitudes of the older high school trained, non-Academics toward Display Treatments were not related to Sex.

The author hastens to point out that these high school-trained respondents tended to have a slightly less favorable overall attitude toward the newspaper's Display Treatments than did college-trained respondents. They registered mean agreements of 3.98, compared with 4.10 by the college-trained respondents.

Part IIA: News Content

Readership

Part II of the questionnaire dealt mostly with reading frequencies of different kinds of News and non-News content in the Stillwater News-Press. Responses to eight usable items were analyzed as to relative reading frequency. Again, respondents marked a five-point scale, designating their reading frequency from Everyday (5 points) to Never (1 point).

The four questions accompanying scales designed to deal with News Content were:

1. Do you read the News-Press "Sports page"?
2. Do you read the News-Press "Family Living" page?
3. Do you read the News-Press "Church News" page?
4. Do you read the News-Press "News in Brief"?

The four questions accompanying scales designed to determine reading frequency of certain non-News content were:

1. Do you read the News-Press "Want Ads"?
2. Do you read the News-Press "Forum Page"?
3. Do you read the News-Press "Comic Strips"?
4. Do you work the crossword in the News-Press?

The variables in Part II were the same as in Part I, except News

and non-News became the two treatment levels instead of the three Display Treatments analyzed in Part I.

Reading Frequency of College-Trained Respondents

As in Part I, the first major analysis paradigm called for a three-factor design involving college-trained readers 40 years old or more. Sex was compared with Job Classification on News and non-News reading. In this "mixed" analysis-of-variance design, readership measures were repeated on the News and non-News levels of the Readership factor.

Overall mean Readership scores of college-trained readers are shown in the eight-fold paradigm of Table VII.

TABLE VII

MEAN READING FREQUENCY OF COLLEGE-TRAINED READERS*
EMPLOYED IN THE ACADEMIC AND NON-ACADEMIC
COMMUNITIES

Sex	Job Classification	Type of Content		Mean Total
		News	non-News	
Male	Academic	3.70	2.79	3.25
	non-Academic	3.94	2.94	3.44
Female	Academic	3.75	2.52	3.14
	non-Academic	4.09	2.90	3.50
Mean Total		3.87	2.79	3.33

*All college-trained readers were 40 years old or more.

Readership of News (3.87) held a strong edge over non-News (2.79). The 1.08 mean difference would occur by chance less than 1 time in 1,000. Table VII shows that non-News consistently commanded a lesser reading frequency than News. Non-News reading was placed between the "Rarely" and "Sometimes" points on the five-point scale, while News bordered on the "Frequently" point.

These "main effects" need some qualification. The commanding readership of News content over non-News was enhanced even further when Sex was taken into account, as shown in Table VIII.

TABLE VIII

MEAN READING FREQUENCY OF STILLWATER NEWS-PRESS NEWS
AND NON-NEWS CONTENT BY COLLEGE-TRAINED READERS*

Sex	Type of Content		Mean Total
	News	non-News	
Male	3.82	2.87	3.35
Female	3.92	2.71	3.32
Mean Total	3.87	2.79	3.34

*Male and Female college-trained readers were 40 years old or more.

The reader can see that the lower readership of non-News content was further depressed by lower attention of Females (2.71). At the same time, Females tended to raise the readership of News content, with

their 3.92 mean frequency, compared with 3.82 by the Males. The difference between Males' and Females' reading frequency of News and non-News content was significant at the .05 level of confidence.

Another difference occurred among the college-trained readers. Drawing further upon data which may be extracted from Table VII, the author found that non-Academic readers tended to read both the News and non-News content more frequently than those employed in the Academic community (3.47 vs. 3.19, $p < .01$, $df=1$).

Reading Frequencies of High School-Trained Readers

The second major analysis of reading frequencies was limited to the older high school-trained readers holding jobs in the non-Academic community--the same group of 19 males and 25 females whose attitudes toward Display Treatments were reported earlier.

The two-factor variance analysis results are reported in Table IX.

TABLE IX

MEAN READING FREQUENCY OF NEWS AND NON-NEWS CONTENT IN
THE STILLWATER NEWS-PRESS BY HIGH SCHOOL-TRAINED
MALES AND FEMALES 40 YEARS OLD OR MORE WHO
WORK IN THE NON-ACADEMIC COMMUNITY

Sex	Type of Content		Mean Total
	News	non-News	
Male	3.83	3.21	3.52
Female	3.97	3.27	3.62
Mean Total	3.90	3.24	3.57

The only significant correlate with reading frequency was the type of content. The greater mean reading frequency of News content (3.90) compared with non-News content (3.24) would occur by chance less than 1 time in 100.

The readership edge noted by News content held for both Male and Female high school-trained readers. That is, there was no significant difference between the older high school-trained men and women, nor did the sexes differ in frequency with which they read News and non-News.

Noteworthy in the readership analyses is that college-trained readers seemed to read non-News content substantially less than the high school-trained. College-trained readers registered a mean reading frequency of 2.79, which fell between the "Rarely" and "Sometimes" scale points. High school-trained readers, however, showed a 3.24 reading frequency of non-News content. This fell between the "Sometimes" and "Frequently" scale points.

Part IIB: Reader Attitudes and Opinions

Besides being asked specific questions on the News and non-News content of the News-Press, respondents were asked open-ended questions on content in general. These open-ended questions were designed to evaluate the newspaper's editorial content based on respondents' recall.

Fairness and Unprejudicial News Coverage

Readers in this study were asked, "Do you believe the News-Press furnishes fair and unprejudiced news about:

"Politicians and politics?"

"International affairs?"

"Business and businessmen?"

"Minority problems?"

"Local people and civic clubs?"

Percentage scores were used to determine if the respondents' attitudes were positive or negative to the treatment. High percentage scores on a positive question meant that the respondents agreed with the question asked, while low percentage score meant the opposite.

Data relevant to the first treatment are summarized in Table X.

TABLE X

NEWS-PRESS EDITORIAL CONTENT: FAIR OR PREJUDICED?

Treatments	No. of Respondents	Responses		Percentage	
		Yes	No	Yes	No
Politicians and politics	201	137	64	68	32
Business and businessmen	200	163	37	82	18
International affairs	204	192	12	94	6
Minority problems	195	168	27	86	14
Local people and civic clubs	217	184	33	85	15

From the responses, one can infer that the News-Press was not *considered* prejudiced or unfair to any of the groups under study. The high percentage scores on all positive sides of the question tend to indicate

that every aspect of the community was covered fairly.

Good Taste and Sense of Propriety

Another question sought information on the following ethical concept:

In terms of content, do you believe the News-Press is a good family newspaper, that is, do you feel the paper maintains a sense of propriety and good taste?

A very high percentage of the respondents (224 of the 232 respondents on this item or 97%) indicated that the News-Press is a good family newspaper. In other words, the paper maintains a sense of propriety and good taste. A summary of comments made by the three percent who did not feel the paper is a good family newspaper is included in Appendix D.

Handling of Unfavorable News

Readers also were asked:

"In general, do you believe the News-Press plays down news that is unfavorable to:

"Business and industry?

"Friends of the publishers?

"City officials?

"Big advertisers?

"University officials?"

Data relevant to this treatment are summarized in Table XII.

Because of the wording, results on this question were considered

favorable if a negative answer was given. With reference to most groups, the paper's image seems to be about as good as might be expected, given the inclination of readers to feel that editors and publishers sometimes protect vested interests. However, the data with reference to "Friends of the publishers" is a matter for concern, as reader attitudes on this point are somewhat skewed in terms of what might have been expected, given the data regarding other special-interest groups. The management of the News-Press might well give special attention to this finding.

TABLE XI

NEWS-PRESS EDITORIAL CONTENT: IS SOME
UNFAVORABLE NEWS PLAYED DOWN?

Treatments	No. of Respondents	Responses		Relative %	
		Yes	No	Yes	No
Business and industry	155	37	118	24	76
Friends of the publishers	144	63	81	44	56
Big advertisers	128	34	94	27	73
City officials	174	48	126	28	72
University officials	165	44	121	27	73

Front Page News Summary

Readers were asked if they would like a summary of "Inside

Headlines" given special typographic treatment on the front page of the News-Press.

Whether readers fully understood the question is not known, but there was no outstanding preference on this matter. Of 225 respondents providing data, 122 (54%) favored a page-one summary while 103 (46%) did not. Newspapers with attractive summaries often find this a high readership item. The findings in this study may have been influenced by the fact that the News-Press does not carry such a summary at this time and readers therefore had no basis upon which to report in a "would like" context.

In addition, respondents were asked to name the days of the week such an index might be needed. There was considerable diversity as to what day(s) of the week such an index would be most appropriate. Some responses obviously made little sense, e.g., "Monday only." Because the Monday edition is small, it is less likely that a summary on that day would be as vital as upon such days as Wednesday and Sunday.

Most respondents, 54, indicated they would like a front-page summary every day; 35 said they would like such a service on Sunday only; 8 showed a preference for Wednesday and Sunday. All other responses totalled 19, and most of these were unrealistic and would not be given serious consideration by an editor or publisher.

Why People Subscribe to the News-Press

Although respondents were asked to "Check one" item only on Question No. 23, some of them obviously wanted the researcher to know that they subscribe to the newspaper for more than one reason. This trend was illustrated in the fact that a large percentage of respondents

checked more than one reason for subscribing. The data are summarized in Table XII.

TABLE XII
WHY PEOPLE SUBSCRIBE TO THE NEWS-PRESS

Treatments	Response by Items	Percentage (N = 242)
For general news including state and national	155	64
To keep well informed about community affairs	56	23
To shop for ads/find jobs	210	87
For entertainment features, such as puzzles, comics, sports, etc.	214	88

It will be noted that the greatest number said they subscribe to the News-Press for entertainment features and for ads and job information. Community affairs (23%) trails other types of content.

However, in Question No. 17, an open-ended item which is reported in Appendix D, the most frequently mentioned "like most" response (129 or 62.6%) was "local news."

Front Page Composition

Most respondents (85%) indicated they were satisfied with the

kinds of stories on the front page of the Stillwater News-Press. They did not suggest that any items be moved from the front page to inside pages. However, 33 of the 225 persons responding on this item (15%) indicated they would like some stories to be moved from the front page. Comments of these respondents may be seen in Appendix D.

Inside Page Items

As in the previous question, most respondents did not feel that any particular items on the inside pages should be moved to the front page. Of the 223 respondents on this item, 198 (89%) did not feel that such shifting of content was needed.

Eleven percent of the respondents felt that some items on the inside pages of the News-Press might well have been moved and printed on the front page. The items which this group recommended appear at the end of the study (Appendix D).

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This mail survey of Stillwater, Oklahoma, News-Press readers sought primarily to determine three things:

1. The attitude of readers toward three Display Treatments in the News-Press: Headlines, Photographs and Type-faces contained in six sample front pages provided a sample of 600 readers.
2. The reading frequency of four kinds of News and four kinds of non-News content carried by the News-Press. These reading frequencies were deemed indices of readership.
3. Readers' attitudes toward News-Press editorial content in general, based upon their recall.

Data were gathered by a two-part questionnaire. The first part dealt with attitudes toward the Display Treatments. The second part sought data on reading frequency of News and non-News content. Both the attitude and readership indices were based on five-point scales. The higher scale values designated more favorable attitudes or higher reading frequency. A portion of Part II was designed so readers could evaluate the News-Press editorial content as a whole, based on recall. The higher percentage scores were interpreted to mean that readers had a positive attitude while the lower percentage scores were interpreted as negative attitude.

Several reader characteristics were recorded to determine attitudes and readership by different types of respondents. Sex, Age, Education and Job Classification were the four attribute variables considered to be correlates of Display Treatments and Types of Content.

Besides the obvious two levels of Sex, the other three attribute variables comprised the levels shown below:

Age: 18 through 28, 29 through 39, and 40 and over.

Education: Elementary, High School and College.

Job Classification: Academic and non-Academic.

The author's original intention was to compare all combinations to attribute variables with mean attitudes toward the three Display Treatments, as well as with the two Types of Content. As pointed out in the next section, this was not possible, due to low and uneven returns from readers with certain combinations of attributes.

Analyses of Questionnaire Returns

Of the 600 questionnaires mailed, 232 were returned. For major analyses, 198 of the 232 returns were usable. Because 198 of the 232 respondents were 40 years old or more, any comparison of age groups was untenable. Further, 154 respondents had at least some college training, rendering comparison of Educational Levels unrealistic.

Required assumptions underlying the appropriate analysis of variance designs for the data permitted the author to conduct the following analyses:

1. A three-factor analysis of variance of college-trained Males and Females 40 years of age or more who worked in either the Academic or non-Academic community. This analysis was conducted on attitudes toward Stillwater News-Press Display Treatments (Headlines, Photographs and Type-faces) and on reading frequencies of Types of Content (News and non-News). The above analyses involved 154 of the 232 respondents: 99 Males and 55 Females.
2. A two-factor variance analysis of High-School-trained Males and Females 40 years of age or more who worked in the non-Academic community. This analysis was conducted on the attitudes toward Display Treatments and reading frequencies of Content Types, as in the case of College-trained readers. The above analysis involved 19 men and 25 women.

Findings

Among the older, College-trained readers, all three Display Treatments were viewed favorably, with an over-all mean attitude of 4.10 out of a possible 5.00, as shown in Table III. Headlines and Type-faces, however, were seen more favorably than Photographs, having mean attitude scores of 4.15 and 4.16, respectively, compared with 4.00 for Photographs.

Female, College-trained readers tended to value the Display Treatments more highly than Males (4.15 vs. 4.05), especially if they worked in the non-Academic community (4.22), as shown in Table IV. The less favorable attitudes of College-trained Males was stronger among those who worked in the Academic community.

When one considers the attitudes toward the three Display Treatments combined, readers employed in the non-Academic community were more favorable (4.17) than those employed in the Academic community (4.04).

The attitudes toward the individual Display Treatments were

not significantly related to Sex on Job Classification. However, Table V does indicate that Females tended to be more favorable toward Headlines (4.27) than were Males (4.03).

Among the 40-and-over High-School-trained readers, Type-faces were viewed most favorably (4.21), followed by Headlines (3.98) and Photographs (3.77), as shown in Table VI. Males and Females did not differ in their attitudes, over-all, or their views of any Display Treatment.

These 44 High-School-trained readers--all of whom worked in the non-Academic community--viewed the News-Press Headlines, the Type-faces and Photographs less favorably than did the 154 College-trained readers (3.98 vs 4.10).

The analysis of reading frequencies showed that older, College-trained respondents read the News content more frequently (3.87) than non-News (2.79), as was noted in Table VII.

In Table VIII the lesser reading frequency of non-News may be attributed mostly to Females. Also, College-trained readers working in the non-Academic community read both types of content more frequently than did those readers employed in the Academic community. This finding is contrary to the generally accepted views of many practicing journalists, and to some earlier research data.

High-School-trained readers also read News content more frequently (3.90) than non-News (3.24), as shown in Table IX. The edge held by News over non-News content stood up for Males and Females. That is, reading of News or non-News was not related to Sex.

Though College- and High School-Trained readers could not be compared statistically because of the uneven number of returns, the College-trained readers tended to read non-News content less (2.79) than did High School-trained readers (3.24).

Conclusions

None of the findings in this study, of course, can be generalized to the entire Stillwater News-Press reader population. Unfortunately, the study cannot address itself to readers under 40 years of age or readers who did not attend high school. Even the findings involving older, High School-trained readers are in serious question since they were based on only 19 Male and 25 Female readers. More confidence in findings involving older, College-trained readers may be in order, since they were based on 96 Males and 58 Females.

Still, the author invites the reader to question any data in any mail survey in which only 25 percent of the sample responded, as in this case. In addition to the above reservations about reliability, the author discusses at length several points on validity in the following section. Since this ensuing discussion is considered one of the most valuable contributions of this study, the author urges every reader, especially those interested in research methodology and design, to read the "Recommendations" section carefully.

To the extent that this study's findings are reliable and valid, the author concludes the following:

Older, College-trained and High-School-trained readers seem to hold a favorable attitude toward Headlines, Type-faces and Photographs in the Stillwater News-Press. This appears especially true of College-trained Females and readers of both sexes who work outside the Academic community.

High-School-trained readers tended to hold a less favorable attitude toward Display Treatments, though still substantially positive. The only room for any possible noteworthy improvement might be in the quantity and quality of Photographs.

Regarding frequency of reading, the News-Press fared better on News than non-News. News (Sports, Family Living, Church and News in Brief) was read more frequently than non-News (comic strips, want ads, Forum Page and crossword puzzle) by all types of readers whose responses were analyzed. The older, College-trained Females tended to accentuate this finding.

The author's recommendation would be to conduct further study, with the goal in mind to find ways to improve these types of non-News for all older readers, especially those with at least some college training.

In comparing reading frequencies of News and non-News, only the kinds of subject matter mentioned in the questionnaire and cited above can be considered. Speculation beyond these specific types of content would be dangerous indeed.

