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WEEKLY NEWSPAPER EDITORS' ACCEPTANCE AND USE OF 1963
STATE 4-H CONTEST PICTURES AND CAPTIONS SUPPLIED
BY STATE AND LOCAL EXTENSION SERVICE SOURCES

BY

LELAND L. SUDLOW

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Department of
Printing and Journalism, South Dakota
State College of Agriculture
and Mechanic Arts

1964

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WEEKLY NEWSPAPER EDITORS' ACCEPTANCE AND USE OF 1963
STATE 4-H CONTEST PICTURES AND CAPTIONS SUPPLIED
BY STATE AND LOCAL EXTENSION SERVICE SOURCES

This thesis is approved as a creditable and independent investigation by a candidate for the degree, Master of Science, and is acceptable as meeting the thesis requirements for this degree, but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Adviser

May 1, 1964
Date

Head, Department of Printing
and Journalism

May 5, 1964
Date

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LLS

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CHAPTER I

INTRODUCTION

Contests and fairs are among the oldest of human activities. In extension work they serve to attract attention, stimulate interest, provide action and participation, and give satisfaction and recognition. . . . Properly handled contests set the stage for teaching. . . . When the contest closes, notify everyone and use the winners to further the 4-H program.¹

The 4-H program receives considerable attention in event attendance as well as in publicity all through the state 4-H contests held during the South Dakota State Fair. It is at these state contests that county achievement day winners from throughout the state place their talents and projects in competition for the state's highest 4-H awards.

Publicity in the form of news releases (and more recently news photographs with captions) has been provided to the local news media outlets by the State Extension Editorial Department. This department is the publicity organization for the South Dakota State College Extension Service.

Publicity methods have changed during the course of more than fifteen state 4-H contests covered by this department--from the daily roundup story for each of the daily newspapers in the late 1940's to

¹Lincoln David Kelsey and Cannon Chiles Hearne, Cooperative Extension Work, Comstock Publishing Associates, Ithaca, New York, 1955, pp. 351-52.

the news photographs and captions in the 1950's and 1960's for the dailies and for television.

When pictures were introduced in 1950, it was theorized by the staff that they would receive considerably more reader attention than the previously used roundup story. This increased reader attention justified the increased services to the media outlets. "Surveys have shown that readership of pictures and captions exceeds the readership of all other printed matter in newspapers and magazines. . . . Pictures are more quickly and easily understood than printed words."²

Not until 1958 was the publicity program changed to include the weekly newspapers on the mailing list to receive news photographs and captions of their local state 4-H contest winners. This change was made following a study conducted by this author revealing that all but one out of 86 weekly newspaper editors could rely on at least three-day engraving service from commercial engravers. This meant that a state 4-H contest picture received by Saturday could be mailed to the engraver that same day, or even the following Monday, and the editor could expect to receive the engraving in time for the Wednesday publication date.³

Although engraving services were available for the weeklies, the editors' interests in the state 4-H contest pictures ran from

²Joseph Costa, "Press Photography and Photo-Reporting," Graphic Graphlex Photography, Morgan & Lester Publishers, New York, N.Y., 1954, p. 279.

³Leland L. Sudlow, South Dakota Weekly Newspaper Engraving Facilities in 1958, Unpublished, South Dakota State College, on file in the Department of Printing and Journalism, 1958.

"very interested" to "no interest at all." Those who were interested were quick to emphasize that they would use only "local" pictures in their publications. Rather than to send local pictures to those who did not want them, the weeklies were once again surveyed prior to the 1958 state 4-H contests. They were asked whether they wanted to be included in the mailing of local pictures and, if they did, they were to indicate what they considered their weekly's coverage area to be. This information was catalogued for the editorial staff to be used in determining the 4-H contest winners' local news media outlets.

After it was established that local pictures could be engraved in time for the next issues of the weeklies, the editorial staff agreed to the increased effort of providing news photographs to the weeklies in addition to the dailies and to television.

It might be theorized that such efforts on the part of the editorial staff would result in high usage of the pictures and captions; however, this was not the case. Even though the pictures were of local 4-H members who had gained state recognition by winning an event in the state 4-H contests, the dailies and weeklies used only from 10 to 25 per cent of the pictures submitted.

A number of factors could contribute to the low percentage of use. More than one hundred different scenes were ordinarily photographed during a state 4-H contest. An editor might receive as many as twenty local pictures. Some 4-H members might win more than one event, which results in more than one picture of the 4-H member, but

each picture is a different pose. Another factor is that some counties emphasize predominately one type of livestock production, and the 4-H clubs of that county often would win most of the classes in that particular livestock event. Again, the editor would receive a large number of local pictures. It is up to him to decide which pictures he will use. The pictures that are duplicate in pose, in person, or excess in number are those that count against the percentage of use.

In trying to find ways to increase the effectiveness of the state 4-H contest publicity program, the editorial staff, in 1960, decided to place a limit on the number of pictures that a weekly would receive. This number was set at a maximum of five pictures per weekly. This plan resulted in only a slight improvement in usage percentages. The weekly editors were still using only one, possibly two, but too often, none of the pictures they had received.

Since the editors emphasized the importance of "local" pictures, they have been supplied local pictures; but, there has been little effect on usage. They may feel that "local" should also relate to the source of the pictures. Perhaps the editor would be more influenced by a local news source. It might be theorized that the local representative of the Extension Service, the county agent, might have greater success in selecting the right pictures to provide to the editor and that the editor would use a greater percentage of them. The county agent is a personal news source who knows the community structure, knows the people, and knows, through his association

with the editor, what the editor is most likely to use in his newspaper.

Baus agrees with this assumption. "There is one formula for success in getting material published in the small-town press. While this is difficult because of the number of such newspapers, it is the only way to do an effective job. Local news plus local contacts is the answer."⁴

In an effort to find more effective methods of supplying state 4-H contest publicity to the weeklies, two hypotheses are offered in this paper:

1. Weekly newspaper editors will accept and use more photographs of local winners of state 4-H contests that are supplied by a personal source, the local county agent, than they will use from an impersonal source, the state extension editorial staff.

2. The captions for the local 4-H winners' pictures, provided by the personal source, will contain more published information than the captions published from the information that was supplied by the impersonal source.

Although the hypotheses were directed mainly to the study of the weeklies' acceptance and use of state 4-H contest news photographs and captions, data were also collected on the use made of state 4-H contest photographs and captions by the daily newspapers and by television.

⁴Herbert M. Baus, Publicity in Action, Harper & Brothers Publishers, New York, N.Y., 1954, p. 86.

The term "prints" refers to the product of the photographic reproduction of the photographic negative image on paper.

The term "usage" is used to refer to the number of prints used in proportion to the number of prints that had been sent.

The term "thought unit" is used to designate the number of complete thoughts or clauses that can be extracted from the context of the captions.

CHAPTER II

METHODOLOGY

All newspapers and television stations located east of the Missouri River and within the South Dakota boundary lines on the north, east and south were considered in the study area. Huron, the State Fair city, is in the approximate center of this area which is served by 108 weekly newspapers, 9 daily newspapers and 5 television stations.

Although the hypotheses consider only the weekly newspaper editors' source as well as the acceptance and use of state 4-H contest pictures and captions, a comparison of daily newspaper and television use of state 4-H contest pictures and captions is also included in this paper.

The Weekly Newspaper

Determining Samples

The weekly newspaper editors of the study area were provided state 4-H contest pictures and captions of their local winners by one of two Extension Service sources during the contests--a personal source, which is the local county agent, or from an impersonal source, which is the state extension editorial staff.

