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AN EXAMINATION OF METHODS USED TO FINANCE STUDENT  
NEWSPAPERS AND YEARBOOKS IN MONTANA HIGH  
SCHOOLS DURING 1951-52

by

Judson N. Moore

B.A., Montana State University, 1948

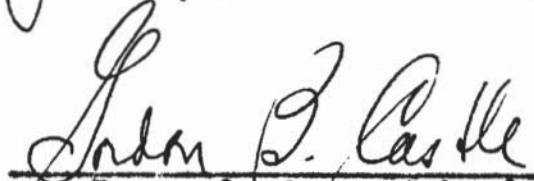
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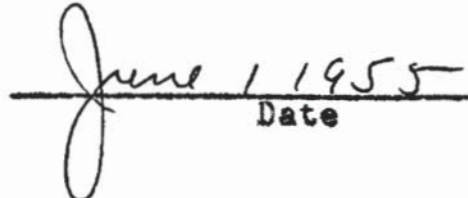
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J.N.M.

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## CHAPTER I

### INTRODUCTION

Among the many problems confronting secondary-school principals in the management of the activity program, there is none more in need of solution than that pertaining to the financing of the various activities. This is a fundamental problem and from it grows many of the others. It is one of the most neglected areas in the whole field of secondary-school administration, for in no other does practice lag so far behind theory.<sup>1</sup>

Student publications financing problems are not new in Montana high schools. Thirty years ago Applegate was writing that "The greatest drawback to more general use of newspapers is the expense of publication. As a rule school papers are only for the larger high schools, because they are costly."<sup>2</sup>

Various studies - including surveys - of student publication financing have been the basis for much of the phenomenal growth and development of improved financing for high school yearbooks and newspapers. Information is essential in solving the problem of student publication financing. The solution of problems is clearly indicative of progress.

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<sup>1</sup>Minard W. Stout, "Managing the Activity Program," The Bulletin of the National Association of Secondary-School Principals, 31:150, March, 1948.

<sup>2</sup>A. A. Applegate, "The Newspaper in the Schools," (unpublished Master's Thesis, Montana State University, Missoula, 1923). p. 36.

Speaking in terms of school publications, it is pleasant to have money - no doubt about it. But just how that money is to be acquired is another question. In fact, it is the paramount issue. If the problem is solved satisfactorily, the publication will exist; if the problem is not solved, the publication is practically assured of complete failure.<sup>3</sup>

#### THE PURPOSE

Today, as in the past, there has been criticism of student activity financing in secondary schools. This criticism includes the financing of high school student publications. No attempt will be made here to evaluate or deny these criticisms.

The fundamental purposes of this study were to gather, examine, compile and present data on the methods used to finance student newspapers and yearbooks and to make such data available to those endeavoring to improve the status of student publication financing.

A financial plan for school publications is the product of many factors. Among them we can include local traditions established, the size of the student body and the willingness of the students to support the publications in a financial way.<sup>4</sup>

While many of the more academic offerings of the secondary school have become comparatively well standardized through years of refinement and study, student publication activities - including financing - are in a state of constant

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<sup>3</sup>Lambert Greenwalt, School Press Management & Style (New York: McGraw-Hill Book Co., Inc., 1932), p. 25.

<sup>4</sup>Clayton K. Shenk, "School Publication Financing," The Advisers Bulletin, 6:4, May 1949.

change. It is imperative that student publication financing be continually improved and adapted to changing conditions. To provide the information basic to such change and improvement was the objective of this study.

Specifically, the purpose of this study was to present the status of student publication financing in Montana high schools during the 1951-52 academic year. In order to accomplish this, attention was directed to the following points of interest:

1. Circulation: volume, rates, and who buys publications.
2. Advertising: space, rates, contracts, and products.
3. Schools publishing: yearbooks, and newspapers.
4. Subsidization: school activities and school boards.
5. Student activity fee financing.
6. Year-end surplus and deficit policies.

#### THE IMPORTANCE

High school administrators and student publication advisers must first be aware of the weaknesses and deficiencies within a yearbook and newspaper financing program before they can be expected to improve the program. Possibly the strongest factor contributing to such deficiencies is common complacency. Such complacency is not as often due to inertia as it may be due to the absence of available information on the subject.

Providing information that serves as key to positive programs designed to overcome weaknesses and shortcomings can reflect the merit and justification of a survey. Importance

and significance of studies must be sought in the value of the report as a tool and aid to the administrator and instructor.

Most effectively, the greatest aid to the school administrator and instructor in student publication financing can be achieved by giving the subject more than cursory attention in teacher-training courses. But before this can be initiated, more extensive research is needed. To know what is being accomplished is a prerequisite to presenting recommendations for improvement.

Montana's Department of Public Instruction does not keep records of student publication financing. It was not until the school year of 1953-54 that a mandatory accounting and audit system for extra-curricular funds was required of all Montana schools.<sup>5</sup> But it will be difficult for all interested persons to study these accounting reports.

Surveys on the national level render little usable information and are of little interest to persons concerned primarily with local conditions. Regional and state-wide studies outside Montana often lose much of their meaningfulness when applied to Montana. Materials in publications seldom concern the very small high school, a classification into which most Montana high schools fall.

The principal importance of the study is as an aid in furnishing information:

1. To administrators in schools without a student

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<sup>5</sup>Montana State Dept. of Public Instruction, Montanagrarr, Official Bulletin, 1:1 (Helena, Mont., Sept. 1953), p. 2.



newspaper &/or yearbook who want to investigate the possibilities of financing such publications for students.

2. For advisers to high school newspapers and yearbooks who are seeking information about improved and different methods of financing student publications.

3. For administrators, advisers and teacher-training instructors interested in relating opportunities provided in student publications in larger and smaller schools in the state of Montana.

#### THE SCOPE

This study is limited to public and private schools in Montana, as listed in the Montana Educational Directory<sup>6</sup> and the State Department of Public Instruction biennial report.<sup>7</sup>

No attempt was made to limit the study to just those schools publishing both a student newspaper and a yearbook.

Too, there has been no effort to limit the information on Montana high school student newspaper and yearbook financing to publications of any one particular type or class. As far as the information was available, the study includes all types and forms of student newspapers and yearbooks.

#### LIMITATIONS

No one survey of a field as broad as that of student

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<sup>6</sup>Department of Public Instruction, Montana Educational Directory, Helena, Mont., 1951-52.

<sup>7</sup>Department of Public Instruction, Biennial Report, Helena, Mont., 1950-52.

publication financing in a state's high schools can be considered complete in all respects. While pointing out that problems of a practical nature are not solved directly by data of any kind, Good, Barr and Scates point out that the normative-survey research is directed toward ascertaining the prevailing conditions.<sup>8</sup> It was within these limitations and definitions this study has been reported.

The study does not include publications in Montana elementary and junior high schools. The importance of the newspapers and yearbooks to the high school program will not be treated in this study.

No attempt will be made to examine publications' use of available funds or suggest publications budgets. The study is concerned with sources of finances for these publications rather than the allocation or expenditure of the funds.

The need for information from all Montana high schools required the use of a questionnaire from which this study report was developed. As a result, this study must be reviewed in the light of the inherent limitations projected by questionnaires.

Although some questionnaires were not returned, this is a very small restriction because of the exceedingly high percentage of the schools on which information is available. If all the schools not reporting revealed trends opposite to those recorded, they would alter the study findings very little - in most cases, not at all.

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<sup>8</sup>Carter V. Good, A. B. Barr, and Douglas E. Scates, The Methodology of Educational Research (New York: Appleton-Century-Crofts, Inc., 1941), pp. 287-291.

## CHAPTER II

### REVIEW OF RELATED LITERATURE AND RESEARCH

Reddick<sup>1</sup> gives a general review of the two basic sources of revenue for the school newspaper: subscriptions (including the student activity fee) and advertising. Techniques for improving the income in these two fields enjoy the major emphasis. Advisers and administrators will find, in Reddick, handy, detailed formulas for establishing advertising rates and subscription prices for student newspapers.

A thorough treatment of the fundamentals of student publication financing can be found in Spears and Lawshe.<sup>2</sup> Primary attention is given to student publication fund accounting and suggestions for improving circulation and advertising revenue, but the authors give considerable information on over-all financing possibilities that should be of interest to any instructor responsible for developing a sound publication financing program.

Medlin<sup>3</sup> reports, in a survey of 64 Kansas high schools, that 83 percent of the revenue for the average annual was

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<sup>1</sup>Dewitt C. Reddick, Journalism and the School Paper (Boston: D. C. Heath & Co., 1949), pp. 358-370.

<sup>2</sup>Harold Spears and C. H. Lawshe, Jr., High-School Journalism (New York: MacMillan Co., 1940), pp. 253-294.

<sup>3</sup>Calvin J. Medlin, School Yearbook Editing and Management (Manhattan, Kansas: Kansas State College Press, 1949), pp. 76-83.

developed from advertising space and sale of the book. This study presents a good case for student activity fee as the primary source of yearbook revenue. Although this Kansas study included information of the larger high schools, some suggestions for miscellaneous sources of income are suggested for the smaller schools: fee for printing student pictures; resale of pictures used in the book; class plays; yearbook dances; candy sales; carnivals and movies.

While local situations may differ, Otto and Marye<sup>4</sup> point out that basic considerations are the same in determining student newspaper advertising and subscription rates that will develop the maximum revenue. Explaining that the objective is not so much to secure the maximum number of subscriptions or the maximum volume of advertising, the authors point up the objective of the greatest possible revenue. With this objective in mind, a formula is offered for computing the most effective subscription rates and establishing a flexible advertising rate.

School board subsidizations for student publication can be successful only if a definite appropriation is made available to each publication before the start of the school year, Otto and Finney<sup>5</sup> contend. They give little attention to specific aids or plans for student publication financing.

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<sup>4</sup>William N. Otto and Mary E. Marye, Journalism for High Schools (New York: Harcourt, Brace & Co.; 1937), pp. 341-349.

<sup>5</sup>Nat S. Finney and William N. Otto, Headlines and By-Lines (New York: Harcourt, Brace & Co.; 1947), pp. 416-426.

The student activity fee approach is recommended as the easier way to achieve an effective circulation income while establishing 100 percent student readership. This readership in turn will give, the authors point out, a firm foundation for profitable advertising rates and a steady volume of advertising sales.

"Little financial planning can be done," Spears and Lawshe<sup>6</sup> observe, "unless the staff has a fairly definite estimate of the amount of money that will be available from sales of the publication." They suggest subscription plans, as opposed to the single-sale approach, to achieve this sounder basis on which to plan. Some sort of subscription drive or campaign is recommended. To increase the number of subscriptions, it is pointed out, staffs will find a "time or installment method of payment," a great aid, particularly in schools charging the higher subscription fees.

Hepner<sup>7</sup> cautions that the value of the space in any school publication is dependent on the publication's circulation. While smaller papers may expect to show a small profit on circulation, the principal support should be sought in the advertising lineage.

In placing this heavy financial burden on advertising there always develops the danger of selling too much space

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<sup>6</sup>Harold Spears & C. H. Lawshe, High-School Journalism (New York: The Mac Millan Co.; 1949), p. 315.

<sup>7</sup>H. S. Hepner, High School Journalism Work Book, (North Dakota State College; 1939), p. 4.

for ads. Knight and Knight<sup>8</sup> point this up with the observation that "one-third ads looks 'all ads'."

Nash<sup>9</sup> suggests that student publications should be planned with 25 to 30 percent of the total space set aside for advertising. She points out that space for advertising and ad rates should be determined by relating other available financing to the total revenue needed for the publication. Publication advisers adjusting or establishing subscription and advertising rates for student publications will especially appreciate the simplified techniques outlined for arriving at satisfactory rates.

Sliding advertising scales, based on frequency and size, are recommended by Miller<sup>10</sup> as the best approach to a healthy advertising schedule. The net result of such rates will be more advertising distributed more evenly throughout the publication year.

McKown<sup>11</sup> warns of the dangers of the use of "the 'compliments of,' 'by courtesy of' or 'space donated by' type" advertising because "they imply that the paper is of no value as an advertising medium and publishing them is a

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<sup>8</sup>F. S. Knight & Damon Knight, The Stencil Duplicated Newspaper (Hood River, Ore.: F. S. & Damon Knight; 1941), p. 76.

<sup>9</sup>Jean Nash, The Student Editor's Manual (New York: Eaton Publishing Corporation; 1947), pp. 5-61.

<sup>10</sup>Carl J. Miller, High-School Reporting & Editing (New York: McGraw-Hill Book Co., Inc.; 1929) pp. 33-35.

<sup>11</sup>Harry C. McKown, Extracurricular Activities (New York: The MacMillan Co.; 1927) pp. 318-403.

corroboration of this view by the staff." He points out that "The business man advertises because it pays, seldom for any other reason. He can not be expected to contribute advertising to a daily paper just because that paper needed money.

Neither can he be expected to do so for the school paper." Advertising rates and approximations of amounts of financing to be expected from sales (of books and newspapers), advertising and student assessments and fees offer a good basic, starting point for planning student publication financing.

Detailed information on advertising rates for possible use for student newspapers and yearbooks is presented by Brennen<sup>12</sup> in such a fashion that the publication advisers can easily adapt the suggestions to their local situation. For the adviser who would like to relate his advertising rate to that charged by the local newspaper, a state newspaper or, possibly some national-circulation magazine, Brennen details the computation of the milline advertising rate to determine the cost of advertising of two publications when reduced to the cost of each line per million copies.

Oftentimes the question of how much advertising can be expected from a community is important to the establishment of advertising rates, expected advertising volume, and determining how much of the available advertising dollars

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<sup>12</sup>Ed Brennen, Advertising Media, (New York: The McGraw-Hill Book Co., Inc., 1951), pp. 48-52.

are going to other professional and educational advertising media. Kinter<sup>13</sup> reports that a 12-year study revealed that "roughly, from 3.75% to 5.6% of disposable income was allocated to communications." He points out that "disposable income falls more sharply during depression periods and, in general, rises more rapidly during booms."

Smith<sup>14</sup> and Anderson<sup>15</sup> speak very convincingly for a central activity fund for developing and allocating money for the operation of all student activities. Such a technique would deny, to the students working on school publications, an important business education opportunity in subscription and advertising sales experience.

Magazine subscription sales by students have, in some schools, provided a reliable source of publication financing, Hostetler<sup>16</sup> points out. This would seem to have possibilities for some Montana high schools, especially those in the larger communities facing increasing competition from other advertising media, as well as other schools, for the limited number of advertising dollars.

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<sup>13</sup> Charles V. Kinter, "How Much Income Is Available To Support Communications?," Journalism Quarterly, 25:38, March, 1948.

<sup>14</sup> Earl C. Smith, "Financing Extra-Curricular Activities," School Activities, 14:1, September, 1942.

<sup>15</sup> John D. Anderson, "Research in Extra-Curricular Activities," School Activities, 14:4, December, 1942

<sup>16</sup> C. Hostetler, "Magazine Sales as a Source of Revenue," School Activities, 19:5, January, 1943



"Finances largely determine the book," Fretwell<sup>17</sup> warns "Criticism of the solicitation of advertising for student yearbooks in Cleveland, Ohio forced the Board of Education to prohibit advertising in such publications." The result was the general elimination of annuals in Cleveland's twelve high schools. In cautioning against begging for "loyalty" or "charity" advertising for student publications, he suggests frequent student-purchasing surveys to determine what students are buying; on the basis of this information students can sell service instead of space. The advertising club in one large Midwestern city studied the problem of student publication advertising and found "the student school newspaper is an actual asset to advertisers whose line of business permits them to use it intelligently." But the student yearbook "has no place in the advertising appropriation of an efficiently managed advertising department."

Maxwell and Kilzer<sup>18</sup> agree that "because of the excessive cost, the high school annual is losing ground in comparison with the student newspaper." Their suggestion is that the final issue of the newspaper each year be expanded to include pictures of the faculty, seniors and student activities so as to serve as a type of yearbook.

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<sup>17</sup>Elbert K. Fretwell, Extra-Curricular Activities in Secondary Schools (Cambridge, Mass., The Riverside Press, 1931), pp. 314-315.

<sup>18</sup>C. R. Maxwell and L. R. Kilzer, High School Administration (Garden City, N. Y., Doubleday, Doran & Co., Inc., 1936), pp. 190-195.

Very little information is available on student publication financing in other states or for the nation. The four leading nation-wide scholastic press associations can supply very limited information about student publication financing. Northwestern University's International Honorary Society for High School Journalists, "Quill and Scroll" reports<sup>19</sup> only that "almost 70 percent of U. S. high schools have some sort of publication, issued yearly, semesterly or monthly, etc."

The Catholic School Press Association<sup>20</sup> views student publication financing as "not a major concern in private schools as it is in the public institutions. In a private school generally the tuition covers an activity fee from which an allotment is made for publications."

The Columbia Scholastic Press Association<sup>21</sup> and the National Scholastic Press Association<sup>22</sup> can offer only the most general and superficial information on student publication financing practices.

Breiseth<sup>23</sup> conducted a study of high school newspapers

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<sup>19</sup>Edward Nell, executive secretary, personal letter, November 12, 1951.

<sup>20</sup>J. L. Sullivan, dean, School of Journalism, Marquette University, personal letter, November 3, 1951.

<sup>21</sup>Joseph W. Murphy, director, Columbia Scholastic Press Association, personal letter, November 9, 1951.

<sup>22</sup>Carl Towley, assistant director, National Scholastic Press Association, personal letter, November 14, 1951.

<sup>23</sup>R. C. Breiseth, "A Study of the Content and Management of High-School Newspapers," (Unpublished Master's thesis University of Minnesota, Minneapolis, June, 1925).

in the North Central Association of Secondary Schools, but the only information relative to this examination of student publication financing is the fact that he found that an average of 25.42 percent of the total space in student newspapers is devoted to advertising.

An examination of student publication financing in 543 Iowa high schools by Stout<sup>24</sup> shows that advertising and subscription sales are used to finance student publications in 74 percent of the larger (500 and more students) schools, 43 percent of the schools with between 100 and 500 students, and 45 percent of the schools with less than 100 students. The use of student activity financing increased sharply with the size of the schools while the use of bazaars, fairs and carnivals as a source of income decreased as the size of the school decreased. Only 15 percent of the schools reported they depended on special grants of funds from the school board. Such special grants were reported in 15 percent of the small schools, 15 percent of the medium-sized schools, and in only 11 percent of the large Iowa high schools.

Student publication financing in Montana has received little attention from a research standpoint. Information available has been developed incidental to studies of school publications, journalism and education.

A. A. Applegate,<sup>25</sup> in 1923, found that some schools

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<sup>24</sup>Minard W. Stout, "Sources of Revenue for Extra-Class Activities," School Review, 56:1, September, 1948.

<sup>25</sup>Applegate, op. cit., pp. 37-38.

were paying as "much as \$65 an issue for printing a four-page paper." Even at that time, Applegate suggested that in the face of financing problems "the solution for the small high school is school correspondents for the local newspaper."

Mary Bukvich<sup>26</sup> found, in a study covering approximately 60 percent of the Montana high schools, that less than 9 percent of the schools were without student papers. Approximately 75 percent of the papers were duplicated; 20 percent were printed; and about 5 percent of the schools used a portion of the local newspaper for a school paper. She found that 44 percent of school papers were published monthly while 20 percent of the schools issued their papers semi-monthly. Beyond this, the Bukvich study developed little information relative to school publication financing.

In an investigation of activity programs in 31 Montana high schools, Thompson<sup>27</sup> reported that in 15 schools the "paper is dependent on the school for all or part of its support" and that one school depended entirely on advertising, three entirely on subscriptions and nine "on complete school support." All produced school papers and eighteen of the schools studied produced yearbooks, Thompson found.

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<sup>26</sup> Mary Bukvich, "Montana Surveys School Publications," The School Press Review, 19:2, May, 1953.

<sup>27</sup> Otto Maurice Thompson, "An Investigation of the Activity Programs of Thirty-One Montana Third-Class High Schools," (unpublished Master's thesis, Montana State University, Missoula, 1950), pp. 55-60.

The State Department of Public Instruction<sup>28</sup> has suggested student publication budgets so that student newspapers and yearbooks need not be "overloaded on advertising." Schools in Montana finance student publications "from 3 cents per copy per issue to approximately 50 cents," the handbook points out. Subscription rates were reported to range from "\$1.50 a year to free for all" and averaged "about 50 cents a year. Advertising space should take "only 40 percent of the total column space," the State Department recommended.

Major emphasis was on publication budgeting in the 105 Montana high schools answering the Peck<sup>29</sup> survey questionnaires. Seventy percent of these high schools reported advertising accounted for the major portion of the paper's financing. A great variation in advertising rates was reported: from "15 cents per column inch to ten times that amount, \$1.50." Rates were based, Peck found, on the philosophy "of asking 'all that the traffic will bear' rather than on a study of what the ads should be worth to the customer." This impression was further amplified in the finding that those schools with the smaller circulations were charging the higher advertising rates. Sixteen schools reported profits from advertising; one school developed three

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<sup>28</sup>Montana State Department of Public Instruction, Handbook of Journalism for Advisers of High School Newspapers, 1946, (Helena), p. 33.

<sup>29</sup>George Stafford Peck, "A Course of study in Journalism for Montana High Schools," (unpublished Master's thesis, Montana State University, Missoula, 1948), pp. 14-29.

its total budget from advertising alone. Less than half, 40, of the reporting schools relied on subscription charges as a means of revenue. Few were the schools reporting revenue derived from school activities like dances, food sales, sports programs and the like; the same was true of school board subsidization, in this study.

Braycich<sup>30</sup> recommended that "for good makeup results" the school paper may carry up to 25 percent of its space in advertising, but his examination of Montana high school papers showed that they devoted an average of 34 percent of space to advertising.

School publication advisers should be alert to advertising legislation, especially as it may be related to school papers and yearbooks. Roper<sup>31</sup> points to Montana's law making it "unlawful to sell or advertise to any minor child, under the age of 16" any lewd picture, or story principally made up of criminal news. In addition to advertising legislation with special application to school publications, Roper reviews laws relating to all advertising published in Montana. Of special interest, in this legislation, is the restriction that it "shall be unlawful to

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<sup>30</sup>Joseph N. Braycich, "Criteria for Improving the Quality of Makeup for High School Duplicated Papers," (unpublished Master's thesis, Montana State University, Missoula, 1951), pp. 50-54.

<sup>31</sup>Burt W. Roper, "State Advertising Legislation," U. S. Department of Commerce, Printers' Ink Publishing Co., Inc., New York, 1945, pp. 146-150.

aid or assist, either by printing, or writing, advertising, publishing or otherwise, in setting up, managing or drawing any lottery or in selling any ticket, chance or share therein." Failure to realize that such laws are on the books in Montana, could easily cost a school its postal mailing permit. Revenue from unlawful advertising is too expensive - in risk - for any school publication.

Struckman<sup>32</sup> pointed out that "It is against the law for minors to hang around taverns where liquor is sold. Therefore high school papers should not carry advertising of such a nature that appears to be advocating that high school students (who are mostly minors) break the law and patronize the taverns."

"Students are powerful influences on purchases," Dugan<sup>33</sup> says in explaining that publication advisers can do a more effective job of publication financing through advertising, if those students selling ads believe in the product being sold. To do this, he suggests the students be made aware of the large volume of purchasing dollars controlled or influenced by high school students.

A simple formula for advisers establishing a publication

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<sup>32</sup>Robert P. Struckman, "Tavern Ads Again," High School Editor, Official Publication of Montana Interscholastic Press Association, Montana State University, School of Journalism, Missoula, 21:5, January, 1950, p. 3.

<sup>33</sup>E. B. Dugan, "To Sell Ads in School Papers First Sell the Ad Seller," High School Editor, 22:5, January, 1951, p. 4.

advertising rate has been developed by Struckman<sup>34</sup>. The technique permits the school to relate the advertising rate to the publication's budget needs as well as other sources of financing.

The Secretary of the Montana State Press Association<sup>35</sup> has reviewed the advertising rates of weekly newspapers in the state and prepared findings that can prove a convenient yardstick in determining school newspaper advertising rates. Annual advertising rate book listings published by the Montana State Press Association insure current data on which the school paper can review its advertising rate in relation to local papers and weekly papers of comparable circulations.