Readers' attitudes toward News-Press editorial content seem to be highly favorable. Judging from the number of respondents who rated the questions positively, most of the readers seemed to

be satisfied with the paper's contents generally.

Recommendations

There are varying degrees of unsurmountable problems in any mail survey. The present study was no exception.

The low 25 percent return on questionnaires mailed left the representativeness of response to this study open to serious question. Compounding this was the lopsidedness of respondent characteristics. Consequently, the author and readers of this thesis must add the following statement to any summary statement made herein: "To the extent that these groups were representative of the population of such respondents among Stillwater News-Press readers,..."

In retrospect, the author might have improved the percentage and/or representativeness of the return in at least three ways. One would have been to draw several random samples of approximately 250 from the original sample of 600. This "double-sampling" procedure enhances the chances of completing one of the smaller random samples by matching cases in those samples with those returns which do come in.

Secondly, if possible, any mail surveyor could increase his or her return by gaining as many prior commitments as possible from persons to be sampled. This can be done by telephone.

Thirdly, followup waves of questionnaires often increase returns. The author did not follow up on non-respondents. The major reason was the cost of postage, printing and materials.

Item Construction Drawbacks

Equally serious drawbacks of this study--those which should

be taken very seriously by readers interested in mail survey procedures--involved size of questionnaire and item construction.

In retrospect, the author believes his low return was related to the length of the six-page questionnaire. Further, the author chose not to analyze some of the items, as information available in these unanalyzed items already had been gained through analyses of other items. For example, two items in Part I called for a degree of agreement to statements about photographs:

1. In the absence of local photographs, I would prefer a wire service photograph on the front page instead of a page without photographs.

Highly agree 5 4 3 2 1 Highly disagree

2. I do not like photographs which do not relate to any story. Only photographs which relate to stories should be used.

Highly agree 5 4 3 2 1 Highly disagree

Both items fail to meet the requirements of a Likert-type summated scale. In the first item, the respondent would have to know if the Stillwater News-Press runs "too many front pages without photos" before he could respond favorably or unfavorably.

Similarly, in Item 2, he would have to know a great deal about the ratio of story-linked to non-story photographs used in the News-Press. In short, neither of the items is definitely favorable or unfavorable to the newspaper's front-page photo treatment--a requirement which must be met in a summated scale if the scale is to yield useful data. Both items were discarded in analysis of responses.

Since readers were asked to respond to only six 8-1/2 x 11 inch

reproductions of the Stillwater News-Press front pages, several other items in Part I posed serious questions regarding acceptable survey technique, thus making doubtful the use of considerable data gathered.

The questionable Part I items, all accompanied by five-point agreement scales, were:

1. The headlines gave me an accurate idea of what happened.
2. The headlines in the copies I read seemed biased.
3. The type faces on the six copies I read are too black (bold); they should be changed.
4. The type faces in the six copies I read are archaic (not modern); other type faces are needed.
5. The photographs in the copies were gruesome.
6. The quality of photographs in the six copies was good.

The items about accuracy and bias of headlines could have drawn valid response only if respondents had read every story under every headline. In the reduced reproductions, it is doubtful that this happened. Readers may have responded from their over-all impressions of headline accuracy and bias in past issues they had read, rather than the research instrument at hand. This risk would have been greatly reduced by personal interviews and full-size pages.

The relatively uniform density of blackness on the reduced and reproduced front pages posed a question of response validity about the boldness of type-faces and the quality of photographs for obvious reasons. Again, readers may have responded to past issues rather than the research stimuli.

Further, a lay reader's knowledge about modernity of type-faces leaves the validity of Item 4 in question. Finally, Item 5, concerning the gruesomeness of photographs, has little foundation, as none of the photographs on the six front pages involved subject matter generally considered to be gruesome by editors, social critics and

"average" readers.

Other shortcomings in the research instrument could be cited, pointing up the absolute necessity for sufficient pre-testing procedures and for consultation with experts on questionnaire construction prior to putting the survey tool to work.

The author in no way is reluctant to point out the study pitfalls outlined above. In fact, he hastens to recommend strongly that the pitfalls be studied carefully by those who may be involved in future mail surveys.

This study may be beneficial to the publishers of the Stillwater News-Press by enabling them to reflect upon certain strengths and weaknesses. It may help them to know who reads what whenever the pages are being planned. As a community newspaper, this study may be valuable to them by enabling them to spell out confidently their policy on news and non-news content.

Above all, the suggestions made by respondents may be beneficial to News-Press executives by enabling them to determine what display items are popular among what groups of readers.

Some questions which might well be considered by future researchers:

1. What were the characteristics of non-respondents in the present study? The researcher was especially interested in knowing more about the number of 18-39 year olds among the non-respondents. A pertinent question is this: What mail survey techniques might insure a more widespread response from this group?
2. What techniques might be more useful in studying headline accuracy and/or bias? Perhaps it would be desirable to have readers respond to headlines from several papers on a single story, with

careful consideration given to the legibility and reading ease of the test story.

3. What methods, experimental or ex post facto, have been used successfully in the study of photographs and their acceptability, and how may these be applied to studies such as that of the News-Press? The researcher suggests considerably more preparation on this point before subsequent research is undertaken.

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APPENDIX A

PRELIMINARY LETTER TO READER SAMPLE



OKLAHOMA STATE UNIVERSITY • STILLWATER

Bureau of Media Research and Services
School of Journalism and Broadcasting
Stillwater, Okla. 74074

Dear News-Press Reader:

I am conducting an independent study among the readers of the Stillwater News-Press. The purpose of the study is to find out what readers think of the front page of that newspaper, as well as the over-all newspaper. Be assured that this is NOT a promotional campaign for that newspaper.

While the News-Press is NOT conducting this survey, its publishers are very interested in the readers' opinions and suggestions.

Within a couple of days, you will be receiving a questionnaire. Your answers will enable me to learn your likes and dislikes about the way headlines are written on the front pages. It will also enable me to know how you feel about photographs and type-face as well as general contents.

Through your response, it will be possible for me to learn what items could be moved from the front page to inside pages; what items could be left on the front page and what items on the inside pages could be brought to the front page.

Your name appeared in a scientifically drawn sample and you represent more than 100 other readers in the Stillwater and nearby communities. So, your carefully considered answers are very important to the accuracy of this research study.

It will take you but a short time--five minutes or less-- to answer the simple questions and return the completed questionnaire in the postage-paid envelope and return it on or before July 26, 1975.

All answers will be held in strict confidence and will be used only for this research study along with the answers of others.

I will appreciate your returning the survey within the date specified above to help speed the study.

IMPORTANT: Six copies of the front pages of the News-Press dated Jan. 5 and 17; Feb. 17 & 27 and Mar. 4 and 26, have been reduced in size, and enclosed. When they arrive along with the questionnaire, please read the headlines, study the photographs and general contents on each of the six pages closely. Part I questions will be based on those pages.

Thank you for your cooperation.

Sincerely yours,

A. Z. Ward

A. Z. Ward,
Research Associate,
Bureau of Media Research & Services.

APPENDIX B

COVERING LETTER FOR QUESTIONNAIRE



OKLAHOMA STATE UNIVERSITY • STILLWATER

Bureau of Media Research and Services
School of Journalism and Broadcasting
Stillwater, Okla. 74074

Dear News-Press Reader!

You probably have received my introductory letter by now. As a regular reader of the Stillwater News-Press, there are certain things you like or dislike about that newspaper.

The statements on the accompanying pages depict the strong or weak points of the Stillwater News-Press. However, these are, by far, not complete.

At the end of Part I of the questionnaire, please answer all the questions on the spaces provided. Also, you may write in your opinions on any aspect of the News-Press you feel will help to improve that newspaper to your liking.

Remember that each of the pages of the xerox copies represent a page from the News-Press. Each color represents two copies per month, thus there are three xerox copies representing three months--each page is a different date.

Please Do not sign your name at the end of the questionnaire.

Thank you for your cooperation.

Sincerely yours,

A. Z. Ward

A. Z. Ward, Research Associate,
Bureau of Media Research & Services.

IMPORTANT NOTICE: Please help me keep from bothering you with reminders. Mail back completed questionnaire on or before July 26, 1975.

APPENDIX C

THE QUESTIONNAIRE AND FRONT PAGE FACSIMILES

QUESTIONNAIRE--PART I

Instructions on how to complete the scale in Part I of the questionnaire: (Use this scale along with the three xerox copies enclosed. Part II does not need these copies.

Please read the headlines, study the photographs, study the type-face as well as the general contents of each of the six front pages on the three xerox copies enclosed. You need not read the main stories. Then rate the following statements on the scale to reflect your feelings as much as possible. This questionnaire should be completed by the adult reader of the house.

If you highly agree with the statements, then place your check mark (X) as follows: 5--for Highly agree; 4 for agree; 3--for undecided or neutral; 2--for disagree and 1 for highly disagree.

The headlines in the copies I read were difficult to understand.

Highly agree $\frac{X}{5}$ $\frac{-}{4}$ $\frac{-}{3}$ $\frac{-}{2}$ $\frac{-}{1}$ Highly disagree

If you feel the headlines are well-understood, and none was difficult to understand, then place your check mark as follows:

Highly agree $\frac{-}{5}$ $\frac{-}{4}$ $\frac{-}{3}$ $\frac{-}{2}$ $\frac{X}{1}$ Highly disagree

If the statement is slightly related to one side of the scale or the other--you understand less of the headlines and not all, then you should check "4." On the other hand, if you understand more headlines, but not all, then you should check "2."

A check mark of "3" on the scale, means you are undecided, hence you choose to be neutral. On the whole, please use the same approach to respond to each item, making sure that your responses represent as much as possible your true feelings.

1. The headlines in the copies I read are difficult to understand.

Highly agree $\frac{-}{5}$ $\frac{-}{4}$ $\frac{-}{3}$ $\frac{-}{2}$ $\frac{-}{1}$ Highly disagree

2. The headlines gave me an accurate idea of what happened.

Highly agree $\frac{-}{5}$ $\frac{-}{4}$ $\frac{-}{3}$ $\frac{-}{2}$ $\frac{-}{1}$ Highly disagree

3. The headlines are vague

Highly agree $\frac{-}{5}$ $\frac{-}{4}$ $\frac{-}{3}$ $\frac{-}{2}$ $\frac{-}{1}$ Highly disagree

4. The type-faces on the six copies are too black (bold), they should be changed.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

5. The front pages of the six copies I read needed more photographs.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

6. The headlines had grammatical errors.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

7. I would like to see more local photographs on each front page in the future, even if such a photograph does not relate to any story on the front page.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

8. The headlines in the copies I read seemed biased

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

9. The headlines in the six copies were well-worded

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

10. In the absence of local photographs, I would prefer a wire service photograph on the front page instead of a page without photographs.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

11. The type-faces in the six copies I read are archaic(not modern), other type-faces are needed.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

12. The abbreviations in headlines in the copies I read were difficult to understand.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

13. The photographs in the copies were gruesome.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

14. The quality of photographs in the six copies was good.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

15. I do not like photographs which do not relate to any story. Only photographs which relate to stories should be used.

Highly agree --- --- --- --- --- Highly disagree
 5 4 3 2 1

QUESTIONNAIRE --PART II

Please answer these questions as fully as you can in the spaces provided. You will not need the three xerox copies in this section.

1. From your experience as a reader of the Stillwater News-Press, would you say the amount of local news printed by the newspaper is: Please check One)

<u>Much too little</u>	<u>too little</u>	<u>about right</u>	<u>too great</u>	<u>much too great</u>
1	2	3	4	5

2. Please rate the News-Press on the following with regard to its performance in your opinion.

<u>Very poor</u>	<u>Below Average</u>	<u>Average</u>	<u>Outstanding</u>	<u>Better than average</u>
1	2	3	4	5

3. Does the News-Press radio and tv schedule give you:

<u>Much too little information</u>	<u>too little information</u>	<u>about right amount of information</u>
1	2	3

<u>too much information</u>	<u>far too much information</u>
4	5

4. Do you read the News-Press "Want Ads"?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

5. Do you read the News-Press "Sports Page"?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

6. Do you read the News-Press "Family Living" page?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

7. Do you read the News-Press "Forum Page"?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

PART II (CONT'D)

8. Do you read the News-Press "Church News" page?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

9. Do you read the News-Press "Comic Strips"?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

10. Do you read the News-Press "News-In-Brief"?

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

11. Do you work the cross-word in the News-Press

<u>Never</u>	<u>Rarely</u>	<u>Sometimes</u>	<u>Frequently</u>	<u>Everyday</u>
1	2	3	4	5

12. Considering the inflationary spiral and the charges for other goods and services which you purchase, do you feel that the daily price of the Stillwater News-Press is

<u>Much too low</u>	<u>too low</u>	<u>about right</u>	<u>too high</u>	<u>much too high</u>
1	2	3	4	5

13. Would you describe the News-Press delivery service as

<u>Poor</u>	<u>Fair</u>	<u>No opinion</u>	<u>Good</u>	<u>Excellent</u>
1	2	3	4	5

14. Please rate the quality of local photographs (only) used in the News-Press on the scale

<u>Poor</u>	<u>Fair</u>	<u>No opinion</u>	<u>Good</u>	<u>Excellent</u>
1	2	3	4	5

15. How often do you read the News-Press? (Check one)

Everyday
 About three times a week
 Less than three times a week.

16. How much time, on the average do you spend reading the News-Press?

15 to 30 minutes 30 to 45 minutes 45 to 60 minutes
 60 minutes or more

PART II (CONT'D)

17. What do you like most about the Stillwater News-Press?

18. What do you dislike most about the Stillwater News-Press?

19. Do you believe the News-Press furnishes fair and unprejudiced news about

	Yes	No	I don't
Politicians and politics	___	___	___
Business and businessmen	___	___	___
International affairs	___	___	___
Minority problems	___	___	___
Local people and civic clubs	___	___	___

20. In terms of content, do you think the News-Press is a good family newspaper, that is, do you feel the paper maintains a sense of propriety and good taste?

___ Yes

___ No

If no, why do you feel this way? _____

21. In general, do you believe the News-Press plays down news that is unfavorable to

	Yes	No	I don't know
Business and Industry	___	___	___
Friends of the publishers	___	___	___
Big advertisers	___	___	___
City officials	___	___	___
University officials	___	___	___

22. Would you like a summary of "Inside Headlines" in a box on the front page of the News-Press?

___ Yes

___ No

If yes, what day(s) of the week? _____

(Mon); (Tue); (Wed); (Thur); (Fr); (Sun)

PART II (CONT'D)

23. Why do you subscribe to the Stillwater News-Press(Check one)

- For general news including state and national
- To keep well-informed about community affairs
- To shop for ads/find jobs
- For entertainment features, such as puzzles, comics, sports, etc.

24. Would you like any or some items to be moved from the front page of the News-Press to the inside pages?

- Yes
- No

If yes, what item(s) on the front page would you like moved to the inside pages?

25. Would you like any items on the inside pages to be moved and printed on the front page?

- Yes
- No

If yes, what items would you like moved from the inside pages to the front page?

Do you have any other comments about the News-Press?

Your present age (Please check one)

(18-28) (29-39) (40 and over) Sex

Education(Please check one and specify)

Elementary school--years completed _____

High school--years completed _____

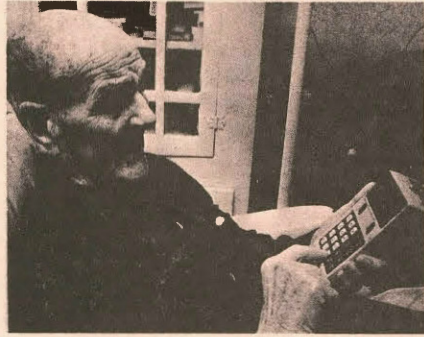
College/university/vocational--years completed _____

Your occupation or profession _____

Association if not with the university _____

To how many newspapers do you subscribe _____

Thank you for completing the questionnaires. Please do not sign your name.



AT ANY AGE — They say you can't reach an old dog new tricks, but there are those of the younger generation still trying to figure out how to use a new product that has swept the nation, calculators. Leslie Hazen, 90, of 2714 N. Washington, has mastered the skill of understanding how to operate a 12-function calculator. Hazen, retired head of the Agriculture Engineering Department at OSU, said, "I wish I had had one of these when I was surveying or working problems concerning land development. I had to either figure it out hand or by a slide rule." Hazen retired from OSU in 1949 after being head of the department for 30 years, of which he described as "the finest years of my life, and I am probably still considered one of the roughest professors ever in the history of that fine school." The calculator was a Christmas gift from his son-in-law, Herbert Watts, who works in Tulsa. It is rumored OSU is going to start an intensive class in the field of operating a calculator as they have in the past for slide rules, and considering the fact Mr. Hazen believes he has found several errors in the instruction book, it might be a good idea to ask him to be a general lecturer. (News-Press photo by Rick Bellati)

Stillwater

Sunday

JANUARY 6, 1975

68TH YEAR NO. 283 60 PAGES

STILLWATER, OKLAHOMA

10c DAILY 15c SUNDAY

Code No. 1
SEE REVERSE SIDE OF SHEET

News-Press

35th Legislature Convenes Tuesday

OKLAHOMA CITY (AP)— The 35th Oklahoma Legislature convenes at high noon Tuesday with a mixture of the old and the new.