The study area was divided into two samples by counties because each county agent theoretically serves all of the weeklies in his county with news releases. This would permit each agent, serving as

a personal source in this study, to provide pictures and captions to his own local county weeklies.

The total study area included 44 counties and 108 weekly newspapers; however, two counties were dropped from the weekly newspaper study--Buffalo County because it did not have a county agent and Lake County because it did not have a weekly newspaper. This study of the weekly newspapers hereafter involves a total of 42 counties and 107 weekly newspapers.

In order to determine the two samples, the list of counties was ranked in order by the number of weekly newspapers in each county.⁵ The list was then systematically divided into two samples by placing the same sign by every other county name. The two samples "A" and "B" were then assigned to a 4-H picture and caption source through a coin flipping process. It was determined that the weekly newspapers in the counties of sample "A" would receive state 4-H contest pictures and captions directly from the county agents; the weeklies of sample "B" would be served by the state extension editorial staff.

Sample "A" consisted of 21 counties with 52 weekly newspapers. Sample "B" covered 21 counties and served 55 weeklies.

Agents' Participation

It was necessary that the agents of sample "A" not be informed that this was a thesis study since such knowledge might bias their

⁵1963 South Dakota Newspaper Directory and Rate Book, South Dakota Press Service, Inc., South Dakota Press Association, Brookings, South Dakota.

actions. Rather, they were told by letter on August 14, 1963, "A number of agents have requested they be allowed to select, order and send State Fair 4-H pictures to their county's weekly newspapers. This plan is being tried in one-third of the counties this year at the 1963 State Fair."

The letter also indicated that special order slips were being prepared and that a packet of order slips would be mailed to the agents before they left for the state 4-H contests at State Fair. This explanation provided an opportunity to repeat the proposal in a second communication. The second letter, which included the order slips, was mailed August 23. A third letter was sent to the agents on September 4, the day before they were to have their pictures selected and ordered. This letter, which included two additional order slips, was placed in the agents' mail boxes in the State 4-H Headquarters Building on the State Fair grounds.

State 4-H Contest Photo News Program

The opening of the state 4-H contests on the State Fair grounds coincided with the opening of the South Dakota State Fair, in Huron, on Monday, September 2. The 4-H contests were held throughout the six-day State Fair although the majority of the events were held during the first three days--Monday, Tuesday and Wednesday.

State extension editorial staff members, using 4x5 Graphic cameras, photographically covered as many of the 4-H events as was possible. Usually several exposures were made of the 4-H purple ribbon winners from each contest. In addition, picture identification

and relating information was gathered to aid the caption writers. The film holders were taken to the 4-H darkroom in the 4-H Beef Barn, where the film was processed and printed. (The 4x5 negative is of sufficient size that contact prints are acceptable to the majority of the mass media outlets involved.) In addition to making contact prints for the mass media outlets, a contact print of each negative was made for the picture display board in the 4-H Headquarters Building. On each display print was inked an identification number corresponding to the negative number so that 4-H members, parents, leaders, and agents could use the identifying numbers for print ordering purposes.

Agents serving the weeklies of sample "A" were advised that all 4-H pictures would be posted in the 4-H Headquarters Building. From these pictures, they could obtain the identification numbers for the pictures of county 4-H winners. Prints were to be ordered for the county weeklies by Thursday at 10:00 A.M. Once the agents completed filling out the order slips, they were to give the slips to the 4-H secretary who was on duty at the main desk. All orders would be filled and placed in the agent's mail box by 10:00 A.M., Friday. No charge was made for the publicity pictures ordered.

Picture Identification

The picture identification slip, that was filled out by the photographers at the time that the picture was taken, was filed in the darkroom with each set of negatives. When pictures were printed from the negatives, the corresponding identification slips were

photo-copied with an Ozalid Projecto-Printer 30 and the copy of the identification slip was included with each picture or set of pictures. These photo-copied identification slips provided the caption writer with positive identification of the persons appearing in the pictures.

The identification slips were photo-copied for the newsroom, often in advance of making contact prints of the negatives. This allowed the newsroom staff an opportunity to prepare captions for these pictures before they received the prints from the darkroom. This streamlined the effort to provide earlier daily mailings to the dailies and to television stations.

Mailing Materials Included with Prints

Mailing materials were included with the agents' print orders and photo-copied identification slips. The materials included one franked 6x9 inch envelope for each weekly in the agent's county, one cardboard picture protector for each envelope, enclosure slips and writing paper. The delivery of the prints to the weeklies was left to the agent's own method. Including the mailing materials with the picture orders prevented any handicaps that might have developed if the agent wanted to mail the pictures and could not find mailing materials to use.

Service to Sample "B" Weeklies

State extension editorial staff members provided picture and caption service to the sample "B" weeklies just as they had done for the dailies and television stations. Only the mailing date for the

pictures to the sample "B" weeklies was held to coincide with the picture release date for the weeklies of sample "A." All sample "B" weekly newspaper envelopes remained open throughout the week and, as pictures became available, they were given a caption and inserted into the corresponding envelope. Just prior to mailing on Friday, each sample "B" weekly envelope was checked for contents and a record was made of the pictures which were supplied to them.

Period of Study

The period of study was set by the author to include three successive issues of the weeklies after the South Dakota State Fair closed. These dates included the weeks of September 12, 19 and 26.

Method of Determining Usage

The South Dakota Press Association office, in the Printing and Rural Journalism Building, on the State College campus, receives copies of each weekly newspaper published in the state. With the permission and cooperation of Mr. Homer Givens, Press Association secretary, the author was permitted to scan the 107 weeklies each week during the study period. The published 4-H pictures in the weeklies were photo-copied to obtain a permanent record of the picture size, caption, location and page number.

The author compared the pictures which were used by the weeklies to the pictures which had been posted on the display board at the State Fair, and each published picture's identification number was recorded on the photo-copy.

The percentage of picture use for the weeklies of sample "A" and sample "B" was determined by dividing the total number of pictures sent to the weeklies of the sample into the total number of pictures that were used by the sample weeklies.

Information in Captions

The second hypothesis in this paper stated that the published captions for the pictures provided by the personal source will contain more information than the captions published from the information supplied by the impersonal source.

In order to determine the amount of information in each caption, an analysis of each of the photo-copied captions was made. Each caption was reduced to a common denominator as a method of measuring the amount of information available to the reader. This unit of measurement, an instrument of content analysis, is known as the "thought unit."⁶

"A thought unit may be defined as a form of thematic content analysis with each thought unit representing a complete thought extracted from the context of the story."⁷

The caption copy written by the extension editorial staff as well as the published captions of the weeklies of samples "A" and "B" was divided into component thought units. Caption copy from the

⁶ Donald F. Scannell, Some Effects of the Processing of News From a Single Source Upon Its Ultimate Use, Revision and Rejection, (unpublished Master's thesis, State University of Iowa, 1951), p. 14.

⁷ Ibid.

agents of sample "A" had not been required since it might have influenced their actions. The average number of thought units in the published captions of sample "A" was compared to the average number of thought units in the published captions of sample "B." Caption copy that had been written by the extension editorial staff was also reduced to thought units for comparison purposes.

Although other persons might determine a different thought unit summation for the captions in this study, this should not influence the results to any important degree. All captions were divided into thought units by one person, the author, who used the same criteria to score each caption. An example of a thought unit and how thought units were extracted from a caption is included in the appendix. (See Appendix A.)

The Daily Newspapers and Television

Introduction

Nine daily newspapers and five television stations were situated in the study area--that part of South Dakota located east of the Missouri River and within the state boundary lines. One daily, the Huron Daily Plainsman, is in Huron, the State Fair city.