Struckman<sup>36</sup> has also given the publications adviser a general point of reference from which to develop advertising and subscription rates for student yearbooks. After suggesting limits for subscription and advertising rates, he advises that if your budget fails to balance, "cut your ambitions to fit your circumstances."

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<sup>34</sup>Robert P. Struckman, "Be Realistic When You Set Your Ad Rate," Montana Education, 20:1, September, 1948. p. 6.

<sup>35</sup>W. L. "Din" Alcorn, secretary-manager, Montana State Press Association, Advertising Rate Book, compiled by Montana State Press Association, Missoula, 1947.

<sup>36</sup>Robert P. Struckman, "High Finances for Annuals," High School Editor, 21:4, December, 1949. p. 1.



## CHAPTER III

### SURVEY PROCEDURE

#### SOURCE OF DATA

Basic information revealed in this study has been developed from data on questionnaires from advisers to Montana's high school newspapers and yearbooks. Efforts to secure additional information in the office of the State High School Supervisor, William I. King, the Montana State University School of Journalism and the Montana Inter-scholastic Press Association did not prove rewarding. Other than the related material noted in the previous chapter of this paper, little information has been available on the topic of student publication financing in Montana high schools.

A questionnaire was prepared with the assistance of Dr. James E. Short of the Montana State University School of Education and Assistant Professor Robert P. Struckman of the School of Journalism of Montana State University. The four-page, 87-question form was placed on two sheets, one devoted to yearbooks and one to newspapers, to permit the questionnaire to go to two advisers in those schools assigning the yearbook to one teacher and the school paper to another.

Before the questionnaire was sent to all of the accredited private and public high schools in Montana, the form was pre-tested by being sent to seven selected high school publication advisers. Suggestions offered by these teachers were incorporated in the questionnaire and the revised form was mailed to publication advisers at all of Montana's accredited public and private high schools.

One month later a postal card was mailed to the principals of schools that had not returned the publication financing form. These cards revealed that some of the forms had been lost in the mail. When a second copy was supplied, most of the tardy schools proved most cooperative.

Approximately one month after the postal card reminder, a letter was sent to those that had not returned the form with the requested publication financing data. This resulted in 72 percent of the high schools in the state reporting.

Continued letter-writing in the next three months brought the questionnaire response to 82 percent. This means that of the 196 Montana high schools, 158 supplied information upon which this study is based.

#### RECORDING THE DATA

Information from these schools was tabulated on 24 sheets of 14-column paper. From these, the tables and other material presented in this report were developed.

Circulation information was tabulated for yearbooks and newspapers by number of copies distributed, to whom distributed, and subscription rates. Advertising information on these student publications has been reported by volume of advertising, rates, sales, and contracts. Information has been tabulated and presented in a like manner for student activity fee financing, school board subsidization, financing through other school activities, year-end budget surplus and deficit policies, and acceptance of beer, cigarettes and tavern advertising.

#### ORGANIZATION FOR TABULATING

For meaningful presentation of tabulated material, it was necessary for categories to be designated for arranging the information. Most of the studies relative to Montana schools follow the groupings designated by state law, classifying schools according to district population as first, second and third class schools.<sup>1</sup> But this procedure did not meet the needs of this study. School size, rather than district size and population, is the more significant factor in this study.

Because of this, the procedure followed Barnes<sup>2</sup> in

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<sup>1</sup>School Law of the State of Montana, 1941, Chapter 95, Sections 1020 and 1021.

<sup>2</sup>Antrim E. Barnes, Jr., "Educational Offerings in Montana High Schools, 1945-47," (unpublished Master's thesis Montana State University, Missoula, 1948), p. 19.

classifying Montana schools is followed throughout this report. On the basis of school enrollment, the classification is in the following categories:

Group I	. . . . .	Over 350 pupils
Group II	. . . . .	151 to 350 pupils
Group III	. . . . .	76 to 150 pupils
Group IV	. . . . .	41 to 75 pupils
Group V	. . . . .	Under 41 pupils

In some of the tables there is a difference in the number of schools reported. These totals vary according to the number of schools replying to the specific question upon which the table is based. Thus, it will be found in several tables the total frequencies do not correspond to the number of schools supplying information for this report.

Table I is based on information as to the number of schools in the above classifications, enrollment of schools<sup>3</sup> in these classifications and responses to the questionnaire. In the schools with the largest enrollment, Group I, there are 6.6 percent of all the schools; responses in this group represent 7.5 percent of the total responses. Examination of this table shows that this similarity continues through all five school groups. This is desirable, in that information reported in each group is in proportion to the schools in that enrollment classification. Had the deviation been greater than is reflected in this table, information from one group could give an unnatural weight to the total results. Detail of the school group classifications is given in Table II.

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<sup>3</sup>State Department of Public Instruction, Montana Education Directory 1951-52 (Helena, Mont.).

TABLE I

RELATIONSHIP OF 158 HIGH SCHOOLS ANSWERING QUESTIONNAIRES TO  
MONTANA'S 196 HIGH SCHOOLS, 1951-52, IN EACH GROUPING AND  
IN STUDENT ENROLLMENT IN EACH GROUPING

SCHOOL GROUPS	HIGH SCHOOLS		ENROLLMENT		SCHOOLS ANSWERING QUESTIONNAIRE		
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Group	Percent of Total
I	13	6.6	10,638	33.1	12	92.2	7.5
II	32	15.8	7,605	27.3	26	81	16.3
III	50	25.5	5,481	19.6	43	86	21.8
IV	47	24	2,620	9.4	34	72	21.3
V	54	27.2	1,490	5.6	43	79	26.6
Totals	196		27,182		158		

Average percent answering  
questionnaire: 82

TABLE II

## CLASSIFICATION OF MONTANA HIGH SCHOOLS, 1951-52, IN ACCORDANCE WITH NUMBER OF STUDENTS ENROLLED

	SCHOOL GROUPS					TOTALS
	I	II	III	IV	V	
School Enrollment	Over 350	151-350	76-150	41-75	Under 41	--
Schools in Group	13	32	50	47	54	196
Percent of High Schools	6.6	15.8	25.5	24	27.2	100
Total Enrollment of All Schools in Group	10,638	7,605	5,481	2,620	1,490	27,834
Average Enrollment	817	231	109	45	27	141
Percent of Total High School Enrollment in Group	38.1	27.3	19.6	9.4	5.6	100

This information, based on the Montana Department of Public Instruction Directory, 1951-52, and the 1950-52 Department of Public Instruction biennial report, reflects the enrollment of Montana's high schools as grouped by the classification pattern followed in this report.

Table III and Figure 1 reflect the relationship between the number of high schools in each Montana county and the number of these schools, in each county, reporting data from which this report is written. Examination of Table III reveals the weight of the findings used in this study follow the pattern of the distribution of high schools in the state's fifty-six counties. Information presented in the map titled Figure 1 shows there is no geographic imbalance in the material secured for this report. Excepting two counties, Custer and Fergus, more than half the schools in all counties in Montana supplied student publication financing information in this study. This map shows that all the high schools in thirty-one of the counties responded to the questionnaires and provided material upon which this report is written.

TABLE III

DISTRIBUTION OF MONTANA'S 196 HIGH SCHOOLS BY COUNTIES;  
 DISTRIBUTION OF 158 HIGH SCHOOLS THAT ANSWERED  
 QUESTIONNAIRE, 1951-52

County	High Schools Percent of		Schools Answering Ques- tionnaire		
	in County	State Total	Number	Percent of County	Percent of State
Beaverhead	2	1.01	1	50	.6
Big Horn	4	2.3	2	50	1.3
Blaine	5	2.5	3	60	2.2
Broadwater	1	.5	1	100	.6
Carbon	7	3.5	7	100	4.3
Carter	1	.5	1	100	.5
Cascade	7	3.5	6	85	3.8
Chouteau	4	2.3	4	100	2.6
Custer	3	1.5	1	33.3	.6
Daniels	3	1.5	2	66.6	1.3
Dawson	2	1.01	1	50	.6
Deer Lodge	2	1.01	1	50	.6
Fallon	2	1.01	2	100	1.3
Fergus	8	4.0	3	37.5	2.2
Flathead	5	2.5	3	60	2.2
Gallatin	8	4.0	5	62.5	3.1
Garfield	1	.5	1	100	.6
Glacier	2	1.01	2	100	1.3
Golden Valley	2	1.01	2	100	1.3
Granite	2	1.01	2	100	1.3
Hill	7	3.5	7	100	4.8
Jefferson	2	1.01	1	50	.6
Judith Basin	4	2.3	3	75	2.2
Lake	5	2.5	4	80	2.6
Lewis & Clark	4	2.3	2	50	1.3
Liberty	2	1.01	2	100	1.3
Lincoln	3	1.5	3	100	2.2
Madison	5	2.5	5	100	3.1
McCone	1	.5	1	100	.6
Meagher	1	.5	1	100	.6
Mineral	3	1.5	3	100	2.2
Missoula	3	1.5	3	100	2.2
Musselshell	4	2.3	3	75	2.2
Park	4	2.2	3	75	2.2
Petroleum	1	.5	1	100	.6
Phillips	4	2.3	2	50	1.3
Pondera	4	2.3	4	100	2.6
Powder River	1	.5	1	100	.6
Powell	1	.5	1	100	.6



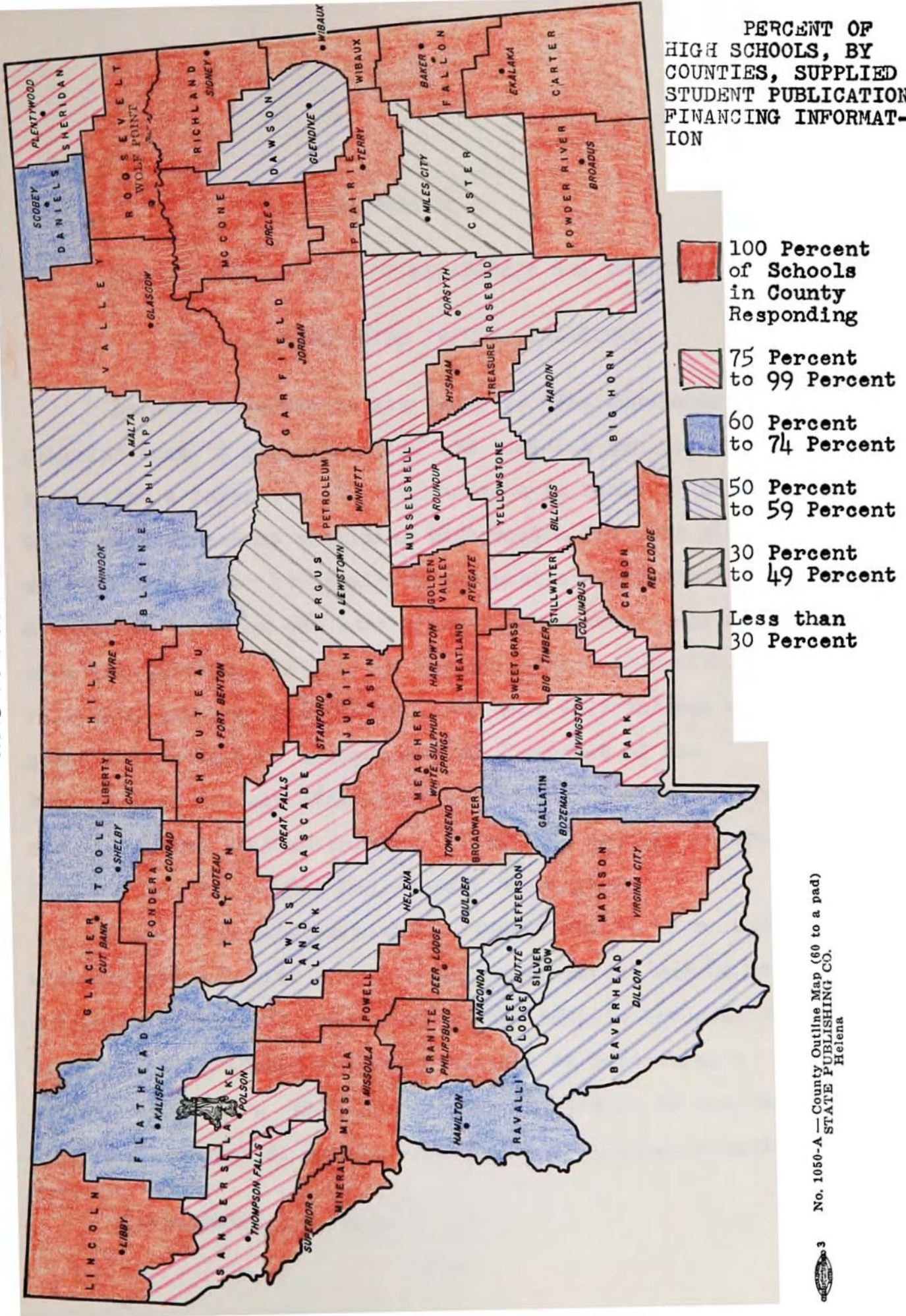
TABLE III (continued)

DISTRIBUTION OF MONTANA'S 196 HIGH SCHOOLS BY COUNTIES;  
 DISTRIBUTION OF 158 HIGH SCHOOLS THAT ANSWERED  
 QUESTIONNAIRE, 1951-52

County	High Schools in County	Percent of State Total	Schools Answering Ques- tionnaire		
			Number	Percent of County	Percent of State
Prairie	1	.5	1	100	.6
Ravalli	6	3.03	4	66.6	2.6
Richland	4	2.3	4	100	2.6
Roosevelt	6	3.03	6	100	3.8
Rosebud	5	2.5	4	80	2.6
Sheridan	6	3.03	5	83.3	3.3
Silver Bow	4	2.3	2	50	1.3
Stillwater	5	2.5	4	80	2.6
Sweet Grass	1	.5	1	100	.6
Teton	4	2.3	4	100	2.6
Toole	3	1.5	2	66.6	1.3
Treasure	1	.5	1	100	.6
Valley	6	3.03	6	100	4.0
Wheatland	3	1.5	3	100	2.2
Wibaux	1	.5	1	100	.6
Yellowstone	7	3.5	6	85	4.0
Totals	196	100	158	--	100

MONTANA

PERCENT OF HIGH SCHOOLS, BY COUNTIES, SUPPLIED STUDENT PUBLICATION FINANCING INFORMATION



No. 1050-A — County Outline Map (60 to a pad)  
 STATE PUBLISHING CO.  
 Helena



## CHAPTER IV

### CIRCULATION OF STUDENT NEWSPAPERS AND YEARBOOKS

#### SCHOOLS PUBLISHING PAPERS, YEARBOOKS

Barnes<sup>1</sup> observed in his study of "The Newspaper in Schools" that "A high school of 150 students can ill afford to publish a paper . . ." But the data in Table IV shows that, of the schools providing information for this study, schools with under 150 students are publishing student newspapers in about the same proportion as those with more than 150 students. While the two classifications with enrollments greater than 150 students show 94.7 percent of the schools have student newspapers, 90.8 percent of the Montana high schools with enrollments under 150 report they are publishing student papers. Of all the schools reporting, 92.4 percent are publishing student newspapers.

Some high schools without student papers have students write school news for use in local newspapers. But it is evident, in Table IV, that many of the schools are publishing school news in local newspapers as well as publishing a student newspaper. This overlapping is evident in the fact that 27.8 percent of the reporting schools prepare material

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<sup>1</sup>Applegate, loc. cit.

TABLE IV

NUMBER OF 158 MONTANA PUBLIC AND PRIVATE HIGH SCHOOLS PUBLISHING  
STUDENT NEWSPAPERS, OFFERING JOURNALISM COURSES FOR CREDIT,  
ALLOWING STUDENTS TO WRITE SCHOOL NEWS FOR LOCAL  
NEWSPAPERS, 1951-52

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
Number of Schools in the Group	13	32	50	47	54	196
Number of Schools Answering (Percent of Group)	12 (92.2)	26 (81)	43 (86)	34 (72)	43 (79)	158 (80.6)
Schools Publishing Student Newspapers (Percent of Group Total) (Percent of Group Answers)	11 (84.62) (91.4)	25 (78.1) (96.1)	41 (82) (95.4)	31 (65.9) (91.1)	37 (68.5) (86)	145 (73.8) (91.7)
Students Write School News for Local Newspaper (Percent of Group Total) (Percent of Answers)	3 (24.6) (25)	10 (31.2) (38.5)	12 (24) (27.8)	12 (25.5) (35.2)	7 (13) (16.2)	44 (22.5) (27.8)
Journalism Courses Offered for Credit (Percent of Group Total) (Percent of Answers)	11 (84.6) (91.6)	19 (59.3) (73)	22 (44) (51.1)	16 (34) (47)	6 (11.1) (14)	74 (37.7) (46.8)

for use in local newspapers and 92.4 percent have student papers.

It is of incidental interest that, of all the Montana schools providing information for this report, 46.8 percent offered courses in journalism for credit. About one-half (49.9 percent) of the high schools publishing newspapers do so without the benefit of a class in journalism.

Eighty-four percent of the reporting schools publish yearbooks. There is no apparent relationship between the size of high schools and publishing a student yearbook. Table V shows that all of the larger schools and 93 percent of the smallest schools produced yearbooks, but in the average-size Montana schools (41 to 150 students) 76.6 percent of the schools reported student yearbooks.

Most of the schools publishing yearbooks also published a student newspaper. Only six of the 133 schools with yearbooks, report no student newspapers.

Of the schools publishing neither yearbook nor paper, a relationship to the school enrollment is evident. Five of the six schools reporting they publish neither, are in the two groups of schools with the smallest enrollment.

#### STUDENT NEWSPAPER CIRCULATION

Of the 153 Montana high schools reporting, 144 supplied the detailed student newspaper circulation tabulated in Table VI.

TABLE V

DISTRIBUTION OF STUDENT YEARBOOKS AND STUDENT NEWSPAPERS IN 158  
MONTANA HIGH SCHOOLS, 1951-52

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Schools Publishing Student Yearbooks</u>						
Number	12	22	35	24	40	133
Percent*	100	84.6	81.4	70	93	84
<u>Student Yearbook But No Newspaper</u>						
Number	1	0	2	1	3	6
Percent	8.6	-	5.1	3	7.3	4
<u>Student Newspaper But No Yearbook</u>						
Number	0	3	6	11	13	33
Percent	-	12.4	13.9	32.3	30	20.9
<u>Publishing Neither Yearbook Nor Paper</u>						
Number	0	1	0	2	3	6
Percent	-	4.1	-	6	7.3	4
<u>Schools Publishing Student Newspapers</u>						
Number	11	25	41	31	37	145
Percent	91.4	96	95.4	91.1	86	91.7

34

(\* percent of 158 Montana high schools answering and returning questionnaires)

Student newspapers published by these schools have a total circulation 36,486, a circulation greater than the total enrollment of all Montana high schools (27,834). This is because, as the tabulation reveals, the majority of the school newspapers have extensive circulation outside the high schools - in lower grades and in the community. Small schools report a greater portion of their total circulation outside the high school enrollment than do the larger schools. By groups, the mean circulation percentage of the high schools' enrollments reflects a steady increase, from the larger schools to the smaller schools: 98.9 percent; 145 percent; 180 percent; 269 percent and 546 percent.

In the larger high schools, more than one-half (63.6 percent) of the schools report they do not sell their school papers to townspeople. In the next two larger high school groups the percentage not selling school papers to the townspeople is also over 60 percent - 65 percent and 63 percent. But in the group of high schools with enrollments from forty-one to seventy-five, 73 percent of the schools sell their papers to townspeople. Of the schools with less than forty-one students, 80 percent of the schools sell their paper to the people of the community. The mean number of papers sold to townspeople increases as the size of the schools decreases. In the largest high schools the mean number sold to townspeople is seven; in the smallest schools the mean is twenty-six copies per school.

Table VI shows that the 1,518 issues of student

newspapers by the 144 reporting schools range from three issues per year, in one school, up to thirty-six issues per year in another school. The general trend, revealed in this tabulation, is that the larger schools publish their papers more frequently than the smaller schools. But there are many exceptions to this general trend, as is evident by the fact that the frequency of publication for one of the largest high schools is only nine for the year, while one of the smaller high schools publishes twenty times a year.

Most of the high schools (65.9 percent) give the student paper to faculty members, without charge. Less than one-fourth (19.3 percent) of the schools reported they gave the paper free to students.

Commercial newspaper publishers as well as high school student newspapers advisers recognize the relationship of news content to circulation. News content of a student newspaper has a great influence on the paper's circulation. Information developed in this study reveals that the smaller Montana high schools include lower grade news in their student newspapers. Table VII shows that 81 percent of the reporting schools in group V, 79 percent in group IV and 65 percent in group III include grades one through twelve in the news coverage of the student newspaper. But in the high schools with larger enrollments, 61 percent of the reporting schools in group II and 83.3 percent in group I include news coverage of only grades nine through twelve in their news columns. A more detailed breakdown of this trend is presented in Table VII.