Many familiar faces will be missing in the 1975 session, which extends through 1978. The 1974 elections brought some upsets which, along with retirement of some veteran lawmakers and the deaths of two, will bring in 29 new House members and 10 new senators.

Legislators will spend most of opening day going through routine organization, such as formal election of Senate and House leaders, actually decided months ago.

Rep. Bill Willis, D-Tahlequah, will be back for his second term as House speaker while Sen. Gene Howard, D-Tulsa, will take over as Senate president pro tempore, replacing Sen. Jim Hamilton, D-Poteau.

Outgoing Gov. David Hall, who was upset in his bid for re-election by former House member David Boren, is expected to deliver his farewell address to a joint session Tuesday afternoon.

After Tuesday's opening day ceremonies, lawmakers will pretty much mark time until Boren takes office the following Monday. The governor-elect is scheduled to deliver his budget message at a joint Senate-House session the night of Tuesday, Jan. 14.

Boren, the second youngest governor in Oklahoma history, has outlined thus far a seven-point program but has saved the details for his first address to legislators as chief executive.

Boren, who will be 34 in April, has said he will push for elimination of the state inheritance tax between spouses; restoration of the federal income tax deduction on state income tax; an end to earmarking of some tax revenues; increased funding for higher education; reduction of the state payroll; welfare reform and openness in state government.

Other major issues expected to come up in the 1975 legislature are penal reform, and the Equal Rights Amendment to the U. S. Constitution, which has failed to pass twice.

A resolution to ratify the ERA is among the more than 100 bills and resolutions prepared for consideration by the 1975 legislature.

Another issue which may come up this year involves State Labor Commissioner-elect Wilbur Wright.

Wright resigned as labor commissioner in 1973 after coming under fire for alleged irregularities in filing of travel claims. L. P. Williams was appointed to succeed him but Wright defeated him last year and is to take office next week.

State Rep. Sandy Sanders, D-Okla. City, has said he will file a resolution calling for Wright's impeachment.

A pre-session legislative poll by The Associated Press showed that about 40 percent of the state's legislators favor a combined inquiry into Wright's activities with only 20 percent opposed and 40 percent undecided.

The poll also showed, however, that some of the legislators favoring the combined inquiry favor making some secondary state offices appointive instead of elective. State voters in November rejected a proposed constitutional amendment to change the office of labor commissioner appointive and at the same time elected Wright to another term.

The AP poll also indicated Boren will have little trouble getting his inheritance tax proposal through the legislature and that a majority of lawmakers favor elimination of some tax earmarking.

The Equal Rights Amendment, passed twice by the Senate but killed in the House, also was given a somewhat better chance of passage this year although the AP poll indicated the margin, if it is passed, would be razor-thin.

Senators' other tax proposals could pose some sticky problems for lawmakers. The State Equalization Board has estimated there will be a record \$80.8 million increase in revenue available for appropriation this year.

But Boren's plan to restate the federal income tax deduction could reduce state income taxes by some \$60 million a year and elimination of the inheritance tax between spouses is expected to cost an additional \$10 million, virtually wiping out the anticipated increase unless other revenue sources are found or state income

tax tables are revised. State Corrections Director Russell Lash, who was appointed by the Board of Corrections after the 1974 legislative session ended, already has run into problems with Boren and an interim legislative committee.

Rep. David Riggs, D-Tulsa, the committee chairman, disclosed at the Board of Corrections' December meeting that Lash had suggested to Boren that his department's headquarters be moved to McAlester, site of the State Penitentiary.

Riggs said Lash's proposed budget reflected a desire to make McAlester the hub of the prison system again. Both he and Boren expressed opposition to the plan.

The changes in legislative membership left Democrats with an even firmer hold on both the House and Senate.

There will be 29 Democrats and 9 Republicans in the Senate this year, a gain of one seat by the majority party.

As the new session begins, one House seat remains vacant. A special election will be held on the day the 1975 session convenes to fill the District 29 House post formerly held by the late Rep. Lou Allard, D-Drumright, who died after winning a new term.

Taking their seats in the House on Tuesday will be 75 Democrats and 25 Republicans, one more Democrat and two less Republicans than were in the 1974 session.

Women increased their membership in the House in the 1974 elections from four to five.

Panel To Probe CIA Spy Acts

WASHINGTON (AP) — President Ford announced Saturday he will name a blue-ribbon panel to investigate possible illegal domestic spying activities by the Central Intelligence Agency.

The special commission will "determine whether the CIA has exceeded its statutory authority," the President said in a statement issued at the White House.

The panel, which will have five to seven members, is necessary because "enough questions have been raised that the President feels it is desirable for a commission to look into this matter," White House spokesman Ron Nessen told reporters.

Nessen said the President has interviewed several prospective members but has made no appointments yet. He added that the commission members probably will be announced sometime in mid-week.

The question of illegal CIA activities arose last month as reports were published alleging that the agency violated its charter by spying on U.S. citizens and by conducting other illegal acts such as burglaries.

The panel was the idea of Secretary of State Henry A. Kissinger, who suggested the idea to Ford during Christmas week after reading a report on the issue by CIA Director William E. Colby.

The report, as well as conversations Ford had with Kissinger, Colby and James Schlesinger, a former CIA director and currently secretary of defense, convinced the President further investigation was necessary.

In his statement, Ford said that "I have today established a commission to ascertain and evaluate any facts relating to activities conducted within the United States by the Central Intelligence Agency

that give rise to questions as to whether the agency has exceeded its statutory authority."

In addition to determining possible past violations by the agency, the commission is also charged with deciding "whether existing safeguards are adequate to preclude agency activities that might go beyond its authority."

Ford said he supported investigations separately by appropriate congressional committees and added that the Justice Department is also looking into the matter.

The 1947 charter establishing the CIA expressly prohibits the agency from conducting surveillance or other police activities in the United States, particularly concerning U.S. citizens.

However, it has been reported that the CIA carried on massive surveillance activities over the last 20 years and has accumulated files on 10,000 American citizens.

According to the report, most of these files were put together during the time Richard Helms was CIA director, from 1966 to February 1973.

Helms, now ambassador to Iran, has denied any illegal CIA activity during his administration.

However, Nessen pointedly declined to support Helms in the briefing late Saturday, saying "I don't really have anything to say about Ambassador Helms."

Helms had met with Kissinger for an hour on Saturday morning and later spent 20 minutes alone with Ford at the White House. This meeting was at the ambassador's request, Nessen said.

According to an executive order released by the White House, President Ford ordered the commission to report on the CIA matter by March 4.

County Voter List Trimmed To Only 20,789

There are only 20,789 registered voters in Payne County, according to the report sent to the State Election Board by Payne County Election Board secretary Nolda Selph.

This is a loss of nearly 9,000 voters listed in Mrs. Selph's report for last year.

Mrs. Selph explained that right before the Nov. 5 General Election rolls showed 32,252 registered voters. Right after the election the cancellation of all persons who failed to vote in either the primary, runoff or general election began. "This resulted in the pulling of 12,949 names to whom we mailed cards notifying them that they were no longer eligible to vote. We have had from 1,400-1,500 returned and reinstated, but there are a lot who have failed to respond," she said.

"A lot of those we sent were undeliverable, but according to new election laws we were required to send them notice. Ironically, many of those people who registered in the months just prior to the election, failed to vote, so were cancelled," she said.

She continued that by late persons can register until Jan. 31, but persons wanting to vote in the Jan. 28 school board and millage election must do so prior to Jan. 17, when books will close until after the election.

"A lot of people have just failed to mail the cards back and they must do so to be qualified," Mrs. Selph said. She went on to say this is the first cancellation of voters in four years, which accounted for the large number. From now on the cancellation will be every two years, (on even numbered years).

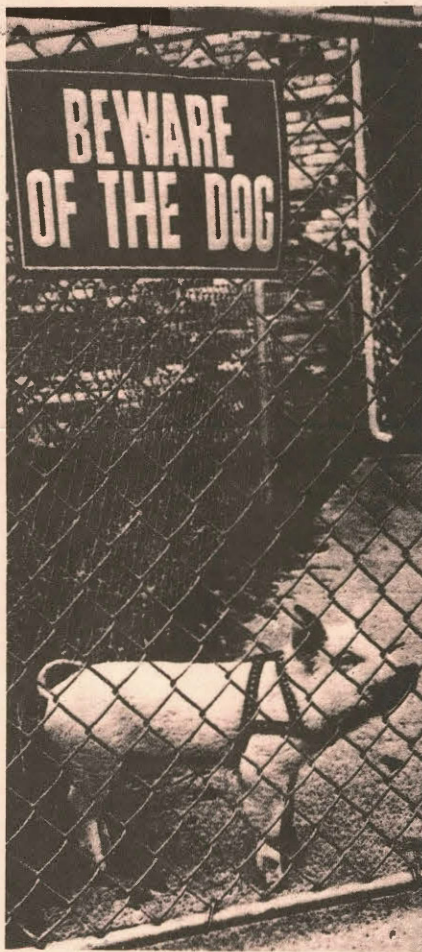
Of those registered, 13,695 are Democrats; 5,619 are Republican and 478 are Independents.

According to the report Stillwater has 11,726 registered voters. This includes the 20 Stillwater precincts. There are 7,463 Democrats; 3,882 Republicans, and 361 are registered as Independents.

Stillwater Township, which includes all residents around and outside the city limits, shows a total of 483; with 308 Democrats; 163 Republicans and 13 Independents.

Cushing's 10 precincts list a total of 3,223 registered to vote. They show 2,207 Democrats; 970 Republicans and 46 Independents.

Glence lists 304 Democrats, 136 Republicans and one Independent adding up to 441; Perkins (city and township) lists 562 Democrats, 283 Republicans and one Independent, totaling 845; Ripley has 288 registered as Democrats, 102 Republicans and six Independents. Yale has two precincts totaling 747 registered voters. Their records show 559 Democrats, 179 Republicans and nine Independents.



WATCHPIG — A news photographer spotted this unusual breed of canine in the front yard of a Hampton, Va., home recently. The sign may seem misleading, but there's probably a short supply of "beware of the hog" signs. (AP Wirephoto)

1974 Was A Wet Year

According to long range forecasts 1974 was supposed to be a dry year.

After compiling records for the year, authorities were heard to remark, "If 1974 was a dry year, let's hope 1975 isn't a wet one — we'll need an ark like Noah's."

Official weather reports are kept by the Agronomy Research Lab and show the total for the year for Stillwater was 47.4 inches of precipitation. Normal is 32.18, meaning this area had 15.26 inches more rain than normal.

Perkins reporting station is not an official weather bureau, but a severe storm lab. Rainfall listed for them is unofficial, but interesting. They show, just 10 miles south of Stillwater, a yearly total in 1974 of 46.62; a normal of 32.04, with 14.58 more precipitation recorded than normal.

Precipitation reports are kept by quarters. January, February and March, the first quarter, shows 8.79, compared to the normal of 4.36. This means a plus of 4.42 during that quarter.

April, May and June, the second quarter totals, were 10.63; the normal, 11.72, bringing a minus of 1.09. This included heavy rains in May that accompanied devastating tornadoes in the state. July, August and September saw totals of 13.42; the normal 10.41, making a plus of 3.01.

Fourth quarter totals including October, November and December were the most with 15.90. October shows the most rainfall, 7.87; with November set at 5.86. Heavy rainfall was the last of October and resulted in flooding in November. The normal for this quarter was 5.97, with 9.93 more inches of rainfall that quarter.

Other high rainfall months were May with 5.76 and August with 6.78.

High rain amounts recorded in Perkins were 6.28 in May; 5.35 for June; 4.29 for September; 7.15 for October, and 6.03 for November.

Smallest amounts recorded for Perkins were January with 0.45 and July 0.73.

January with 0.51, and July with 0.83, were lowest records shown for Stillwater.

MONTH	Precipitation	Normal	Departure From Normal minus or plus
Jan.	0.51	1.10	-0.65
Feb.	2.12	1.35	+0.77
March	3.18	1.86	+1.30
1st Quarter	5.79	4.37	+1.42
April	2.48	2.86	-0.38
May	5.76	4.62	+1.14
June	2.29	4.24	-1.95
2nd Quarter	10.63	11.72	-1.09
July	0.63	3.53	-2.90
Aug.	6.78	3.21	+3.55
Sept.	6.03	3.38	+2.65
3rd Quarter	13.42	10.12	+3.30
Oct.	7.87	2.78	+5.09
Nov.	5.86	1.85	+4.01
Dec.	2.17	1.94	+0.23
4th Quarter	15.90	5.97	+9.93
Yearly Totals	47.4	32.18	15.26
Perkins (Not Official)			
Month	Precipitation	Normal	Departure From Normal
Jan.	0.45	1.06	-0.63
Feb.	2.26	1.19	+1.07
March	2.86	2.03	+0.83
1st Quarter	5.37	4.30	+1.07
April	3.13	2.96	+0.17
May	6.28	4.45	+1.83
June	5.35	4.17	+1.18
2nd Quarter	14.76	11.58	+3.18
July	0.78	3.29	-2.51
Aug.	3.87	2.92	+0.95
Sept.	6.29	4.10	+2.19
3rd Quarter	10.94	10.31	+0.63
Oct.	7.15	2.70	+4.45
Nov.	6.03	1.82	+4.21
Dec.	2.17	1.33	+0.84
4th Quarter	15.35	5.85	+9.50
Yearly	48.42	32.04	+16.38

Tabulation of Stillwater Precipitation



NEW EXCISE BOARD—Payne County's Excise Board met today in a reorganizational meeting. Two new members of the board met with Ray T. McLauri, Cushing, who was named chairman. McLauri serves at the pleasure of State Sen. Robert B. Murphy. New to the board is Joe Hastings, elected to represent and serve at the pleasure of the Payne County Board of Commissioners. Named Thursday is Lester Smith who replaces long-time member Herb Loyd, who has served at the pleasure of the District Judge. New District Judge Ray Lee Wau appointed Smith yesterday. The board met with Mrs. Linda Allenworth, county clerk, who serves as the board's clerk. Shown standing, left to right, are Smith and Hastings, with McLauri seated. (News-Press photo by Bettie Wilson)

Charge Is Reduced In Death Of Child

Special District Judge John R. Couch Jr., ruled Horace D. Massie was probably guilty of a crime and reduced his charge of first degree murder to second degree, saving Massie from the electric chair, if convicted.

Massie was charged the same day his four-year-old step-daughter, Angelina, was pronounced dead-on-arrival at Stillwater Municipal Hospital under suspicious circumstances.

James Langley, assistant district attorney, filed the first degree murder charge. Bond was set at \$25,000 at Massie's first court hearing.

After the Thursday ruling, which came out of a day-long preliminary hearing, including testimony of the child's mother, Langley orally announced his intention to appeal Judge Couch's ruling.

Today Langley said he had decided to continue to prosecute the case on the second degree charge. The next step will be for Judge Couch to bind Massie over to the trial court for arraignment before Dist. Judge Ray Lee Wall.

Testimony of Mrs. Loretta Massie, the child's mother, continued Thursday afternoon. Also heard was testimony of Lewis B. Johnson, who testified the day prior to the death of the child he heard sounds of a whipping.

Stipulation was made to the report of the State Medical Examiner, A. J. Chapman. The child's body was ordered to have an autopsy after obvious bruises and injuries were found. Finding of the medical examiner was, in essence, "the cause of death was head injuries, multiple and extreme."

After the court's ruling Thursday, Langley asked for bond to be raised, but the request was overruled by Judge Couch. First degree murder, on conviction.



"Congress ought to really get into the main show next week. This past week was just the overture. The show will get settled down this coming week to 'steady taxing.'
"All the lobbies are gathered in there to see that the tax is put on somebody else's business, but not on their's."
"Congress got all the committees made up last week, and they are composed of two Democrats to each Republican, so what a pleasant year that poor fellow will be in for."

January 13, 1955.

Will Rogers
All rights reserved for the Will Rogers Memorial selected and edited by Bryan Steffen.

OKLAHOMA CITY (AP)—Gov. David Boren completed his legislative liaison team today by announcing former State Senate leader Roy Boecher of Kingfisher has joined his staff.

Boecher, a former Senate president pro tempore, served more than 20 years in the Senate before retiring last year. He joins former Reps. Jan Cartwright of Muskogee and Don Coffin of Guthrie on Boren's legislative liaison team.

Boren also announced several other key appointments today, but most of them had leaked out earlier.

As expected, he named J. C. Kennedy of Lawton, Mrs. Robert L. Parker of Tahlequah and James Gungoll of Enid to the Oklahoma Highway Commission. Kennedy will be the commission chairman.

They replace Charles Payne of Lawton, D. K. Swan of Muskogee and Wilbur Whitebeck of Woodward.

Mrs. Parker is the first woman member of the commission in more than 40 years. Boren named former State Rep. Bob Barr of Dover, one of his early campaign supporters, to succeed Billy Ray Gowdy as president of the Oklahoma Board of Agriculture.