The hypotheses in this study considered only the weekly newspaper editors' source, acceptance and use of state 4-H contest pictures and captions; however, since the daily newspapers and television stations were provided pictures and captions, they were also compared in this paper. This service to the dailies and to the television

stations was almost entirely provided by the state extension editorial staff. The coverage required daily releases to these media outlets. Pictures and captions of 4-H winners from multiple-county areas were supplied to them.

Because only nine dailies and five television stations were involved with this part of the study, the author decided to consider only the service of the state extension editorial staff to these mass media outlets. The total study area for these nine dailies and five television stations was the entire 44 county area east of the Missouri River in South Dakota.

Determining Media Interests

The state 4-H contest picture and caption service was not new to the dailies and television. They had received it since the early 1950's. Only one requirement was made by the state extension editorial staff of each media outlet editor prior to the annual state contests--he was to indicate whether the service was wanted. In addition, each media editor was asked to define his outlet's coverage area. This information was obtained by questionnaire which was initiated from the State Extension Editorial Department.

The information was catalogued to be used as a reference in the darkroom and the newsroom to aid in determining the number and distribution of the 4-H contest pictures for the media outlets.

Delivery to Media Outlets

Pictures and captions of area state 4-H contest winners were mailed daily to the daily newspapers and television stations--unless other delivery arrangements were requested. Representatives of the Huron Daily Plainsman and the Mitchell Daily Republic regularly called on the newsroom in the 4-H Headquarters Building for pictures and captions of their area 4-H contest winners. The Sioux Falls Argus Leader staff members occasionally called at the newsroom; however, they usually received their material through the mail. All other dailies and television stations received their pictures and captions by mail with the exception of the Pierre Daily Capital Journal, which did not express an interest in this service.

Period and Method of Study of the Dailies

The study period for the daily newspapers as set by the author was from Monday, September 2, through Sunday, September 15. It was long enough to provide an opportunity to observe the time lapse from the release of the pictures to the dailies to the time the pictures were used.

To determine time lapse, the author's record of pictures sent was compared to the newspaper clippings which were supplied to the State Extension Editorial Department by the Clipping Service of the South Dakota Press Service, Inc., Brookings, South Dakota.

Period and Method of Study of the Television Stations

The study period for televisions' use of state 4-H contest pictures as set by the author was from Tuesday, September 3, through Saturday, September 7.

Prior to the state 4-H contests, the television stations, as well as the daily newspapers, were contacted by letter informing the news editors of the planned coverage for the state 4-H contests by the Extension Service. They were advised that if they wanted to be included on the mailing list for pictures and captions of their area winners, they were to indicate that desire. In addition, each editor was asked to outline his outlet's coverage area.

Because television is an electronic media, it is not possible, as it is in the case of the printed media, to obtain clippings of the pictures that were used. Therefore, it was necessary to monitor each of the five television stations in order to determine the usage made of the state 4-H contest pictures.

The letter which was sent to the television stations' news editor prior to the state 4-H contests asked for the anticipated time that the pictures would be televised. This was done so that monitors could be assigned to watch for 4-H pictures during these telecasts, in order to try to keep the monitoring hours at a minimum and still be within the author's budget. The television stations' news editors were told that 4-H members often wanted to know when to ask their friends and relatives to watch for their pictures on television. Each television news editor indicated that if pictures were to be used,

they would be televised during the newscasts at 12:00 noon, 6:00 P.M. and 10:00 P.M.

Arrangements were then made for a monitor for each of the five television stations in the study area. Each monitor was assigned a television channel to watch during the three daily newscasts from Tuesday, September 3, through Saturday, September 7.

Copies of the 4-H pictures for each television channel's coverage area were mailed to the channel's monitor by special delivery the evening before the prints for the television stations were delivered to the newsroom for captions. The early mailing of the pictures to the monitors was to make certain that they would receive their prints before the pictures would be televised.

The monitors were sent a print of every picture taken of 4-H members from their television station's area. A record of every picture sent to each television station was tabulated by the author prior to the mailing of the pictures. The monitors were only to record which pictures were used in addition to the time and the date. Each monitor made a report of his findings at the end of the study period.

Changes Made During the Study

One television station was dropped from the study on Wednesday of State Fair week due to the fact that the monitor missed a newscast. The darkroom technician had been assigned to monitor KDLO-TV. During the two days that he had been monitoring, the station had not included any of the pictures in its newscasts.

The method of mailing the pictures to the monitors had to be changed. The author was informed on Wednesday of State Fair week that the pictures, even though they were sent first class and special delivery, were being delivered to the monitors by regular mail delivery. From that point on, the pictures were no longer sent by special delivery.

CHAPTER III

WEEKLY NEWSPAPER USE OF STATE

CONTEST PICTURES

Service to Sample Weeklies

Although 21 county agents were assigned to serve the weeklies in sample "A," only 16 agents ordered prints for their weeklies. Two of the five counties whose agents did not order prints were Campbell and Walworth. They were not represented by local winners. The three remaining counties--Douglas, Jerauld and Potter--had winners but the agents did not order prints. The 16 agents represented a total of 40 of the 52 weekly newspapers in the sample. Their combined picture orders totaled 160 prints. (See Appendix B.)

The state extension editorial staff, serving 55 weeklies of sample "B," provided pictures and captions to only 49 weeklies. The six weeklies not receiving pictures were from three counties--Hughes, Roberts and Union--which were not represented by 4-H winners. A total of 145 pictures and captions were provided the 49 weeklies. (See Appendix C.)

Picture Usage by Weeklies

All pictures for the two samples of weekly newspapers were released for delivery on Friday, September 6. Previous research had shown that pictures mailed by Friday could be delivered to the

weeklies so that engravings could be ordered and received in time for the next publication of the weekly newspapers.⁸

The study period started on Monday, September 9, and ended on Saturday, September 28. The weekly tabulations for the three-week study are shown in Table I.

TABLE I. A NUMERICAL COMPARISON OF STATE 4-H CONTEST PICTURES USED BY WEEKLY NEWSPAPERS IN REGARD TO PICTURE SOURCE

During the three-week study period, September 9-28

Week of Study	"A" Weeklies (160 pictures)			"B" Weeklies (145 pictures)		
	Weeklies Using Pictures	Pictures Used	Per Cent of Total Used	Weeklies Using Pictures	Pictures Used	Per Cent of Total Used
1st Week	17	47	77.04	20	37	77.08
2nd Week	4*	11	18.03	3**	11	22.91
3rd Week	1	3	4.91			
Totals	22	61		21	48	

*One weekly published pictures in two succeeding issues, counted only as one issue.

**Two weeklies published pictures in two succeeding issues, each counted as one issue.

From the data in Table I, it appears that there may be some support for the hypothesis that weekly newspaper editors will accept and use more photographs of local winners of state 4-H contests when

⁸Sudlow, op. cit.

they are supplied by a personal source than by an impersonal source. Each sample had nearly the same number of weeklies using pictures. However, the weeklies of Sample "A" (those that received their state 4-H contest pictures and captions from the local county agents) actually had used more pictures--61 compared to 48, as shown in Table II.

To test the null hypothesis that there was no significant difference in the weekly newspaper editors' use of 4-H pictures and captions that were supplied by personal and impersonal sources, the chi-square test was applied.

The chi-square test was used to determine if the observed differences in the treatment of pictures and captions provided weekly editors by personal and impersonal sources were significant.