TABLE VI

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation Total	Percent of Enrollment	Issues Per Year	Paper Given Faculty	Free Number Students	Paper Sales to Townspeople	Number
I	550	141	11	Yes	No	30	Yes 12
	1,600	99	16	Yes	No	120	Yes 6
	460	125	15	No	No	--	Yes 2
	550	110	16	Yes	No	25	Yes 10
	1,000	106	16	Yes	No	50	No -
	1,500	113	25	Yes	No	50	No -
	1,400	94	16	Yes	No	75	No -
	850	136	14	Yes	Yes	700	No -
	1,000	107	18	Yes	No	40	No -
	1,000	74	16	Yes	No	60	No -
	580	125	9	Yes	No	100	No -
Range	460-	74-	9-25	-	-	25-700	- 2-12
Median	1,600	141		-	-	55	- 8
Mean	953	98.9	16	-	-	125	- 7
Totals	10,490	-	172	Yes 90	No 90	1250	No 63.6 30
II	750	250	8	Yes	No	10	Yes 350
	175	127	9	Yes	Yes	50	No -
	300	113	16	Yes	Yes	300	No -
	350	103	6	Yes	Yes	-	No -
	300	115	12	No	No	-	Yes 12
	300	160	9	Yes	No	-	Yes 18
	300	130	12	Yes	No	60	No -
	250	121	8	Yes	No	-	No -
	300	107	18	Yes	No	15	No -
	200	113	10	Yes	No	-	No -
	225	128	9	No	No	-	Yes 20
	285	188	9	Yes	No	-	No -
	250	132	12	Yes	No	210	Yes 10
	700	233	18	Yes	Yes	600	No -
	600	193	17	No	No	-	Yes 250
	200	88	17	Yes	No	75	No -
	450	160	9	Yes	Yes	14	No -

TABLE VI (continued)

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation		Issues Per Year	Paper Given Free		Paper Sales to Townspeople	Number
	Total	Percent of Enrollment		Faculty	Number Students		
<b>II</b>							
	230	110	15	Yes	No	15	No -
	325	154	6	Yes	No	325	No -
	300	193	14	Yes	Yes	-	Yes 200
	500	285	10	No	No	0	Yes 100
	205	72	18	Yes	No	15	No -
	300	158	18	Yes	No	-	Yes 15
	150	71	5	No	No	0	No -
	350	116	8	Yes	No	10	No -
Range	150-	71-	5-	-	-	10-	- 10-
	700	285	18	-	-	600	- 350
Median	300	130	12	-	-	50	- 20
Mean	553	145	10	-	-	130	- 108
Totals	8,295	-	293	Yes 78	No 74	1,699	No 65 975
<b>III</b>							
	150	166	12	No	No	0	No 0
	350	238	12	No	No	0	Yes 22
	105	91	16	Yes	No	35	Yes 20
	225	161	10	No	No	0	Yes 20
	200	247	9	Yes	Yes	200	No 0
	270	329	4	Yes	No	70	Yes 15
	265	241	9	No	No	0	Yes 24
	175	127	6	Yes	Yes	175	No 0
	165	135	10	No	No	0	Yes 20
	150	187	8	Yes	No	10	Yes 12
	120	113	12	No	No	0	Yes 18
	201	199	8	Yes	No	14	Yes 130
	150	151	9	No	No	0	Yes 15
	125	100	6	Yes	No	16	No 0
	80	83	10	Yes	No	15	Yes 5
	250	229	9	Yes	No	47	Yes 61
	200	174	12	No	No	0	Yes 20
	175	216	12	Yes	No	38	No 0
	100	73	8	Yes	No	8	No 0
	150	100	9	Yes	No	15	No 0
	125	85	18	Yes	No	25	Yes 5

TABLE VI (continued)

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation		Issues Per Year	Paper Given Free		Paper Sales to Townspeople	Number	
	Total	Percent of Enrollment		Faculty	Students			
III	200	232	10	Yes	No	30	Yes	25
	330	330	6	Yes	Yes	330	No	0
	275	289	12	No	No	0	Yes	75
	300	200	8	No	No	0	Yes	15
	350	321	12	Yes	Yes	150	Yes	14
	165	158	12	Yes	No	60	No	0
	120	125	16	No	No	0	Yes	14
	140	127	9	Yes	No	15	No	0
	200	148	9	Yes	No	17	No	0
	175	129	12	Yes	No	55	No	0
	125	160	9	No	No	0	Yes	2
	175	203	12	Yes	No	15	Yes	10
	150	161	9	No	No	0	Yes	3
	100	125	15	Yes	Yes	100	No	0
	227	186	9	No	No	0	Yes	15
	300	280	12	Yes	Yes	300	No	0
	200	175	12	Yes	No	12	Yes	100
	225	190	18	Yes	No	8	Yes	20
	200	220	9	No	No	0	Yes	25
Range	80-	73-	4-18	-	-	8-330	-	2-130
Median	330	330						
Median	175	186	10	-	-	30	-	20
Mean	192	180	21	-	-	70	-	27
Totals	7,688	-	420	Yes 61	No 86	-	-	705

IV

250	480	6	Yes	No	15	Yes	150
200	363	9	Yes	Yes	200	Yes	12
155	210	10	Yes	No	11	Yes	50
175	312	12	Yes	No	12	Yes	50
100	166	12	No	No	0	Yes	50
150	312	8	Yes	Yes	70	Yes	30
100	166	8	Yes	No	10	Yes	8
150	250	10	Yes	No	13	Yes	11
175	273	9	Yes	No	14	Yes	50
150	250	36	No	No	0	Yes	20

TABLE VI (continued)

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation		Issues Per Year	Paper Given Free		Paper Sales to Townspeople	Number
	Total	Percent of Enrollment		Faculty	Students		
IV	150	230	9	Yes	Yes	150	No 0
	100	181	6	No	No	0	No 0
	75	129	6	No	No	0	Yes 40
	120	230	6	No	No	0	Yes 30
	175	318	9	Yes	Yes	175	No 0
	200	377	9	Yes	No	50	Yes 25
	225	375	8	Yes	Yes	225	No 0
	175	243	18	No	No	0	Yes 72
	100	208	9	Yes	No	15	Yes 10
	100	166	9	Yes	No	10	No 0
	125	219	6	Yes	Yes	120	No 0
	75	174	6	Yes	No	25	Yes 12
	180	257	18	No	No	0	Yes 30
	50	106	5	No	No	0	No 0
	150	306	12	No	No	0	Yes 45
	170	333	9	Yes	Yes	121	Yes 3
	200	370	12	Yes	No	8	Yes 150
	135	264	10	No	No	0	Yes 25
	120	279	8	No	No	0	Yes 90
	325	500	16	Yes	Yes	245	No 0
	165	220	10	Yes	No	15	Yes 6
Range	50-325	106-500	5-36	-	-	8-245	- 3-150
Median	150	264	9	-	-	15	- 30
Mean	281	269	10	-	-	75	- 41
Totals	4,720	--	321	Yes 63	No 73	1504	Yes 73 974

V

130	400	10	Yes	Yes	130	No	0
90	225	9	Yes	No	5	Yes	15
80	222	7	No	No	0	Yes	15
120	421	10	Yes	No	30	Yes	20
160	410	10	Yes	No	24	Yes	38
100	294	5	Yes	No	50	No	0
150	394	10	Yes	No	10	Yes	15
40	266	8	Yes	No	0	Yes	7

TABLE VI (continued)

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation		Issues Per Year	Paper Given Free		Paper Sales to Townpeople	Number	
	Total	Percent of Enrollment		Faculty	Students			
V	125	357	9	Yes	No	10	Yes	35
	120	631	9	No	No	0	Yes	59
	100	286	6	Yes	No	11	Yes	50
	120	300	9	No	No	0	Yes	9
	550	1450	6	Yes	No	36	Yes	20
	900	3600	8	No	No	0	Yes	35
	125	357	9	Yes	Yes	125	No	0
	150	882	10	No	No	0	No	0
	100	454	12	No	No	0	Yes	40
	100	555	6	No	No	0	Yes	50
	65	433	3	Yes	Yes	65	No	0
	150	375	4	Yes	Yes	150	No	0
	120	480	20	Yes	No	16	Yes	15
	115	371	4	No	No	0	Yes	5
	60	1000	6	Yes	No	10	Yes	31
	85	369	8	No	No	0	Yes	30
	65	217	18	Yes	No	30	Yes	15
	270	1050	6	Yes	Yes	200	Yes	2
	103	490	6	No	No	0	Yes	37
	40	250	6	No	No	0	Yes	3
	100	384	10	Yes	No	8	Yes	20
	100	416	7	Yes	No	6	Yes	30
	110	611	9	No	No	0	Yes	50
	100	312	12	Yes	No	14	Yes	40
	80	364	6	No	No	0	Yes	53
	100	263	9	Yes	No	10	Yes	20
	150	611	10	Yes	Yes	150	No	0
	120	312	9	Yes	Yes	90	No	0
	100	364	6	No	No	0	Yes	25
Range	40-	217-	3-	-	-	6-	-	2-
	900	3600	20			200		59
Median	103	384	8	-	-	24	-	20
Mean	143	546	9	-	-	54	-	26
Totals	5,293	-	312	Yes 51	No 82	1,180	Yes 80	784

TABLE VI (continued)

CIRCULATION DISTRIBUTION OF STUDENT NEWSPAPERS  
IN 144 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Circulation Total		Issues Per Year	Paper Given Free		Paper Sales to Townspeople	Number
	Percent of Enrollment			Faculty	Number Students		
<u>All Schools, All Groups</u>							
Range	40-	50	3-	-	-	6-	2-
	1,600	3600	36	-	-	700	350
Median	175	170	9	-	-	39	19
Mean	253	282	11	-	-	82	37
Totals	36,486	-	1513	Yes	65.9	7,374	Yes 62.9 3,468
				No	80.7		

TABLE VII

GRADES INCLUDED IN NEWS COVERAGE OF MONTANA HIGH SCHOOL STUDENT  
NEWSPAPERS, 1951-52

Grades Included In News Coverage	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>1 Through 12:</u>						
Number	0	6	28	27	35	96
Percent of schools**	-	17.8	56	58	65	49
Percent of responses*	-	23	65	79	81	60.4
<u>6 Through 12:</u>						
Number	0	3	4	1	0	8
Percent of schools	-	9	8	2	-	4
Percent of responses	-	11	9	3	-	5
<u>9 Through 12:</u>						
Number	10	16	8	2	2	38
Percent of schools	76.9	50	16	4	4	19
Percent of responses	83.3	61	18	6	3	24
<u>10 Through 12:</u>						
Number	1	0	0	0	0	1
Percent of schools	7.7	-	-	-	-	.5
Percent of responses	8.3	-	-	-	-	.6

(\* percent of 158 high schools answering and returning questionnaire.)

(\*\* percent of Montana's 196 high schools, 1951-52.)

This could be of special interest to publication advisers seeking possible improved student newspaper circulation through the lower grades.

#### SUBSCRIPTION PRICES, SALES

Central tendencies of the reporting high schools providing student newspaper subscription price and sales information show that subscription charges become higher as the enrollment increases. Schools with enrollments over 350 report one-year subscription rates ranging from one dollar to two dollars for student newspapers. The mean subscription price for this group of schools was one dollar and nineteen cents. Schools with from 151 to 350 students charge forty-five cents to one dollar and twenty-five cents to one dollar and fifty cents was charged for one-year subscriptions to the school newspaper; the mean charge in this group of schools is sixty-five cents. In Group IV, schools with 41 to 75 students, the subscription rate ranged from twenty-five cents to one dollar a year; the mean charge made by these schools is fifty-eight cents. The smallest high schools, with less than 41 students, charge from twenty-five cents to eighty cents for their newspaper subscriptions; the mean charge for these schools is fifty-seven cents.

Most of the schools offering subscriptions for sale on a semester basis simply cut the yearly charge in half to establish the semester rate. Table VIII shows that it is the exception when the semester charge is greater than half the



yearly subscription cost. But this would seem a most effective business technique, designed to encourage students to subscribe for the paper for a year rather than a half year.

Information tabulated on pages 46-50 shows clearly that the Montana high schools are much more successful in selling school newspapers on the yearly basis as contrasted with the sales made by the semester. Most of the largest high schools' subscription sales are made in connection with the purchase of student activity tickets. Of the schools reporting, in the two groups of smallest enrollment, none sell school newspaper subscriptions in conjunction with student activity tickets.

Seven of all the reporting schools offer student newspaper subscriptions for sale in installments; 95 percent of the schools require full cash payments for subscriptions. This would seem an unfortunate situation. Because of the many financial demands of students at the start of the school year, permitting of installment payments for student newspaper subscriptions could improve the possibility of increasing subscription sales.

#### STUDENT YEARBOOK SALES

Prices charged for student yearbooks range from one dollar to five dollars, in the 133 Montana high schools reporting information tabulated in Table IX, page 51. Two of the reporting schools give the book to students free. The private schools, St. Labre, reports that the cost of the book

TABLE VIII

STUDENT NEWSPAPER SUBSCRIPTION PRICES AND SALES IN 129 MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Price for	Price for	No. of Sales	No. of Sales	Subscriptions Payable by Installments
	One Year	Semester	By Semester	At Year Rate	
I	\$1.00	None	-	0*	No
	1.00	↓1.00	2	1430	No
	1.00	.50	7	0*	No
	1.00	.50	0	0*	Yes
	1.00	None	-	15*	No
	1.50	.75	8	20*	No
	2.00	1.00	8	0*	No
	1.00	None	-	150*	No
	1.20	.65	0	11*	No
	1.25	.75	75	900	No
Range	↓1-↓1.50	↓.50-↓1	2-75	11-1430	-
Mean	1.19	.73	14	271	-
Median	1.00	.75	7	20	-
					90 percent No

II

↓1.00	None	-	236	No
1.50	None	-	253	No
.50	None	-	100	No
None	None	-	-	-
None	None	-	-	-
1.25	None	-	190	No
.50	None	-	200	No
1.00	.75	0	75	No
.50	.25	0	160	Yes
1.00	.50	2	0*	No
None	None	-	-	-
.50	.30	0	100	No
.45	None	-	2*	No
1.00	.50	0	3	No
None	None	-	-*	-
1.00	None	0	550	No
1.00	.60	4	78	No
None	None	-	-*	-
None	None	-	-*	-
None	None	-	-*	-
.50	.30	0	100	No

TABLE VIII (continued)

STUDENT NEWSPAPER SUBSCRIPTION PRICES AND SALES IN 129  
MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Price for One Year	Price for Semester	No. of Sales By Semester	No. of Sales At Year Rate	Subscriptions Payable by Installments
<b>II</b>					
	\$1.00	\$.50	20	300	No
	.50	None	-	160	No
	.50	.25	0	175	No
	.75	None	-	100	Yes
Range	\$.45-\$1.25	\$.25-\$.75	2-20	2-550	-
Mean	.60	.39	9	164	-
Median	.75	.50	4	160	-
Total	-	-	-	-	- 87 percent No
<b>III</b>					
	.80	None	-	73	No
	1.00	None	-	247	No
	.50	.25	0	10	No
	.35	.25	100	75	No
	.80	.40	0	200	Yes
	.35	None	-	202	No
	.50	.25	0	40	No
	.60	.30	15	100	No
	.75	None	-	95	No
	1.00	None	-	201	No
	.75	.50	0	65	No
	.50	.25	0	110	No
	.50	.25	0	28	No
	.50	.25	0	125	No
	1.50	.75	0	150	No
	1.00	.50	2	65	No
	.75	.35	0	45	No
	.70	.35	0	80	No
	.50	None	-	80	No
	.50	.25	3	140	No
	.50	.25	5	210	No
	.75	None	-	200	No
	.75	None	-	1	No
	1.00	.50	0	100	No
	.75	.50	3	0	No
	.50	.25	0	150	No
	.35	None	-	80	No

TABLE VIII (continued)

STUDENT NEWSPAPER SUBSCRIPTION PRICES AND SALES IN 129  
MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Price for	Price for	No. of Sales	No. of Sales	Subscriptions Payable by Installments
	One Year	Semester	By Semester	At Year Rate	
III	\$ .75	None	0	65	No
	-	None	-	100*	No
	.75	None	-	175	No
	.50	.25	0	105	No
	.25	.15	9	80	No
	.50	.30	0	89	No
	.50	None	-	65	No
	.35	None	-	55	No
Range	\$.35-\$.1.50	\$.25-\$.75	2-100	1-247	-
Mean	.65	.34	21	106	-
Median	.60	.25	5	95	-
Total	-	-	-	-	94 percent No
IV	\$ .50	\$ .25	0	190	Yes
	1.00	.50	0	1	No
	.50	.35	0	100	No
	.50	.25	0	100	No
	.60	.30	0	100	No
	.25	None	-	45	No
	.40	.20	0	0	No
	.50	.25	3	75	Yes
	.75	None	-	100	No
	.75	.50	0	100	No
	.50	None	-	62	No
	.75	.40	0	60	No
	.60	None	-	0	No
	.35	None	-	75	No
	.90	.45	8	109	No
	.75	.40	0	60	No
	.40	.20	0	65	Yes
	.50	.25	0	37	No
	.25	None	-	180	No
	.25	None	-	8	No
	.50	.25	0	125	No
	1.00	.50	0	200	No

TABLE VIII (continued)

STUDENT NEWSPAPER SUBSCRIPTION PRICES AND SALES IN 129  
MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Price for	Price for	No. of Sales	No. of Sales	Subscriptions Payable by Installments
	One Year	Semester	By Semester	At Year Rate	
IV	↓ .50	↓ .25	15	90	No
	1.00	.50	0	120	No
	.50	None	-	20	No
	.50	None	-	108	No
Range	↓.25-↓1.00	↓.20-↓.50	3-15	1-200	-
Mean	.58	.34	9	88	-
Median	.50	.30	8	90	-
Total	-	-	-	-	92 percent No
V	↓ .50	None	-	75	No
	.50	None	-	55	No
	.50	None	-	40	No
	.60	↓ .30	0	90	No
	.50	.25	0	15	No
	.75	.40	0	110	No
	.75	None	-	24	No
	.50	.25	1	66	No
	.60	None	-	85	No
	None	None	-	-	-
	.50	.30	0	90	No
	.60	None	-	381	No
	.75	None	-	57	No
	.50	.75	0	150	No
	.50	.25	0	60	No
	.50	None	-	100	No
	.80	.40	0	25	No
	None	None	-	-	-
	.75	None	0	31	No
	.50	.25	0	75	No
	.75	.50	0	25	No
	.50	.25	0	65	No
	.25	None	-	91	No
	.40	.20	0	25	No
	.75	None	-	60	No
	.75	.40	0	50	No
	.35	None	-	100	No
	.50	.25	0	86	No

TABLE VIII (continued)

STUDENT NEWSPAPER SUBSCRIPTION PRICES AND SALES IN 129  
MONTANA HIGH SCHOOLS, 1951-1952

School Groups	Price for	Price for	No. of Sales	No. of Sales	Subscriptions Payable by Installments
	One Year	Semester	By Semester	At Year Rate	
V	\$.60	None	-	75	No
	.75	.40	0	66	No
	.75	None	0	5	No
	.25	None	-	100	No
	None	None	-	-	No
Range	\$.25-\$.80	\$.20-\$.75	-	5-381	-
Mean	.57	.34	-	76	-
Median	.50	.30	-	81	-
Total	-	-	-	-	100 percent No

All 129 Montana High Schools Reporting

Range	\$.25-\$.80	\$.20-\$.75	1-100	1-1430	-
Mean	.68	.38	16	120	-
Median	.60	.33	7	90	-
Total	-	-	-	-	95 percent No

(\* all subscriptions in school sold in connection with student activity ticket sales.)

TABLE IX

PRICES CHARGED FOR STUDENT YEARBOOKS IN 133 MONTANA HIGH SCHOOLS, 1951-1952

Price Charged	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
\$1.00	-	1	-	2	6	9
1.50	-	-	4	3	13	20
1.75	-	-	1	1	1	3
2.00	-	8	12	9	11	40
2.15	-	-	1	-	-	1
2.25	1	2	2	1	1	7
2.50	3	4	8	5	3	23
2.75	1	1	1	-	-	3
3.00	2	6	4	1	3	16
3.25	1	-	-	-	-	1
3.50	2	-	1	1	-	4
3.75	1	-	-	-	-	1
4.00	1	-	-	-	-	1
5.00	-	-	1	1	-	2
Free	-	-	-	-	*2	2

\* Sumatra and St. Labre.

is covered in the students' enrollment charges; the public school providing the yearbook without charge, Sumatra, covers this cost from profits derived from other student activities.

The popular price charged for yearbooks by these schools is two dollars; 30 percent of the schools charge this price for the student yearbook. Six and six-tenths percent of the schools charge more than three dollars for the book.

About one-half (47 percent) of the reporting schools have provision for students paying the price of their yearbooks in installments. This is in sharp contrast to 5 percent of the schools permitting installment payments for student newspaper subscriptions. Two important factors bearing on this difference are: the yearbook costs more than the subscription to the paper; delivery date of the yearbook is usually at the end of the school year, and, thus, permitting and encouraging installment payments through the year.

Down payments, required of students in the fall to reserve a yearbook, range from fifty cents to two dollars. The majority (71 percent) of the reporting schools require a payment of one dollar in the fall. All of the schools permitting installment purchases of the student yearbook require that the purchase payment be completed on or before delivery of the book.

There is a great variation in the total amount which schools derive from the sale of student yearbooks and the portion of total production cost covered by sale of the book.



TABLE X

INSTALLMENT SUBSCRIPTIONS OFFERED FOR STUDENT YEARBOOKS  
PRODUCED IN 133 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals	
	I	II	III	IV	V		
<u>Yearbooks For Sale On Installment Basis</u>	6	14	22	11	10	63	
Percent	50	63	62	45	25	47	
<u>Payment Required In Fall to Hold Yearbook for Final Payment on Delivery In Spring</u>							
\$ .50	-	-	-	-	1	1	
.75	-	-	1	-	2	3	
1.00	3	10	16	10	6	45	
1.25	-	-	2	-	-	2	
1.50	1	4	1	1	1	8	
2.00	2	-	2	-	-	4	

There is a great variation in the total amount which schools derive from the sale of student yearbooks and the portion of total production cost covered by sale of the book. The largest schools (enrollments above 350 report \$750 to \$3,600 from the sale of student yearbooks. In this group of schools, the mean derived from the sale of books is \$2,058.66. These schools report, as tabulated in Table XI, book sales meet from 42 percent to 113 percent of the total cost of producing the schools' yearbooks. The mean is 73.77 percent of the total production cost.

Schools with between 151 and 350 students report year-book sales totals from \$225 to \$1,031 which meet from 27 percent to 110 percent of the total cost of producing the books. Mean income from book sales is \$469.46, for these schools; mean amount of production costs met by such sales is 45.87 percent.

Group III schools (76 to 150 students) report year-book sales of from \$100 to \$700 covering 27 percent to 116 percent of the total production cost. The mean income for these schools is \$250.54 from book sales. Mean portion of expenses met by book sales is 45.7 percent in this group of schools.

Those schools with enrollments from 41 to 75 reported income from sale of yearbooks, ranging from \$100 to \$500, met from 25 percent to 120 percent of the total cost of producing the yearbooks. Mean income from book sales in this group of schools is \$239.56; mean portion of the yearbook budgets

TABLE XI

AMOUNT OF MONEY RECEIVED FROM THE SALE OF STUDENT YEARBOOKS  
 (NOT INCLUDING MONEY FROM ACTIVITY TICKET SALES)  
 AND PERCENT OF TOTAL PRODUCTION COST THIS  
 COVERS IN 89 MONTANA HIGH SCHOOLS, 1951-  
 1952

S C H O O L   G R O U P S				
I	II	III	IV	V
\$750 (42)	\$296 (31)	\$700 (54)	\$300 (120)	\$460 (122)
790 (60)	360 (60)	237 (47)	100 (26)	130 (45)
1053 (88)	1031 (110)	365 (47)	150 (31)	112 (32)
1100 (100)	450 (50)	262 (36)	200 (23)	180 (180)
1915 (113)	450 (22)	300 (27)	225 (100)	60 (150)
2600 (61)	500 (45)	239 (30)	450 (90)	1150 (59)
3180 (62)	225 (40)	273 (62)	125 (25)	154 (51)
3540 (74)	300 (30)	90 (30)	175 (50)	125 (20)
3600 (64)	300 (35)	220 (31)	200 (72)	63 (26)
	430 (--)	204 (34)	130 (25)	125 (52)
	447 (33)	300 (47)	162 (48)	62 (23)
	552 (57)	200 (55)	250 (46)	48 (10)
	400 (33)	350 (50)	500 (75)	594 (142)

TABLE XI (continued)

AMOUNT OF MONEY RECEIVED FROM THE SALE OF STUDENT YEARBOOKS  
(NOT INCLUDING MONEY FROM ACTIVITY TICKET SALES)  
AND PERCENT OF TOTAL PRODUCTION COST THIS  
COVERS IN 89 MONTANA HIGH SCHOOLS, 1951-  
1952

SCHOOL GROUPS					
I	II	III	IV	V	
	\$750 (60)	\$168 (116)	\$216 (60)	\$ 58 (145)	
	312 (40)	250 (48)	488 (100)	60 (18)	
	749 (42)	450 (50)	152 (35)	12 (8)	
	430 (36)	300 (56)		150 (100)	
		288 (45)		150 (60)	
		166 (32)		120 (32)	
		136 (33)		117 (33)	
		280 (30)		75 (44)	
		250 (55)		45 (300)	
		260 (65)		300 (100)	
		205 (17)			
<u>Range</u>	\$750- \$3600	\$225- \$1031	\$100- \$700	\$100- \$500	\$12- \$3600
<u>Percent</u>	(42- 113)	(27- 110)	(27- 116)	(25- 120)	(8- 300)
<u>Median</u>	\$1915	\$430	\$250	\$200	--
<u>Percent</u>	(64)	(40)	(47)	(48)	--
<u>Mean</u>	\$2058.66	\$469.46	\$250.54	\$239.56	\$508.33
<u>Percent</u>	(73.77)	(45.87)	(45.7)	(57.87)	(72.66)

covered by sale of the books in these schools is 44 percent of the total production cost.

With the group of smallest (enrollments of less than 41) schools, yearbook sales produced from twelve dollars to \$460 and accounted for payment of from eight percent to 300 percent to the total cost of producing the books. Mean income in these schools from yearbooks sales is \$189.13 and 72.86 percent is the mean portion of total budget met by these sales.

For all the reporting schools, the mean income from the sale of student yearbooks is \$508.33 and the mean portion of the total yearbook production budget paid by the returns from sale of the books is 55.7 percent.

## CHAPTER V

### ADVERTISING

Peck<sup>1</sup> found that the major share of the financing for student publications in Montana high schools was derived from the sale of advertising in these publications. The study revealed great variations in the charge made for advertising space, and that "advertising rates charged by Montana high schools are not unified and the true worth of the product is not being considered by many schools when they sell space in their newspapers."