As expected, he filled two vacancies on the Corrections Board by naming Frank Carey Jr., an Oklahoma City businessman, and William E. Thompson, an Ada

S. Vietnamese Launch Assault

SAIGON, South Vietnam (AP)—South Vietnamese armymen led by an armored column launched an assault near the Cambodian border today to retake an outpost overrun by Communist forces earlier this month, field reports said.

Officers in the field said the South Vietnamese counter-offensive 55 miles west of Saigon and within a mile of the border was aimed at blocking a North Vietnamese and Viet Cong thrust from bases inside Cambodia into South Vietnam's western Mekong delta.

North Vietnamese resistance was reported to be strong despite heavy South Vietnamese air and artillery strikes, field reports said.

Associated Press photographer Huynh Cong Ut said North Vietnamese gunners shot down two South Vietnamese aircraft, an A-1J jet bomber and a helicopter.

McCormick To Head YMCA Coming Year

Robert McCormick will head the YMCA here for the coming year. He was elected president at the annual membership meeting and banquet Thursday night.

McCormick replaces Norman Moore at the helm.

Robert Burk was elected vice president, with Tom Reayburn going in as treasurer and Sidney Reding as secretary.

New board members include Drew Boerama, Burk, S. L. Combs, Rollin Thayer, Wayne Ward and Pauline Winter. The annual banquet was in special remembrance of Arthur Bendley, a valuable member of the YMCA board of directors who died in December.

Moore, in reporting on the past year's activities, noted the February membership canvass surpassed its goal.

Among the Y's various other activities was a fashion show at the Student Union, day camp and swimming classes, a YMCA invitational wrestling meet and several area meetings, hosted by the local group.

The Y also handled phone calls in a local effort to conserve energy by sharing rides and a statewide wrestling clinic, instructed by Myron Roderick and several of the OSU wrestlers, was held here.

Moore also told the southwestern U.S. open powerlifting meet and physique contest held here, drawing the largest number of entrants in a similar Oklahoma meet.

The Y also organized the Indian Guide program, with three new tribes organized during the year.

His report gave credit to Mike Loughridge in his care of "Y" equipment resulting in the "Y" spending less money for repairs than otherwise would have been necessary.

Bob Burk, chairman of the active program committee, was praised for his leadership with a separate report to be made by Burk.

Community organizations using the "Y" facilities included the Misdemeanant

insurance man. Boren wants to replace Irvine Ungerman of Tulsa as chairman, but he will not get control of the board this year unless some of the present members resign.

Watonga newspaper publisher Tim Curtin's term on the board expires in March, but Curtin is a Boren supporter. The other four members' terms won't expire until at least 1976 and those four members include Ungerman and three of his supporters.

Retired Army Col. John H. McCasland, former Oklahoma City postmaster, was appointed chairman of the Board of Affairs. He replaces Mrs. Geraldine Strain, a

top adviser of former Gov. David Hall. Walter Price and Virge Steger, the other two members, "will continue to serve for the present," Boren said.

Boren also announced his three appointments to the five-member Pardon and Parole Board. They are John Ray Green, a Duncan attorney; Rev. Littleton Fowler of Hugo and Mrs. Doris Montgomery of Poteau.

"I believe Mrs. Montgomery is the first woman to serve on this very important board," Boren said. He reiterated his campaign pledge to follow the board's recommendations and said he has "the greatest confidence" in his appointees.

Hall Sees 'Vindication'

OKLAHOMA CITY (AP)—Former Gov. David Hall, charged Thursday with an attempted bribery scheme that allegedly extended through his last day in office, smugly predicted he will be vindicated and his enemies "will be exposed."

Hall and two Texas men were indicted by a federal grand jury Thursday on six counts alleging they attempted to bribe Secretary of State John Rogers to influence investment of \$10 million in state pension funds.

Hall was accused of offering to split a \$50,000 bribe with Rogers, who heads the board that administers the \$83 million retirement fund for state employees. Rogers reported the alleged bribery attempt to officials.

Hall, the only former Oklahoma governor ever charged with a felony, was named on four counts of extortion and illegal use of interstate facilities. Conviction on all four counts would carry a maximum penalty of 35 years in prison and fines totaling \$40,000.

A 44-year-old Democrat whose term ended Monday, Hall appeared briefly before U. S. Magistrate Charles Jones Thursday and was released after being fingerprinted, photographed and posting \$2,500 bond. Jones set bond at \$25,000, but Hall was freed after making a 10 per cent deposit.

Hall has contended for several months that U. S. Atty. William R. Burkett, a former Republican state chairman, has been harassing him by leaking information to the news media.

He didn't mention Burkett by name in a

brief statement following his bond hearing, but Hall said he is glad the case finally will be in the courts.

"For the past 44 days in myself and my family have been subjected to harassment and abuse," Hall declared. "That harassment has included wiretapping, burglary, mail tampering and pilfering, taping of conversations and malicious accusations."

"I'm glad that today we take this out of the newspapers and put it in the court-rooms where it belongs."

"I feel that when the evidence is presented I will be vindicated and those who conspired against me will be exposed."

He said he would not answer questions "on advice of my attorneys."

Hall's wife, Jo, and attorneys Frank McDivitt and D. C. Thomas accompanied him at the bond hearing.

U. S. District Court Judge Fred Daugherty, who accepted the grand jury indictment shortly after 2 p.m. Thursday, will set an arraignment date for Hall and the other defendants after the jury makes a report on other pending cases Friday.

A trial date will be set later.

Hall was charged with W. W. Taylor and R. Kevin Mooney, both Texans and officials of Guaranteed Investors Corp., with trying to influence the board to invest in GIC. The two Texas men were on three counts each.

Burkett said Rogers reported the alleged bribery attempt to State Atty. Gen. Larry Derryberry, who reported it to the FBI. He praised Rogers for his cooperation with federal officials.

Rogers reportedly recorded several conversations with Hall, Taylor and Mooney, using equipment supplied by federal agents. Burkett refused to comment on that report, but said Rogers deserved "real credit...for the great skill and ingenuity" he demonstrated in assisting with the investigation.

The indictment alleged Hall joined Taylor and Mooney in an attempt to bribe Rogers beginning Dec. 3 and continuing through last Monday, Hall's final day as governor.

It accused Hall, Taylor and Mooney of a conspiracy calling for Taylor and Mooney to pay Hall \$50,000, "in return for which Hall would, by reason of his official position, influence...Rogers to...influence the action of said (retirement fund) board to set favorably upon an investment proposal...by Taylor and/or Mooney."

Boren Declines

Talk On Hall

OKLAHOMA CITY (AP)—Gov. David Boren today declined comment on the indictment Thursday of former Gov. David Hall, but he did say he is "looking into" the protection arrangements for state employees' retirement funds.

Hall, who concluded his term Monday, was indicted with two Texas men on charges they attempted to influence the retirement fund board to invest \$10 million with the Texas men's firm.

Boren said he was advised "approximately a week ago" of the actions federal authorities would be taking.

But he said he could not comment further. "This is a very sensitive matter," he said. "I really have no comment at this time."

Asked if the allegations had prompted him to examine the security arrangements for retirement funds, he replied, "Yes, there are several things I will be looking into." He named several other retirement funds and said he wanted "to make certain all...are fully protected."

Secretary of State John Rogers, who was credited by federal officials with making the indictment possible by reporting the alleged bribe attempt, said today he won't discuss his role further until U. S. Atty. William R. Burkett tells him it is all right. Boren also confirmed he announced the appointment of Jeff Laird as director of the State Bureau of Investigation ahead of schedule because he felt "certain people might need protection."

Rogers is being provided protection by state and federal agents.

★ ★ ★ ★

The indictment said Hall and Rogers met Dec. 4 "at Hall's request in the...State Capitol, whereupon Hall told Rogers he would receive \$50,000 from Taylor if the investment proposal from Taylor was accepted...and that he would divide the said \$50,000 equally with Rogers if Rogers would help him achieve that end."

The jury is expected to issue a report later this year on its lengthy investigation of alleged kickbacks on contracts during the Hall administration and an equally long Internal Revenue Service investigation of Hall's tax returns.

The indictment listed the following counts:

ONE—Hall was accused of attempting to extort \$50,000 from Taylor, Mooney and their investment firm, a crime punishable by 20 years in prison and a \$10,000 fine.

TWO—Hall, Taylor and Mooney were charged with using interstate facilities to promote unlawful activity.

FIVE and SIX—Taylor and Mooney were charged with traveling on interstate facilities to promote unlawful activity. Counts two through six each carry a maximum penalty of five years in prison and \$10,000 in fines.

Skitch Henderson Gets Six Months

NEW YORK (AP)—Conductor Skitch Henderson received a six month prison sentence today for filing false income tax statements.

He also was fined \$10,000 in Manhattan Federal Court. Henderson, 56, remained free pending appeal of his conviction, involving donation of music to the University of Wisconsin.

CD Siren Test Set Saturday

Stillwater's Civil Defense warning sirens will be tested on noon Saturday. This is a test of the new part of the warning system that has been repaired since the last test when some malfunctioned.



YMCA OFFICERS—The annual YMCA banquet for installation of new officers was held Thursday night. The officers are, from the left, Norman Moore, outgoing president; Bob Burk, vice president; Sidney Reding, secretary; Tom Reayburn, treasurer and Bob McCormick, president. (News-Press photo by Rick Bellanti)

News-Press

State To Get Grant For Model Prison

WASHINGTON (AP)—Gov. David Boren said today the federal Law Enforcement Assistance Administration (LEAA) has agreed to give Oklahoma a \$3 million grant immediately to begin construction of a model prison system.

Boren, after meeting with House Speaker Carl Albert, other members of the Oklahoma congressional delegation and LEAA officials, said the LEAA officials told him "even more could be expected next year."

"It means we can begin moving immediately on McAlester and Norman," Boren said.

He referred to a master plan which calls for construction of a 300-prisoner maximum-security installation at McAlester and a reception and diagnostic center at Norman to process and evaluate new prisoners.

The governor said Russell Lash, who has

resigned effective March 30 as Oklahoma's corrections director, accompanied him to Washington and pledged his cooperation for the time he has remaining. Lash offered his resignation Saturday at Boren's request.

"I am happy to report a major breakthrough today in the obtaining of federal assistance," Boren said after the meeting. He said the \$3 million in LEAA funds will be "matched by \$4 million already in my budget" to allow beginning of construction of a model prison system later this year.

Boren said the \$4 million "represents half of all the federal discretionary funds that are available this year."

The Oklahoma governor said he has instructed his staff to immediately begin working on a financial projection to determine the total cost of building a model prison system. He said the LEAA officials

have indicated they will let him know by April 1 how much money they can grant the state.

Boren said by April 1 the state will have \$80 million to \$70 million more cash on hand than needed to pay its bills through July 1.

He said the funds will be put into reserve, will be used to pay off bonded indebtedness, and will be used to meet federal matching funds such as the prison project.

Boren said the state has a \$1 million carryover, plus a budgeted \$3 million for the prison project, bringing to \$7 million the amount immediately available for the McAlester and Norman projects, which will cost an estimated \$18 million.

"Oklahoma wants to be a model for correctional facilities in the nation," the governor said.

Ex-CIA Chief Quizzed

WASHINGTON (AP)—With half of its members absent, the Rockefeller Commission met today to question Howard J. Osborn, the Central Intelligence Agency's former chief of security, about the agency's domestic surveillance activities.

Osborn, who was Watergate burglar James McCord's boss at CIA, left the agency last year after it was revealed that a CIA agent visited McCord's home following the 1972 break-in at Democratic headquarters and witnessed the destruction of documents linking McCord to the agency.

CIA Director William E. Colby also has acknowledged that Osborn's office infiltrated agents into American radical groups in an effort to gather information on planned demonstrations and break-ins against agency facilities.

Former Commerce Secretary John T. Connor served as acting chairman of the panel in place of Vice President Nelson A. Rockefeller, who was not scheduled to arrive until the afternoon. Three other members of the eight-member commission also were absent as the panel began its sixth weekly session.

Other assignments were given to the panel informants of the FBI were paid information of the FBI were traveling abroad to spy on revolutionary groups here and overseas, while CIA agents were infiltrating domestic antiwar groups as part of a plan to penetrate the Soviet intelligence system, according to two accounts.

The reported activities showed the overlapping operations of the two intelligence agencies. The CIA is limited by law to foreign intelligence operations

while the FBI handles internal security. Ray S. Cline, deputy director for intelligence in the CIA until 1966, said the attempt to gain entrance to the Soviet intelligence system through antiwar activists here was unsuccessful.

"Some guy got the bright idea that if you hired a young man or woman who was a really reliable person and able to take on the protective coloration of the antiwar movement and sent him overseas the Soviets might try to recruit him," Cline said.

However, he said he didn't think the program lasted long enough to be successful.

The agents who infiltrated the peace movement did make reports to the FBI, Cline said.

"The reports were made because of heavy pressure from the White House to get something on the (antiwar) movement. I think they were a mistake," Cline said. He said the CIA never established any evidence the Soviets were trying to manipulate the White House protest movement.

Meanwhile, FBI spokesman James Murphy said FBI paid travel expenses and fees to informants who traveled overseas to keep watch on organizations which have activities outside of U.S. borders.

"If an individual is reporting to us on an organization whose activities extend to another country, frequently that individual does travel to that other country" to gather intelligence, Murphy said.

Filing Period Opens Tuesday

Stillwater's Board of Commission filings open Tuesday and leads off filings for all county towns.

Two positions are open on the Stillwater Commission. Papers can be filed in the Payne County Election Board office from 8 a.m. Tuesday through 5 p.m. Monday, Feb. 24. Closing of the courthouse Monday for Washington's Birthday, moves the five-day filing period into that date.

Mrs. Nolda Selph, secretary of the board, and Mr. Pat Charles, clerk, will accept filings, along with a \$50 cashier or certified check from 9-12 and 5 p.m.

New for potential commissioners will be required campaign contribution and expenditure reports. All municipal candidates

are required by law to file the first report no less than 10 days prior to the primary, (in this case March 18), and the general, (April 1) and no more than 40 days after the general election. They must be filed even if the municipality has no primary election. Candidates with no opposition whatsoever do not have to file the reports, Mrs. Selph explained.

In Stillwater, Position Three, held by Jack Stone and Position Four, held by Norman Moore, are open. Both are for three years. Moore has said he doesn't plan to run, but Stone has said he will. Kendall King is expected to file for Position Four and Mel Wright will oppose Stone.

Filing candidates file papers with the Cushing Municipal Clerk Maxine Kautz, at the Cushing Municipal Building. The Election Board will handle printing of ballots and certify the election. This is due to a change in the Cushing City Charter. Cushing's five day filing period opens at 8 a.m. Feb. 26 and closes 5 p.m. March 7. They have one member on their board to be elected.

News in ... a Nutshell

MILAN, Italy (AP)—Twenty-eight paintings by French and Italian impressionists were stolen during the night from the modern art gallery of Milan's Municipal Museum, police reported today.

It was Italy's second major art theft this month. Three priceless Renaissance paintings by Raphael and Piero della Francesca were stolen on Feb. 5 from the Duca Palace in Urbino and are still missing.

TULSA, Okla. (AP)—Corrections Board Chairman Irvine Ungerman scheduled a 1:30 p.m. news conference today in Tulsa to announce whether he plans to remain on the board or resign.

WASHINGTON (AP)—President Ford, after a recent barnstorming stint around the country, is launching a face-to-face campaign for his energy and economic programs among members of the House and Senate.

He has invited the Senate Republican steering committee to dinner at the White House tonight and is planning breakfasts,

Kissinger Ends 'Fruitful Talk' With Gromyko

GENEVA, Switzerland (AP)—Secretary of State Henry A. Kissinger and Soviet Foreign Minister Andrei A. Gromyko ended two days of "fruitful" talks today on the whole range of issues between the two powers.

They met for more than five hours, discussing the Middle East and efforts to limit strategic nuclear arms.

Gromyko told newsmen: "I consider the talks to be fruitful for U.S.-Soviet relations and we are convinced for other states and for the international situation as well."

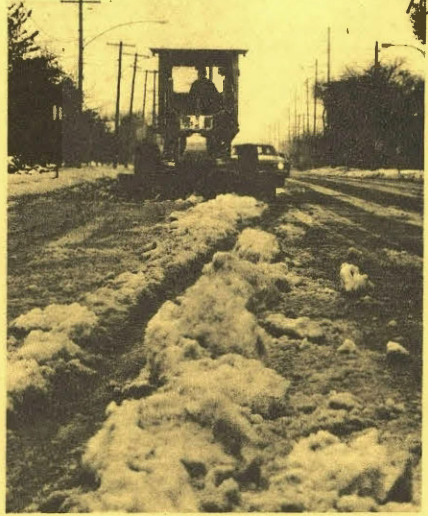
Kissinger said he and Gromyko specifically discussed implementation of the U.S.-Soviet summit agreement to set ceilings on nuclear weapons. Negotiators from both sides began drafting on Jan. 31 the details of the Nov. 23 Vladivostok accord between President Ford and Communist party chief Leonid I. Brezhnev.