TABLE II. 1963 STATE 4-H CONTEST PICTURES PROVIDED AND USED IN SAMPLE "A" AND SAMPLE "B" WEEKLIES

During the three-week study period, September 9-28

Samples	Weeklies Using Pictures	Total Pictures Provided	Total Pictures Used	Per Cent of Pictures Used
"A" Weeklies	22	160	61	38.12
"B" Weeklies	<u>21</u>	<u>145</u>	<u>48</u>	33.10
Totals	43	305	109	35.73

$$X^2 = .4741*$$

* X^2 at the .05 level of probability and 1 degree of freedom is 5.991.

Although the table shows that the weeklies served by the county agents did use more pictures, the difference is not great enough to be significant at the .05 level.

Since the chi-square of .4741 falls short of the .05 level of probability, the null hypothesis is accepted and it can be assumed that there is no difference.

In the cell titled "Total Pictures Provided," it can be noted that 160 prints were ordered by the county agents. The prints were provided at no cost to the agent; however, there is a charge for any additional prints that the agent might need for reports, public relations, exhibits and other purposes.

Permitting the agent to select and order free publicity pictures may have encouraged some to order more pictures than they actually needed for their weekly newspapers. One of the safeguards to excess ordering was to limit the number of pictures required of each pose to only as many prints as there are weeklies in the county. Even though the picture orders were limited, there was no requirement that insisted that the agent supply the pictures to his weeklies, nor were the weeklies checked to determine if they actually received the pictures from the agents. Had this been done, the agent and the editor might have assumed the service was being watched for more than a mere check on methods; and the results may have contained considerable bias.

Position of Published Pictures

The editors of the weeklies of sample "A" used nearly as many of their local winners' pictures on inside page one as they did on

the front page, as is shown in Table III. This was not true with the weeklies of sample "B." The sample "B" editors used 75 per cent of their pictures on the front page.

TABLE III. POSITION OF STATE 4-H CONTEST PICTURES IN SAMPLE WEEKLIES
During the three-week study period, September 9-28

Samples	Front Page	Other Pages	Per Cent on Front
"A" Weeklies	33	28	54.09
"B" Weeklies	<u>36</u>	<u>12</u>	75.00
Totals	69	40	

$$x^2 = 4.556*$$

* x^2 at the .05 level of probability and 1 degree of freedom is 3.841.

To test the null hypothesis that there was no significant difference in the weekly newspaper editors' placement of state 4-H contest pictures supplied by the personal and impersonal sources, the chi-square test was applied.

Since the chi-square of 4.556 exceeds the .05 level of probability, the null hypothesis is rejected. It is assumed there is a difference of placement of 4-H contest pictures published by editors who have received their pictures and captions from personal and impersonal sources.

Table III shows 54 per cent or 33 of the 61 pictures provided the editors of sample "A" weeklies actually appeared on the front

page. In comparison, the editors of the sample "B" weeklies featured on their front pages 75 per cent or 36 or 48 pictures which they published.

It might be hypothesized that the editors of sample "A," who had received service from the local county agent, placed the pictures and captions on the farm page or in the county agent's column which is most often found on the inside pages. The editors of the sample "B" weeklies received their pictures and captions from a non-local source and featured the information as a straight news release. These were usually placed on the front page.

Credit Lines

The agents serving the sample "A" weeklies were not required to supply the State Extension Editorial Department or this writer with a copy of the caption lines written for the pictures submitted. Whether the agents asked for credit lines is not known. Five weeklies from four counties did give the agent or the Extension Service credit for 13 of the 61 pictures and captions used by the sample "A" weeklies.

On the other hand, the state extension editorial staff has requested credit lines each year that they have served the weeklies, dailies and television. Each picture is stamped with a rubber stamp bearing the words, "Please Credit the South Dakota Extension Service." This request, however, appears on the back of the picture and stands a risk of not being read. In addition to stamping each photo, the writers have also included as the last line of their captions,

"Extension Service Photo." Even though the credit is requested, it was given to only 26 of the 48 pictures used by 14 of the 21 sample "B" weeklies.

An assumption might be made that to publicize an event or an organization with the use of local people might be deemed permissible by some editors; however, to run a credit line would be considered advertising and would not be acceptable.

Determining Caption Information

The second hypothesis in this paper states that the published captions for the pictures provided by the personal source will contain more information than the captions published from the information supplied by the impersonal source.

To determine the amount of information found within each caption, the captions were reduced to a common denominator, known in content analysis as the "thought unit" or clause. (See Appendix A.)

Table IV shows that the captions prepared by the county agents averaged two thought units less information than the captions prepared by the state extension editorial staff.

To test the null hypothesis that there was no significant difference between the amounts of information in the captions written by the personal sources and the impersonal sources, the chi-square test was applied.

TABLE IV. A COMPARISON OF INFORMATIONAL "THOUGHT UNITS" APPEARING IN PUBLISHED PICTURE CAPTIONS IN SAMPLE "A" AND "B" WEEKLIES

During the three-week study period, September 9-28

Samples	Total Pictures Used	Total TU's in Captions	Average TU's per Caption	Total TU's in State Extension's Captions	Average TU's per Caption
"A" Weeklies	61	682	11.16	872*	14.29
"B" Weeklies	48	632	13.16	685	14.27

$$\chi^2 = 4.972^{**}$$

*Captions written for dailies and television by the state extension editorial staff.

** χ^2 at the .05 level of probability and 2 degrees of freedom is 5.991.

Since the chi-square of 4.972 is short of the .05 level of probability, the null hypothesis is accepted and it can be assumed that there is no difference in the amount of caption information provided by the two sources.

Prior to starting this study, the author had anticipated that the agents would provide more information in their captions than just the information about the winner or winners in the picture. An assumption was made that the caption would include information concerning other county 4-H contest participants and how they rated in the contest. However, the published captions in the sample "A" weeklies were 15 per cent shorter, not longer, than the captions published in the sample "B" weeklies. (See Appendix D.) They provided

the reader with an average of two thought units less information than did the average captions published from information provided by the state extension editorial staff. (See Appendix E.)

The thought unit distribution in the published captions of the sample "A" weeklies ranged from a low of two thought units to a high of 33, with an average of 11.16. In comparison, the distribution in the published captions of sample "B" ranged from a low of seven thought units to a high of 24 for an average of 13.16. It might be assumed that the wide variation in numbers of thought units in the published captions in sample "A" weeklies was because more writers (16) with less writing experience had provided the information. Only three state extension editorial staff members handled the state 4-H contest pictures and captions for the sample "B" weeklies. They also supplied the dailies and television with pictures and captions. The three staff members are full-time writers and have gained considerable experience with this type of publicity while working with previous state 4-H contests and other publicity programs.

Pictures Used by Local Weeklies

Most counties have both county seat weeklies and non-county seat weeklies. The difference is in the location of the weekly. Table V indicates the difference in picture usage between the county seat weeklies and the non-county seat weeklies.

TABLE V. COUNTY SEAT AND NON-COUNTY SEAT WEEKLIES
USE OF PICTURES AND CAPTIONS

During the three-week study period, September 9-28

Sample	County Seat Weeklies			Non-County Seat Weeklies		
	Total in Sample	Number Using Pictures	Total Pictures Used	Total in Sample	Number Using Pictures	Total Pictures Used
"A" Weeklies	17	12	39	35	10	22
"B" Weeklies	18	12	34	37	9	14
Totals	35	24	73	72	19	36

The county seat weeklies in both sample "A" and sample "B" used more state 4-H contest pictures than did the non-county seat weeklies.