"The best high school newspapers in Montana are published by staff who know the value of good advertising and the purchasing power of the students who read the paper," Dugan<sup>2</sup> observed.

#### NEWSPAPERS SELLING ADVERTISING

As pointed out earlier, information from more than 80 percent of all of Montana's high schools reveals that 145 of the 158 reporting schools produce student newspapers. Of these high school newspapers, 103 (71 percent) sell advertising space.

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<sup>1</sup>Peck, op. cit., pp. 22, 36.

<sup>2</sup>Dugan, loc. cit.

There is a tremendous range in the advertising rates charged by these schools, as the tabulations in Table XII reveal. In progressing from a low of ten cents to a high of two dollars a column inch, the advertising rates parallel the progression from the smaller to the larger high schools. The mean advertising rate for the largest high schools, at seventy-five cents the inch, is more than double the thirty cents mean advertising rate for the smallest high schools.

#### ADVERTISING SALES POLICIES

A little more than half (53 percent ) of the schools sell all of the advertising for all the issues of the student newspaper at the start of the school year. Table XIII shows this practice is more popular with the smaller schools than those of the larger enrollments. Most of the largest schools (91 percent) report they sell their student newspaper advertising as each issue approaches; only 25 percent of the schools with less than 41 students follow this sales practice.

This pattern of advertising sales policy is further delineated in these schools reporting the percent of their student newspaper advertising sold in advance, by contract. The majority (77 percent) of the schools follow this practice, more in the smaller schools than those of largest enrollments.

None of the schools reported a discount for prompt payment of advertising accounts, a common practice for commercial newspapers.

Sliding scale advertising rates are available in less

TABLE XII

NUMBER OF 145 MONTANA HIGH SCHOOL STUDENT NEWSPAPERS ACCEPTING ADVERTISING AND RATES CHARGED, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Schools Selling Advertising Space</u>						
Number	11	16	27	21	28	103
Percent of Responses	100	64	66	70	75	71
<u>Ad Rates (per inch)</u>						
	\$ .60	\$ .15	\$ .55	\$ .20	\$2.00	
	1.00	.50	.20	.35	.30	
	.75	.45	.70	.75	.40	
	.70	.50	.30	.10	.10	
	1.25	.25	.35	.25	.35	
	.70	.25	.17	.35	.25	
	1.25	.75	1.00	.50	.25	
	.50	.50	.25	.15	.15	
	.75	.25	1.20	.25	.50	
	.85	.30	.50	.30	.20	
	1.25	.25	.25	.25	.30	
		.25	.25	.50	1.00	
		.50	.40	.20	.50	
		1.25	.25	.11	.50	
		1.00	1.00	.30	.25	
			.50	.15	.30	
			1.00	.15	.40	
			.40		.50	
			.25		.25	
			.35		.35	
			.15		.40	
			1.50		.25	
					.30	
					.15	
					.75	
					.50	
					.10	
Range	\$ .50-	\$ .15-	\$ .10-	\$ .10-	\$ .10-	\$ .10-
	\$1.25	\$1.25	\$1.50	\$ .75	\$2	\$2
Mean	.87	.47	.52	.29	.42	.48
Median	.75	.50	.35	.25	.30	.35



TABLE XIII

ADVERTISING SALES POLICIES FOR STUDENT NEWSPAPERS IN 145  
MONTANA HIGH SCHOOLS, 1951-1952

	S C H O O L   G R O U P S					Totals
	I	II	III	IV	V	
<u>All Advertising For All Issues Sold At Start Of School Year</u>						
Number	1	3	19	13	19	55
Percent*	9	19	70	62	68	53
<u>Students Sell Advertising As Issues Approach</u>						
Number	10	11	8	7	7	43
Percent*	91	68	29	33	25	41
<u>Percent of Advertising Sold in Advance By Contracts</u>						
Range	0-100	0-100	0-100	0-100	0-100	0-100
Mean	53	50	75	89	81	77
Median	65	25	100	100	100	100
<u>Discount Offered On Prompt Payment For Advertising</u>						
Number	0	0	0	0	0	0
Percent*	0	0	0	-	-	-
<u>Sliding Scale Advertising Rates Offered</u>						
Number	8	4	4	4	0	20
Percent*	72	31	11	19	-	19

( \* percentage of 103 reporting high schools selling advertising space in student newspaper.)

than one-fifth (19 percent) of the reporting schools that sell advertising space in the school newspapers. Sliding scale rates are offered by a greater percentage of the larger schools than smaller schools. Tabulated information on these sliding advertising rates, in Table XIV, shows the complexity and great variety in the scales used. The most consistent and complete scale reported, is that of Billings high school, presented in the appendices of this report.

#### TAVERN, BEER, CIGARETTE ADVERTISING

Roper<sup>3</sup> in his review of state advertising legislation, takes no note of any Montana restriction on beer, tavern or cigarette advertising in student publications. But a majority (69 percent) of the high schools reporting publication financing data in this study do not accept advertising for beer, taverns or cigarettes.

Table XV shows that none of the high schools in the two largest enrollment classifications accepts such advertising. Some of the schools in the three lowest enrollment classifications would appear to either have no objection to running such ads or are required to accept ads from such sources in order to maintain a healthy volume. Of the schools with 76 to 150 students, 22 percent report they accept tavern advertising; of schools with 41 to 75

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<sup>3</sup>Roper, loc. cit.

TABLE XIV

SLIDING SCALE ADVERTISING RATES OFFERED BY STUDENT PAPERS  
IN 20 MONTANA HIGH SCHOOLS, 1951-1952

<u>Flat Rate Per Inch</u>	<u>Frequency Graduation</u>	<u>Space Graduation</u>
<u>GROUP I</u>		
\$ .60	55¢ per inch for all ads run more than once	None
.70	None	55¢ an inch for all ads three inches and larger
.70	None	55¢ an inch for all ads ten inches and larger
.75	None	60¢ an inch for all ads two inches and larger
.85	5 percent discount for each issue above 4 issues; maximum discount 60 percent for 16 issues	2.5 percent discount for each inch size above one; maximum discount 32.5 percent for 18-inch ads
1.00	None	75¢ per inch for all ads 10 inches and larger
1.25	\$1 an inch when sold in semester blocks	None
1.70	(See Appendix "I")	(See Appendix "I")
<u>GROUP II</u>		
.50	None	40¢ an inch for all ads 4 inches and larger
.75	10 percent discount for all ads sold on a yearly contract	None
4.00	None	\$3 an inch for 2-inch ads; \$2.66 an inch for 4-inch ads and larger

TABLE XIV (continued)

SLIDING SCALE ADVERTISING RATES OFFERED BY STUDENT PAPERS  
IN 20 MONTANA HIGH SCHOOLS, 1951-1952

<u>Flat Rate Per Inch</u>	<u>Frequency Graduation</u>	<u>Space Graduation</u>
\$1.25	None	\$1.15 an inch for 3-inch and larger ads; \$1.10 for 5-inch and larger ads; \$1 an inch for all ads 6 inches and larger.
<u>GROUP III</u>		
.25	None	20¢ an inch for ads 8 inches and larger
.25	None	20¢ an inch for ads 4 inches and larger; 15¢ an inch for ads 6 inches and larger
.70	None	60¢ an inch for ads 10 inches or larger; 50¢ an inch for ads 15 inches and larger
1.00	None	80¢ per inch for ads 5 inches and larger
<u>GROUP IV</u>		
.25	None	15¢ per inch for ads 12 inches and larger; 10¢ per inch for ads 18 inches or larger
.30	25¢ an inch for ads run in 6 issues; 20¢ per inch for ads run in 12 issues	None
.35	None	25¢ an inch for 2 inches; 23¢ an inch for 3 inches; 20¢ an inch for 4 inches; 18¢ an inch for 5 inches
.30	None	20¢ per inch for ads 10 inches and larger

students, 28 percent publish tavern ads; and 64 percent of the schools with less than 41 students accept this form of advertising. Not more than 4 percent of the schools in any one of these three enrollment classifications accept ads for beer or cigarettes.

National advertising is not a significant source of revenue for Montana's high school newspapers. Eighty-five percent of the reporting schools "never" carry national advertising.

While the tabulations in Table XV show that the average space in student newspapers filled with ads ranges from a low of 5 percent to a high of 60 percent, the central tendencies reveal the most common amounts are from 20 percent to 30 percent of the total space.

#### YEARBOOK ADVERTISING

Eighty-eight percent of the reporting 133 high schools publishing yearbooks sell advertising space in these books. The tabulation in Table XVI reveals no apparent relationship between the acceptance of yearbook advertising and the size of the school. Only one of the 118 schools selling yearbook advertising space offer the advertiser a discount for prompt payment.

Advertising rates tabulated in Table XVII show that most of the schools follow a graduated ad rate that encourages larger ads. That is, two half-page ads would cost more than one full-page advertisement.

TABLE IV

TYPES AND AMOUNTS OF ADVERTISING CARRIED IN STUDENT PAPERS OF 103 REPORTING MONTANA HIGH SCHOOLS SELLING ADVERTISING SPACE, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<b>Ads accepted for:</b>						
Taverns	0	0	6	6	18	30
Percent	-	-	22	28	64	29
Beer	0	0	1	3	4	8
Percent	-	-	3	12	14	8
Cigarettes	0	0	1	1	0	2
Percent	-	-	3	4	-	2
None of these	11	16	21	15	9	72
Percent	100	100	77	71	32	69
<b>National Ads Carried:</b>						
Never	6	14	25	20	23	88
Percent	55	86	88	95	82	85
Seldom	4	2	1	1	3	11
Percent	36	14	3	4	19	11
Often	1	0	0	0	0	1
Percent	9	-	-	-	-	1
<b>Average Amount Of Space in Each Issue Filled With Advertising:</b>						
5 Percent	-	-	2	2	-	4
10 Percent	-	-	-	3	2	5
15 Percent	-	1	1	3	4	9
20 Percent	1	7	15	7	12	40
25 Percent	1	2	1	-	-	4
30 Percent	5	4	3	-	1	12
35 Percent	-	2	1	-	-	3
40 Percent	3	1	2	3	4	13
45 Percent	1	-	-	-	-	1
50 Percent	-	-	-	1	1	2
55 Percent	-	-	-	-	-	-
60 Percent	-	-	-	1	-	1
Range	20-45	15-40	5-40	5-60	10-50	5-60
Mode	30	20	20	20	20	20
Mean	33	24	22	23	23	23
Median	30	25	20	20	20	20

TABLE XVI

NUMBER OF THE 133 STUDENT YEARBOOKS THAT OFFER ADVERTISING SPACE, OFFER DISCOUNTS ON ADVERTISING FOR PROMPT PAYMENT, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Montana High Schools Selling Advertising Space in Yearbook</u>						
Number	10	17	33	23	35	118
Percent	76	77	94	95	87	88
<u>Montana High Schools Offering Advertising Discounts for Prompt Payment for Ad Space</u>						
Number	0	1	0	0	0	1
Percent	-	4	-	-	-	.7

TABLE XVII

ADVERTISING RATES CHARGED FOR STUDENT YEARBOOKS PRODUCED IN  
118 MONTANA HIGH SCHOOLS SELLING ADVERTISING  
SPACE, 1951-1952

<u>SCHOOL GROUP I</u>			
<u>Full</u> <u>Page</u>	<u>1/2</u> <u>Page</u>	<u>1/4</u> <u>Page</u>	<u>Others</u>
\$15	\$ 8	\$ 5	-
50	25	15	\$1.60 per 1/2 page.
60	33	20	-
30	16.50	8.50	-
60	40	25	\$5 per liner.
-	-	-	\$7.50 per sponsor listing.
-	-	-	Any contribution per listing.
25	-	-	-
40	25	15	\$7.50 for 1/16 page.
-	-	-	Flat \$15 rate for ads. hanging in gym with advertisers listed on two pages of yearbook.
Range	\$15-\$60	\$8-\$40	\$5-\$25 -
Mean	\$40	\$24.58	\$14.75 -
Median	\$40	\$25	\$15 -

<u>SCHOOL GROUP II</u>			
\$20	\$12.50	\$ 7.50	-
-	-	-	Sponsors listed; no set rate.
24	12	7.50	-
20	12	6	-
48	24	12	\$6 for 1/8 page.
50	25	14	\$7.50 for 1/8 page.
20	12	6	-
50	35	20	\$12 for 1/8 page.
20	10	5	-
40	20	10	\$5 for 1/8 page.
20	12	8	-
40	20	10	\$5 for 1/8 page.
50	25	12.50	-
30	15	8.00	-
18	10	6	-
20	14	8	-
-	-	-	\$10 for sponsor listing.
Range	\$18-\$50	\$10-\$35	\$5-\$20 -
Mean	\$31.33	\$17.23	\$9.36 -
Median	\$24	\$14	\$8 -



TABLE XVII (continued)

ADVERTISING RATES CHARGED FOR STUDENT YEARBOOKS PRODUCED IN  
118 MONTANA HIGH SCHOOLS SELLING ADVERTISING  
SPACE, 1951-1952

<u>SCHOOL GROUP III</u>			
<u>Full</u> <u>Page</u>	<u>1/2</u> <u>Page</u>	<u>1/4</u> <u>Page</u>	<u>Others</u>
\$20	\$15	\$ 8	\$5 for 1/8 page
20	10	5	-
20	12	6	-
-	-	-	\$10 for sponsor listing.
10	-	-	-
30	15	8	\$4 for 1/8 page.
30	17	10	\$7.50 for 1/8 page.
30	15	7.50	-
20	15	10	\$5 for 1/8 page.
-	-	-	Sponsor listing; no set rate.
20	11	6	\$10 for sponsor listing.
25	15	10	\$5.50 for 1/8 page.
16	9	6	\$4.50 for 1/8 page.
10	5	-	-
-	-	-	\$6 for sponsor listing.
20	12.50	7.50	\$5 for 1/8 page.
-	17.50	11	\$7.50 for 1/8 page.
32	17	8	\$4.50 for 1/8 page.
-	-	-	\$7.50-\$20 sponsor listing.
16	10	6	\$10 for sponsor listing.
8	4	-	-
-	-	-	\$5 sponsor listing..
5	2.50	-	-
25	14	7.50	-
20	10	7.50	\$5 for 1/8 page.
50	25	-	-
30	15	8	\$4 for 1/8 page.
25	15	8	-
20	12	6.50	-
-	-	-	\$4 sponsor listing.
-	-	-	\$4 sponsor listing.
20	12.50	7.50	-
10	-	-	-
Range	\$5-\$50	\$2.50-\$25	\$5-\$11 -
Mean	\$21.28	\$12.75	\$7.50 -
Median	\$20	\$14	\$7.50 -

TABLE XVII (continued)

ADVERTISING RATES CHARGED FOR STUDENT YEARBOOKS PRODUCED IN  
118 MONTANA HIGH SCHOOLS SELLING ADVERTISING  
SPACE, 1951-1952

<u>SCHOOL GROUP IV</u>			
<u>Full</u> <u>Page</u>	<u>1/2</u> <u>Page</u>	<u>1/4</u> <u>Page</u>	<u>Others</u>
\$20	\$15	\$ 7.50	\$5 for 1/8 page.
30	18.75	9.50	\$5 for 1/8 page.
36	-	-	-
20	12	7	-
-	-	-	\$5 for sponsor listing.
40	20	15	-
20	10	5	\$3.50 for 1/8 page.
25	13	7	\$4 for 1/8 page.
15	10	5	-
25	15	10	-
15	7.50	5	-
20	11	6	-
25	15	7.50	\$5 for 1/8 page.
18	10	6	-
25	15	8	\$5 for 1/8 page.
15	10	5	\$2.50 sponsor listing.
15	8	4	-
15	10	7.50	-
30	15	8.50	-
20	12	7	-
30	-	-	-
-	-	-	\$6 sponsor listing.
20	-	-	-
Range	\$15-\$40	\$7.50-\$20	\$5-15
Mean	\$22.81	\$12.62	\$7.24
Median	\$20	\$12	\$7

<u>SCHOOL GROUP V</u>			
<u>Full</u> <u>Page</u>	<u>1/2</u> <u>Page</u>	<u>1/4</u> <u>Page</u>	<u>Others</u>
-	-	-	\$5 for 1/8 page.
\$15	\$ 7.50	\$ 5	-
14	7.50	4	\$5 sponsor listing.
18	10	5	-
-	10	5	-
-	-	-	\$5 sponsor listing.
10	7.50	5	-
10	6	4	-
20	15	7.50	-
20	12.50	7.50	\$2 sponsor listing.
8.50	5	3.50	-

TABLE XVII (continued)

ADVERTISING RATES CHARGED FOR STUDENT YEARBOOKS PRODUCED IN  
118 MONTANA HIGH SCHOOLS SELLING ADVERTISING  
SPACE, 1951-1952

Full Page	SCHOOL GROUP V (continued)		
	1/2 Page	1/3 Page	Others
\$10	\$ 5	\$ 3	-
20	10	5	-
25	15	10	-
25	15	5	-
-	-	-	\$5 sponsor listing
15	10	5	-
20	12.50	7.50	-
20	15	10	-
17.50	11.50	7.50	\$3.50 for 1/3 page.
-	-	-	\$10 sponsor listing.
8	5	-	-
15	10	5	-
20	10	5	-
-	-	-	\$2 sponsor listing.
25	10	6	-
20	10	5	-
30	16	8.50	-
18	10	5	-
20	10	5	-
15	7.50	5	-
15	-	-	-
15	1.50	5	\$2.50 sponsor listing.
20	15	-	-
25	12	-	-
Range	\$8.50-\$25	\$5-\$15	\$3-\$10 -
Median	\$18	\$10	\$5 -
Mean	\$17.82	\$10.27	\$5.73 -

ALL SCHOOLS SELLING ADVERTISING

Range	\$5-\$60	\$2.50-\$40	\$3-\$10
Mean	\$22.86	\$13.44	\$7.79

Central tendencies of yearbook advertising rates demonstrate the rates parallel the school enrollments: the higher ad rates are charged by the larger schools.

#### YEARBOOK ADVERTISING VOLUMES, REVENUE

Yearbooks produced by Montana high school students range in size from 4 to 218 pages and, as is to be expected, the larger books are published in the schools with the larger enrollments. While the size of the yearbooks is incidental to an examination of student publication financing, the information was necessary in order to determine the portion of the book devoted to ads.

Schools with more than 350 students devoted from 2 to 40 pages of their yearbooks to advertising. In this group, the mean number of pages in ads was nineteen, representing 16 percent of the total number of pages. These schools realized from \$231 to \$3,000 from the sale of advertising in their books. The mean, \$1,400, of this ad revenue represents an average income of \$73.63 per page.

Similar information is tabulated in Table XVIII for the four other school enrollment classifications. For schools with between 151 and 350 students the mean advertising revenue per page is \$38. Schools with between 150 and 76 students, the mean ad return per page is \$18.11; schools of 41 to 75 students it is \$25.75 per page; and in schools with less than 41 students, it is \$21.08 per page.

TABLE XVIII

TOTAL NUMBER OF PAGES, PAGES OF ADVERTISING AND TOTAL ADVERTISING REVENUE FROM STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS SELLING YEARBOOK ADVERTISING, 1951-1952

<u>GROUP I</u>		
<u>Total Number of Pages in Yearbook</u>	<u>Number of Pages of Advertising</u>	<u>Total Advertising Revenue from Book</u>
80	-	-
180	2	\$1,000
188	4	920
96	2	850
-	15	-
218	32	1,100
186	38	3,000
100	15	231
64	-	-
134	-	1,300
62	-	-
160	40	2,800
Range 62-218	2-40	\$231-\$3,000
Mean 133	19 (16 percent total pages)	\$1,400 (\$73.63 per page)
Median 160	15 (9.4 percent total pages)	\$1,000 (\$66.66 per page)

<u>GROUP II</u>		
88	-	\$ 450
68	1	155
48	14	350
19	11	210
84	26	-
76	10	-
52	-	250
61	13	363
65	7	600
50	-	600
80	11	400
58	28	684
64	10	400
80	17	650
86	4	1,700
42	-	300

TABLE XVIII (continued)

TOTAL NUMBER OF PAGES, PAGES OF ADVERTISING AND TOTAL ADVERTISING REVENUE FROM STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS SELLING YEARBOOK ADVERTISING, 1951-1952

<u>Total Number of Pages in Yearbook</u>	<u>Number of Pages of Advertising</u>	<u>Total Advertising Revenue from Book</u>
44	18	762
32	21	625
-	-	550
32	-	-
Range 19-88	1-40	\$155-\$1700
Mean 59	14 (24 percent total pages)	\$532 (\$38 per page)
Median 61	11 (18 percent total pages)	\$450 (\$41 per page)

GROUP III

-	13	\$ 179
66	-	-
30	7	250
14	9	335
-	25	615
20	12	495
40	-	-
98	13	712
-	-	-
40	39	117
50	40	240
40	26	475
52	10	468
48	12	567
36	1	331
72	6	300
32	20	160
48	-	500
40	14	70
46	5	90
46	10	300
41	9	450
32	11	-
66	6	340
42	17	385
-	2	104
60	16	-
44	-	-
52	12	403

TABLE XVIII (continued)

TOTAL NUMBER OF PAGES, PAGES OF ADVERTISING AND TOTAL ADVERTISING REVENUE FROM STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS SELLING YEARBOOK ADVERTISING, 1951-1952

<u>Total Number of Pages in Yearbook</u>	<u>Number of Pages of Advertising</u>	<u>Total Advertising Revenue from Book</u>
-	-	-
52	4	40
11	2	219
64	-	-
67	20	-
Range 11-98	1-40	\$40-\$712
Mean 47	18 (38 percent total pages)	\$326 (\$18.11 per page)
Median 46	12 (26 percent total pages)	\$331 (\$27.76 per page)

GROUP IV

5	4	-
25	4	200
45	-	387
26	14	341
48	3	850
54	18	350
40	19	500
21	10	200
50	14	400
42	10	175
-	10	225
48	6	142
35	2	82
32	11	200
36	8	-
56	16	200
32	22	598
-	16	-
40	12	250
32	5	150
50	26	156
8	14	377
48	-	406
-	-	-
Range 5-56	2-26	\$22-\$850
Mean 37	12 (90 percent total pages)	\$309 (\$25.75 per page)
Median 40	11 (20 percent total pages)	\$225 (\$20.45 per page)

TABLE XVIII (continued)

TOTAL NUMBER OF PAGES, PAGES OF ADVERTISING AND TOTAL ADVERTISING REVENUE FROM STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS SELLING YEARBOOK ADVERTISING, 1951-1952

<u>Total Number of Pages in Yearbook</u>	<u>Number of Pages of Advertising</u>	<u>Total Advertising Revenue from Book</u>
<u>GROUP V</u>		
4	19	360
13	-	-
35	-	-
34	7	140
48	2	255
28	8	157
37	7	210
85	4	695
55	11	360
24	6	80
52	19	76
35	11	197
32	10	350
42	-	345
12	5	138
14	6	90
30	10	150
68	6	150
30	10	180
44	-	560
42	8	-
35	6	-
28	80	150
40	7	110
29	14	250
52	24	215
14	15	405
28	9	368
-	13	400
39	18	350
13	8	198
22	4	155
Range 4-68	2-80	\$76-\$695
Mean 33	12 (36 percent of pages)	\$253 (\$21.03 per page)
Median 32	8 (25 percent of pages)	\$198 (\$24.75 per page)
<u>All 118 High Schools Selling Ads</u>		
Range 4-218	1-40	\$76-\$3,000
Mean 52	13 (25 percent of pages)	\$425 (\$32.70 per p.)
Median 48	11 (23 percent of pages)	\$340 (\$30.90 per p.)



## PROFESSIONAL ADVERTISING SALESMEN

Some publication advisers have found it convenient to contract with the company publishing the student yearbook to also sell the advertising space for the book, on a commission. Table XIX reveals that 97 percent of the reporting schools offering ad space have the students sell this advertising. Three of the four schools contracting for professional salesmen are in the classification of schools with less than 41 students.