Earlier, U.S. officials said the Soviets so far had not been "actively obstructive" in Kissinger's efforts to obtain Israeli withdrawal in return for tangible moves by Egypt toward acceptance of the existence of Israel.

However, the Soviets have renewed pressure for early resumption of the Geneva peace conference, which the United States opposes for fear it would break down into a dispute over Palestinian participation.

Kissinger began the day conferring with Roger Gallop, president of the executive committee of the International Committee of the Red Cross about Americans missing in Indochina. U.S. officials said about 2,300 Americans are unaccounted for in Indochina, including 900 listed officially as missing in action.

The officials said Kissinger told Gallop the United States appreciated Red Cross efforts in this question which he stressed was of great importance to the American people.



SLEET STREET — It looks like snow, it acts like snow, it makes streets slick like snow, it even tastes like snow — but it's not snow. One inch of sleet fell Sunday in Stillwater, according to the folks at the OSU Agronomy Research Station. Melted, that makes eight-hundredths of an inch of water, they further explain. Above, a city grader turns sleet plow in order to clear Sixth Street. (News-Press photo by Fred Miller)

Cold Weather, Snow Forecast For State

BY THE ASSOCIATED PRESS

Skies had cleared across Oklahoma today following the state's latest snow and ice storm.

But weather forecasters say more cold weather, light snow and rain are headed for the state.

A fast-moving winter storm dumped up to eight inches of snow on northern Oklahoma Saturday night and Sunday with other sections of the state receiving lesser amounts of snow, freezing rain and sleet.

Although the storm moved out of the state overnight and much of the snow and sleet had melted off streets and roads, temperatures dropped well below freezing early today, and the Highway Patrol warned that some highways remained icy in spots this morning.

Enid received the heaviest snowfall from the weekend storm—eight inches—with Hobart and Gage reporting four inches. Cimarron three inches and Ponca City two inches.

School officials in Enid and Drummond

announced there would be no classes today because of the snow and ice-covered streets and roads.

The coldest temperature reported overnight was two degrees above zero at Gage. Other minimums ranged from eight degrees at Ponca City and Hobart to 23 at McAlester.

Mostly fair skies were forecast for Oklahoma this morning. But increasing cloudiness was expected this afternoon with mostly cloudy skies tonight as the new cold front moves in.

Scattered light snow was predicted for northwestern Oklahoma tonight and Tuesday with scattered light rain in the rest of the state.

However, warmer temperatures were expected today and tonight with highs today from the lower 40s in the northwest to the mid 50s in the southeast and lows tonight from the lower 30s in the Panhandle to the mid 30s in the southeast.

Highs across the state on Sunday ranged from 27 degrees at Gage to 42 at Ardmore.

Mekong River Post Abandoned By Government

PHNOM PENH, Cambodia (AP)—Government forces have completely evacuated all their positions on the lower Mekong River and temporarily abandoned their attempts to reopen the river, military sources said today.

Last week the government launched an amphibious assault on the lower Mekong, 70 miles southeast of Phnom Penh, but government troops suffered heavy casualties in fierce fighting and were evacuated by boat to Neak Luong, the sources said.

The drive on the Mekong was seen by observers as "too little, too late." About 500 government troops were involved.

A diplomat and military analyst said, "It will now be very difficult, if not impossible, for the government to open the Mekong River. They do not have the troops."

The Mekong River is vital to the survival of Phnom Penh. Currently the city is being resupplied by an emergency U.S. airlift.

Earlier today, a government battalion was driven from positions on the west bank of the Mekong at Peam Rong, 40 miles southeast of Phnom Penh.

High Petroleum Price Has Cut Consumption

WASHINGTON (AP)—Skyrocketing petroleum prices during the past year have cut U.S. petroleum consumption by "at least one million barrels a day," U.S. Federal Energy Administrator Frank G. Zarb said today.

"Present consumption would have been at least one million barrels a day more if prices had not risen so sharply," Zarb told the House Energy and Power subcommittee.

Zarb defended President Ford's energy program, which includes a plan to cut U.S. oil consumption by imposing a \$3-per-barrel import tax on petroleum.

He said the increase in crude oil prices will result from the increased tariff will raise the price of gasoline about 10 to 15 cents per gallon while cutting U.S. petroleum consumption an additional million barrels per day.

Zarb said that to reduce consumption by that amount by levying additional taxes only on gasoline would have hiked the price of gasoline about 40 cents a gallon.

He said President Ford's proposal, which will affect all petroleum products, not just gasoline, was more equitable.

Zarb also criticized members of Congress who claim Ford is seeking too big a cut in oil consumption. He said failure to follow the President's recom-

mendation could make the United States susceptible to a renewal of last year's Middle East oil embargo.

The Senate may take final action this week to block President Ford's oil price hike, but prospects of overriding the promised veto are in doubt.

The House, which already has voted to block the increase, this week acts on more money for the Penn Central railroad and creation of a select intelligence committee.

Both the House and Senate start the week today with traditional readings of George Washington's farewell address.

The Senate appears certain to approve the House-passed bill blocking for 90 days Ford's action to reduce Americans' fuel consumption by driving up the price.

But Ford has announced he'll veto Congress' blocking bill, and some senators say it's a close call whether the Senate could muster the two-thirds vote necessary to override.

Sen. Henry M. Jackson, D-Wash., predicted Saturday the Senate would override Ford's veto and thus block the oil price hike but did not say what he based that prediction on.

The bill would suspend Ford's order to increase oil import tariffs \$1 a barrel effective Feb. 1, \$2 in March and \$3 in April to increase gasoline prices.

Congressional opponents, primarily Democrats, want to suspend Ford's price hike to give them time to develop an energy program of their own.


The House Ways and Means Committee is scheduled to take final votes on a Democrat-sponsored package of tax cuts and rebates. The tax bill may reach the House floor next week.

The House on Wednesday takes up a Senate-passed bill authorizing \$197 million in operating money and \$150 million in loans to Penn Central and other financially-troubled eastern and Midwestern railroads.

The House takes up a bill Thursday to appropriate only \$100 million of the \$197 million authorization.

The \$150 million in loans for the railroads would not require a separate appropriation.

Will Rogers Says...



"Here is what George Washington missed by not living to his 190th birthday."

"He would have seen our great political system of 'equal rights to all and privileges to none' working so smoothly that 7 million are without a chance to earn their living."

"He would see 'em handing out rations in peace time, that would have reminded him of Valley Forge. In fact, we have reversed the old system. We all get fat in war times and thin during peace."

"I bet, after seeing us, he would sue us for calling him 'Father.'"

February 22, 1931.

Will Rogers

Selected and edited by Steven Stine. All rights reserved for the Will Rogers Memorial.

Hike In Postage Rates Said Near

WASHINGTON (AP)—Postal rates will go up by the end of the year and it will cost 12 or 13 cents to mail a first-class letter that now carries a 10-cent stamp, says Postmaster Gen. Benjamin F. Ballar.

"We are experiencing some very substantial cost increases. We are presently operating at a deficit," Ballar said Sunday on ABC's "Issues and Answers."

"We are continuing to have experience with the same inflation that is plaguing the rest of the country and we have labor negotiations coming up this summer," he said.

Another postal service spokesman later said the deficit is "in excess of \$800 million this year." He said that the total government subsidy for the postal service for

fiscal 1974 was \$1.7 billion.

"Relatively speaking, we are becoming less dependent on public subsidies," said Ballar. He explained that during the 12 years prior to reorganization in 1971, subsidies averaged 17.7 percent of income. In comparison, over the past three years, subsidies averaged 15.4 percent of income, he said.

The last first-class postage rate increase, from 8 cents to 10 cents, took effect last March. If the rate for first class mail goes to 12 cents, it will have doubled since 1968.

Postal rates are set by a five-member Postal Rate Commission, which passes on rates proposed by the postal service. The postal service can increase rates on a

temporary basis while the commission weighs requests for permanently higher rates.

Ballar predicted difficult negotiations with postal workers, whose contract runs out in July, but he said he hopes a strike can be avoided.

Asked if he would recommend calling out the National Guard in the event of a strike, Ballar replied: "I would recommend whatever was appropriate to help keep the commerce in the country on an even keel."

He also said that air mail postage probably will be eliminated in the near future within the United States because almost all first-class mail moves by air anyway.

7th Stillwater

Code No. 4
SEE REVERSE SIDE OF SHEET

News-Press

Thursday
FEBRUARY 27, 1975

68TH YEAR NO. 18 18 PAGES

STILLWATER, OKLAHOMA

10c DAILY 15c SUNDAY

Hoover Kept Secret Files On Officials

WASHINGTON (AP) — Atty. Gen. Edward H. Levi told Congress today that the late J. Edgar Hoover kept secret files of derogatory information about presidents, executive branch officers and 17 members of Congress.

Levi said he had discovered at least one instance when material in files was used improperly and other cases when other executive branch officials used the FBI for political purposes.

He did not identify persons covered in the files.

Levi made the disclosures in testimony before a House subcommittee examining the FBI's past and present practices of collecting and keeping information about members of Congress.

The attorney general said that FBI Director Clarence M. Kelley agrees with him that no secret files on specific individuals should be maintained in the director's office.

Hoover, who ran the FBI for 48 years until his death in 1972, kept in his personal office 154 file folders that date back to the 1920s, Levi said.

Forty-eight of them concerned public officials and other prominent individuals and "by and large, the material in these folders contained derogatory information concerning individuals," Levi said.

"Some of the derogatory material was developed as a result of official investigations by the bureau; some was furnished by another government agency; and some was furnished by informants," he continued.

There were files on 17 members of Congress, including two who are still in Congress, the attorney general said.

"There is a document in one file indicating that derogatory material was improperly disseminated," Levi said.

"In this instance an FBI agent forwarded derogatory information to Mr. Hoover concerning a congressman who had attacked the director. The file contains a document which indicates that Mr. Hoover disseminated the derogatory information to others in the executive branch."

Demos Tell Energy Plans

WASHINGTON (AP) — Congressional Democrats recommended an energy package today that includes a 5-cent-per-gallon increase in gasoline taxes and creation of an independent energy conservation board to decide future policies.


Senate Democrats had insisted on no more than a 5-cent gasoline tax and prevailed over House members who wanted a graduated gasoline tax up to 18 cents a gallon with a rebate on gasoline used for essential driving.

Sen. John O. Pastore, D-R.I., and Rep. Jim Wright, D-Tex., chairman of the Senate and House Democratic energy task forces, said the package also recommended acceptance of most of the tax proposals now being worked on by the House Ways and Means Committee.

Democrats said the package would add another \$10 billion to the budget deficit, putting the deficit at about \$83 billion for next year, but they said that the economy would be greatly stimulated by their plan, increasing the receipts later.

Other provisions of the Democrats' energy package include:

- A rejection of proposals to remove federal price controls on already discovered oil and natural gas but a "liberal" treatment of new gas production in this country. There was no elaboration on what this meant.



Will Rogers Says...

"Washington, D.C. Did you see where this new senator says he is going to use 'Common Sense in the Senate!'"

"That's what they all say when they start in. But nobody don't understand you, why, you naturally have to switch."

January 27, 1924.

Will Rogers

Selected and edited by Bryon Stang. All rights reserved by The Will Rogers Memorial.

John Rogers' Tapes Played

OKLAHOMA CITY (AP)—Former Gov. David Hall and Secretary of State John Rogers discussed a payoff and ways to pressure retirement fund board members in a tape recording played today at Hall's federal court bribery and extortion trial.

Rogers, who worked with the FBI to record a series of conversations he had with Hall and the other defendant in the case, Dallas financier W. W. "Doc" Taylor, said the conversation occurred Dec. 20, just three weeks before Hall's term was to end.

Rogers, chairman of the retirement board, told Hall in the tape that the board had rejected a plan to invest \$10 million with Taylor's firm, Guaranteed Investors Corp.

Hall then asked Rogers why he tried to put the deal through at 8 percent instead of a higher figure.

"It was worth more to us," Rogers replied.

"Worth more to the state?" Hall asked.

"No, no," Rogers said. "Worth more to us."

"Oh, oh," Hall said, then moved on to a discussion of his plans to persuade other board members to vote for the proposed investment.

Rogers said State Finance Director J. O. Spiller had said he wasn't "going to vote for a plan...in the closing days of a dying administration."

"Why that sorry bastard," Hall said.

Rogers said Jim Cook, state commissioner of charities and corrections, had said he was out and didn't show at the board meeting.

"Well that dirty bastard," Hall said.

Hall then said he would talk to Tax Commissioner J. L. Merrill and Cook and persuade them to vote for it.

Rogers later testified that R. Kevin Mooney, the Fort Worth, Tex., public relations man who was indicted with Hall and Taylor, called him later that day. The government then played a tape recording of that conversation.

On that recording, Mooney said he couldn't "stress how hard I pushed to get Hall to apply pressure to board members."

Mooney told Rogers Hall had come through "if he wants to return in California." This was an apparent reference to a \$30 million resort area that Hall wanted to invest in in California.

Rogers said Taylor had promised him part ownership in firms with which the retirement funds would be invested.

In a tape of Dec. 26, call Hall placed to Rogers from Salt Lake City, Utah, Rogers mentioned getting money from Taylor and Hall interrupted to say, "Don't talk about that." He told Rogers not to "worry about that."

After concluding that call, Rogers apparently forgot to turn off the tape

recorder because it also contained an excerpt of a conversation he had with a law enforcement official saying, "I couldn't get him (Hall) to come out with what we wanted him to come out with. He said he was scared to talk over the phone."

The board, with Merrill and Cook keeping the decisive votes, approved the investment plan on Dec. 22.

With Rogers back on the stand today and 19 more recordings still to be played, it appeared the secretary of state's testimony would extend into Friday.

Rogers made the tapes with the aid of FBI agents with recording devices placed on his person and on his home and office telephones.

Rogers testified Wednesday that Hall offered him a \$25,000 bribe on Dec. 2, just six weeks before his term as governor ended, and he said Taylor confirmed it several days later.

He said he reported the alleged attempt immediately to state and federal law enforcement officials and made arrangements to record his conversations with Hall and others involved in the alleged scheme "to prove the bribery attempt."

Hall and Taylor are charged with conspiring to bribe Rogers to influence investment of \$10 million in state retirement funds with Guaranteed Investors Corp., a Dallas firm Taylor owns. Hall also is accused of seeking to extort \$50,000 from Taylor.

Mooney, who attended law school with Hall and had business connections with Taylor, has pled guilty to a conspiracy charge and he testified Tuesday as a prosecution witness.

Fiesta Bowl Take For OSU Sets Record

Harvey Griffin, Oklahoma State's assistant athletic director, was in Phoenix, Ariz., today to receive OSU's record payoff from the Fiesta Bowl game.

Griffin was to receive a check for \$201,888.81 from Fiesta Bowl officials. It's the largest share received by a school participating in the bowl in its short four-year history.

A part of the money will be used to defray OSU's expenses and the rest will be divided upon among Big Eight schools.

Rocky Out In '76, '80

WASHINGTON (AP) — Vice President Nelson A. Rockefeller today virtually ruled himself out of presidential politics forever.

Keeping his advanced age and a desire to keep President Ford's trust, Rockefeller declared, "I'm just not a competitive factor with the rising stars" on the Republican political front.

The vice president, 68, insisted that Ford is "bound to run and be a candidate" for re-election in 1976.

So "even if he's talking about 1980" as to his own chances for the presidency, Rockefeller said. "And that's crazy."

He also declared that "I'm fed up with that stuff...with politics. This is no time for it. I literally resent people who talk about politics in the future when we've got tremendous human problems today. It's in poor taste and offensive to the American people."

"I have no prospects, no thoughts and no plans for 1980. I don't think anyone gives a good God damn about 1980."

Rockefeller's remarks came during an hour-long, post-midnight session with reporters aboard Air Force Two as he returned to Washington from a speaking engagement Wednesday night before 3,000 automotive engineers in Detroit.

As he has before, Rockefeller said he hoped and expected to become a major policy and planning force through his and his staff's — expanded role within the Domestic Council, the White House agency charged with meshing the various functions of the executive departments as well as advising the President on day-to-day problems.

Reminded that years ago he had asserted that no vice president could become a second base of power within an

administration, Rockefeller cited two reasons as to why he might become a competitive factor.

"The first is relating to the President and his personality.... And the other is relating to a vice president who is 68 and going on 69 years old, and therefore is not in a competitive situation with rising stars on a long-term basis."

"I am not going to get between the President and any member of his Cabinet. I try to avoid trouble between him and members of his staff. I don't want to give him trouble. I want to help him. We've talked about it, I've explained this to him...."

As for suggestions that Ford might step aside in 1976 and leave the White House door open to him, Rockefeller said "Nobody's talking about (that)... unless they've got a hole in their head."

News in a Nutshell

RR Loan Rejected

WASHINGTON (AP) — The U.S. Railway Association has turned down a request by the Rock Island Railroad for a \$100-million loan the railroad said it needs to avoid bankruptcy.