The county seat weeklies tend to have larger circulations than other county weekly newspapers. This is true in 30 out of 34 counties in the study area. The larger circulation might be assumed to mean that the county seat weekly covers a larger part of the county than does the non-county seat weekly. This coverage would tend to make it a county newspaper more than a community newspaper. Therefore, it can be theorized that a newspaper which covers the entire county in circulation would be interested in the happenings of that particular county and would use pictures and captions of 4-H winners from all parts of the county.

On the basis of the above mentioned theory, an example is offered. There are eighteen county seat weeklies and thirty-seven

non-county seat weeklies in sample "B." Three of the county seat weeklies did not receive prints because there were no county 4-H winners; however, the remaining fifteen county seat weeklies received a total of 46 prints. Although three of these fifteen weeklies received 9 prints, they did not use them. The remaining twelve county seat weeklies received 37 prints of which 34 were published. On the other hand, of the thirty-seven non-county seat weeklies in the sample, four did not receive pictures because there were no county 4-H winners. The remaining thirty-three non-county seat weeklies received 99 prints, of which only nine weeklies published a total of 14 prints. It appears from this example that the county seat weeklies have a tendency to be more interested in the happenings of the entire county, than do the non-county seat weeklies.

It might also be hypothesized that the reason the county seat weeklies used more pictures than did the non-county seat weeklies was because the county agent lived and worked in the county seat town. This would give him an opportunity to become better acquainted with the county seat weekly newspaper editor than with the other county editors. The chi-square was applied to the total number of county seat weeklies using pictures in each sample and the total number of pictures used by these weeklies. Since the chi-square of .2217 falls short of the .05 level of probability, it would appear that the fact that the county agent lives and works in the county seat town is not the reason for the county seat weeklies using the larger number of state 4-H contest pictures.

CHAPTER IV

DAILY NEWSPAPER AND TELEVISION USE OF STATE CONTEST PICTURES

The Daily Newspapers

There are nine daily newspapers in the 44 county study area which includes that part of South Dakota east of the Missouri River and within the state's boundary lines. All daily newspapers were provided 4-H pictures and captions by only one extension source, the state extension editorial staff. Since the dailies and television are involved with multiple county news coverage, the state extension editorial staff serves these media outlets directly rather than to expect each county agent to be responsible for reporting his individual county's state contest results.

All of the dailies, with the exception of the Pierre Capital Journal, requested the 4-H winners' picture and caption service. Two of the daily's editors requested that staff members be permitted to call at the newsroom for their area 4-H winners' pictures. The pictures and captions for the other dailies were delivered by mail.

According to Table VI, the daily newspaper editors who arranged to pick up their area 4-H pictures and captions used and published a higher percentage of them sooner than did the daily editors who received their pictures and captions by mail.

TABLE VI. DAILY NEWSPAPERS' USE OF 1963 STATE 4-H CONTEST PICTURES

During the study period, September 2-15

Dailies in Study Area	Total No. of Pictures Sent	Total No. of Pictures Used	Per Cent Used
Huron Daily Plainsman*	40	31	77.50
Mitchell Daily Republic*	32	22	68.75
Watertown Public Opinion	15	10	66.66
Pierre State News	7	4	57.14
Yankton Press and Dakotan	15	6	40.00
Aberdeen American News	27	10	37.03
Madison Daily Leader	23	7	30.42
Sioux Falls Argus Leader	48	6	12.50
Pierre Daily Capital Journal	<u>0</u>	<u>0</u>	<u>00.00</u>
	207	96	46.37

*Media outlet arranged to have personal pick up of pictures and captions rather than receive them by mail.

Although the hypotheses studied in this paper concerned the weekly newspapers' acceptance and use of local 4-H winners' pictures and captions, the first hypothesis also appears that it might apply to the study of the dailies. The first hypothesis indicated that the editors would use more pictures supplied by a personal source than by an impersonal source. Of the eight dailies receiving pictures and captions, the Sioux Falls Argus Leader received the largest number, 48,

of which it published six prints or 12.5 per cent. On the other hand, pictures for the Huron Daily Plainsman and the Mitchell Daily Republic were delivered to each organization's personnel. The Plainsman was provided 40 pictures of which 77.50 per cent or 31 prints were used. The Mitchell Daily Republic received 32 pictures of which 68.75 per cent or 22 prints were used. Only the Plainsman and the Republic called for their pictures; all other dailies received their pictures by mail.

The dailies received a total of 207 pictures and captions, according to Table VI, of which 46.37 per cent or a total of 96 pictures were used during the 14-day study.

Time Lapse from Picture Release to Publication

Pictures and captions of the day's activities were mailed each evening to the dailies and television stations, with the exception of the Huron Daily Plainsman and the Mitchell Daily Republic whose personnel were responsible for delivering the pictures and captions to their newspapers' offices. It is assumed that personal delivery is faster than mail delivery since both the Plainsman and the Republic used a number of pictures and captions within 24 hours of release. Only one other daily, the Madison Daily Leader, used pictures within 24 hours. It can only be assumed that mail connections were advantageous to the Leader's make-up and press time.

Mail connections and press deadlines affect each daily differently. As shown in Table VII, the majority of the state 4-H contest pictures were used within two days of release; however, 88.54 per

cent or 85 of the 96 pictures used were used within three days of release. For the most part, the dailies used the pictures as soon as possible. They did not stop the presses for the pictures but they did work them into their following issues.

TABLE VII. TIME LAPSE FROM RELEASE DATE TO PUBLICATION OF STATE 4-H CONTEST PICTURES IN DAILY NEWSPAPERS

During the study period, September 2-15

Dailies	Release to Publications														
	by Days:	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Plainsman	10	16	4	1											
Daily Republic	12	9	1												
Public Opinion		8					1		1						
State News			4												
Press and Dakotan			4	2											
American News		1	5	3	1										
Daily Leader	4		3												
Argus Leader			4	2											
Totals	26	34	25	8	1		1		1						

From this data, it can be hypothesized that if the area has a state 4-H winner it is accepted news and rates publication in the dailies about 50 per cent of the time. In this study the dailies used 46 per cent of the 207 pictures released. Within three days of the release, 89 per cent of the 96 pictures were published.

The Television Stations

The study area east of the Missouri River and within the state's boundary lines contains five television stations. These stations were contacted by mail prior to the state 4-H contests in order to determine their interest in contest pictures and also their broadcast coverage areas. All five stations requested service and provided coverage information.

Although monitors were assigned to watch each of the television newscasts for state 4-H contest picture use one station, KDLO-TV, was dropped from the study midweek during State Fair because one newscast was missed by the monitor. Table VIII shows the picture usage made by the four television stations during the study period.

The study period was set by the author to include only the days of the state 4-H contests held during the South Dakota State Fair, September 2 through 7.

TABLE VIII. TELEVISIONS' USE OF 1963 STATE 4-H CONTEST PICTURES
During the study period, September 2-7

Television Stations	Total Pictures Sent	Total Pictures Used	Per Cent Used
KELO-TV, Sioux Falls	35	0	0.00
KSOO-TV, Sioux Falls	51	11	21.56
KORN-TV, Mitchell	22	0	0.00
KXAB-TV, Aberdeen	<u>23</u>	<u>3*</u>	<u>13.04</u>
Totals	131	14	10.58

*Same pictures used in two different newscasts but only counted as one.

The pictures sent were 4x5 inches in size--the same size print that was sent to the weeklies and dailies. It was assumed that if the television newscasters could use Polaroid $3\frac{1}{4} \times 4\frac{1}{4}$ inch prints in their news work, they could also use 4x5 inch photographs from the state 4-H contests.