## BEER, CIGARETTE, TAVERN ADS

Information tabulated in Table XX reveals that beer, cigarette and tavern advertising is even less acceptable to high school yearbooks than for student newspapers. While about one-tenth of the schools (10.5 percent) report they accept beer and cigarette ads, more than one-third (42.8 percent) of these schools selling yearbook advertising will sell and print advertising for taverns.

TABLE XIX

PROFESSIONAL ADVERTISING SALESMEN (OF COMPANIES PRINTING YEARBOOKS) AND HIGH SCHOOL STUDENTS SELLING ADVERTISING SPACE IN STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS THAT ACCEPT ADVERTISING IN YEARBOOK, 1951-1952

	S C H O O L   G R O U P S					Totals
	I	II	III	IV	V	
<hr/>						
Student Yearbook Advertising Sold By High School Students						
Number	10	17	32	23	32	114
Percent	(100)	(100)	(97)	(100)	(91)	(97)
<hr/>						
Student Yearbook Advertising Sold By Professional Advertising Salesmen Of Printing Company Producing Yearbook						
Number	0	0	1	0	3	4
Percent	-	-	(3)	-	(9)	(3)
<hr/>						

TABLE XX

BEER, CIGARETTE, AND TAVERN ADVERTISING ACCEPTED FOR STUDENT YEARBOOKS PRODUCED IN 118 MONTANA HIGH SCHOOLS SELLING ADVERTISING SPACE IN STUDENT YEARBOOKS, 1951-52

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>High Schools Accepting Beer Advertising for Student Yearbooks</u>						
Percent	1	3	3	6	1	14 (10.5)
<u>High Schools Accepting Cigarette Advertising For Student Yearbooks</u>						
Percent	1	3	3	6	1	14 (10.5)
<u>High Schools Accepting Advertising for Taverns For Student Yearbooks</u>						
Percent	1	5	13	14	24	57 (42.8)
<u>High Schools Not Accepting Beer, Cigarette, or Tavern Advertising for Yearbooks</u>						
Percent	10	17	21	10	14	72 (54)

## CHAPTER VI

### STUDENT ACTIVITY FEE FINANCING

Of the 158 Montana high schools providing data for this examination of student publication financing, more than one-third (36 percent) of the schools report the sale of student activity tickets. Such a technique for financing student activities is almost universal (83.3 percent) with the largest high schools. As the size of the schools' enrollments become smaller, the sale of student activity tickets is less popular, as the tabulations in Table XXI on the following page reveal.

This table also indicates that it is a more common practice in the larger schools - than with the smaller schools - to allocate student activity ticket sales money for the financing of the high schools' student newspapers. All of the 10 schools with over 350 students, offering activity tickets for sale, use some of this money for the student newspaper. But of the schools with the smallest enrollment (less than 41 students), only one of the 11 selling activity tickets uses part of this money in financing the student newspaper.

Even fewer schools use activity ticket money in covering the budgets of the high school yearbooks. Only six (3.7

TABLE XXI

NUMBER OF 158 MONTANA HIGH SCHOOLS, ANSWERING QUESTIONNAIRE,  
 THAT SELL STUDENT ACTIVITY TICKETS; USE ACTIVITY MONEY  
 FOR STUDENT NEWSPAPERS; USE ACTIVITY MONEY FOR  
 STUDENT YEARBOOKS, 1951-52

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<b>High Schools Selling Student Activity Tickets</b>						
Number	10	16	15	5	11	57
Percent*	83.3	61.5	34.6	15.1	25.7	36
<b>Schools Using Part of Student Activity Ticket Money for Paper</b>						
Number	10	10	4	2	1	27
Percent	83.3	38.6	9.3	5.8	2.5	17
<b>Schools Using Part of Student Activity Ticket Money for Year-book</b>						
Number	1	2	2	1	0	6
Percent	8.3	7.4	4.6	2.9	0	3.7

(\* percent of 158 Montana high schools answering questionnaire.)

percent) of the 158 reporting schools sell student activity tickets and allocate any of the revenue to financing the students' annual.

From 5 percent to 37 percent of the money derived from activity ticket sales is allotted for student newspapers in the larger schools of Groups I and II (with 151 to over 350 students), as is revealed in Table XIII. Of incidental interest to this report is the tabulated information of the prices charged for student activities and number sold in the five enrollment classifications of Montana high schools. It is pertinent to this report only as it provides a basis for determining the share of this income used in financing student publications.

Of the 53 schools providing information of the relationship of activity tickets to subscription charges for publications, only six (11.3 percent) reported year-books were given to activity ticket purchasers without any additional charge. But, as the tabulations in Table XIII reveal, 35 (66 percent) of these schools give the student newspaper to activity ticket purchasers without requiring any additional subscription charge. The plan is more popular among the large schools than with those of smaller enrollments.

Most of the schools (88.6 percent) offering activity tickets for sale to students require activity ticket purchasers to pay an additional charge for the schools' yearbooks. Table XIII shows that the purchase of an activity ticket does not alter the charge made students for

TABLE XIII

STUDENT ACTIVITY TICKET SALES IN 54 MONTANA HIGH SCHOOLS,  
AS RELATED TO STUDENT YEARBOOKS AND/OR STUDENT NEWSPAPER  
FINANCING, 1951 -52

<u>School Groups</u>	<u>Ticket Prices</u>	<u>Percent Students Buying</u>	<u>Given to Newspaper</u>	<u>Given to Yearbooks</u>
I				
	\$3.00	100 (390)	\$230 (18 percent)	0
	3.00	82 (1430)	600 (14 percent)	0
	3.50	--	350	\$160
	3.00	--	200	0
	3.75	85 (801)	175 (5.8 percent)	0
	4.00	98 (1300)	1950 (37 percent)	0
	5.40	--	624	0
	5.00	95 (875)	750 (17 percent)	0
	4.00	65 (880)	950 (24 percent)	0
	3.25	75 (350)	320 (28 percent)	0
Range	\$3-\$5.40	65-100 percent	\$175-\$1950	0-\$160
Mean	3.79	71.4 percent	\$616	--
Median	3.62½	85 percent	\$475	--
II				
	\$10.00	100 (242)	\$240 (10 percent)	0
	4.50	88 (165)	90 (12 percent)	0
	4.00	87 (200)	170 (21 percent)	0
	2.00	74 (140)	0	0
	6.00	71 (200)	60 (5 percent)	\$200
	3.50	52 (78)	36 (13 percent)	0
	2.00	100 (189)	47.25 (12 percent)	0
	4.25	100 (310)	0	0
	5.00	24 (53)	0	0
	3.50	100 (280)	147 (15 percent)	0
	4.00	80 (160)	64 (10 percent)	0
	5.00	100 (210)	247.50 (24 percent)	0
	3.00	100 (190)	0	0
	2.70	47 (100)	75 (28 percent)	0
	12.00	100 (300)	450 (9 percent)	\$900
Range	\$2-\$12.00	24-100 percent	0-\$450	0-\$900
Mean	\$ 4.76	82 percent	\$108.45	--
Median	\$4.25	88 percent	\$ 64	--

TABLE XXII (continued)

STUDENT ACTIVITY TICKET SALES IN 54 MONTANA HIGH SCHOOLS,  
AS RELATED TO STUDENT YEARBOOKS AND/OR STUDENT NEWSPAPER  
FINANCING, 1951-52

<u>School Groups</u>	<u>Ticket Prices</u>	<u>Percent Students Buying</u>	<u>Given to Newspaper</u>	<u>Given to Yearbooks</u>
III	\$2.50	-- (225)	0	0
	5.00	100 (250)	\$168.75 (15 percent)	\$257.25
	3.00	100 (250)	0	0
	3.50	92 (75)	0	0
	2.00	63 (52)	0	0
	3.00	96 (95)	0	0
	5.50	--	\$ 7.00	\$200
	2.50	100 (120)	0	0
	4.00	93 (80)	0	0
	2.25	--	\$45	0
	6.50	59 (80)	0	0
	2.00	90 (70)	0	0
	4.00	88 (70)	0	0
	5.00	39 (43)	0	0
	--	73 (50)	0	0
Range	\$2-\$6.50	39-100 percent	0-\$168.75	0-\$257.25
Mean	\$3.26	83 percent	\$73.58	\$228.62
Median	\$3.75	91 percent	\$45.00	\$214.31
IV	\$1.50	100 (50)	\$ 15 (20 percent)	0
	5.00	58 (35)	0	0
	3.00	100 (70)	0	\$70
	1.50	67 (40)	0	0
	3.50	75 (30)	0	0
Range	\$1.50-\$5	58-100 percent	--	--
Mean	\$2.90	80 percent	--	--
Median	\$3.00	75 percent	--	--



TABLE XXII (continued)

STUDENT ACTIVITY TICKET SALES IN 54 MONTANA HIGH SCHOOLS,  
AS RELATED TO STUDENT YEARBOOKS AND/OR STUDENT NEWSPAPER  
FINANCING, 1951-52

<u>School Groups</u>	<u>Ticket Prices</u>	<u>Percent Students Buying</u>	<u>Given to Newspaper</u>	<u>Given to Yearbooks</u>
V	\$1.75	100 (75)	0	0
	3.50	56 (20)	0	0
	3.50	100 (58)	0	0
	2.50	100 (39)	0	0
	2.00	100 (45)	0	0
	1.50	100 (19)	0	0
	4.00	96 (23)	0	0
	3.50	32 (10)	0	0
	2.00	100 (60)	0	0
Range	\$1.50-\$4.00	32-100 percent	--	--
	\$2.68	87 percent	--	--
	\$2.50	100 percent	--	--
<u>All Reporting High Schools</u>				
Range	\$1.50-\$6.50	24-100 percent	\$7-\$1950	\$70-\$900
Mean	\$3.75	83.3 percent	\$320.60	.181
Median	\$3.50	92 percent	\$175	\$294

TABLE XXIII

EFFECT OF STUDENT ACTIVITY TICKET SALES ON SUBSCRIPTION CHARGES FOR STUDENT NEWSPAPERS AND YEARBOOKS IN 53 MONTANA HIGH SCHOOLS, 1951-52

	S C H O O L G R O U P S					Totals
	I	II	III	IV	V	
<u>Schools Giving Student Yearbook To Purchasers of Activity Tickets</u>	0	3	2	1	0	6
Percentage						(11.3)*
<u>Schools Requiring Activity Ticket Purchasers to Pay Additional Charge For Yearbooks</u>	10	13	13	2	10	47
Percentage						(88.6)*
<u>Subscription for Student Yearbooks, Required of Those Purchasing Student Activity Tickets</u>	\$2.25	\$3.00	\$2.00	\$1.50	\$2.00	
(Percentages given in parenthesis are of total price of copy of book)	(all)	(all)	(all)	(all)	(all)	
	3.25	3.00	2.15	2.00	3.00	
	(all)	(all)	(all)	(80)	(all)	
	2.50	2.25	3.00		2.00	
	(all)	(all)	(all)		(all)	
	2.50	2.00	2.50		1.50	
	(all)	(all)	(83)		(all)	
	4.00	2.00	1.75		1.50	
	(all)	(all)	(87)		(all)	
	3.00	2.25	2.00		3.00	
	(all)	(all)	(66)		(all)	
	3.75	3.00	2.50		3.00	
	(all)	(all)	(all)		(all)	
	3.50	2.50	2.00		2.00	
	(all)	(all)	(all)		(all)	
	3.00	2.25	1.75		3.00	
	(all)	(all)	(87)		(all)	

TABLE XIII (continued)

EFFECT OF STUDENT ACTIVITY TICKET SALES ON SUBSCRIPTION CHARGES FOR STUDENT NEWSPAPERS AND YEARBOOKS IN 53 MONTANA HIGH SCHOOLS, 1951-52

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Subscription for Student Yearbook Required of Those Purchasing Student Activity Tickets</u>	\$2.75 (all)	\$3.00 (all)	\$2.50 (all)		\$1.50 (all)	
		2.00 (all)	2.25 (all)			
		2.00 (all)	3.50 (all)			
		1.00	2.00 (all)			
Range	\$2.25- \$4.00	\$1- \$3.00	\$1.75- \$3.50	\$1.50- \$2	\$1.50- \$3	\$1.00- \$4
Mean	\$3.05	\$2.33	\$2.22	\$1.50	\$2.25	\$2.25
Median	\$3.00	\$2.25	\$2.25	--	\$2.00	\$2.43
<u>Schools Giving Student Paper To Purchasers Of Activity Tickets</u>						
Percentage	9	12	7	3	4	35 (66)*

(\*Percentage of 53 Montana high schools reporting effect of student activity ticket sales on subscription charges for student papers and/or yearbooks.)

yearbooks. Five (9 percent) schools reducing the sale price of yearbooks to holders of activity tickets still require the payment of from 66 percent to 87 percent of the usual subscription price. Or, said another way, holders of activity tickets in these schools enjoy purchase price discounts ranging from a low of 13 percent to a high of 34 percent.

## CHAPTER VII

### SCHOOL BOARD SUBSIDIZATION

#### STUDENT NEWSPAPERS

Of all the schools answering questions relative to school boards' policies on subsidizing student publications, less than one-third (30 percent) receive any funds from the school board for the high school newspaper.

School board subsidization of student newspapers is more common with the schools in the three lowest (less than 150 students) enrollment classifications than in the larger schools, Table XXIV reveals.

The amount of subsidization follows a similar pattern. Table XXIV shows that the largest number of high school papers, enjoying a subsidization to cover all expenses, is in the group of schools with the smallest enrollment. In examining the groups of larger enrollment, the number of student newspapers with complete subsidization declines as the schools grow in size.

The tabulations in the table on the following page reflect the popularity - among those school boards providing subsidization for the student papers - of the practice of financing school papers by permitting the drawing of money

TABLE XXIV

SCHOOL BOARD SUBSIDIZATION FOR STUDENT NEWSPAPERS PUBLISHED  
IN 145 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Student Papers Are Subsidized By School Board</u>						
Number	1	2	13	14	14	44
Percent*	9	8	31	45	37	30
<u>Subsidization Covers All Expenses</u>						
Number	0	2	4	4	8	18
Percent	-	8	9	13	23	12.4
<u>Board Gives Set Amount of Money To Student Paper At Start of Year</u>						
Number	1	0	1	0	0	2
Percent	9	-	4.5	-	-	1.37
<u>Student Newspaper Draws Money and/or Supplies As Needed</u>						
Number	0	2	12	14	14	42
Percent	-	8	33.3	46.6	40	28

(\* Percent of the reporting schools publishing student papers.)

and/or supplies as needed. Only two of the 44 student papers receiving school board subsidization report that the board allocates a set amount of money for the high school paper at the start of the school year.

#### STUDENT YEARBOOKS

Data from 133 Montana high schools that produced yearbooks show, in Table XXV, that schools boards are much less inclined to provide any subsidization for yearbooks than for student newspapers. Nine (6 percent) of these schools report school boards give aid in financing a yearbook. But 12 schools (9 percent) enjoy the protection of the board assisting in eliminating any year-end deficit in the yearbook budget. Another 20 (15 percent) high schools' yearbook staffs work under the security that the school board "accepts responsibility for all unpaid yearbook bills."

TABLE XIV

SCHOOL BOARDS CONTRIBUTING TO FINANCING OF STUDENT YEARBOOKS,  
 AMOUNTS CONTRIBUTED, BOARDS COVERING ONLY DEFICITS, BOARDS  
 STANDING RESPONSIBLE FOR UNPAID YEARBOOK DEBTS IN  
 133 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Total
	I	II	III	IV	V	
<u>High Schools in Which School Board Gives Aid In Financing Yearbook</u>	0	1	4	1	3	9
Percent						(6)
<u>High Schools in Which School Board Financial Assistance to Yearbook Limited to Eliminating Any Year-End Deficit</u>	1	0	4	4	3	12
Percent						(9)
<u>High Schools in Which School Board Accepts Responsibility for All Unpaid Yearbook Bills</u>	1	1	7	6	5	20
Percent						(15)
<u>Amounts Contributed, To Financing Yearbooks, By High School Boards</u>	-	0	0	\$50	\$75	
			\$115		\$50	
			\$100		\$80	
			0			



## CHAPTER VIII

### OTHER FINANCING

There is a great range of other student activities and business ventures - beyond advertising, circulation and school subsidization - for the financing of student publications, as the tabulations of responses, in Tables XXVI, XXVII, XXVIII and XXIX on the following pages reveal.

Proceeds from school dances, school carnivals and the sale of football and basketball game programs are the most common other financing techniques for student newspapers, Table XXVI on page 94 shows. The other sources listed in this table should prove a fertile field of possible publication financing measures for teachers, administrators and student advisers.

While the nature of the student yearbook in itself opens possibilities for other types of financing, in general the extra financing sources for the yearbook are very similar to those reported for high school papers. As with the student newspaper, school plays and dances are the most popular. Table XXVII, showing student activities and amounts allocated to the yearbook, reveals that only one of 133 Montana high schools producing annuals sells the pictures used in the yearbook (after production is completed)

TABLE XXVI

SOURCES OF REVENUE (OTHER THAN ADVERTISING, CIRCULATION,  
BOARD SUBSIDIZATION AND STUDENT ACTIVITY FEES) FOR  
145 MONTANA HIGH SCHOOL STUDENT NEWSPAPERS

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
School Dances	2	5	-	-	1	8
School Carnivals	-	1	1	-	1	3
Football and Basketball Game Programs	2	1	-	-	-	3
School Talent Shows	-	1	-	-	1	2
Candy Sales	-	1	-	-	-	1
Skating Parties	-	1	1	-	-	2
Coke Machine Sales	-	-	1	-	-	1
Pop Sales at BB Games	-	-	1	-	-	1
BB Games on Donkeys	-	-	1	1	-	2
Sale of Zinc Engravings Made in School Plant	1	-	-	-	-	1
Special Editions	1	-	-	-	-	1
Movies	-	1	-	-	-	1
National Assembly Programs	-	-	1	-	-	1

TABLE XIVII

PROFITS FROM OTHER SCHOOL ACTIVITIES USED IN FINANCING  
STUDENT YEARBOOKS PRODUCED IN 133 MONTANA  
HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>High Schools Using Profits From Other School Activities To Aid Financing Of Student Yearbook</u>	1	9	9	5	7	31
Percent	(8)	(40.8)	(25.7)	(28.8)	(17.5)	(23.3)
<u>Student Activities And Amounts Given To Student Yearbook</u>						
Senior Play	1 (\$170)	2 (\$400)	2 (\$217)	1 (\$100)	1 (\$60)	7 (\$947)
School Dance	-	3 (\$170)	-	2 (\$235)	3 (\$220)	8 (\$625)
Junior Play	-	1 (\$200)	-	2 (\$130)	-	3 (\$330)
Pop & Candy Sales	-	1 (\$50)	-	-	-	1 (\$50)
Pop & Candy Sales (at sports events)	-	1 (\$80)	2 (\$200)	-	-	3 (\$280)
Pop Machine Sales	-	-	1 (\$70)	-	-	1 (\$70)
All-School Carnival	-	-	1 (\$79)	-	2 (\$94)	3 (\$173)
Food Sales	-	1 (\$25)	1 (\$18)	-	1 (\$43)	3 (\$86)
Program Sales For Sports Events	-	-	1 (\$350)	-	-	1 (\$350)
Sale of Pictures Used in Yearbook	-	-	1 (\$100)	-	-	1 (\$100)
<b>Totals</b>	<b>\$170</b>	<b>\$925</b>	<b>\$1,034</b>	<b>\$465</b>	<b>\$417</b>	<b>\$3,011</b>

to expand the budget.

"Sitting fee" charges are the charges made by some high schools of students for their individual pictures in the school yearbook. In most schools this charge is designed to cover the cost of making the halftone engraving from which the students' pictures are printed. But a few yearbook staffs take the students' individual pictures for the yearbook, rather than having the pictures taken by a professional photographer. In such situations, the "sitting fee" charge is intended to cover the cost of making the picture as well as the halftone engraving.

Table XIVIII shows that about one-fifth (21.8 percent) of the schools producing student yearbooks charge "sitting fees." Charges, ranging from a low of twenty-five cents to a high of one dollar and a half appear to follow no pattern that could be related to the size of the schools.

Many of the large schools charge student groups (clubs, honor societies, etc.) for their pages in the school yearbook. In schools of more than 350 students, 41.1 percent of the reporting schools producing yearbooks make such charges. Of yearbooks in schools with from 151 to 350 students, only 36.3 percent require this payment of student groups. Table XXIX, on page 98, shows the practice is of much less significance in the three classifications of schools of the smallest enrollments.

For two reasons, this practice can not be considered the sale of advertising, in the usual sense of the word.

TABLE XIVIII

SITTING FEES CHARGED FOR INDIVIDUAL PICTURES IN STUDENT  
YEARBOOKS PRODUCED IN 133 MONTANA HIGH SCHOOLS,  
1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
High Schools Charging "Sitting Fee" for Individual Pictures						
Number	8	8	5	3	5	29
Percent	(66)	(37)	(14)	(13)	(13)	(21.8)
<u>"Sitting Fee" Rates</u>						
	‡ .35	‡ .25	‡ .50	‡ .50	‡ .25	
	.50	.25	.50	.50	.75	
	.50	.35	.50	1.00	1.00	
	.50	.50	.50		1.00	
	.50	.50	1.00		1.00	
	.60	.50				
	.75	1.00				
	1.50	1.25				
Range	.35-1.50	.25-1.25	.50-1.00	.50-1.00	.25-1.00	.25-1.50
Mean	.53	.58	.60	.66	.80	.65
Median	.50	.50	.50	.50	1.00	.50

TABLE XIII

CHARGES MADE TO STUDENT ORGANIZATIONS FOR PAGES IN STUDENT YEARBOOKS  
PRODUCED IN 133 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>High Schools Charging Student Groups for Pages in Student Yearbooks</u>						
Number	5	8	6	1	2	22
Percent	(41.7)	(36.3)	(17)	(4)	(5)	(16.6)
<u>Rates Charged Student Organizations for Pages in Yearbooks</u>						
	\$1.50	\$5.00	\$5.00	\$7.50	\$5.00	
	3.00	5.00	6.00		10.00	
	5.00	8.00	7.00			
	9.00	10.00	8.00			
	12.00	10.00	10.00			
		10.00				
		12.00				
		20.00				
Range	\$1.50-\$12	\$5-\$20	\$5-\$10	--	\$8-\$10	\$1.50-\$20
Mean	\$6.11	\$10	\$7.66	--	\$9	\$8.27
Median	\$5	\$10	\$8	--	-	\$8

These students are not offering a product for sale, nor are they seeking the good will of the yearbook readers. Too, the charges for these pages are in no way comparable to the advertising rate required of commercial firms buying space in the student annual.

## CHAPTER IX

### YEAR-END BUDGET SURPLUS AND DEFICIT TREATMENT

#### STUDENT NEWSPAPERS

Approximately one-fourth (26 percent), of the 145 schools publishing student newspapers, report that the school board policy is to stand responsible for school paper budget deficits at the end of each school year. The percentage of boards offering this financial protection to the student publications is greatest among the schools of the smaller enrollments, as tabulations in Table XXX, on the following page, reveal.

While this table shows that an outstanding majority of the advisers of Montana's high school papers do not enjoy this financial security from the school board, some of the faculty members indicated they didn't know the board's attitude, and probably never knew the policy - until the student paper ended the school year with a sizeable deficit. For a high school faculty member to be responsible for a student paper without an understanding of a policy on this matter, seems almost unbelievable. But information from such advisers shows that some - few in number - work in such uncertainty.



TABLE XXX

YEAR-END DEFICIT AND SURPLUS POLICIES OF STUDENT PAPERS IN  
145 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>School Board Will Stand Responsible For Unpaid Debts At End of School</u>						
Number	1	4	12	9	13	39
Percent	9	17	28	28	34	26
<u>Any Surplus At End Of School Year Remains in Newspaper Account for Next Year</u>						
Number	10	18	24	20	23	95
Percent	90	78	58	64	65.6	65
<u>Surplus Not Retained In Newspaper Account, Allocated to:</u>						
General Student Activity Fund	1	1	3	5	5	15
Equipment Fund For Journalism	-	-	3	-	-	3
MIEA Trips	-	-	1	-	-	1
Senior Class	-	-	1	-	-	1
Student Yearbook	-	-	1	-	-	1
School Board	-	1	-	1	2	4
Totals	1	2	9	6	7	25

When student newspapers show a budget surplus in June, more than half (65 percent) of the reporting schools permit the surplus funds remain in the newspaper budget for the following school year. The practice would appear very nearly universal in the two groups of schools with the larger enrollments, that is, more than 151 students.