The association said the Rock Island was not able to give assurances it would be able to pay the money back.

The decision to turn down the loan came late Wednesday, a spokesman for the association said.

Rock Island had asked for \$100 million to upgrade track and rehabilitate equipment. The association has approved a loan of \$9.1 million to keep the railroad running.

However, the association said Rock Island subsequently said conditions had deteriorated so much it could not even guarantee repayment of the \$9.1 million. The railroad also said it would need \$30 million to maintain operations and remain solvent during 1975.

U.S. Dollar Tumbles

LONDON (AP) — The dollar fell to record lows in West Germany, Sweden and Switzerland today despite support buying by the countries' central banks.

In Frankfurt the dollar fell to 2.2800 West German marks from 2.29 marks Wednesday. The previous low was 2.2835 marks July 9, 1973.

In Zurich it fell to 2.835 Swiss francs, down from 2.815 francs Wednesday and from the previous record low of 2.8975 on Jan. 27. In Stockholm the dollar brought 3.4150 kronor, five points under its previous low in July 1973.

The dollar's troubles were attributed to political problems developing between the U.S. presidency and Congress and the possibility of further falls in U.S. interest rates.

Black Caucus Goals

WASHINGTON (AP) — Strict gun control, fuel subsidies for needy families and close scrutiny of CIA and FBI surveillance activities are among the goals of the congressional black caucus announced today.

The 17-member caucus, headed by Rep. Charles B. Rangel, D-N.Y., also said it plans to stress legislative remedies for unemployment and other economic problems in this session of Congress.

Action Over Korea

SEOUL, South Korea (AP) — Four U.S. warplanes took to the air Wednesday night during a tense situation involving North and South Korean fighters and a sea chase south of the demarcation line, U.S. officials said today.

50-4 North Korean boats sank in a collision with a South Korean naval vessel, the South Korean Defense Ministry said.

The ministry said a dogfight almost resulted between "dozens" of North Korean MiGs and South Korean and U.S. fighter-bombers, with planes of the two sides coming within 17 miles of each other.

More Economy Woes

WASHINGTON (AP) — The government released today statistics showing more economic trouble in store for the United States both at home and abroad.

The Commerce Department said the government index designed to forecast future trends in the economy plunged a record amount for the second month in a row.

Commerce also reported that petroleum imports swelled to the highest level in at least two years last month, pushing the nation's trade balance into deficit for the second straight month.

While the steady excess of imports over exports helped erode the value of the dollar in international transactions, the government's index of leading indicators at home dropped 1.3 percent.

The index of leading indicators is a composite of a dozen clues to where the economy is heading. Of the nine for which figures were available in the latest report, seven pointed to further deterioration.

FORECAST

OKLAHOMA — Fair to partly cloudy through Friday with mild days and cool to night. High Friday mostly 60s. Low tonight mid 20s Panhandle, near 40 southeast.

Extended Outlook

Saturday through Monday: Fair to partly cloudy with cool nights and mild days. Highest upper 20s Panhandle and 30s elsewhere. Lowest near 60.



FIRE HITS TELEPHONE BUILDING—Smoke almost envelops a five-alarm fire in a New York Telephone Co. building in lower Manhattan Thursday which injured more than 60 firemen and civilians. The fire knocked out service on police emergency lines and on nearly 200,000 private telephones. (AP)

Municipal Post Filing Around County Closes

Filings ended at 5 p.m. Wednesday for officials to open city governments over the county. The exception is Cushing, where the filing period won't end until March 7.

According to Pat Charles, assistant secretary with the election board, "At this point Stillwater is the only town to have a primary. The only towns set now for general elections will be Stillwater, Perkins and Ripley. Candidates in some towns drew no opposition. Those without opposition, even in a town to have a primary, won't be on a ballot," Mrs. Charles continued.

The only new file Wednesday for the Perkins Board of Trustees was Walter H. Martin, who filed along with Ollie L. Moor. This will take them to the general election, set for April 1. All others on the slate in Perkins were unopposed. Perkins files by party affiliation: Moor filed as a Democrat and Martin an Independent.

At Ripley, Janetta Kennedy had no opposition for town clerk. No primary election is set in Ripley, but three trustee positions and town treasurer will be on the general election ballot. They include Danny Kinkade, incumbent for Ward I and a Democrat will face Mrs. Gene Orchard, who filed as an Independent. C. C. Vincent and Keith Tietz both filed as Independents

At Yale, Gerald Cleveland, incumbent in Position 4 Commissioner, filed Wednesday, filling all positions for their city fathers. The five will automatically be in for two-year terms. Commissioners include Office 1, Clifford Swingle; Office 2, Joseph Joe Piter; Office 4, Robert N. Baird; Office 4, Cleveland, and Office 5, Orville M. Reaves.

No election is set for Glencoe for their Board of Trustees, due to no opposition. Ward 1 will have Merle L. Stokes, Ward 3, Leon Morse, and Ward 5, Harold W. Hite. All are four-year terms. Town clerk Kelly G. Horton will be in for a four-year term and incumbent treasurer Eva F. Hodges, will serve two more years.

Lewis McAulay's position on the Cushing City Commission is the only open seat on that council. Filing in Cushing is with the Cushing City Clerk. Filing opened Wednesday and will continue for 10 days, closing March 7. The position is for a three-year term to be elected at large.

Vet School Here Studies Latest Cattle Mutilations

The OSU veterinary pathologist who examined two of the latest so-called cattle "mutilations" says there is "no evidence any man had been involved in what happened to them."

"The evidence we saw we felt could be attributed to animal involvement," said Dr. Roger Panciera, professor and interim head of pathology at the Oklahoma State University College of Veterinary Medicine.

Two bovine carcasses were brought in Wednesday from the Cushing area, apparently at the request of the Payne County sheriff's office. Another one arrived shortly before noon from Hugo, but had not yet been examined.

The latter carcass was brought in at the request of the Department of Public Safety, and reportedly was missing its udder, vagina and part of the mouth.

Panciera said the muzzle, ears, anal area, abdomen and udder — all lost, exposed areas — are the first places scavengers like dogs or coyotes will eat. "These are all the places people have given credit to some far-out group for cutting out," he said.

The two Cushing cattle both died of natural causes, the pathologist stated.

"We've seen a lot of animals like this brought in the past few weeks." Area ranchers often bring in dead cattle to have the cause of death determined.

"I think we're safe in an opinion they were not maliciously mutilated — not even remotely attributed to some perverted person or group," he concluded.

Hospital Trying To Locate 50,000 Bricks

"The Case of the Missing Bricks" Sounded like a Perry Mason or Sherlock Holmes mystery?

It's not. It's actually a Stillwater Municipal Hospital mystery.

Several weeks ago construction manager Joe Mason told Hospital Administrator Bob Park the work on bricking the new facility would have to slow up. When Park asked why, Mason told him some 50,000 bricks were missing from the construction job.

Several theories exist as to what happened to the bricks, especially since no one knows what actually happened. Park said the bricks may never have arrived, may have arrived and then left the scene or else the order was short.

Dale Pitzer, masonry foreman for Rayco Construction Co., who is in charge of brick operations at the site, said the bricks may never have been shipped or may have been delivered to the job.

Park noted the bricks began arriving at the site about the time the construction strikes last summer. This might be the reason the bricks are not here now — there wasn't anyone to unload the bricks.

The loss or lack of 50,000 bricks will slow the outside work down a bit, but the hospital will not have to buy additional bricks. The responsibility rests with Rayco and they have already put in a replacement order which should arrive after the first of March, Park explained. For now, the south stairwell wall will be devoid of bricks until the replacements arrive.

Just how many and how valuable are 50,000 bricks? Each brick is about 2 1/4-by-4-by-8 inches and weighs between 3 1/2-and-4 pounds. According to Pitzer, when the bricks were originally purchased they cost in the neighborhood of \$100-per-

thousand. Local architect Glen Summers said currently bricks are being sold for about \$110-per-thousand, which makes the 50,000 bricks' value at \$5,500 to \$5,800.

And how many bricks is 50,000? Summers said the average brick home uses 14,000-15,000 bricks.

One thing everyone agrees on, though: it is not likely the bricks disappeared by means of pilfering from the construction site or some prank.

President Vetoes Oil Tariff Delay

WASHINGTON (AP) — President Ford vetoed today legislation suspending his oil import tariff increases but said he would defer \$2 of the \$3 levy for 90 days while working with Congress on a compromise energy program.

March. Earlier, Ford had told a group of freshman congressmen he would "have a surprise" in moving toward a compromise energy program.

It was thought that by offering to postpone part of the tariff program, Ford might gain enough votes in the Senate to sustain his veto.

Fund Increase For Education Gets Panel OK

OKLAHOMA CITY (AP)—The House Appropriations Committee voted today to boost funds for higher education \$2 million above the figure recommended by Gov. David Boren.

Oil Exporting Nations Discuss Price Freeze

ALGIERS (AP)—Algerian President Houari Boumediene said today the oil exporting countries should offer to freeze their prices "in real terms" until 1980 — provided the industrialized countries commit themselves to "a huge undertaking for the development of the Third World."

Khadafi of Libya and the chiefs of state of Iraq, Nigeria and Indonesia also decided to stay away.



SNOW BUNNIES — Three unidentified Oklahoma State University coeds made life a little more beautiful around Bennett Hall Monday night as they ran in shoes, blinids and caps through the big flakes of falling snow.

L. P. Williams Defends Hall

OKLAHOMA CITY (AP)—Former State Labor Commissioner L. P. Williams told a federal court jury today that former Gov. David Hall never tried to influence his vote on investment of state employees' retirement funds.

of the board that administers state employees' retirement funds to swing investment of \$10 million with a firm Taylor voss.

News in . . . a Nutshell

OKLAHOMA CITY (AP)—Owen Austin went back on the payroll of the Oklahoma Tax Commission Monday, despite Gov. David Boren's protests.

Out-Of-State Student Cars May Be Exempt

OKLAHOMA CITY (AP)—A bill to exempt out-of-state college students from Oklahoma auto and motorcycle licensing requirements was approved today by the House Revenue and Taxation Committee.

The exemption would apply only to students from states which would allow the same exemption for Oklahoma. Watson said Utah is the only state which does not exempt out-of-state students from the purchase of auto licenses.

Planners To Meet

Stillwater's Planning Commission will meet at 7:30 p.m. Wednesday at City Hall for three agenda items, plus any miscellaneous material that might be presented.

Should the felony charge be filed, it would mean the district attorney would have to request the youths be certified as adults to stand trial.

Fire Station Located, Bike Path Studied

By LAWRENCE GIBBS News-Press City Editor City Commissioners Monday night pegged the location of the new northeast fire station in the immediate vicinity of Perkins Road and Lakewood.

linked with park areas and commercial parts of town during the project that could take as long as 25 years to develop.

Commissioners have called for citizen input on the proposal during a March 17 public hearing.

across the OSU intramural field between Lakeview and McElroy.

signs at other schools. They saw the greatest immediate need at the Middle School.

Will Rogers Says... "Be shall teams go south ever spring to cripple their play..."

Stilwellater

Code No. 6 SEE REVERSE SIDE OF SHEET

News-Press

Wednesday

MARCH 28, 1975

9TH YEAR NO. 30 34 PAGES

STILLWATER, OKLAHOMA

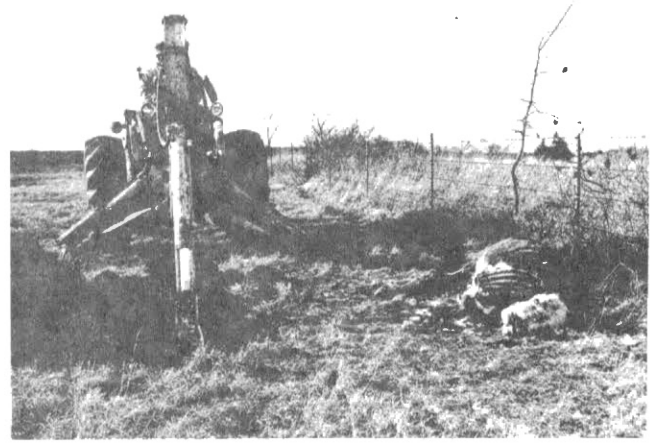
10c DAILY 15c SUNDAY

US To Seek Soviet Mid-East Peace Aid

WASHINGTON (AP) — Secretary of State Henry A. Kissinger today said the United States will be in touch with the Soviet Union in the near future on recovering the Middle East peace conference in Geneva.

He referred to congressional resistance to giving \$22 million in emergency military aid to Cambodia and \$30 million to South Vietnam.

Kissinger said. "The question of a reduction in aid to the Jewish state is academic at this time, he said, since the assistance request has not been formally settled."



BURYING 'EM DEEP — A backhoe and a front loader, operated by Oklahoma State University workmen, were busy today burying dead cows and calves in an 800-acre pasture south of Lake Carl Blackwell, to avoid lake pollution. The

animals were owned by Bob Lindsey, a Kingfisher rancher, and apparently were victims of mauling. Deep graves were dug where the animals were found. (Photo by Bob McCullough)

Kamm Orders Cattle Burials In Lake Area

Burial of an undetermined number of dead cattle, chiefly cows and calves, was started this morning six-foot deep trenches in a pasture on the south side of Lake Carl Blackwell, by Oklahoma State University officials. The number was estimated at from 12 to 30.

The dead animals were being buried where found over an area of about 800 acres, north of SH 51 and west of SH 1-C. Owner of the cattle is Bob Lindsey, a rancher near Kingfisher, who leased the pasture from OSU.

Alexander Top Spender; King Big Recipient

According to campaign and expenditures reports Kendall King, candidate for City Commission, has received the most in contributions, but Joe C. Alexander has had the most expenditures.

The second report was due from all candidates by 5 p.m. Monday in the office of the Payne County Election Board.

Retired Judge Benched

A visit Monday turned into work for retired Judge R. L. Hert. Judge Hert, on retirement in January was told he would be "on call."

Wall was busy. There was no-one to conduct arraignments for a bevy of persons arrested over the weekend.

Boren, Lawmakers Pushing Support For Langston U.

OKLAHOMA CITY (AP) — Gov. David Boren and legislative leaders agreed today to speed up passage of a \$480,000 supplement to the appropriation for Langston University after they were told the school cafeteria can't open Monday unless extra funds are provided.

Rogers Powers Cuts OK'd By House Panel

OKLAHOMA CITY (AP) — The State House Appropriations Committee voted Wednesday to place the employees of State Examiner and Inspector John M. Rogers under the merit system and remove Rogers from two state statutory boards.

service agency to the state of Oklahoma" which probably should have been under the merit system all along.

Hearing On Frontier Held, Being Studied

WASHINGTON — The Federal Civil Aeronautics Board's hearing in the Stillwater vs. Frontier Airlines dispute was unworked in fast order Wednesday morning and the situation is again under advisement.

Fitzgerald said the bureau presented the CAB with an exhibit that showed the federal subsidy per passenger using the Stillwater service would be \$27 per head. The exhibit also showed the CAB had earlier deleted services to cities that had requires less subsidy.

Doctors' Building Bids Opened

A Norman construction company was apparent low bidder when the Stillwater Municipal Hospital Trust Authority opened bids on the proposed Doctors' Building Tuesday night.

Doctors' Building Bids Opened

The other bids received were from Atlas Construction, Oklahoma City, \$41,385; D. C. Bass & Sons, Enid, \$43,360; J. J. Cook Construction, Oklahoma City, \$43,199; Cooper Brothers Construction, Oklahoma City, \$42,721; Dunning Construction, Oklahoma City, \$33,700; Harmon Construction, Oklahoma City, \$60,000; Ron Johnson, Oklahoma City, \$52,606; Lambert Construction, Stillwater, \$56,750; Mangum Building Co., Oklahoma City, \$57,000; Rayco Construction, Oklahoma City, \$617,000; Stillwater Development Co., Stillwater, \$538,880.

the doctors who have expressed interest in building the building.

gave its approval to the Utilization Review Policy the hospital must submit to the federal government by April 1 to continue receiving payment for Medicare and Medicaid patients.

Will Rogers Says... We are able to report much jubilation on the part of the dispreachful rich element of the entire country. They are celebrating the country's return to Wall Street.

Faisal Buried

BEIRUT, Lebanon (AP) — Thousands of weeping Arabs mobbed the coffin of assassinated King Faisal before the world's richest monarch was buried in an unmarked grave today.

It is to be constructed adjacent to the new hospital facility. Four of the 15 bids received came in equal to or lower than the architect's \$25,000 estimate. All bids were referred to the architect for study and recommendation.

News in a Nutshell

WASHINGTON (AP) — Gen. Frederick C. Weyand, Army chief of staff, is flying to Saigon with orders from President Ford to assess the military situation and determine what additional help might be needed.

See related stories Page 23.

APPENDIX D

ROUGH NOTES ON OTHER DATA

WHAT RESPONDENTS LIKE MOST ABOUTTHE STILLWATER NEWS-PRESS

The following statements show what readers of the Stillwater News-Press like most about that newspaper. Except for minor corrections-- misspellings, omissions, and grammar--the statements are transcribed verbatim. Words, phrases, or statements denoting emphasis on the part of the respondents have been capitalized.