Each of the television stations requesting pictures from the state 4-H contests indicated that if the pictures were used they would be used during the newscasts at 12:00 noon, 6:00 P.M. or 10:00 P.M. Monitors watching the four stations revealed that 14 prints or 11 per cent of the 131 prints supplied to all the stations actually were used. Only two of the four stations used pictures, and one station used the same three pictures during two newscasts even though they had 20 other prints from which selections could have been made. It is hypothesized, on the basis of this study, that television newstime is too limited to allow much time for using a large number of state 4-H contest pictures during 15 minute newscasts. Because of the limited time, high usage should not be expected.

CHAPTER V

A COMPARISON OF STATE 4-H CONTEST PICTURES USED BY WEEKLIES, DAILIES AND TELEVISION

Total Usage by Media Outlets

The acceptance and use of state 4-H contest pictures and captions by the editors of all media outlets served by the two extension service sources are summarized in Table IX.

TABLE IX. A NUMERICAL COMPARISON OF STATE 4-H CONTEST PICTURES USED BY WEEKLIES, DAILIES AND TELEVISION IN THE STUDY AREA

During designated study periods in September, 1963

Media Outlets	Total Pictures Sent	Total Pictures Used	Per Cent Used
"A" Weeklies	160	61	38.12
"B" Weeklies	145	48	33.10
Dailies	207	96	46.37
Television	<u>131</u>	<u>14</u>	<u>10.68</u>
Totals	643	219	34.05

The total number of pictures released to media outlets is compared in Table IX with the total number of pictures used by these outlets. It is impossible to determine how many weeklies received pictures since nearly half of the weeklies in the study received their pictures from the county agents. However, if all of the agents who

ordered prints actually supplied the prints to their weekly newspaper editors, the following comparisons might be possible.

Before the study began, the 42 counties in the study area were divided into two samples. The 52 weekly newspapers in the 21 counties designated as sample "A" were to receive their state 4-H contest pictures and captions from the county agents. The state extension editorial staff was to supply the 55 weeklies of sample "B" with pictures and captions.

Not all of the 21 county agents of sample "A" ordered pictures. Only 16 agents representing 40 weeklies actually ordered prints. At the same time only 18 of the 21 counties of sample "B" had local winners. Because of this, 49 of the 55 weeklies in sample "B" were sent pictures and captions.

Although the two samples were represented by 107 weeklies, only 89 weeklies actually received pictures. Of the 89, 43 or slightly less than half of the weeklies that received pictures published them. These 43 weeklies used 109 of the 305 pictures supplied all weeklies. In other words, 40 per cent of the total weeklies used 36 per cent or 109 of the 305 pictures provided the weeklies.

There was less variation in regard to numbers of dailies using pictures or not using pictures than there was with the weeklies. One daily did not request pictures; therefore, no pictures were sent. A total of 207 pictures of local winners was sent to the other eight dailies in the study area. Of the 207 pictures provided the eight dailies, 46 per cent or a total of 96 pictures was published.

Two of the four television stations in the study area used state 4-H contest pictures. A total of 131 pictures was provided the four stations by the state extension editorial staff. The two stations that televised the 4-H pictures used only 11 per cent or a total of 14 pictures.

Total Number of Negatives Printed

Although the photographers usually took more than one photograph of each contest winner or winners, only one negative of each event was selected and used for publicity purposes. From these negatives were produced 643 pictures, according to Table IX, of which the media outlets published 219. Table X indicates the number of photographic negatives that were available, printed and the prints published to provide the published newspaper pictures which had been supplied by the two extension service sources in this study.

TABLE X. PHOTOGRAPHIC NEGATIVES USED FOR PRINTING 4-H CONTEST PICTURES SUPPLIED TO ALL MEDIA BY TWO EXTENSION SERVICE SOURCES

During the 1963 State 4-H Contests

Media	Total Negatives Taken of 4-H Winners in Media Area	Total Negatives Used for Prints	Negatives Printed-Published by Media
"A" Weeklies	85	41	33
"B" Weeklies	72	66	36
Dailies	119	111	74
Television	119	110	14
All Media Totals	119	117	91

Photographic Negatives Used for Published Pictures

Table XI indicates the number of photographic negatives used to make the 219 prints that were published by the media outlets.

TABLE XI. PHOTOGRAPHIC NEGATIVES OF WHICH THE PRINTS WERE PUBLISHED BY MEDIA OUTLETS USING STATE 4-H CONTEST PICTURES

During the 1963 State 4-H Contests

Contests	Pictures of Contest Winners	Winning Contestants:		Negatives Used for Prints			
		Boys	Girls	Weeklies "A"	Dailies "B"	Television	
Automotive	1		1			1	
Ag Judging & Demonstrations	9	28	13	5	2	7	
Handicraft	1	1				1	
Home Economics: Demonstrations & Judging	13	1	24	6	2	6	1
Dress Revue	24		24	2	10	16	
Livestock:							
Beef	17	23	6	6	3	12	
Dairy	26	24	16	7	8	20	8
Hogs	18	18	1	2	4	6	5
Poultry	1		1			1	
Sheep	<u>9</u>	<u>19</u>	<u>8</u>	<u>5</u>	<u>7</u>	<u>7</u>	<u>—</u>
Totals	119	114	94	33 ^a	36 ^b	74 ^c	14

^aTotal of 61 prints produced from these negatives were published.

^bTotal of 48 prints produced from these negatives were published.

^cTotal of 96 prints produced from these negatives were published.

The totals of Table XI show the number of negatives used in producing the 4-H pictures for the dailies, weeklies and television. Comparing the four cells under the heading "Negatives Used for Prints," it can be noted that the dailies used the greatest selection of state 4-H contest pictures. A total of 74 negatives was used to make the 96 pictures published in the dailies. Only 33 negatives were needed to produce the 61 pictures that appeared in the weeklies of sample "A," and 36 negatives produced the 48 pictures used by the sample "B" weeklies. Television viewed 14 pictures which were produced from 14 negatives.

Table XI indicates that the photographic record of the entire 1963 state 4-H contests was made up of 119 select negatives. From these select negatives, 643 pictures were produced and distributed to the 4-H winners' area media outlets. As has been indicated, 219 of the pictures actually appeared in print and on television publicizing the state 4-H contests and 4-H club work.

The Use of Percentages

As stated in Chapter II, Methodology, the method that will be used in this study for determining percentage of use will be to divide the total number of pictures provided the media outlets into the total number of pictures used. For example, the sample "B" weeklies were provided 145 pictures and used 48 which is determined as 33 per cent usage.

Another method for determining the percentage of use would be to divide the total number of photographic negatives used to supply

the media outlets into the negatives of the pictures that were published. An example would be to consider the two cells of Table X with headings "Total Negatives Used for Prints" and "Negatives Printed--Media Published." Using the data for sample "B" weeklies, it is determined that 66 negatives were used for prints of which 36 negatives represented the pictures that were published. In this manner, the same sample "B" weeklies that had 33 per cent usage with the percentage determining methods used in this paper now have a percentage of use of 55 per cent. Even more impressive is the case of the sample "A" weeklies that used 33 negatives from a total of 41 that had been used for prints. This percentage of use is determined as 80 per cent. The method of determining percentage of use in this paper placed the percentage of use for sample "A" weeklies at 38 per cent.

Although there are many methods of determining percentage of use, this paper will use the less complicated method. It is theorized that this method will be more easily understood and more reliable than the more complex methods.