Surplus funds not retained in the newspapers' budgets are allocated, most frequently, to the general student activity funds, school boards and journalism equipment funds. Student yearbook budgets, senior class funds and funds for trips to Montana Interscholastic Editorial Association meetings are less frequent recipients of these surplus funds, as shown in Table XXII on page 103.

#### STUDENT YEARBOOKS

Of the reporting schools providing information on the disposition of surplus student yearbook funds, less than one-third of the schools (30 percent) do not retain these funds for use in financing the schools' next annual. This approximates the picture reported in connection with student newspaper budget surplus funds. Student activity funds, the next senior class, and senior class present for the school are the most popular accounts to which surplus yearbook funds are allocated, in schools not retaining these funds for the next yearbook. As shown in Table XXII other accounts to which schools report yearbook surplus funds

TABLE XXXI

DISPOSITION OF SURPLUS STUDENT YEARBOOK FUNDS IN 133 MONTANA HIGH SCHOOLS, 1951-1952

	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<b>Surplus Student Yearbook Funds Not Retained For Next Yearbook</b>						
Number	0	8	12	6	14	40
Percent	-	(36)	(34)	(25)	(35)	(30)
<b>Accounts to Which Yearbook Surplus Is Deposited In 40 High Schools Not Retaining Funds For Next Yearbook</b>						
Student Activity Fund	-	3	8	2	9	22
Percent	-	(37.4)	(66)	(33.3)	(64)	(55)
Senior Class Present to High School	-	3	-	1	1	5
Percent	-	(37.4)	-	(16.6)	(7)	(12)
School Board	-	1	-	-	-	1
Percent	-	(12.5)	-	-	-	(12.5)
Student Paper	-	1	-	-	-	1
Percent	-	(12.5)	-	-	-	(2.5)
Journalism Class	-	-	2	1	-	3
Percent	-	-	(16)	(16.6)	-	(7.5)
Next Senior Class	-	-	1	2	3	6
Percent	-	-	(8)	(33.3)	(21)	(15)
Student Loan Fund	-	-	1	-	-	1
Percent	-	-	(8)	-	-	(2.5)
Student Athletics	-	-	-	-	1	1
Percent	-	-	-	-	(7)	(2.5)

are distributed include: the school board, the journalism class, student athletics and the student loan fund.

## CHAPTER I

### PRINTING AND COST OF PRODUCTION

In detailing the limitations of this study, it has been pointed out the report was to make no attempt to examine publications spending or suggest budgets for yearbooks or newspapers. The primary concern has been the sources of financing rather than the allocation or expenditure of the funds.

But total financing needs in Montana high schools for these publications has a cursory, if not direct, influence on publication financing. Because of their relationship to the total publication financing picture, data on total production costs, where printing and printing processes are employed are presented here.

Duplicating is the most popular reproduction process used for Montana's high school newspapers, as Table XXXII reveals. Approximately three-fourths (73 percent) of the reporting schools producing student papers use this process, which is most common in the three groups of schools with enrollments of less than 150 students.

Ditto processes are limited entirely to these same smaller schools. This is understandable in view of the inexpensive nature of the printing process that is most practical when 150 copies or less are required.

TABLE XXXII

PRINTING PROCESSES USED IN PRODUCING 144 MONTANA HIGH SCHOOL PAPERS, 1951-1952

Printing Process	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<b>Ditto:</b>						
Number	0	0	4	2	6	12
Percent	-	-	8	6	13	8
<b>Duplicating:</b>						
Number	0	15	32	29	30	106
Percent	-	57	74.4	84.8	68.3	73
<b>Letterpress:</b>						
Number	11	9	4	0	1	25
Percent	100	34	9	-	2	16
<b>Lithograph:</b>						
Number	0	1	0	0	0	0
Percent	-	4	-	-	-	.6

(\* Percent of high schools reporting printing process used in producing student newspaper.)

All of the larger schools (more than 350 students) produce their student newspapers by letterpress. About one-third (34 percent) of the schools in the next classification (151 to 350 students) print their papers by letterpress.

Only one school, of the 144 reporting, print the student paper by an offset process.

Within each group of schools there is a great range in total production costs for student newspapers and costs per issue, as Table XXXIII on the next page shows. In the largest schools the range is from \$960 to \$3,200 a year; in the smallest schools the range is from \$12 to \$635. But because this total figure also reflects the number of issues produced, the cost per issue is more significant. Central tendencies, it can be seen, form an almost perfect parallel to size of the schools. The cost is highest in the larger schools and lowest in the smallest schools. Faculty publication advisers should find this tabulation a convenient frame of reference in budget planning.

More than half (68 percent) of the high schools report their student yearbooks are produced by printers outside Montana. Two factors contribute to this surprising situation; few Montana printers have facilities for producing such books and almost all of the production work must be done in the spring. A recent study in Wyoming<sup>1</sup> revealed that

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<sup>1</sup>Walter Wilcox, A Study in Comparative Costs of Wyoming High School Yearbooks, What Does Your Yearbook Cost?, Dept. of Journalism Survey, University of Wyoming, Laramie, Wyo., 1952. p. 10.

TABLE XXXIII

TOTAL COST OF PUBLISHING STUDENT NEWSPAPERS FOR SCHOOL YEAR  
AND AVERAGE PRODUCTION COST PER ISSUE IN 93  
MONTANA HIGH SCHOOLS, 1951-1952

S C H O O L		G R O U P S		
I	II	III	IV	V
\$1200	\$ 100	\$165	\$100	\$ 72
(\$100)	(12)	(15)	(10)	(9)
3200	864	274	150	40
(250)	(72)	(23)	(12)	(4)
1488	100	80	65	50
(186)	(9)	(8)	(7)	(4)
960	600	70	100	65
(60)	(50)	(7)	(5)	(7)
2858	80	100	80	42
(180)	(8)	(16)	(13)	(5)
2300	450	125	80	635
(110)	(40)	(12)	(15)	(105)
3200	80	765	120	20
(188)	(8)	(90)	(14)	(3)
1000	112	230	100	55
(70)	(12)	(25)	(12)	(6)
2300	80	120	200	100
(150)	(8)	(20)	(12)	(8)
2922	100	210	75	100
(159)	(12)	(25)	(8)	(20)
980	1400	410	213	50
(65)	(100)	(36)	(12)	(10)
	750	62	40	24
	(40)	(5)	(4)	(4)
	237	54	75	40
	(26)	(6)	(6)	(5)
	50	47	257	48
	(3)	(3)	(16)	(8)
	243	200	30	38
	(38)	(20)	(5)	(6)
	390	100		60
	(27)	(8)		(6)
	450	40		15
	(20)	(5)		(1)
	129	75		18
	(6)	(6)		(3)
	80	178		12
	(5)	(15)		(2)
	1100	150		60
	(135)	(10)		(6)
	700	213		
	(88)	(19)		



TABLE XXXIII (continued)

TOTAL COST OF PUBLISHING STUDENT NEWSPAPERS FOR SCHOOL YEAR  
AND AVERAGE PRODUCTION COST PER ISSUE IN 93  
MONTANA HIGH SCHOOLS, 1951-1952

S C H O O L		G R O U P S				
I	II	III	IV	V		
		\$ 75 (3) 25 (3) 58 (6) 80 (5) 59 (6)				
	I	II	III	IV	V	Totals
<u>Range</u>						
Total Cost	\$960- \$3200	\$50- \$1400	\$40- \$765	\$40- \$257	\$12- \$635	\$12- \$3200
Per Issue	\$60- \$250	\$5- \$135	\$3- \$90	\$4- \$16	\$1- \$105	\$1- \$250
<u>Mean</u>						
Total Cost	\$2037	\$385	\$188	\$112	\$77	\$428
Per Issue	138	34	18	19	12	34
<u>Median</u>						
Total Cost	\$2300	\$257	\$ 80	\$100	\$50	\$65
Per Issue	150	20	6	12	6	7

more than 90 percent of the state's high school yearbooks were being printed in out-of-state shops. Table XXXIV, on page 111, shows that less than one-tenth (7 percent) of the reporting schools have a printer in the town of the high school print the annual. More than one-third (36 percent) of the schools' yearbooks are printed by one firm, Taylorcraft, in Texas.

Two schools, both with enrollments of less than 41 students, mimeograph their yearbooks. Letterpress and offset printing processes are clearly the most popular for producing yearbooks for Montana's high schools, as the tabulations in Table XXIV on the following page reflects.

School administrators should realize that the cost of producing high school yearbooks is no menial item. In 133 high schools, tabulations in Table XXXVI on page 113, \$106,701 was spent in the production of these books.

As with the production costs of student newspapers, the production costs of yearbooks reflect a great range, even within those groupings of schools with like enrollments. Costs range from a low of \$8 to a high of \$6,000. Central tendencies of production costs within enrollment-groupings of the schools suggest a relationship to the size of the schools: as the school enrollments decline, so do the mean and median costs of producing yearbooks.

A limited study<sup>2</sup> of school yearbook budgets throughout

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<sup>2</sup>"64 Representative High School Yearbook Budgets," Scholastic Editor, 29:2, November, 1949, pp. 18-19.

TABLE XXXIV

PRINTERS FOR STUDENT YEARBOOKS PRODUCED IN 133 MONTANA  
HIGH SCHOOLS, 1951-1952

Printer and Location	S C H O O L   G R O U P S					Totals
	I	II	III	IV	V	
Local Printer (In Town of High School)	3	4	1	2	0	10 (7)*
Taylorcraft (Taylor, Texas)	5	8	16	12	8	49 (36)*
Not Reporting Name of Printer	1	4	5	5	10	25 (18)*
American Yearbook Co. (Owatonna, Minnesota)	2	1	6	4	3	16 (12)*
O'Neil (Kalispell)	1	1	-	-	-	2 (1.5)*
Tribune Printing Co. (Great Falls, Mont.)	-	3	1	-	-	4 (3)*
Western Litho Co. (Billings)	-	1	-	-	-	1 (.7)*
Yearbook House (Kansas City, Mo.)	-	-	2	1	4	7 (5)*
Walsworth Brothers (St. Louis, Mo.)	-	-	1	-	13	14 (10)*
Myers (out of state)	-	-	1	-	-	1 (.7)*
Jostens (Owatonna, Minnesota)	-	-	1	-	-	1 (.7)*
American Printing Co. (Out of state)	-	-	1	-	-	1 (.7)*
Central Publishing Co. (Out of state)	-	-	-	-	1	1 (.7)*
Far West (Seattle)	-	-	-	-	1	1 (.7)*

\*percent

TABLE XXXV

PRINTING PROCESSES USED IN PRODUCING STUDENT YEARBOOKS IN  
133 MONTANA HIGH SCHOOLS, 1951-52

Printing Process	SCHOOL GROUPS					Totals
	I	II	III	IV	V	
<u>Mimeographing</u>						
Number	-	-	-	-	2	2
Percent	-	-	-	-	5	1.2
<u>Letterpress</u>						
Number	7	10	11	10	17	55
Percent	58	43	31	41	42	41.4
<u>Lithographing</u>						
Number	5	12	24	14	21	76
Percent	42	57	69	59	53	57.1

TABLE XXXVI

TOTAL PRODUCTION COST FOR STUDENT YEARBOOKS PRODUCED IN 133 MONTANA HIGH SCHOOLS, 1951-1952

S C H O O L				G R O U P S				
I	II	III	IV	V		VI		
\$1,192	\$ 950	\$1,300	\$1,200	\$250	\$278	\$ 450	\$ 15	
4,936	600	500	900	377	435	283	300	
1,300	605	773	531	315	525	220	285	
1,750	931	945	632	612	330	8	350	
4,954	900	725	506	340	544	350	740	
4,736	1,995	665	403	476	340	100	315	
6,000	1,800	1,100	450	850	618	0	215	
1,695	1,100	790	911	225	411	0	240	
1,100	500	441	675	500	361	40	75	
4,258	1,000	300	450	500	492	1,922	268	
5,600	860	550	400	350	435	300	451	
1,600	400	697	481	560		150	255	
	1,350	602	430			170	668	
	953	521	520			150	418	
	1,200	630	385			275	400	
	1,250	360	143			250	350	
	775	700	521			375	12	
	1,433	429				348	155	
	1,200					200	330	
	750					170	285	
	2,000							
	2,400							
<u>Range</u>								
\$1100 to \$6,000	\$400 to \$2,000	\$143 to \$1,300		\$225 to \$850		\$8 to \$1,922		
							Total \$8 to \$6,000	
<u>Mean</u>								
\$3,260	\$2,182	\$616		\$440		\$312		
							Total \$821	
<u>Median</u>								
\$1,750	\$1,100	\$450		\$435		\$268		
							Total \$506	

(Total production cost of student yearbooks in 133 Montana high schools in 1951-52 school year: \$106,701)

the nation in 1949 reveals that Montana schools are approximating total budget expenditures found in schools of similar enrollment. Details of this report of representative national schools are presented in Appendix G of this paper.

## CHAPTER XI

### CONCLUSIONS AND RECOMMENDATIONS

Findings and conclusion developed through this study presented here, as originally pointed out in the introduction, are important, primarily, as aids to: (1) administrators in schools without student newspapers and/or yearbooks who want to investigate the possibilities of financing such publications for students; (2) advisers to high school newspapers and yearbooks seeking information about improved and different methods of financing student publications; (3) administrators, advisers and teacher-training instructors interested in relating opportunities provided in student publications in larger and smaller schools in Montana. These findings and conclusions may be of interest and use to many others seeking information on student publication financing in Montana high schools. These conclusions are derived from data presented earlier in this paper; detailed information may be found under the Chapter topics.

#### GENERAL CONCLUSIONS

1. Student newspapers are published in 91.7 percent of the Montana high schools in this study. In those schools of less than 75 students, the percentage of high schools

without student newspapers is highest.

2. Approximately one-half (46.8 percent) of the Montana high schools offered courses in journalism for credit in 1951-52.

3. High school students write school news for use in the local newspaper in more than one-fourth (27.8 percent) of the high schools.

4. Student yearbooks are published in more than three-fourths (84 percent) of the high schools.

5. The number of schools publishing neither student newspaper nor yearbook is greatest in the schools of the smallest enrollment.

6. High schools publishing a student newspaper but no student yearbook are more than five times the number of schools publishing a yearbook but no newspaper.

#### CONCLUSIONS ON CIRCULATION

7. The total circulation of all high school student newspapers is greater than the total enrollment of Montana's high schools.

8. Frequency of publication of student newspapers in Montana high schools ranges from 3 to 36 times during the academic year. Generally, the number of issues per year is highest in the larger schools and lowest in the schools of smallest enrollment.

9. Approximately one-half of the 144 schools producing student newspapers provide the paper to faculty



members free; more than three-fourths of these schools do not give the paper to students without charge.

10. Eighty percent of the high school newspapers are offered for sale to townspeople.

11. More than one-half (60.4 percent) of the student newspapers carry news of grades 1 through 12; about one-quarter (24 percent) of the student newspapers include news of grades 9 through 12.

12. Less than 5 percent of the schools provide for installment purchases of student newspaper subscriptions.

13. Most of the high schools make provision for the purchase of yearly subscriptions to the student newspapers; but subscriptions are sold by the semester in approximately one-half of the high schools.

14. Montana high schools sell many more yearly subscriptions than semester subscriptions to student newspapers.

15. Yearly subscription rates range from twenty-five cents to two dollars; semester rates range from twenty cents to one dollar.

16. The sale of student newspaper subscriptions in connection with the sale of student activity tickets is most prevalent in Montana's larger high schools.

17. Prices for student yearbooks in the reporting Montana high schools range from one to five dollars.

18. Approximately one-half (47 percent) of the schools provide for installment purchases of yearbooks.

19. These schools require payments ranging from fifty cents to two dollars in the Fall to hold yearbooks for delivery in the Spring.

20. Eighty-nine Montana high schools, in the 1951-52 school year, received from \$12 to \$3,600 from the sale of yearbooks, covering from 8 percent to 300 percent of the cost of producing the yearbooks.

#### CONCLUSIONS ON ADVERTISING

21. A majority (71 percent) of the reporting high schools publishing student newspapers sell advertising space in the papers.

22. Advertising rates charged by these schools are spread over a tremendous range, from a low of ten cents to a high of two dollars a column inch.

23. None of the high school newspapers offer a discount for prompt payment of advertising accounts.

24. Less than one-fifth (19 percent) of the student newspapers use sliding scale advertising rates based on volume and/or frequency.

25. More than one-half the schools (53 percent) sell all of the student newspaper advertising at the start of the school year; this practice is most common in the Montana high schools of less than 150 enrollment.

26. One high school (Billings) newspaper offers its advertisers a comprehensive sliding scale advertising scale, incorporating both space and frequency.

27. A clear majority (69 percent) of the high schools do not accept beer, tavern or cigarette advertising for student newspapers.

28. Eighty-five percent of the student papers never carry national advertising.

29. Average amounts of space, in student newspapers, filled with advertising range from a low 5 percent to a high of 60 percent.

30. Eighty-eight percent of the reporting high schools producing yearbooks offer space for sale to advertisers; only one school (0.7 percent) offers the advertiser a discount for prompt payment of ad charges.

31. Advertising rates charged by yearbooks follow, generally, school sizes; the higher rates are charged by the larger schools while the lower rates are reported by the smaller schools. Full page yearbook advertising rates range from five to sixty dollars.

32. Ninety-seven percent of the reporting schools offering yearbook advertising space have the students sell the advertising.

33. About one-tenth (10.5 percent) the yearbooks offering ad space accept beer and cigarette advertising, but more than one-third (42.8 percent) of these school yearbooks sell and print advertisements for taverns.

34. While the size of yearbooks produced in Montana high schools ranges from 4 to 218 pages, the advertising volume stretches from 1 to 40 pages in producing from \$76

to \$3,000 in yearbook advertising revenue.

35. Advertising volumes in student yearbooks stand at about 25 percent of total space and produces about thirty dollars a page, central tendencies of the reporting Montana high schools revealed.

#### CONCLUSIONS ON ACTIVITY FEE

36. More than one-third (36 percent) of the 158 Montana high schools providing data, sell student activity tickets.

37. Twenty-seven (17 percent) of the reporting schools use part of student activity ticket sales funds to finance student newspapers.

38. Six (3.7 percent) of the reporting schools use student activity ticket funds to finance student yearbooks.

39. Prices charged for student activity tickets range from \$1.50 to \$6.50; volume of sales range from 24 percent to 100 percent of the high schools' enrollments.

40. Six Montana high schools give student activity ticket purchasers yearbooks, without any additional charge; forty-seven schools require purchasers of activity tickets to pay an additional charge for yearbooks.

41. Sixty-six percent (35) of the reporting schools selling student activity tickets give the student newspaper to purchasers of activity tickets.

### SCHOOL BOARD SUBSIDIZATION CONCLUSIONS

42. Of the Montana high schools publishing student newspapers, about one-third (30 percent) of the papers are subsidized by the school board.

43. About one-eighth (12.4 percent) of the student newspapers receive school board subsidizations covering all expenses; 1.3 percent of the newspapers get set amounts of money from the school board at the start of the school year; 28 percent of the student papers draw money and/or supplies on a school board account as their subsidization.

44. School boards are much less inclined to subsidization of school yearbooks than student newspapers; only 9 (6 percent) of the 133 schools producing yearbooks receive financial assistance from the school board.

45. Montana high school newspapers and yearbooks are financed - outside circulation, advertising and subsidization - by other student activities.

### SURPLUS-DEFICIT CONCLUSIONS

46. Approximately one-fourth (26 percent) of the high school newspapers report their school boards will stand responsible year-end deficits.

47. When student newspapers show a surplus at the end of the school year, more than half (65 percent) the schools report the funds are retained in the newspaper budget for the following school year.

48. Surplus student yearbook funds are retained in the yearbook budget for the next year's production in 70 percent of the reporting schools producing high school annuals.

49. In 15 percent of the reporting Montana high schools producing yearbooks, school boards accept the responsibility for unpaid student yearbook debts.

#### PRINTING AND COST CONCLUSIONS

50. The 144 Montana high schools producing student newspapers report their reproduction processes as: 12 (8 percent) by ditto; 106 (73 percent) mimeograph; 25 (16 percent) by letterpress; and 1 (0.6 percent) by lithography.

51. Total cost of producing student newspapers in these 144 Montana high schools ranges from \$12 to \$3,200 for the academic year; production cost per issue ranges from \$1 to \$250.

52. More than 60 percent of the Montana high school yearbooks are printed in print shops outside the state.

53. Printing processes reported by the 133 high schools producing student yearbooks reveal: 76 (57.1 percent) by lithography; 55 (41.4 percent) by letterpress; and 2 (1.2 percent) by mimeographing.

54. The cost of producing yearbooks in 133 high schools was \$106,701 and ranged from a low of \$6 to a high of \$6,000.

## RECOMMENDATIONS

### ACTIVITY TICKETS

Student activity ticket sales should include the cost of student newspaper and/or student yearbook subscriptions.

### TO PUBLISH OR NOT

Enrollment alone should not be the determining factor in deciding if a high school is to publish a student newspaper and/or student yearbook.

### SCHOOL BOARD SUBSIDIZATION

When school boards provide some of the student publication financing, the amount of subsidization should be established and made available to the publication adviser at the start of the school year.

There should be a clear understanding by the principal, the school board and the publication adviser on the policy to be followed on year-end student newspaper and yearbook deficits, or budget excesses.

### ADVERTISING

Student newspaper and yearbook advertising rate schedules should include a comprehensive "sliding scale" based on frequency and volume of advertising.

To encourage prompt payment, student newspapers and yearbooks should offer discounts for payments of advertising

charges within 30 days.

Tavern, beer or cigarette advertising should not be carried in high school student newspapers and yearbooks.

Advertising rates for student publications should be based on the space's value to the advertiser - nothing more.

Professional advertising salesmen should not be permitted to sell advertising space for student publications; the advertising should be sold by the students.

Increased competition for advertising dollars, especially in Montana's larger cities, suggests that high schools should investigate other student publication financing possibilities.

A study should be made to determine the desirability of the Montana Interscholastic Press Association conducting a central advertising service for Montana student newspapers as the Montana State Press Association provides for weekly commercial papers in the state.

#### CIRCULATION

To aid budget and circulation planning, subscriptions for the school year should be sold in the first weeks of the school year. Single issue sales of the paper contribute an uncertain element to budget and press-run planning.

Publication advisers interested in an expanding circulation base for the student newspaper should consider the possibility of an extended news coverage, to include the elementary grades and townspeople.



Provision should be made for installment payment of one-year subscriptions to the high school newspaper.

Student newspaper subscription prices should be established so as to encourage yearly subscriptions as opposed to individual, single purchases of the paper.

Installment purchases of student yearbooks should not only be permitted but encouraged.

#### PUBLICATION FREQUENCY

Size and frequency of publication of student newspapers should be based on an examination of expected available revenue.

#### PRINTING

When possible, the high school yearbook should be printed by a local printer. Every effort should be made to avoid having to send the yearbook out of the state for printing.

Yearbook advisers should consider fall delivery of books as an aid in having the books printed in a Montana print shop.

#### SIZE, TYPE YEARBOOK

Anticipated income should dictate the size and type student yearbook to be produced.

## PUBLICATION RECORDS

Montana high school administrators should encourage and require that publication advisers maintain complete, accurate and continuing student publication financing records.

### FURTHER STUDY

A study of student publication budgeting and spending should be developed from the annual extra-curricular audits now required of schools.

The subject of student newspaper and yearbook advertising rates should be more thoroughly investigated and compared to commercial publication advertising rates in Montana; the subject is too involved to be adequately treated in an examination of the entire field of student publication financing.