A summary showing the frequency of each statement appears elsewhere in this study. The statements were categorized into eight areas.

Advertising/Sales Areas

(The News-Press)* informs us about services, sales, etc., as well as state and national news. (I like) the grocery ads... I like local ads... Sales, News-In-Brief and public records. Area news and advertisements.

Local advertisements ((sales, prices, etc.))** Sports, ads, and local news. Want Ads and briefs. Grocery Ads and local news. Advertising ((especially display ads)). Local business ads.

Editorial/Columnist Areas

Family Living Page. The front page; Dear Abby; Dr. Lamb. Lawrence Gibbs' columns and stories. Family Life Section. Lee Bell's column. Forum Page. L. M. Boyd column. Special byline.

()* - My parenthesis

(())** - Respondents' parenthesis

WHAT RESPONDENTS LIKE MOST ABOUTTHE STILLWATER NEWS-PRESS

Respondents' statements showing what they like most about the News-Press appeared on 206 (85.1%) of the 242 mail questionnaires. The statements were divided into 33 categories. The chart below shows which items are most "popular," and which are not.

	No. of Times	Approx. % Frequency
Local News	129	62.62
General Content of the paper	49	23.78
Advertising/Sales & Services	21	10.19
National News	19	9.22
State News	19	9.22
Forum Page	10	4.85
Ron Holt (Sports)	10	4.85
Hospital News	8	3.88
International News	7	3.40
Family Living	7	3.40
Comics	7	3.40
Photographs/Pictures	7	3.40
Page 2 of the paper	6	2.91
Public Records	5	2.43
Front Page of the paper	5	2.43
Lee Bell (Managing Editor)	5	2.43
L. M. Boyd (Columnist)	4	1.94
Dear Abby	4	1.94

	No. of Times	Approx. % Frequency
Print/Type-face	4	1.94
Radio/TV schedule	4	1.94
Church News	3	1.46
Micki Van Deventer	3	1.46
Lawrence Gibbs (City Editor)	3	1.46
News-in-Brief/Nutshell	3	1.46
Dr. Lamb	3	1.46
Deaths/Obituaries	3	1.46
Crossword Puzzle	3	1.46
Women's Page	3	1.46
Pull-out Calendar of Events	1	0.49
Sande Tate	1	0.49
Theater Listings	1	0.49
Weather	1	0.49
Will Rogers Says	1	0.49

A look at the table above tends to indicate that local news is extremely "popular" among the readers of the News-Press. The paper devotes most of its pages to the consumers who also buy the paper for local news, city government, county news and news about the surrounding cities.

Also popular are advertisements, national and state news. The frequency which readers mention those items, along with sports, hospital news and the forum page, tends to indicate that the News-Press has satisfied its readers.

A very good home town newspaper. (I like) everything. It tries to get all newsworthy events quickly. I like all the daily press. Pull-out calendar of events. Its effort to build a better newspaper.

This is the best "home town" paper I have seen anywhere. Up-to-date news. It is a fine paper--a family paper and certainly fulfills the need of a TOWN paper. It is a good small town paper.

Everything in general. Information about elections and political candidates. It has about the right kind of news in general. (I) hope the News-Press doesn't ever put small town news like some newspapers do.

Good overall newspaper coverage in this size town. Family newspaper. Good plain English used. News about friends and people I would not otherwise know.

Its all-around coverage--it seems to have something for everybody. It gives good news coverage of the whole county (and) not just Stillwater. News is concise, interesting and up to the minute. News in general.

I get what I want out of the paper. News-Press seems unbiased on most national issues but is too biased on local issues. It is a good family news service.

It provides local coverage and enough national news to supplement more detailed national coverage obtained from U.S. News and World Report, or Newsweek, or Time.

It is the only paper in town. It is diversified on coverage. Appeals to many. Relates well to the community. Good appearance; news coverage. Taking it all together I think we have a very good news coverage. Getting the latest news.

Stories and Women's page. Special articles by Micki Van Deventer and Sande Tate. The Family Living Page--If the rest of the paper came up to the quality of that section it would be a much better paper.

"Will Rogers Says....," public records and want ads. Editorial page--it is local--the only one. Frank and Ernest cartoon.

Entertainment Areas

(I like) Comics; Crossword puzzle on TV Guide (schedule); TV schedule. Theater listings. Feature articles.

General Contents

It's (published) daily. Community affairs--especially civic. Church News. It supplements the TV news very well. It is local, national, and international in scope.

The News-Press has adequate general coverage. Choice of wire service feature stories run and local writing such as by general ones ((not especially fond of fashion, etc.--(I) get it from New York Times--personal taste)) by (Micki) Van Deventer.

Conciseness--good all-around coverage. Good news coverage for a small paper. Biggest (Wednesday) part of it. I think it is a very good local newspaper. It is small enough to read the whole paper each day. Easy to read.

General coverage and specific coverage on events in and around Stillwater. Good, rounded news.

I think it is a good home newspaper. It's a local paper--with up-to-date report on what has happened pretty well in my town.

The way they covered the Friday 13th (1975) tornado! Outstanding

pictures! Other articles like this are good.

Hospital News-Deaths-Obituaries

I like information on page 2. (I) would like more complete hospital news--admissions and dismissals. At least notice of deaths in surrounding towns.

I get what I want out of the paper--local news, hospital report, etc.

Local-State-National-International News

(I like the) local news in timely fashion. (It) provides only source for this brief coverage of state, national, and international news, though limited. Best source of local news.

Local coverage is good. Fair local news coverage. Choice of wire service feature stories run and local writing such as by general ones ((not especially fond of fashion, etc. (I) get it from New York Times-personal taste)) by (Micki) Van Deventer.

What is happening to people here. I get a little home news. Coverage of local, state, and national news...and follow-up on those items. Easy to read. What it has to say concerning local news. It has local as well as state and national news. Area news.

County and city news. The clear-cut and well-selected pictures depicting local happenings--use of and treatment of local news most commendable. It's local and has world news in brief.

Coverage of national and state news in relatively brief and concise form. Most of its news is local--about local happenings and local people. This is as it should be for the Tulsa and Oklahoma City, our

state papers, can take care of the other news. It covers all the local news very well. Community coverage and sports coverage are very good.

Balance of local, state, and national news items. Our town items, corner meetings; comments on our government and news in general. The impartial coverage of local news. News-in-a-Nutshell. Combined local and international news and not too biased an opinion on things.

Feature articles; special columnists; review of City Commission, meetings; public records; pictures of local events/happenings. Thinking news. News about friends and people I would not otherwise know.

It gives what we like to know about our city and world affairs. Timely news. Covering of local news and news in neighboring towns. City and national news. Emphasis on local happenings. The essential national and state news and world brief; local news, of course.

Easy to read local news. News about clubs. Publicity of local affairs. We get some of every type of news--local, state, national and world. News of community events. Front page. Many features. Balanced coverage of the national, state and local news is what I like most.

Photographs and Printing

(I) like the photos, state and school news. Quality of print and pictures. Good typography and clean prints, also page 2 and Forum Page, all seasons of the year.

The clear-cut and well-selected pictures depicting local happenings.

Use of photos, balanced content and make-up.

Sports (Ron Holt)

Ron Holt (Sports). Sports page. Local sports. Sports news.

Sports coverage and community coverage is very good.

WHAT RESPONDENTS DISLIKE MOST ABOUT

THE STILLWATER NEWS-PRESS

Respondents' statements showing what they dislike most about the Stillwater News-Press are transcribed verbatim except for minor corrections--misspellings, grammar or omissions. Words used by the respondents with emphasis have been capitalized.

A summary showing the frequency of each statement in the analysis appears elsewhere in this study. All the statements were placed in nine broad categories.

Advertising Areas

Advertising by similar groups of builders on helping to build some new buildings, etc., also advertising-added section. Seldom use the advertisements. Too much advertising. Too many ads. Too much advertising on Wednesday that dilutes the news.

Too many ads on housing.

Bias and Inaccuracy

Sometimes bias in editorials. The TV schedule is not too accurate. Some spelling "goof ups." Distorted, biased and the sensational aspect of reporting and interpretation at the beginnings of articles and then the real facts come later toward the end.

(Wrong) sequence of names under pictures. Lack of accuracy in reporting local news--public board meetings, etc. The errors made in the obituary notices. ((Corrections are normally made in the next issue.))

Editorials not carrying name of writer; too many errors in radio/TV section. Too many inadequate headlines. Apparent bias included in the text (concerning) local issues--contained in the text. Too many grammatical errors. Mistakes on obituaries.

Efforts to slant news items by choice of headlines. Efforts to be "cute." Political bias--lack of coverage of our U.S. senators and representatives' activities. Errors in reporting ((obvious occasional mistakes--like getting the wrong name of a person in a large picture)).

Too politically biased. Biased editorial columns. Typographical errors and misspellings as well as incorrect names under person's picture. During election campaigns, I find it to be a little too prejudiced--should present both sides equally.

Wrong names and addresses with the story. Not enough care in keeping stories and headlines and photos together. Errors in news stories.

Mistakes--wrong names on a photograph. Canny editorials meant to be funny. Omissions of news when adverse and related to News-Press or family.

The death notice space is always biased toward News-Press associates. Copy apparently not carefully edited. Frequent errors; poor editorial page. One sided--prejudicial.

Delivery/Circulation

No Saturday issue. Just when the boy doesn't get it on the porch. Delivery service (poor). Delivery service is very poor--particularly in older sections of Stillwater. I rarely receive it before 6 p.m., and it's NEVER on the porch.

Getting it one day late, as we are on Rural Route, outside Payne County.

Editorial and Columnist Areas

Slanted city (municipal) reporting. The mayor is ONE commissioner and your reporting of this, on occasions, (is) atrocious. Vindictive bias of Lee Bell. Mayor Thomas' photograph everyday. News-Press backing of City Hall.

Columns by Lee Bell and Lawrence Gibbs. Absence of editorials on local issues. The inconsistency of use "editorials"--at times live issues are ignored; at times in a frivolous manner; occasionally the crudity of writing can only be explained as gross lack of knowledge or insensitivity to the individual citizen.

Tom Tiede. Use of national and sometimes state news stories verbatim with what is heard on TV news. Art Buchwald is a waste of time, Tom Tiede ((?)) is too liberal and cynical. Prefer conservative based writers.

Lee Bell's column ((or the comic page)). They are about the same. Highly biased editors that support the business community. Editorials not carrying name of writers. Lee Bell's obnoxious, ignorant, "porno" column; James C. Stratton's "Footnotes and Fancies."

Lee Bell's and Lawrence Gibbs' articles. When they are really rank! Horrible! Bell and Gibbs give preferential treatment to the pronouncements of Mayor Thomas--I sometimes question if the mayor and the publisher are brothers-in-law!

The poor taste, trying-to-be-funny column "Just Commenting." It tries to force its opinions, which are biased, on the readers. The

foolish, immature remarks of Lee Bell's. Content of special features is consistently trivial--Lee Bell's humor is too often coarse, to say the least. The syndicated columnists are of inferior quality as journalists. Editorials are too biased and don't pertain to anything other than local gossip. (I) am tired of hearing Bell.

Absence of "punchy" local editorials. Uneven reporting of community news ((too great an emphasis on Women's News)). Biased reporting is not identified as editorial. I dislike nothing in the News-Press but I am not interested in . . . editorials.

Not enough local editorials--need more sports coverage. Lee Bell is too coarse in his column in his attempts at humor. (I dislike) personal reference as in the L. Gibbs' column, occasionally.

Lack of editorials pertaining to current front page news. (I dislike) Gamboling with Gibbs. I enjoy Lee Bell's column usually but his constant referrals to "drinking" and his use of barnyard language detract from the professional quality of the newspaper and add absolutely nothing to the material.

(I dislike) Don Oakley and Tom Tiede. Poor editorial page. Editorials. Editor's column.

General Content

Its owners sometime print what they want and leave out bad news or bad information about friends or business. The price (is too high). Those glaring, too-big-identification signature cuts appearing all over, and want ad page. Surely they can be of better taste and satisfy publisher and client.

The lack of interest given to Stillwater people who contribute to

the good of the community. There is too much "fashion" news about big designers. Need better proof reading. It doesn't have enough women's items, household hints, etc. It does not report enough on the poorly managed street program in Stillwater. A reform movement is needed and the press has its head in the sand.

Comics and related matter. There are not enough local pictures and stories on the front page. Too much emphasis on women's meetings--not enough on civic meetings.

Articles of death, gambling, etc., on first page. Reporting wrong directions--reporter frequently doesn't know East from West or North from South.

The News-Press controls all news media in Stillwater and I do not feel this is free enterprise--it's monopoly. Using stories such as what is decided at city commission meetings for front page leads.

It could carry feature stories regarding successful youth projects --Stillwater is the home ((state headquarters)) of F.F.A., F.B.L.A., D.E.C.A., V.I.C.A., and 4-H. The tendency to overrate some things.

Printing of all the people who are fined for minor traffic violations and the exorbitant amount they have to pay. They don't follow up on some stories. Favoritism to friends. Listing personal names for first offenders of inattentive driving or minor charges. Enough gossip goes on without (this column).

This paper doesn't seem to be in-depth enough. Uneven reporting of community news ((too great an emphasis on women's news)). Canned news from the Associated Press. Too many recipes and pictures of food. (I) would like good and not all the bad things that happen. Personal jibes at politicians is what I dislike most. It needs to have the

future and markets in it like the Daily Oklahoman. Some carry photos--not in good taste from my point of view.

Too many items of Oklahoma City Commission squabbles. Out-of-town news--one day later than other papers. Too many pictures of same university officials. No "Mary Worth" or Apt. 3-G comics. Playing up the stripping (streaking) and other bad things.

I feel that O.S.U. activities don't always get enough coverage. Use of word "subject" instead of "person." Local civic "leaders" articles and sports articles about women: example: Golf Championship and Women's Golf Championship.

Calling ladies by their last names only. Omission of court news, etc., which we later read in other papers. Lack of pictures and unfavorable stories of Stillwater big shots.

Many important news stories are hot-tailed or incomplete. Propaganda from City Hall. The editor and his opinions. Rare occasions an item of derogatory nature is not to the best interest of the community.

Prejudices--the mayor is king--never does anything wrong. Men's fashions. The women's page is a little heavy on fashion news.

Local-State-National-World News

Lack of world or national news...summaries. Not as full coverage of national news. National and/or international news which I have already heard on the radio during the day. We do not get enough local news. I seldom read the non-local news that I read in Oklahoman and get on TV. It does not cover statewide news as well as I would like. Regarding headlines--too often the headline gives an impression of guilt, bad intent, or improper conduct not substantiated in the

complete story. This is, or was, especially noted in regard to "Water-gate" or other national and state reporting. Too much emphasis on sensational or bad news.

The society page is archaic! Almost no area news. Spotty national and international news. Sometimes too much world news, not enough local news or stories. Not enough national and international news.

Photographs and Printing

At the time, the ink gets your hands so dirty. Poor ink or paper--it rubs off on hands, clothes or anything. There are not enough local pictures and stories on the front page. The print comes off too easily.

No special dislikes--other than ink on hands after reading. The black hands I have when I have finished reading the paper. Printing could be plainer and larger.

Sports

Lack of national sports summaries. Probably too much emphasis on sports. Poor sports page. Sparse sports coverage. Sports section is of no interest to me but I realize you'd be dead without it. (Lack of) national news, especially sports. Sports--except local sports. Need more sports coverage. Another page could be devoted on weekends--maybe carry syndicated national sports column. Covering of national sporting events is sparse. Some sports.

WHAT RESPONDENTS DISLIKE MOST ABOUTTHE STILLWATER NEWS-PRESS

Respondents' statements showing what they dislike most about the News-Press appeared on 156 (64.46%) of the 242 mail questionnaires. Dislike statements were gathered into 33 categories. The chart below shows what items in the paper tend to be most "unpopular."

	No. of Times	Approx. % Frequency
General Content of the paper	20	12.82
Lee Bell (Managing Editor)	18	11.54
Inky Type ("gets hands so dirty")	10	6.41
Insufficient Local News	9	5.77
Errors in Names	8	5.13
Bias in Editorials	8	5.13
Lack of/Insufficient National Sports Summary	8	5.13
Lack of Local Editorials	7	4.49
Errors in General	7	4.49
Too Many Ads	6	3.85
No Saturday <u>News-Press</u>	5	3.21
Lawrence Gibbs' (City Editor's Column)	5	3.21
Insufficient National News	5	3.21
Poor Delivery Service	5	3.21
Court Briefs	4	2.56
Political Bias	4	2.56
Insufficient International News	3	1.92
Misleading Headlines	3	1.92

	No. of Times	Approx. % Frequency
Favoritism	3	1.92
City Government reporting	3	1.92
Comics	3	1.82
Price (of the paper)	3	1.92
Slanted reporting	3	1.92
Too Much Sports	3	1.92
Tom Tiede	3	1.92
Fashion (Males & Females)	2	1.28
Monopoly of news by the <u>News-Press</u>	2	1.28
Misspellings	2	1.28
Errors in the TV Schedule	2	1.28
Insufficient News on the Women's Page	2	1.28
Too Much Emphasis on Women's Page	2	1.28
Art Buchwald (Columnist)	1	0.64
Insufficient Ads	1	0.64
Don Oakley (Columnist)	1	0.64
Photo in bad taste	1	0.64
Insufficient Local Photos on front page	1	0.64
Prints (Not large enough)	1	0.64
Insufficient State News	1	0.64
Poor Sports Page	1	0.64
Stratton (Columnist)	1	0.64

Ninety-two percent of the respondents (222) felt that the News-Press is a good family newspaper, while 3.31 percent (eight) did not believe it is. Twelve respondents were neutral. Among those three groups, 30 statements were made as to why each group felt the way it did. The comments made are shown below. (The letter "M" denotes male while "F" denotes female.)