CHAPTER VI

SUMMARY AND CONCLUSIONS

Summary for the Weekly Newspaper Study

Prior to the research phase of this study, the author hypothesized that the weekly newspaper editors would accept and use more photographs of local winners of state 4-H contests that were supplied by a personal source rather than by an impersonal source. It was also hypothesized that the published captions prepared by the personal source would contain more information than the captions published from information supplied by the impersonal source. Both sources were from the Extension Service; the personal source was the local county agent, whereas the impersonal source was the state extension editorial staff.

The two samples of weekly newspapers were provided with a total of 305 pictures of state 4-H contest local winners. The county agents provided the 52 weeklies in sample "A" with a possible 160 prints of which 38 per cent, or 61 pictures, were published. The pictures appeared in only 22 of the 52 sample "A" weeklies. At the same time, the 55 weeklies of sample "B," which were served by the state extension editorial staff, used 33 per cent, or 48, of the 145 prints provided. These were published in 21 of the 55 sample "B" weeklies.

It appears that the county agents tallied a larger number of published pictures than did the state extension editorial staff. This was the county agents' first experience in providing pictures and

captions to their weekly newspapers from the state 4-H contests. On the other hand, this was the extension editorial staff's sixth state contest from which they provided the weeklies with 4-H pictures and captions.

Although the weeklies served by the county agents used more pictures than the weeklies served by the state extension editorial staff, the difference in the number of pictures published by the two samples of weeklies was not statistically significant.

It can, therefore, be stated that according to this study, the source of the pictures was not a factor in the editor's decision to use pictures of local winners of state 4-H contests. On the basis of the findings, the first hypothesis was rejected.

The second hypothesis states that the published captions would contain more information when they were provided by personal sources than by impersonal sources. It was assumed by this writer, prior to beginning this study, that agents would include more information than just the information about the picture. It was thought that the agent's knowledge of county 4-H participants in attendance at the state contests, their projects and their ribbons would be summarized and placed in the caption along with the information about the picture. The editors published an average of 11.16 thought units of information per caption for the 61 pictures used by sample "A" weeklies. The state extension editorial staff's captions averaged 13.16 thought units per caption for the 48 pictures used by the sample "B" weeklies.

The results of the study on published caption information indicate that the captions published for the pictures supplied by the county agents averaged 15 per cent less information (two thought units less) than the published captions for the pictures submitted by the state extension editorial staff. Because the amount of published information in the captions supplied by the county agents was actually less, rather than more, this hypothesis was also rejected.

Implications from the Weekly Newspaper Study

The following implications were made from the study of the two samples of weekly newspapers which were provided state 4-H contest pictures and captions by two extension service sources.

1. The county agents need training in writing picture captions. Although the subject is not of great enough magnitude to warrant holding a training school just for writing captions, it should be included in future written communications training for agents. This thesis might be used as a basis for comparing the agents' first state contest caption writing experience to the captions published following the training schools.

2. Even though formal training might not be possible in the immediate future, it is hypothesized that as county agents gain in experience and confidence the differences in the amounts of caption information between the samples might be expected to become greater.

3. It is also concluded that the editors of county seat weeklies are more likely to use local 4-H pictures and captions than the editors of non-county seat weeklies. County seat weeklies tend to

cover the news happenings involving people from the entire county rather than just certain sections of the county, as is generally the case with the non-county seat weekly. The county seat weeklies also have larger circulations than the non-county seat weeklies. This is true in 30 out of 34 counties in this study. The remaining eight counties do not have county seat weeklies.

4. Although general conclusions have been made from the results of this study, more precise conclusions are not possible until further research can be done on state 4-H contest publicity. The success or failure of the methods used in this paper should not be judged by this one state 4-H contest picture and caption study. The present state 4-H contest news program is designed to publicize the goals of good 4-H Club work. This is done by using the top participants in the 4-H contests to "notify everyone and use the winners to further the 4-H program."⁹ Some counties in the 1963 study had a good selection of state 4-H winners' pictures to work with; other counties had very few winners and, in some cases, there were counties which had no winners at all. The number of state 4-H contest winners was determined by competition. There is little selectivity when there is only one picture for the agent and editor to work with. Only through repeated studies is it possible that the agents with only one winner's picture this year may have many winners' pictures to work with during future studies. The future studies which will provide

⁹Kelsey and Hearne, op. cit.

results, when combined with this and other studies, will permit the forming of more precise conclusions.

Summary for the Daily Newspaper and Television Study

In addition to the two hypotheses concerning the weekly newspapers' use of pictures of local 4-H winners, a companion study was made of the state 4-H contest pictures which were used in the daily newspapers and television stations in the study area. These media outlets were served only by the state extension editorial staff.

The eight daily newspapers used 96 pictures, which is 46 per cent, of the 207 pictures supplied. The time lapse study, from the time the pictures were released until they were published, shows that the majority--61 pictures, or 62.5 per cent--of the pictures published by the dailies were used within two days of their release. A total of 85 pictures was used within three days of release. This amounted to 89 per cent of the 96 pictures that were published by the eight dailies in the study area.

The four television stations were supplied with 131 pictures. Only two of the four stations used 4-H pictures--a total of 14 prints, or 11 per cent, of the total supplied was used.

Implications from the Daily Newspapers and Television Study

Although this paper is mainly concerned with the weekly newspapers' use of pictures and captions, the dailies' and televisions' use of the state 4-H contest pictures is included as a companion study. From the findings, the following suggestions are made:

1. State extension editorial personnel should make every effort to launch and maintain a good public relations program with the staffs of the media outlets with whom they work.

2. Staff members from the dailies and television stations should be invited to attend the state 4-H contests. While they are there, they should be encouraged to stop at the 4-H newsroom in the 4-H Headquarters Building. In this manner, the state extension editorial staff would have an opportunity to determine what the media outlet will use, provide releases on recent events and information on coming events. Additional publicity may be published or televised because of the personal interaction.

3. Television stations should be informed, prior to the state 4-H contests, as to the potential number of state 4-H contest pictures they could expect to receive. It is possible that the program departments of the television stations may wish to provide additional programming time to use the area 4-H winners' pictures rather than to use the prints during newscasts.

4. Before the next state contest, each station should be visited by one of the State Extension Editorial Department staff members. During this visit it should be determined in what ways the state extension editorial staff could cooperate with the television stations' news and programming departments for a more satisfactory approach to televised 4-H contest publicity.

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APPENDIX A

AN EXAMPLE OF A PUBLISHED CAPTION DIVIDED INTO THOUGHT UNITS

"Seventeen-year old Elsie Weiss, Orient, Faulk County, displays the purple ribbon she received on the recovered chair in her home life project. Miss Weiss is the daughter of Mr. and Mrs. Henry Weiss. In her fourth year of exhibiting at State Fair, Elsie has exhibits in forestry, food preservation and handicraft. She is a member of the Orient Orioles 4-H Club."*

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1. Elsie Weiss is seventeen years old.
2. She is from Orient.
3. Orient is in Faulk County.
4. She is displaying a purple ribbon.
5. She received it on a recovered chair.
6. She recovered the chair in her home life project.
7. Miss Weiss is the daughter of Mr. and Mrs. Henry Weiss.
8. This is her fourth year of exhibiting at State Fair.
9. Elsie has exhibits in forestry.
10. She has exhibits in food preservation.
11. She has exhibits in handicraft.
12. She is a member of the Orient Orioles 4-H Club.

*The Faulkton Record, Faulkton, South Dakota, September 12, 1963, p. 1.