Research by the Montana Interscholastic Press Association, the University School of Journalism and School of Education, student education and journalism organizations and the Montana Education Association should be encouraged. A limited amount of material concerning publication financing in Montana high schools is available.

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**APPENDICES**

February 11, 1952  
Missoula, Montana

Many Montana high school publications advisers would welcome information and suggestions relative to the financing of student newspapers and yearbooks. With this in mind the School of Education and the Montana Interscholastic Editorial Association at Montana State University have approved a study of the financing practices now in use in Montana's secondary schools. The enclosed questionnaire is to serve as the foundation for the study and the resultant recommendations.

The questionnaire has been designed so that you, the publication adviser, WILL NOT have to take time to supply the information needed. The business manager(s) of the student newspaper and/or yearbook can answer the questions. The questions were designed with this idea in mind.

If your school has neither a yearbook nor a student newspaper, please mark only the general questions at the top of the first page and return the questionnaire in the envelope provided.

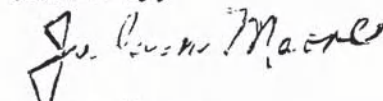
A self-addressed, stamped envelope is enclosed for the added convenience of the student business manager(s) answering this questionnaire.

If you are not the adviser for both the yearbook and the student paper, please see that the appropriate page of the questionnaire is given to the student business manager of the other publication. Both pages of the completed questionnaire can be returned in the enclosed envelope.

It is believed that this slight intrusion on your time can be more than justified in the financial information and suggestions for student publications that will be available to you as a result of the study. I'm hoping to develop a complete picture of publication financing in Montana's high schools that can be used as the foundation for a graduate thesis in education. I took my B.A. in journalism and, after better than five years as a working newsman, I have a special appreciation of the work being done by journalism advisers in high schools today.

Thank you for your kind attention and help.

Cordially,



Judson Moore

(TYPE or PRINT answers, please; CIRCLE correct answers.)

Name of high school: \_\_\_\_\_  
 High school enrollment: \_\_\_\_\_ Do you have a student paper? YES. NO.  
 Do students write stories for a special page or column  
 (of school news) for the local weekly or daily paper?....YES. NO.  
 Does the school offer a course, for credit, in journalism?....YES. NO.  
 Did you have a student yearbook last year?.....YES. NO.

-----  
 IF YOU HAVE NO YEARBOOK AND NO NEWSPAPER,  
 DISREGARD THE REMAINDER OF THIS QUESTIONNAIRE.  
 -----

Student Activity Tickets

Are student association Activity Tickets sold each year?.....YES. NO.  
 How many activity tickets were sold this year?.....  
 Is any of the money collected in the sale of Student Activity  
 tickets used for financing the student newspaper?.....YES. NO.  
 Approximately, how much money will the student newspaper get  
 this year from the Activity ticket sales money?.....  
 What is the price of a Student Association Activity ticket?...  
 How much of the price of each Activity ticket is given to  
 the financing of the student high school yearbook?.....  
 Students and faculty members who buy Activity tickets get  
 yearbooks free of additional charges?.....YES. NO.  
 Those who buy Activity tickets have to pay an additional  
 charge for a copy of the student yearbook?.....YES. NO.  
 How much, in addition to the Student Activity ticket,  
 must they pay for a copy of the student yearbook?.....

Student Newspaper

News of what grades are included in the student paper? 1 THROUGH 12  
 6 THROUGH 12  
 9 THROUGH 12  
 10 THROUGH 12

How is your paper printed: DITTO. MIMEO. PRINTED. LITHOGRAPHED.  
 Average number of issues of newspaper in a school year: \_\_\_\_\_  
 What is the paper's average total circulation (including  
 single copy sales, mailed subscriptions, exchanges,  
 those given to holders of Student Activity cards, etc.)? \_\_\_\_\_

Is paper given free to faculty members?.....YES. NO.  
 Is paper given free to students?.....YES. NO.  
 If papers are given free to students and faculty members, what  
 is the total number of copies of each issue given away?.. \_\_\_\_\_  
 Is the paper given to all who buy Student Activity tickets?...YES. NO.

How much does a subscription for one school year cost?.....  
 How much does a subscription for one semester cost?.....  
 How many subscriptions for the year were sold?.....  
 How many single semester subscriptions were sold?.....  
 Are subscriptions offered for sale by installment payments?...YES. NO.  
 Is the student newspaper sold to the people in town?.....YES. NO.  
 Average number of copies of each issue sold to townspeople?...

Does the paper carry paid advertising?.....YES. NO.  
 If "yes," how much is charged (per column inch or square inch)? \_\_\_\_\_  
 Is all of the advertising space for ALL of the issues sold at  
 the start of the school year by having merchants sign  
 contracts for the advertising they plan to run?.....YES. NO.  
 Or, do the students just sell advertising space as each  
 issue of the student paper approaches?.....YES. NO.

(ADDITIONAL QUESTIONS ON THE BACK OF THIS PAGE)

What per cent, approximately, of the total advertising space in each issue is sold in advance by having merchants sign contracts for the space in the student paper?.....

Approximately, how many businesses are there in the local community that might advertise in the newspaper?.....

We accept advertising for: TAVERNS. BEER. CIGARETTES. NONE OF THESE.

Do you use a sliding-scale advertising rate?.....YES. NO.

What is the scale you use? \_\_\_\_\_

Do you offer a discount for prompt payment for advertising?...YES. NO.

What is the average amount of space in a single issue filled with advertising (5%, 20%, 40%, 60%, etc.)?.....

We carry national advertising in our paper: NEVER. SELDOM. OFTEN.

Does the school board subsidize the student newspaper?.....YES. NO.

If "yes," does this subsidization cover ALL expenses?.....YES. NO.

How much does this subsidization amount to in a school year, (if subsidization in supplies, explain, give amount)?

If the paper has money left over, after paying all bills at the end of the school year, is the paper allowed to keep the money for use in financing next year's paper?.....YES. NO.

If your answer was "no," to whom does the surplus money go at the end of the school year? \_\_\_\_\_

If the school board helps finance the paper, does the paper get a set amount of money at the start of the year?.....YES. NO.

Or, do you just draw money (and/or supplies) from the school subsidization as your needs on the paper develop?.....YES. NO.

Will the school board stand responsible for any debts unpaid by the paper at the end of the school year?.....YES. NO.

What was the total amount of money spent last year in publishing the student newspaper?.....

What was the average cost of producing a single issue of the student paper last year?.....

List any other sources of student newspaper financing (plays, dances, carnivals, program sales, etc.; give amounts from each) not covered in other questions:

\_\_\_\_\_

IMPORTANT: Please have your circulation manager add this name and address to your student paper's exchange list for the next two (2) issues so that copies will be available for study. Judson Moore Prefab #23 M. S. U. Missoula, Mont.

PRIVATE SCHOOLS

If money for financing the student paper is taken from the tuition charges made to students, how much of each student's tuition (amount, not %) is turned over to the financing of the student newspaper? \_\_\_\_\_

If this information is not available, what was the total amount--taken from tuition-paying students' fees--turned over to finance the students' newspaper? \_\_\_\_\_

(TYPE or PRINT answers, please; CIRCLE correct answers.)

Student Yearbook

Our yearbook is: .....MIMEOGRAPHED PRINTED LITHOGRAPHED (3)

Name of company that printed last year's book: \_\_\_\_\_

Pictures and stories of what grades  
are included in the book: 1 THROUGH 12  
6 THROUGH 12  
9 THROUGH 12  
10 THROUGH 12

Price of a copy of the yearbook: \_\_\_\_\_

Do you accept installment payments from students buying books: YES. NO.

If "YES," how much and when are payments due: \_\_\_\_\_

How much money (not including any received from  
Activity ticket sales) did you get from the  
sale of books last year?..... \_\_\_\_\_

Do you sell advertising space in your book?.....YES. NO.

If so, how much does advertising in the yearbook cost:

PER PAGE \_\_\_\_\_  
HALF PAGE \_\_\_\_\_  
QUARTER PAGE \_\_\_\_\_  
OTHER RATES \_\_\_\_\_

Do you offer a discount for prompt payment for advertising?...YES. NO.

Must organizations (clubs, honor groups, hobby groups, etc.)

pay for their pages in the yearbook?.....YES. NO.

If "YES," how much?... \_\_\_\_\_

Are students charged 'sitting fee' for their individual

pictures appearing in the class sections of book?.....YES. NO.

If "YES," how much?... \_\_\_\_\_

How many pages of advertising were sold last year?..... \_\_\_\_\_

How much money from advertising last year?..... \_\_\_\_\_

Total number of printed pages in last year's book?..... \_\_\_\_\_

Does the school board contribute to the financing of the

student yearbook?.....YES. NO.

How much did they contribute last year?..... \_\_\_\_\_

Rather than contribute any set amount for the yearbook each

year, is it the usual policy of the school board to

contribute just enough to cover any deficit not covered

by advertising and circulation sales?.....YES. NO.

Will the school board stand responsible for any debts unpaid

by the student yearbook at the end of the year?.....YES. NO.

You will accept advertisements for: BEER CIGARETTES TAVERNS

NONE OF THESE

Are profits from other school activities (dances, football and  
basketball games, book store sales, plays, etc.) used in

financing the student yearbook?.....YES. NO.

If the answer to the above was "YES," list activities and

how much each contributed last year:

\_\_\_\_\_

What was the total cost (including all expenses) of  
producing last year's student yearbook?..... \_\_\_\_\_

If, after all the bills on the yearbook are paid, must any money left over be turned over to some other account?....YES. NO.

To what account (Student Activity fund, school athletics, school board, etc.) is this surplus money deposited at the end of the school year?.....

Do the students contact the merchants and sell advertising?...YES. NO.

Or, do salesmen from the company printing your book contact the local merchants and sell the advertising for the student yearbook?.....YES. NO.

Please, list below any sources of yearbook financing (with amounts from each) not covered in the previous questioning:

-----O-----

IN PRIVATE SCHOOLS, if money for financing the student yearbook is taken from the tuition charges made to students, how much of each student's tuition (amount, not %) is turned over to the financing of the students' yearbook?.....

(If this information is not available, what was the TOTAL amount the school turned over to the financing of the student yearbook?).....

How many students, enrolled high school, do not pay tuition?..

NAME AND LOCATION OF 158 MONTANA HIGH SCHOOLS THAT  
ANSWERED AND RETURNED QUESTIONNAIRES

## GROUP I SCHOOLS

Billings High School  
Billings, Montana  
Butte High School  
Butte, Montana  
Great Falls High School  
Great Falls, Montana  
Helena High School  
Helena, Montana  
Glasgow High School  
Glasgow, Montana  
Havre High School  
Havre, Montana  
Dawson County High School  
Glendive, Montana  
Fergus County High School  
Lewistown, Montana  
Flathead County High School  
Kalispell, Montana  
Gallatin County High School  
Bozeman, Montana  
Missoula County High School  
Missoula, Montana  
Park County High School  
Livingston, Montana

## GROUP II SCHOOLS

Browning High School  
Browning, Montana  
Central Catholic High  
Billings, Montana  
Chinook High School  
Chinook, Montana  
Columbia Falls High School  
Columbia Falls, Montana  
Conrad High School  
Conrad, Montana  
Cut Bank High School  
Cut Bank, Montana  
Fairfield High School  
Fairfield, Montana  
Fairview High School  
Fairview, Montana

## GROUP II (continued)

Hamilton High School  
Hamilton, Montana  
Hardin High School  
Hardin, Montana  
Central Catholic High  
Great Falls, Montana  
Laurel High School  
Laurel, Montana  
Libby High School  
Libby, Montana  
Ronan High School  
Ronan, Montana  
Scobey High School  
Scobey, Montana  
Shelby High School  
Shelby, Montana  
Sidney High School  
Sidney, Montana  
Whitefish High School  
Whitefish, Montana  
Wolf Point High School  
Wolf Point, Montana  
Broadwater County High School  
Townsend, Montana  
Lincoln County High School  
Libby, Montana  
Powell County High School  
Deer Lodge, Montana  
Sweet Grass County High School  
Big Timber, Montana  
Catholic Central High School  
Anaconda, Montana  
Worden High School  
Worden, Montana

## GROUP III SCHOOLS

Absarokee High School  
Absarokee, Montana  
Big Sandy High School  
Big Sandy, Montana  
Bridger High School  
Bridger, Montana

APPENDIX B

NAME AND LOCATION OF 158 MONTANA HIGH SCHOOLS THAT  
ANSWERED AND RETURNED QUESTIONNAIRES (continued)

GROUP III (continued)

Carter County High School  
Ekalaka, Montana  
Charlo High School  
Charlo, Montana  
Choteau High School  
Choteau, Montana  
Columbus High School  
Columbus, Montana  
Corvallis High School  
Corvallis, Montana  
Culbertson High School  
Culbertson, Montana  
Darby High School  
Darby, Montana  
Ennis High School  
Ennis, Montana  
Harlem High School  
Harlem, Montana  
Roundup High School  
Roundup, Montana  
St. Ignatius High School  
St. Ignatius, Montana  
Sunburst High School  
Sunburst, Montana  
Terry High School  
Terry, Montana  
Thompson Falls High School  
Thompson Falls, Montana  
Twin Bridges High School  
Twin Bridges, Montana  
Valier High School  
Valier, Montana  
Whitehall High School  
Whitehall, Montana  
White Sulphur Springs High School  
White Sulphur Springs, Mont.  
Broadus High School  
Broadus, Montana  
Cascade High School  
Cascade, Montana  
Circle High School  
Circle, Montana  
Hot Springs High School  
Hot Springs, Montana

GROUP III (continued)

Manhattan High School  
Manhattan, Montana  
Medicine Lake High School  
Medicine Lake, Montana  
Nashua High School  
Nashua, Montana  
Plains High School  
Plains, Montana  
Simms High School  
Simms, Montana  
Stanford High School  
Stanford, Montana  
Garfield County High School  
Jordan, Montana  
Wibaux County High School  
Wibaux, Montana  
Central High School  
Havre, Montana  
Sacred Heart Academy  
Missoula, Montana  
Butte Business College  
Butte, Montana  
Poplar High School  
Poplar, Montana  
Baker High School  
Baker, Montana  
Troy High School  
Troy, Montana  
Fort Benton High School  
Fort Benton, Montana  
Hysham High School  
Hysham, Montana  
Plentywood High School  
Plentywood, Montana

GROUP IV SCHOOLS

Augusta High School  
Augusta, Montana  
Chester High School  
Chester, Montana



APPENDIX B

NAME AND LOCATION OF 158 MONTANA HIGH SCHOOLS THAT  
ANSWERED AND RETURNED QUESTIONNAIRES (continued)

GROUP IV (continued)

GROUP IV (continued)

Geraldine High School  
Geraldine, Montana  
Froid High School  
Froid, Montana  
Fromberg High School  
Fromberg, Montana  
Opheim High School  
Opheim, Montana  
Stockett-Sand Coulee High School  
Sand Coulee, Montana  
Victor High School  
Victor, Montana  
Arlee High School  
Arlee, Montana  
Colstrip High School  
Colstrip, Montana  
Denton, High School  
Denton, Montana  
Dodson High School  
Dodson, Montana  
Drummond High School  
Drummond, Montana  
Edgar High School  
Edgar, Montana  
Hinsdale High School  
Hinsdale, Montana  
Joliet High School  
Joliet, Montana  
Joplin High School  
Joplin, Montana  
Lima High School  
Lima, Montana  
Noxon High School  
Noxon, Montana  
Park City High School  
Park City, Montana  
Plevna High School  
Plevna, Montana  
Power High School  
Power, Montana  
Rosebud High School  
Rosebud, Montana  
Rudyard High School  
Rudyard, Montana

Ryegate High School  
Ryegate, Montana  
Saco High School  
Saco, Montana  
Savage High School  
Savage, Montana  
Sheridan High School  
Sheridan, Montana  
Superior High School  
Superior, Montana  
Granite County High School  
Philipsburg, Montana  
Tongue River Boarding High School  
Busby, Montana  
St. Leo's High School  
Lewistown, Montana  
Mount Ellis Academy  
Bozeman, Montana  
Lustre Bible Academy  
Lustre, Montana  
Belfry High School  
Belfry, Montana

GROUP V SCHOOLS

Alberton High School  
Alberton, Montana  
Antelope High School  
Antelope, Montana  
Box Elder High School  
Box Elder, Montana  
Broadview High School  
Broadview, Montana  
Brady High School  
Brady, Montana  
Buffalo High School  
Buffalo, Montana  
Clyde Park, High School  
Clyde Park, Montana  
Comertown High School  
Comertown, Montana

APPENDIX B

NAME AND LOCATION OF 158 MONTANA HIGH SCHOOLS THAT  
ANSWERED AND RETURNED QUESTIONNAIRES (continued)

GROUP V (continued)

Custer High School  
Custer, Montana  
Dutton High School  
Dutton, Montana  
Flaxville High School  
Flaxville, Montana  
Frazer High School  
Frazer, Montana  
Frenchtown High School  
Frenchtown, Montana  
Geyser High School  
Geyser, Montana  
Gildford High School  
Gildford, Montana  
Harrison High School  
Harrison, Montana  
Highwood High School  
Highwood, Montana  
Hingham High School  
Hingham, Montana  
Hobson High School  
Hobson, Montana  
Ismay High School  
Ismay, Montana  
Judith Gap High School  
Judith Gap, Montana  
Kremlin High School  
Kremlin, Montana  
Lambert High School  
Lambert, Montana  
Lavina High School  
Lavina, Montana  
Melstone High School  
Melstone, Montana  
Neihart High School  
Neihart, Montana  
Outlook High School  
Outlook, Montana  
Rapelje High School  
Rapelje, Montana

GROUP V (continued)

Roberts High School  
Roberts, Montana  
St. Regis High School  
St. Regis, Montana  
Sumatra High School  
Sumatra, Montana  
Virginia City High School  
Virginia City, Montana  
Willow Creek High School  
Willow Creek, Montana  
Wilsall High School  
Wilsall, Montana  
Winnett High School  
Winnett, Montana  
Klein High School  
Klein, Montana  
Bainville High School  
Bainville, Montana  
Brockton High School  
Brockton, Montana  
Florence-Carlton High School  
Florence, Montana  
Mission High School  
Hays, Montana  
Rosary High School  
Bozeman, Montana  
St. Labre's Mission High School  
Ashland, Montana  
Shawmut High School  
Shawmut, Montana

APPENDIX C

(postal cards)

March 3, 1952

On Feb. 11 you were mailed a student publication financing questionnaire as part of a study approved and supported by the M. S. U. School of Education and the Montana Interscholastic Editorial Association.

All but a few of the high schools in the state have answered and returned their questionnaires in the self-addressed, stamped envelopes that were provided.

At your convenience, could you, please, mark the one for your school and drop it in the mail.

Thank you for your kind consideration.

Prefab #23, M.S.U.  
Missoula, Montana

Judson Moore

- - - - -

(letters)

March 28, 1952

A student publication financing study - jointly sponsored by the University School of Education and the Montana Interscholastic Editorial Association - is nearing completion.

In tabulating the information it has been found your school is one of several in the state that has not yet returned the questionnaire sent you Feb. 11, seeking information on your publication financing. It is hoped you can mark the questionnaire and return it in the stamped envelope that was provided.

If your school has no newspaper and/or yearbook, just indicate such on the questionnaire, put it in the envelope and drop it in the mail.

Thank you.

Prefab #23, M.S.U.  
Missoula, Montana

Judson Moore

APPENDIX D

January 12, 1952

Miss Carol Houck, adviser  
Ronan High School Student Newspaper  
Ronan High School  
Ronan, Montana

Mr. Joseph Braycich, adviser  
Ft. Benton High School Newspaper  
Fort Benton High School  
Fort Benton, Montana

Mr. John Linn, adviser  
Missoula High Student Newspaper  
Missoula High School  
Missoula, Montana

Mr. L. E. Malmberg, adviser  
Three Forks High Student Newspaper  
Three Forks High School  
Three Forks, Montana

Student Newspaper Adviser  
Arlee High School  
Arlee, Montana

Mr. & Mrs. Thorson  
Student Newspaper Advisers  
Joliet High School  
Joliet, Montana

Miss Lois Elda Larson, adviser  
Laurel High School Student Newspaper  
Laurel High School  
Laurel, Montana

Many Montana high school publication advisers would welcome information and suggestions relative to the financing of student newspapers and yearbooks. With this in mind the School of Education and the Montana Interscholastic Editorial Association at Montana State University have approved a study of the financing practices now in use in Montana's secondary schools. The enclosed questionnaire is to serve as the foundation for the study and the resultant recommendations.

You are one of seven student publication advisers in Montana that are receiving "pilot" copies of this questionnaire. The seven were recommended - by education and journalism school faculty members - as publication advisers doing good work in this field and qualified to offer suggestions for

APPENDIX D  
(continued)

revisions of the questionnaire before it is sent to the other publication advisers in Montana's secondary schools. Your suggestions will be appreciated; just write them in the margins or on the back of this sheet.

If you are not the adviser for both the yearbook and the student newspaper, please see that the appropriate page of the questionnaire is given to the adviser of the other publication. Both pages of the completed questionnaire can be returned in the enclosed envelope.

Thank you.

Cordially,

Prefab #23, M.S.U.  
Missoula, Montana

Judson Moore

APPENDIX E

October 29, 1951

Columbia Scholastic Press Association  
Dr. Joseph M. Murphy, director  
Columbia University  
New York City, N. Y.

National Scholastic Press Association  
Fred L. Kildow, director  
18 Journalism Building  
University of Minnesota  
Minneapolis 14, Minnesota

Edward Nell, secretary  
Quill & Scroll Society  
Northwestern University  
Chicago 11, Illinois

Dean Jeremiah L. O'Sullivan, director  
Catholic School Press Association  
1131 West Wisconsin Ave.  
Milwaukee 3, Wisconsin

I'm trying to accomplish a survey of techniques used in Montana high schools for financing student yearbooks and newspapers and I need related information of other states and the nation for comparison with the picture in Montana.

The director of the Montana Interscholastic Press Association, Prof. Robert F. Struckman of the Montana State University School of Journalism, has suggested that your organization might be able to supply the information for which I search. In order to save as much of your time as possible I've tried to list, in outline fashion, the information I'm seeking:

(1) Number of high schools in the nation that publish student newspapers and/or yearbooks.

(2) Reports of studies of methods and practices used by high schools in financing student yearbooks and/or newspapers. If your organization has not made such a study or does not have such information available, can you suggest books, magazines or other sources for the information?

(3) Can you supply me with copies of articles from your organization's publications offering suggestions on financing methods for student publications.

APPENDIX E (continued)

(4) Does your office have available, or can you suggest other sources where I might find, a listing of state scholastic press associations (with addresses)?

Any information you may be able to supply will be fully credited to your organization. I am quite willing to pay any reasonable charge for bulletins, pamphlets, reports of surveys or magazine articles you may be able to supply.

Sincerely,

Prefab#23, M.S.U.  
Missoula, Montana

Judson Moore

Chairman  
Critical Service

DR. LAURENCE R. CAMPBELL  
Director, School of Journalism  
Florida State University  
Tallahassee, Fla.

# Quill and Scroll

International Honorary Society for High School Journalists

Literary Editor  
Quill & Scroll Magazine

PROF. ROLAND E. WOLSELEY EDWARD NELL  
School of Journalism Executive Secretary  
Syracuse University  
Syracuse, N.Y.

## NORTHWESTERN UNIVERSITY

111 West Jackson Boulevard

CHICAGO 4, ILLINOIS

November 12, 1951

Mr. Judson Moore  
Montana State University  
Missoula, Montana

Dear Mr. Moore:

Your letter of inquiry on school publication financing got stuck in our "easy answers to hard questions" department, but I am now hastening along our reply.

Under separate cover I am sending copies of the booklets and pamphlets we have on financing methods. It has been sometime since we have done anything on the subject since business conditions have been so uncertain over the last few years. Cost trends have all been up so we couldn't offer definite and stable figures.

In a few days I will send a list to you of state school press associations (with addresses).

We have tried several methods to ascertain the number of schools with student publications, newspapers or yearbooks, but have not discovered a satisfactory means. Too many schools with publications fail to report them as the publication is not considered of sufficient consequence to be listed.