STATEMENTS DENOTING NEWS-PRESS AS GOOD/BAD FAMILY NEWSPAPER

Responses	S T A T E M E N T S	Type of Respondents
No	The <u>News-Press</u> is too biased on opinions; you can read their opinions on most any article.	Retired M
Yes	Except for city briefs.	Univ. M
Yes	Except once in a great while otherwise.	
Yes	Excellent but I hope you can get the editorial effort greatly improved.	Prof. Emeritus M
Yes	Most of the time.	
No	It COULD be. Lee Bell's GARBAGE (Just Commenting) should be eliminated. It's crude, ignorant and REPULSIVE.	
Yes	Except for Lee Bell's and Lawrence Gibbs' articles WHEN they are REALLY RANK. Horrible.	Housewife F
Yes	I know they "cull out" a lot that they collect to give a better paper.	
Yes	Generally.	Engineer M
Yes	For the most part. I think news and comments on sex matters could possibly be more limited.	Retired Teacher F

Responses	S T A T E M E N T S	Type of Respondents
Yes	Except for poor taste: trying-to-be-funny column, "Just Commenting." It tries to. . .	
Yes	. . . force its opinions, which are biased, on the reader.	Prof. M
No	Lee Bell's vulgarity. I wonder if parents like their children to read "Dear Abby," those very intimate marital problems.	Teacher F
Yes	Except we need to put the good things which people do on the front and second pages; all sensational news should be back page. It takes character, honor and determination to win success.	
No	Let Gibbs replace Bell. I dislike Bell's small mind.	Prof. M
Neutral	Most of the time. I don't like some of the off-color stories written, especially by Bell and sometimes Gibbs.	Housewife F
Yes	Up to a point.	M
No	I think some of the pictures are too gruesome.	Teacher F
Neutral	In general, I do not approve of crude language in Lee Bell's "Just Commenting."	Retired Prof. M
No	It is too prejudiced in certain areas and that exhibits poor taste. No sweat as far as sex goes.	
Neutral	Not always. Most of the time "Yes." Some of the photos carried on front page.	Entomologist M
Yes	Except in a few instances of Bell's remarks.	CPA M
Yes	Except for Bell's and Gibbs' columns at times.	Merchant M
No	Let's not show the marijuana plants so much. I like kids and I think punishment to make headlines is poor taste.	Housewife F
No	Because there are so many good, good people, but the bad ones are always played up.	Sales Clerk F

Responses	S T A T E M E N T S	Type of Respondents
Yes	Except for "Code #One." Some stunts are NOT newsworthy.	Retired Educator F
Yes	With exception: It's time for it to take another step, for it HAS been trying, I think, toward dignified coverage of women as well as men; toward placement of the stories about women's achievements as well and importantly as men in ORDER TO BE A GOOD INFLUENCE ON BOTH BOYS AND GIRLS!	Prof. F
Yes	Could have more humorous cartoons as "The Girls."	Homemaker F
Neutral	Generally, but not in all aspects at all times.	Educator M

RESPONDENTS' GENERAL COMMENTS ABOUTTHE STILLWATER NEWS-PRESS

The following statements were added by respondents at the end of the question sheet.

General Contents/Performance

The News-Press is a fairly good family newspaper, except when Lee Bell (Managing Editor) decides to be more "screw ball" than usual. Sometimes his "clever remarks" are actually rather crudely obtuse.

Betty Wilson is your best reporter. I think it is above average. They (my comments) are not good so I do not choose to write them.

Like all reporters I wish they would do a little more checking for authenticity before they print articles. (I) am fully satisfied with everything but the price (is) too high. (The newspaper is) above average for cities of this size. Only good. Just that the News-Press is part of the family. It is nice to know some of the people who work for the News-Press.

A quality community newspaper of good style covering the news field and presenting first-class advertisements. Family Living editors and feature writers do exceptional work for a small-town newspaper.

"Last Week's News Review" Sunday column is viewed as an appropriate addition. Many readers are away for brief periods. I wish they would put in some good jokes or comical incidents, etc., even on front page.

We think the Stillwater News-Press is a wonderful newspaper. Sometimes a good paper, other times not so good. (I) guess it does all

right for a local paper.

For STILLWATER, the News-Press is excellent. I read news magazines to keep informed NATIONALLY. I think it is a fine newspaper. I think it is an all-round good newspaper.

Being personally acquainted with most of the personnel and being a printer, I have a great deal of admiration for the fine job they do in bringing the community a good newspaper. We enjoy it. It is an excellent paper; I wouldn't be without it.

I don't care for the small format for the heading on the paper. Astrology column (is) an appeal to gross ignorance. Most comics are a waste of space as far as I personally am concerned. A newspaper of superior quality otherwise. I like it. For the most part, I like the News-Press.

(I) just need better carriers. I think you should think for yourself more and not all the mayor says. I think it is an outstanding newspaper, particularly for a city the size of Stillwater and considering the size of Oklahoma State University for news to be covered also.

They print too much like pictures of the strippers (streakers) and not enough pleasant ones. I prefer "Stillwater News-Press" to extend across entire page as formerly. Good paper for its size.

A farm community should get more farm news. Courteous staff and helpful, talented writers. Very pleased with it generally. Further, I believe it will continue to give attention to enlightened coverage of both men and women, as it has in the past with photographs of the newly-formed girl sports activities.

For a town Stillwater's size, I think it (is) an excellent paper. First class paper. A great newspaper. For a city the size of

Stillwater, I feel the News-Press is outstanding. The only complaint I have is the ink that comes off on the hands while reading.

Quotes in articles could sometimes be more accurate when quoting. It is a better than average small town newspaper. It's too high in price for paper; \$24 is plenty. Caters too much to university's problems.

I like to read the livestock market daily. Headlines need to be more complete: information to capsule lead paragraph or paragraphs is needed--more attention to headline writing needed--or, use of sub-heads.

We wish the News-Press would publish the wheat market price every-day and get it from Stillwater Mill. ((Some newspapers have it every-day.)) Good newspaper.

Not enough pictures and youth features such as 4-H, Scouts. These are very important to the future. Would like to have the Farmers Market added to it. Very good daily. I like the News-Press. I think it is a good local paper.

(The) paper is written and edited for the regular reader only, not newcomers. Uneven quality: concise and simple ranging to clumsy and inexperienced (especially city government year-in and year-out). Sports coverage full, but often poor in judgment. Paper okay considering small town mission and probable low salaries. It seems satisfactory to me.

I have told the publisher I think Stillwater has the top paper of Oklahoma. It is good. I have a real good delivery boy--neighborhood boy. I feel it is a good newspaper but like all publishers they try to impose their ideas on the reader without a true reflection of the opposition.

Really newsworthy items (are buried); for example, recently a young man was killed in a fall from Horsethief Canyon at Perkins--the News-Press carried the item in the inside pages. I just feel that it's a shame that a university community doesn't have a better-quality paper.

I like the general format and news coverage. Good paper. I think it is a pretty good paper in spite of some of its faults. I know I would miss it if we didn't have it. I think Stillwater is large enough for two papers. I think they strive not to print gossip and get the facts right.

Needs competition. Some good news along with all the bad news. It is a good local paper. Best! Berry's World and Will Rogers Says... It is a good paper. I like it just as it is. The ink ALWAYS rubs. I enjoy it most of the time.

It has improved over the past 25 years. It is a good newspaper for this size community. It does make errors though. I am glad the survey is being made and hope its results will be made available to me and the News-Press.

The unevenness of reporting needs to be changed before it will become a newspaper and not the publisher's private voice. Dig for facts and print them.

Too many impractical recipes and pictures of food. For a town the size of Stillwater, I think the News-Press is a good newspaper. I like it very much.

It is a poor example of professional journalism. Its family and social pages are good. Special columns are readable. I would like the "Prayer and Bible Thought" boxed and placed in a top position. I would like more household hints, more about flowers, shrubs, lawns and birds.

I enjoy news from Glencoe, Guthrie and other areas. Club news and stories of people. Neighborhood-type news written by people not News-Press reporters. I think it would help prevent shoplifting if names of those arrested were published. I dislike paying ((indirectly)) for their crimes.

It is a real value to read. It's great. I do enjoy it. It is a very good local newspaper for Stillwater. I am used to it and would miss it very much. I like the LOCAL coverage to keep me abreast of people and happenings.

I especially like the entire article on one page without having each story "continued" on an inside page! I used to like reading high school news. It was a weekly feature on Fridays. They do some good things up there. Maybe it could be a monthly feature.

Journalistically poor in many ways. I sometimes think they fail to cover some important stories thinking everyone takes Oklahoma City or Tulsa paper.

I think it's a fine paper. I especially like "Dear Abby," Comics and TV guide (schedule) though I read it all. Also Dr. Lamb.

Editorial/Columnists Areas

Lee Bell's column is a waste of printer's ink and the energy required to print it ((whatever it is!))

Did you read Lee Bell's latest distasteful comment? -- "Secretary John Rogers treats his wife the same way he treats the people of Oklahoma...he got her pregnant!" That CRUDE, PRIMITIVE, crap should be eliminated. LEE BELL should be FIRED!

Take out Boyd or Buchwald on Forum Page and give us instead

another good liberal commentator. I think it to be a very good newspaper and would not object to more editorializing by local editor on pertinent issues.

Move Lee Bell to back page, in fine print ((ha)). I am very disappointed that Art Buchwald's "material" clutters the space where one would expect an editorial. Surely, the local News-Press staff could write something more worthy of the space, or they could again go to outside sources for help, and make a better choice.

Omit Lawrence Gibbs' hobby column. I think it would be advisable to use Associated Press style throughout the paper. I hope during the bicentennial year of '76 the News-Press will have daily reports of what happened 200 years ago and maybe use colored inks for its headlines. We certainly enjoy "Will Rogers Says...." A great addition to the front page.

I do not like Lee Bell--biased, uncouth ((educated but dumb)), the paper would be better off without him. I do feel that Bell's personal remarks are uncalled for.

Really a good small town paper--Suggestions: a) Not enough community leadership through consistent, timely editorials.

b) (I) would like to see it more intellectually stimulating via editorials, better columnists, etc.

c) (I) would like to see much more citizens' participation on Forum Page through letters.

Fire "Lee Bell."

Bias and Inaccuracy

A bias (is a) very poor excuse for a community paper. News-Press

favours (the) university too much. Prejudice is not too frequent and can be seen through so it's not that bad a paper--An expanded "O'Colly" (OSU's Daily O'Collegian). A very fine paper. Contains very few errors--this wasn't always true!

Quite often the names of people under the pictures are wrong.

Hospital Briefs

What can be done to improve the Hospital Notes. My only criticism is about the hospital news--names of those who enter. May be the fault of the patient rather than the News-Press.

I think it would be so helpful if the Hospital Admissions were listed in full each day; so many people do not know their friends are in the hospital until after they are about to be dismissed.

Local-State-National-International News

More information of national interest; this town is highly populated with people interested in national events. I feel they do a very good job of covering local news.

Since I subscribe to metro paper I like for News-Press to be more oriented to local news. I think they do a fair job of disseminating the local news and a "lousy" job on world news. They copy what some one also said the day before.

National news is usually one day behind the Daily Oklahoman. As a rule--(it) keeps one informed of local happenings and promotes community projects.

The following statements were made by those respondents who felt that some items on the front page of the News-Press should be moved to

the inside pages. Although made by only a minority (13%) of the respondents, some of the comments deserve a closer look (see data on this and following page).

FRONT PAGE CONTENTS--MOVE/STAY?

Responses	S T A T E M E N T S	Type of Respondents
Yes	Pictures such as the pig of Jan. 5, 1975. It was a waste of good space.	Attorney M
No	For the most part I trust the judgment of those who make the decisions.	Nurse F
Yes	CIA items--its an old worn-out subject. Some day the true story will come along.	Retired M
Yes	Some items such as the following examples: Jan. 5--"1974 was a wet year...." Mar. 4--"Oil Exporting Nations Discuss...."	
Yes	National news.	Prof. M
Yes	National and international news--also state news unless it relates to the Stillwater community.	OSU-Editor Emeritus M
Yes	"Will Rogers Says...."	Prof. M
Yes	The item What Will Rogers Says.... Omit that completely.	Teacher F
Yes	Some of the minor national news should be back page.	Business F
Yes	National news--Quit trying to compete with state paper. Ho-hum state news.	Engineer M
Yes	All the articles we've read about in the morning paper.	Housewife F
Yes	Move local stories.	Teacher M

Responses	S T A T E M E N T S	Type of Respondents
Yes	All crime stories should be placed on the back pages; too much emphasis is placed on crime.	Retired F
Yes	Pictures--those without stories	Student M
Yes	Unimportant state and national news	Housewife F
Yes	Human interest (stories) only. Election to local club offices.	Prof. M
Yes	Would like gruesome pictures moved to inside pages (or out).	Teacher F
Yes	Crime and sex stories should not make front page stories. Good news should come first.	Self-Emp. F
Yes	Any human-interest stories.	Retired F
Neutral	I'll leave this to those who put out the paper.	Homemaker F
Yes	I think Jack Stone's complaint about giving the mayor more favorable coverage was justified.	Retired Ag. Research M
Yes	Those of harm to others. There are plenty of good things happening to cover the front page.	Sales-Clerk F
Yes	Good news and propaganda	Prof. M
Neutral	Let them run their own paper the way they want to do it.	Self Emp. M
Yes	"Will Rogers Says..." and news in a nutshell.	Home Econ. F
Yes	Give short factual report of crime, no photos and move to the inside. You make it too exciting.	Prof. M

Most of the 242 respondents did not feel that any items

should be moved from the inside pages to the front page. The following comments were made by the 20 (8.3%) who said some items could be moved to the front page. Two hundred and eight (86%) felt that no items should be moved from the inside to the front page (see data below and on following page).

SOME ITEMS ON THE INSIDE PAGES--SHOULD
THEY BE MOVED TO THE FRONT PAGE?

Responses	S T A T E M E N T S	Type of Respondents
Yes	Local and state news--pertaining to parents with children, school, etc.	Teacher F
Neutral	Local news--especially about the good and outstanding things accomplished by local people.	
Yes	The things our young people do that are good should certainly be front-page news.	Housewife F
Yes	Some local and state and national news of major impact.	Vet. Dr. M
Neutral	Stillwater news.	Housewife F
Yes	Church news occasionally.	Retired F
Yes	Local honors.	
Yes	Only what would be considered newsworthy local news items to replace less worthy national or international news stories.	State Emp. M
Yes	Really newsworthy items; for example, recently a young man was killed in a fall from Horsethief Canyon at Perkins--the <u>News-Press</u> carried the item in the inside pages.	Teacher M
Yes	Local news of interest--pictures of good things instead of fools.	Housewife F

Responses	S T A T E M E N T S	Type of Respondents
Yes	Accomplishments of local people, especially the youth.	Retired Teacher F
Yes	Local and area news.	Engineer M
Yes	More local news and stories.	Local Businesswoman F
Yes	The national and international news in brief.	
Yes	Locally written and identified editorials ...concerned with the Stillwater community. There seems to be a void in editorials covering the local affairs.	Editor Emeritus M
Yes	State and local news.	Prof. M
Yes	More emphasis given to featuring local news on the front page.	Prof. Emeritus M
No	I would like movies ads -- on some pages besides one, two or three.	Homemaker F
Yes	A few now and then...with careful attention to balance between achievements of men and women.	Prof. F
Yes	Stories relating the good relations between Stillwater's largest business (OSU) and businesses.	Ag. Prof. M
Yes	I think people read the <u>News-Press</u> for local news and information. More of this should appear on front page.	Librarian M
No	The date, or day, on particularly the front page is too hard to find in a hurry. To a degree the inside pages too.	Merchant M
Yes	"News in Brief" without advertising, and News in a Nutshell.	Adm. Asst. F
Yes	Everything that pertains to city government or running City Hall.	M

VITA

Efiong David Akpan-Iquot

Candidate for the Degree of

Master of Science

Thesis: A MULTIVARIATE ANALYSIS OF FOUR ASPECTS OF STILLWATER
NEWS-PRESS CONTENT

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