APPENDIX B

TABLE XII. A COMPARISON OF COUNTY SEAT AND NON-COUNTY SEAT WEEKLIES IN "A" SAMPLE REGARDING USAGE OF STATE 4-H CONTEST PICTURES

During three-week study period, September 9-28

County	Total County Pics.	Total Agent Order	County Seat Weekly	Circ.	Pics. Used	Non-County Seat Weekly	Circ.	Pics. Used
Aurora	4	6	Plankinton	783	3b	Stickney White Lake	704 555	3c 3b
Brookings	5	7	Brookings	4910	4a	Elkton Volga White	747 772 791	1b
Brule	6	6	Chamberlain	2645	2a	Kimball Pukwana	1047 225	1a 1a
Campbell	0	0				Herried Pollock	917 1265	
Clark	5	5	Clark	2321	3a			
Davison	3	3				Mt. Vernon	586	1a
Day	1	1	Webster	3843	1a	Waubay	497	
Douglas	1	0	Armour	826		Corsica Delmont	990 544	
Grant	4	12	Milbank Rev. Milbank Adv.	2775 2685	4a 4a	Reville	654	
Hand	7	10	Miller	2250	5a	Ree Heights	225	

a = used picture the first week
 b = used picture the second week
 c = used picture the third week

TABLE XII. (continued)

County	Total County Pics.	Total Agent Order	County Seat Weekly	Circ.	Pics. Used	Non-County Seat Weekly	Circ.	Pics. Used
Hutchinson	8	24				Freeman Menno Parkston Tripp	2247 928 1410 864	4a 3b 4ab
Hyde	2	2	Highmore	1296	2a			
Jerauld	3	0	Wessington Springs	1625		Alpena	325	
Kingsbury	5	14	DeSmet	1794	3a	Arlington Lake Preston	1243 1373	1a
McPherson	2	4	Leola	950	1a	Eureka	2115	
Miner	5	13	Howard	1350		Canova Carthage	680 653	
Minnehaha	8	30				Colton Dell Rapids Garretson Humboldt	660 1804 1118 775	
Potter	2	0	Gettysburg	1118		Hoven	760	
Spink	12	21	Redfield	3334	7a	Conde Doland	700 749	
Walworth	0	0	Selby	1166		Mobridge Java	3123 347	
Yankton	<u>3</u>	2		<u> </u>	<u> </u>	Irene	<u>790</u>	<u> </u>
	160		N = 17	35771	39	N = 35	32983	22

a = used picture the first week
b = used picture the second week
c = used picture the third week

APPENDIX C

TABLE XIII. A COMPARISON OF COUNTY SEAT AND NON-COUNTY SEAT WEEKLIES IN "B" SAMPLE REGARDING USAGE OF STATE 4-H CONTEST PICTURES

During three-week study period, September 9-28

County	County Seat Weekly	Circ.	Sent	Used	Non-County Seat Weekly	Circ.	Sent	Used
Beadle					Wessington	641	4	
					Wolsey	575	4	
Bon Homme	Tyndall	1948	2	2a	Avon	651	2	
					Scotland	1677	2	
					Springfield	700	2	
Brown					Fredrick	760	3	
					Groton	1033	3	
					Hecla	490	3	
Charles Mix	Lake Andes	1050	4	4a	Geddes	625	3	
					Platte	1875	3	1a
					Wagner	1517	3	
Clay	Vermillion	2732	1	1a	Wakonda	615	1	1a
Codington					South Shore	520	3	
Deuel	Clear Lake	1752	4	4ab	Gary	450	3	
					Toronto	268	2	
Edmunds	Ipswich	1151	2	2a	Bowdle	811	2	2a
					Roscoe	551	2	2a
Faulk	Faulkton	1310	2	1a	Cresbard	401	2	
Hamlin	Hayti	1558	3	3a	Castlewood	541	2	
					Estelline	609	3	2a
Hanson	Alexandria	957	1		Emery	580	1	

a = used picture the first week

b = used picture the second week

TABLE XIII. (continued)

County	County Seat Weekly	Circ.	Sent	Used	Non-County Seat Weekly	Circ.	Sent	Used
Hughes	Pierre	1360	0					
Lincoln	Canton	2332	6	5ab	Hudson Lennox	533 1600	5 5	2a
Marshall	Britton	2078	3	3a	Langford	620	2	
McCook	Salem	1500	2		Bridgewater Canistota Montrose	830 745 490	2 1 1	1a
Moody	Flandreau	2260	6	6b	Colman	435	6	1a
Roberts	Sisseton	3021	0		Rosholt Wilmot	983 845		
Sanborn	Woonsocket	964	2	2a	Artesian	276	2	2a
Sully	Onida	1018	2	1a				
Turner	Parker	1150	6		Centerville Hurley Marion Viborg	975 619 935 733	5 5 5 5	
Union	Elk Point	1525	0		Alcester Beresford	850 1784		
	N = 18	29666	46	34	N = 37	29144	99	14

a = used picture the first week
b = used picture the second week

APPENDIX D

TABLE XIV. THOUGHT UNIT COUNT IN CAPTIONS PUBLISHED IN SAMPLE "A"
WEEKLY NEWSPAPERS

During three-week study period, September 9-28

Weekly	Picture Identification Number	Published TU's in Agent's Caption	Thought Units in State Extension Caption Copy
Plankinton	500	9	21
	536	16	25
	563	9	9
Stickney	500	11	21
	536	14	25
	563	9	9
White Lake	500	11	21
	536	14	25
	563	9	9
Brookings	507	5	10
	509	7	10
	527	6	12
	636	10	14
White	509	3	10
Chamberlain	536	22	25
	588	13	7
Kimball	588	8	7
Pukwana	588	8	7
Clark	515	15	16
	538	8	13
	542	33	13
Mt. Vernon	608	9	11
Webster	663X	12	20

TABLE XIV. (continued)

Weekly	Picture Identification Number	Published TU's in Agent's Caption	Thought Units in State Extension Caption Copy
Milbank Review	526	4	14
	591	3	10
	602	2	10
	703	18	14
Milbank Herald	526	9	14
	591	7	10
	602	6	10
	703	12	14
Miller	500	19	21
	521X	19	18
	543	19	26
	547	13	14
	599	10	11
Freeman	606	14	13
	620	9	9
	627	7	10
	630	7	14
Parkston	620	7	9
	627	6	10
	630	6	14
Tripp	620	9	9
	627	6	10
	630	7	14
	606	13	14
Arlington	543	25	26
DeSmet	544	11	26
	547	6	14
	649	16	14
Highmore	504	11	12
	683X	17	16
Leola	629	5	10

TABLE XIV. (continued)

Weekly	Picture Identification Number	Published TU's in Agent's Caption	Thought Units in State Extension Caption Copy
Redfield	531	9	12
	543	19	26
	546	9	9
	562	9	10
	651	22	17
	652	23	14
	561	<u>7</u>	<u>14</u>
Totals	N = 61	682	872

APPENDIX E

TABLE XV. THOUGHT UNIT COUNT IN CAPTIONS PUBLISHED IN SAMPLE "B"
WEEKLY NEWSPAPERS

During three-week study period, September 9-28

Weekly	Picture Identification Number	Published TU's in State Ext. Caption	Thought Units in Ext. Service Caption Copy
Tyndall	665X	7	17
	677X	7	17
Lake Andes	631	9	9
	515	16	16
	599	11	11
	681X	18	18
Platte	599	11	11
Vermillion	664X	16	16
Wakonda	664X	16	16
Clear Lake	501	21	21
	570	9	11
	574	10	10
	710	18	17
Bowdle	633	18	18
	660X	11	17
Ipswich	633	18	18
	660X	17	17
Roscoe	633	18	18
	660X	17	17
Faulkton	641	10	10
Estelline	567	10	10
	612	16	16
Hayti	567	10	10
	612	16	16
	666X	14	18