In round numbers, I would say almost 70% of U.S. high schools have some sort of publication, issued yearly, semesterly or monthly, etc. In some areas, it is hard to find a secondary school without a publication, although the school may not consider it worth mentioning.

If you still have time and want to make a survey, we will be glad to include your survey material in one of our general mailings. Let me know and we will see about the details.

Cordially yours,  
*Edward Nell*  
Secretary



MARQUETTE UNIVERSITY  
COLLEGE OF JOURNALISM  
552 NORTH THIRTEENTH STREET  
MILWAUKEE 3, WISCONSIN

IE DEAN

November 3, 1951

Mr. Juison Moore  
Prefab #23  
Montana State University  
Missoula, Montana

My dear Mr. Moore:

I regret that we have made no studies on methods of financing your books and newspapers. This problem is not a major concern in private schools as it is in the public institutions. In a private school generally the tuition covers an activity fee from which an allotment is made for publications. Generally this is sufficient to pay the cost of newspapers and yearbooks when supplemented by revenue from a minimum of advertising.

The main concern of the Catholic School Press Association has been with content and we have aimed most of our efforts at improving the material published. I am sorry that I am not able to be of any assistance to you.

Sincerely yours,

JIO:gjv



COLUMBIA SCHOLASTIC PRESS ASSOCIATION

Columbia University  
New York, (27) N. Y.  
November 26, 1951

Dear Mr. Moore:-

In response to your letter of November 18, 1951, we are happy to be able to furnish you with the following information.

Of course, we do not believe that our survey is an absolute and accurate measure, but, it seems to us to be a very satisfactory gauge, providing us with the following figures.

On the basis of the high school list provided by the U.S. Department of Education, we found that 12,776 newspapers and magazines were published by secondary schools. This figure includes approximately 1400 newspapers and magazines published by private high schools. We do not have a breakdown showing how many high schools published newspapers or how many published magazines, nor could we tell how many high schools published both, and, undoubtedly there is a larger number of those.

There were 6,033 yearbooks reported to us by all types of schools; we do not maintain a breakdown for certain categories, such as high schools, elementary, or private schools. Undoubtedly, the vast majority of yearbooks on our list are published by secondary schools, and our guess is that this type of school accounts for more than 7,000 yearbooks.

We hope that these figures will aid you in your study, although it may fall short of the analysis you had in mind.

With all good wishes, we are

Cordially yours,  
COLUMBIA SCHOLASTIC PRESS ASS'N

*Henry Cornes* [AM]  
Henry Cornes  
Assistant to the Director

Mr. Judson Moore  
Pref 23  
Montana State University  
Missoula, Montana

HC:am



# COLUMBIA SCHOLASTIC PRESS ADVISERS ASSOCIATION

Columbia University  
New York, (27) N. Y.  
November 9, 1951

Dear Mr. Moore:-

We are flattered that Prof. Strugan should think of us in connection with your thesis and I only hope we are able to be of some assistance.

There is a great deal of financing student publications in our SCHOOL PRESS REVIEW but, unfortunately, I doubt if any copies are available at your university over a wide period of years. We do not have an index of the REVIEWS, though several have been attempted. The actual number of calls, though justifiable in their own right, is not sufficient to make it financially possible for us to file and index.

There are some colleges in your state that are members of the Association but their membership does not reach far enough to be of value to you. I have some files of the magazine here dating back to 1925, with occasional copies missing---that are available on loan. One man in a similar spot asked for the same thing some years ago and he sent him the unbound file for his perusal. All we would ask is that you pay the cost of transportation. It shouldn't be more than two or three dollars parcel post.

I am inclosing a copy of the Adviser's Bulletin which deals with "Financing a Threefold Publications Program" that may be of some help.

We have in our files some 25000 specific references to student publications in the US, including the territories and a few foreign publications. This includes all types of schools and all types of publications including teachers colleges and junior colleges but not including senior colleges or university publications. We have not gone into the labor field. We can give you a breakdown if you desire it. We made a survey a year ago of every secondary school listed in the State Office of Education, sent cards to those not on our list, and received a 75% response. I am sure this is the most comprehensive of all such lists and the figures are correct within a narrow margin of error.

As to state lists, there is no such thing. We have been trying to collect one for years but it is not complete. Again, it is probably more complete than any to be found elsewhere but it is not in shape to be of use. You will find the REVIEW has had a section for the past few years entitled "With the Press Association" which carries news of their meetings and also a little section called "Coming Events" which mentions others. If you checked these you would have a pretty good idea of the leading ones.

in the nature of source books with explanatory text covering the magazines, newspapers, yearbooks, and duplicated publications, two new ones on sport writing and humor, and some mimeographed source sheets for elementary, secondary and newspapers, literary, literary-art and similar publications.

We also have a Style Book that sells by the hundreds and is used for standardizing school publication writing. I'll be glad to let you have copies for you certainly need every encouragement in what you are doing. The magazine and duplicated booklets are out of print but we expect new editions not later than 1 January.

I surely wish I could take advantage of your kind offer to visit Montana. Right now I am on military duty in Washington and commute week ends to keep this work going. There is a strong possibility that I shall be in the Air Force ROTC division here in Hq. in the next few days and that job will probably see me flying all over the country. Incidentally, while you may not have known him, your former Chancellor, Dr. Selke, is a good friend of mine since we served together in Italy and Austria. He wrote from Germany where he seems to be doing a good job and enjoying it thoroughly.

All my good wishes to you. Don't hesitate to call on me if I can be of any more help.

Cordially yours,

*Joseph M. Murphy / AM*  
Joseph M. Murphy  
Director

W. Judson Moore  
Prefab #23  
Montana State University  
Missoula, Montana

JDM:am

Fred L. Kildow, Director



# National Scholastic Press Association

18 Journalism Building  
University of Minnesota  
Minneapolis 14, Minnesota

November 14, 1951

Mr. Judson Moore  
Prefab # 23  
Montana State University  
Missoula, Montana

Dear Mr. Moore:

Mr. Kildow has turned your letter over to me to answer as I have some material at hand. I shall try to answer your questions as you have numbered them.

1. The number of high schools in the nation that publish student newspapers and/or yearbooks would be difficult to even guess at. There is no way to know. I know of no place where that figure could be had. We have approximately 5,000 such periodicals that come or have come to us for judging. I am sure that there are many more who do not take the trouble to do that. In recent years there are many small schools that are just starting yearbooks.
2. We have no reports such as you ask for, but Scholastic Editor has from time to time published articles on the financing of publications.
3. We do not have time just now to look through Scholastic Editor for copies of articles you ask for. If I can defer this request until after Christmas when our conferences are over we could help you.
4. I would suggest that you write the State Universities in each state asking for Scholastic Press Associations in that state. Names change almost every year and it is not practical to try to keep such lists.

Good luck to you in your article and survey. I will be interested to see what you come up with.

Cordially yours,

NATIONAL SCHOLASTIC PRESS ASS'N.

Carl Towley, Assistant Director

CT/blw

STATE DEPARTMENT OF PUBLIC INSTRUCTION  
Helena, Montana  
Dec. 5, 1951

Judson Moore  
Prefab #23, M.S.U.  
Missoula, Montana

Dear Mr. Moore:

There are no student publications in the field of apprenticeship training. In fact, there is only one high school in Montana that is conducting related instruction classes for apprentices in Montana.

High school student publications along with high schools in general are under the supervision of the State High School Supervisor. Mr. Wm King holds this position in the State Department of Public Instruction. I am sure he will help you all he can.

Sincerely,

Earl Keys, supervisor  
Apprenticeship Training  
Div. Vocational Education

MARY M. CONDON  
STATE SUPERINTENDENT  
AND  
EXECUTIVE DIRECTOR OF  
VOCATIONAL EDUCATION



BENEVUE SQUIRES  
DEPUTY SUPERINTENDENT  
C. R. ANDERSON  
ADMINISTRATIVE ASSISTANT

STATE DEPARTMENT OF PUBLIC INSTRUCTION  
HELENA, MONTANA

January 5, 1952

Mr. Judson Moore  
FRED # 23  
Montana State University  
Missoula, Montana

Dear Mr. Moore:

Your inquiry concerning the financing of student publications, has caught me a bit short on information.

I submit the following as a result of my visits to the high schools of the state:

1. Student publications are usually published at the expense of the school. There are some activity funds.
2. Additional funds may be obtained from subscriptions, and from the sale of advertising material, although in many cases neither of these really supports the paper completely.
3. Annuals which may be considered as student publications are supported almost entirely by pre-order, and are assisted by the sale of advertising space.
4. The sale of advertising is considered by many, to be a questionable practice, because it is very often poorly presented and does not reach a high percentage of the community. These are opinions, and should not be accepted as proved facts, unless your research so shows.

Almost all of our high schools have student or institutional publications. Most of these are mimeographed. A few are printed, and in a very small school, they may even be typed.

Cordially yours,

*William I. King*  
William I. King  
High School Supervisor

MWAS's One-Order One-Bill One-Check System Is an Easy Way to Advertise in All Montana Newspapers

WEEKLY NEWSPAPERS

Table with columns: Town, County, Population, Newspaper, Publisher, Advertising Rates (Net Paid Circulation, National Per Inch, Political Per Inch, Liquor Per Inch, Classified Word or Line), No. Columns, Pica Width, Length of Page, Day Form Close, Publication Day, Maximum Mast Size, Will Accept (Beer & Wine, Hard Liquor).

†—County Seat; A—Agriculture; I—Industrial; S—Stock raising; O—Oil; M—Mining; L—Lumber; R—Recreation



**MWAS's One-Order One-Bill One-Check System Is an Easy Way to Advertise in All Montana Newspapers**

Town	County	Population	Town Population	Newspaper	Publisher	Net Paid Circulation	Advertising Rates							Will Accept		
							National Per Inch	Political Per Inch	Liquor Per Inch	Classified Word or Line	No. Columns	Face Width	Length of Page		Day	Frequency
Glasgow	Valley	11,320	3,810	<b>Glasgow Courier</b> —†, A, S, R	T. J. Hooking	3,850	.63	.63	.63	3cw	8	12x22	W	Th	page	Y
Glendive	Dawson	9,038	5,235	<b>Dawson County Review</b> —†, A, S, O	Kenneth W. Crabb	2,195	.70	.70	.70	10li	8	12x22	W	Th	page	Y
Great Falls	Cascade	52,408	39,001	<b>Eastern Montana Register - ABC</b> —†, A, I, S, R	Catholic Press Society	5,998	1.00	1.00			8	12x21	F	M	page	Y-N
Hamilton	Ravalli	13,021	2,668	<b>Western News</b> —†, A, S, L, R	Miles Romney	1,708	.56	.56	.56	3cw	7	12x20	W	Th	page	Y
Hardin	Big Horn	9,799	2,264	<b>Hardin Tribune-Herald</b> —†, A, S	Ray Criswell	1,849	.63	.63	.63	2cw	7	12x20	Tu	Th	6x19	Y
Harlem	Blaine	8,473	1,103	<b>Harlem News</b> —A, S, O	Johnson Publishers	995	.56	.56	.56	10li	7	12x20	Th	F	7x20	Y
Harlowton	Wheatland	3,162	1,718	<b>Harlowton Times</b> —†, A, I, S	Harold G. Stearns	1,400	.56	.56	.56	3cw	7	13x19	W	Th	5x19	Y
Havre	Hill	14,281	8,094	<b>Havre Independent</b> —†, A, I, S	A. Williams and K. Abel	733	.42	.50	.42	2cw	7	12x20	Th	Th	4x20	Y
Helena	Lewis and Clark	24,418	17,498	<b>Western Catholic Register - ABC</b> —†, A, S, M, L, R	Catholic Press Society	6,386	1.50	1.50			8	12x21	Th	S	page	Y-N
Hingham	Hill	14,281	214	<b>Hi-Line Weekly</b> —A, S	John G. Kindschy	476	.42	.42	.42	10li	6	13x20	Th	Th	5x18	Y
Hinsdale	Valley	11,320	500	<b>Hinsdale Tribune</b> —A, S	H. F. and E. J. Tuttle	448	.42	.42			7	12x19	W	Th	4x16	N
Hobson	Judith Basin	3,204	205	<b>Judith Basin Star</b> —A	L. H. Morrison	750	.42	.42	.42	3cw	6	13x21	Tu	W	page	Y
Hot Springs	Sanders	6,926	723	<b>Camas Hot Springs Exchange</b> —A, S, I, R	Edna B. Gannaway	500	.42	.42	.42	12li	7	13x20	W	Th	5x20	Y
Hot Springs	Sanders	6,926	723	<b>Hot Springs Sentinel</b> —A, S, L, R	Richard and Joan Shirley	525	.42	.42	.42	3cw	7	12x20	Tu	Th	4x12	Y
Hysham	Treasure	1,406	408	<b>Hysham Echo</b> —†, A, S, M, L	Collins C. Caldwell	550	.42	.50	.42	3cw	7	12x20	W	Th	page	Y
Joliet	Carbon	10,106	410	<b>Independent Journal</b> —A, S	S. A. Nethery	310	.42	.42	.42	2cw	6	12x20	W	Th	6x20	Y
Jordan	Garfield	2,154	650	<b>Jordan Tribune</b> —†, A, S	Robt. S. Larson	800	.49	.49	.49	2cw	6	13x19	Tu	Th	5x18	Y
Kalispell	Flathead	31,412	9,694	<b>News-Farm Journal - ABC</b> —†, A, I, S, L, R	Frank H. Trippet	2,240	.70	.70	.70	10li	7	12x20	Tu	Th	6x20	Y
Kalispell	Flathead	31,412	9,694	<b>Times-Monitor</b> —†, A, S, L, R	H. T. Miller	1,960	.49	.40	.49	10li	7	12x20	W	Th	page	Y
Lambert	Richland	10,343	350	<b>Richland County Leader</b> —A, S, O	G. M. Howell	820	.49	.50	.50	12li	6	13x20	Th	F	5x20	Y
Laurel	Yellowstone	55,743	3,647	<b>Laurel Outlook</b> —A, I, S, O	J. Gehrett and C. Calvert	1,453	.56	.56	.56	15li	7	12x20	Tu	W	page	Y
Lewistown	Fergus	13,963	6,540	<b>Argus-Farmer</b> —†, A, I, S, O, M, R	Byerly Publishing Co.	1,748	.77	.77	.77	20li	5	12x16	W	Th	page	Y
Libby	Lincoln	8,672	2,401	<b>Western News</b> —†, M, L	W. R. Littell	1,930	.56	.56			7	12x20	W	Th	5x17	N
Livingston	Park	11,974	7,667	<b>Park County News</b> —†, A, I, S, R	Fred J. Martin	1,753	.56	.56	.56	20li	7	12x20	W	Th	page	Y
Malta	Phillips	6,348	2,085	<b>Phillips County News - ABC</b> —†, A, S, O, M, R	J. Russell Larcombe	1,748	.63	.63	.63	2cw	8	12x22	W	Th	page	Y
Manhattan	Gallatin	21,718	697	<b>Inter-Mountain Press</b> —A, S, R	L. K. Williams	973	.49	.49	.49	3cw	6	13x20	W	Th	5x18	Y
Missoula	Missoula	34,982	22,320	<b>Times</b> —†, A, S, L, R	C. J. Doherty	2,003	.56	.56	.56	3cw	6	13x20	W	F	page	Y
Phillipsburg	Granite	2,765	1,047	<b>Phillipsburg Mail</b> —†, A, S, M	Roy A. Neitz	993	.42	.42	.42	10li	6	13x20	W	F	5x19	Y
Plains	Sanders	6,926	713	<b>Plainsman</b> —A, S, L, R	Donald R. Coe	652	.42	.42	.42	2cw	6	13x20	Tu	Th	page	Y
Plentywood	Sheridan	6,623	1,851	<b>Plentywood Herald</b> —†, A, S, O	Harry E. Polk	2,252	.56	.56	.56	3cw	8	12x20	Tu	Th	5x16	Y
Polson	Lake	13,767	2,217	<b>Flathead Courier</b> —†, A, S, L, R	Flathead Courier, Inc.	1,887	.63	.50	.63	2cw	7	12x20	Tu	Th	page	Y
Poplar	Roosevelt	9,527	1,145	<b>Poplar Progressive</b> —A, S, O	William E. Crumley	550	.63	.63	.63	10li	7	12x20	W	Th	5x12	Y
Poplar	Roosevelt	9,527	1,145	<b>Poplar Standard</b> —A, S, O	Vukelich and Downs	937	.56	.56	.56	2cw	7	12x20	W	F	page	Y

†—County Seat; A—Agriculture; I—Industrial; S—Stock raising; O—Oil; M—Mining; L—Lumber; R—Recreation

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Town	County	Population	Town Population	Newspaper	Publisher	Advertising Rates					No. Columns	Page Width	Length of Page	Day Forms Close	Publication Day	Maximum Mat Size	Will Accept Beer & Wine Hard Liquor
						Net Paid Circulation	National Per Inch	Political Per Inch	Liquor Per Inch	Classified Word or Line							
Red Lodge	Carbon	10,106	2,715	Carbon County News—†, A, S, O, M, R	Owen Welch	1,596	.56	.56	.56	3cw	7	12x20	Tu	Th	6x20	Y	
Ronan	Lake	13,767	1,249	Ronan Pioneer—A, S, L, R	Tella M. Loman	1,450	.56	.56	.56	10li	7	12x20	Tu	Th	page	Y	
Roundup	Musselshell	5,392	2,852	Roundup Record-Tribune—†, A, S, O, M, L	A. W. Eiselein	2,119	.70	.70	.70	15li	8	12x22	W	Th	5x20	Y	
Ryegate	Golden Valley	1,337	339	Eastern Montana Clarion—†, A, S	Robert S. Larson	507	.42	.42	.42	10li	6	13x19	M	W	4x11	Y	
Saco	Phillips	6,348	543	Saco Independent—A, S, O	Mrs. Frances Stevenson	450	.49	.49	.49	10li	6	12x20	W	Th	5x12	Y	
Seeley	Daniels	3,928	1,622	Daniels County Leader—†, A, S	Burley Bowler	1,130	.56	.56	.56	3cw	5	12x16	Tu	Th	5x16	Y	
Shelby	Toole	6,859	3,056	Shelby Promoter & Tribune—†, A, S, O	C. T. and W. C. Kavanagh	2,200	.56	.60	.56	20li	8	12x22	Tu	Th	6x22	Y	
Sheridan	Madison	5,906	566	Madison County Forum—A, S, M, R	W. Reichman, D. Nordhagen	700	.42	.42	.42	10li	7	12x19	W	Th	page	Y	
Sidney	Richland	10,343	3,975	Sidney Herald—†, A, S	C. R. Hurly	2,550	.56	.60	.60	15li	7	12x20	W	Th	6x20	Y	
Stanford	Judith Basin	3,204	540	Judith Basin County Press—†, A, S, M	Larry H. Morrison	1,150	.56	.56	.56	3cw	6	13x21	Tu	W	6x20	Y	
Stevensville	Ravalli	13,021	765	Northwest Tribune—A, S, L, R	Wm. and Gertrude Cochran	875	.42	.42	.42	10li	6	13x20	W	Th	5x20	N	
St. Ignatius	Lake	13,767	780	St. Ignatius Post—A, S, L, R	Millard Bullerdick	550	.42	.42	.42	12li	6	12x19	W	Th	6x18	Y-N	
Superior	Mineral	2,062	618	Mineral Independent—†, A, M, L, R	James R. Howell	475	.42	.42	1.75	10li	6	13x20	Tu	Th	6x20	Y	
Terry	Prairie	2,361	1,179	Terry Tribune—†, A, S	D. C. Bradley Jr.	806	.42	.42	.42	10li	6	12x19	Tu	Th	5x19	Y	
Thompson Falls	Sanders	6,926	841	Sanders Co. Independent Ledger—†, A, S, L, R	Mrs. W. G. Dunlap	650	.42	.42	.42	10li	6	13x20	Tu	W	4x12	Y	
Three Forks	Gallatin	21,718	1,106	Three Forks Herald—A, S, R	L. K. Williams	974	.49	.49	.49	3cw	6	13x20	W	Th	5x12	Y	
Townsend	Broadwater	2,887	1,316	Townsend Star—†, A, I, S, M, L, R	Townsend Star Pub., Inc.	1,000	.49	.50	.49	10li	7	12x20	Tu	Th	5x18	Y	
Valier	Pondera	6,429	704	Valerian—A, S, R	Tom A. Caverly	684	.42	.42	.42	2cw	6	13x20	W	Th	5x18	Y	
Virginia City	Madison	5,906	323	Madisonian—†, A, S, M, R	Robert Julian	815	.56	.56	.56	10li	6	13x20	Th	F	4x12	Y-N	
Whitefish	Flathead	31,412	3,250	Whitefish Pilot—J, L, R	G. M. Moss	1,236	.49	.50	.49	2cw	7	12x20	W	F	6x20	Y	
Whitehall	Jefferson	4,005	1,553	Jefferson Valley News—A, S, M	Patti D. Martinson	690	.49	.50	.49	10li	6	13x20	W	Th	5x20	Y	
White Sulphur Springs	Meagher	2,039	1015	Meagher County News—†, A, S, M, L, R	Fred Ward	774	.49	.49	.49	15li	6	13x20	W	W	5x18	Y	
Wibaux	Wibaux	1,904	740	Wibaux Pioneer-Gazette—†, A, S, O	Jessie Stanchfield	1,000	.56	.56	.56	10li	7	13x22	W	Th	4x12	Y	
Winnett	Petroleum	1,025	402	Winnett Times—†, A, S, O	R. G. Glatz	637	.49	.49	.49	10li	7	13x19	Tu	Th	3x10	Y	
Wolf Point	Roosevelt	9,527	2,547	Herald-News—†, A, S, O	Vukelich and Downs	2,060	.70	.70	.70	2cw	7	12x20	Tu	Th	page	Y	

†—County Seat; A—Agriculture; I—Industrial; S—Stock raising; O—Oil; M—Mining; L—Lumber; R—Recreation

**EXPLANATION OF KEYS**

Type Page Size 6 12x19 means 6 columns, 12 cms wide, 19 inches deep  
 Mat Size 3x10 means mats may be cast up to and including 3 columns wide, 10 inches deep

- li—Line
- w—Word
- d—Daily
- S—Sunday
- m—Morning
- e—Evening
- ABC—Audit Bureau of Circulation

# MONTANA DAILY NEWSPAPERS

City, Population County, Population Name of Paper (in bold) National Adv. Rep.	Publisher (or Business Manager) (am) Advertising Manager (am) Circulation Manager (am)	Subscription Per Copy	Day of Publication	Total Paid Circulation	Rate per Year	Classified Word or Line	No. of Cols.	Col. Width Pica	Col. Depth Lines	Will Accept Beer, Wine Hard Liquor	Colors in Add. to Black	Operates Job Plant	News Service
Anaconda, 11,221 Deer Lodge, 16,529 <b>Anaconda Standard</b> Jann & Kelly, Inc.	Standard Publishing Co. (p), E. J. Spellman (bm), George Wellcome (am), H. V. Tower (cm)	.05d	(m)	3,767	.05d	.10 li	5	12	16	Yes	0	No	
Billings, 31,724 Yellowstone, 35,743 <b>Billings Gazette</b> Jann & Kelley, Inc.	Gazette Printing Co. (p), Fred W. Pierce (bm), Strand Hilleboe (am), E. C. Aitchison (cm)	.05d .10S	(m) (m & e) (S) (e & S)	22,272 8,083 30,355 32,123 40,206	.15d 15S	.06w	8	12	21	Yes	3	Yes	AP UP INS
Bozeman, 11,252 Gallatin 21,718 <b>Bozeman Daily Chronicle</b>	Jefferson and M. C. Jones (p), Frank M. Grant (bm), R. R. Gordon (am), Jefferson Jones Jr. (cm)	.05d .05S	(m except Mon) (m) (S)	4,252 4,539	.06d .06S	.18 li .18 li	8	12	20 1/2	Yes	0	Yes	AP
Butte, 32,904 Silver Bow, 47,992 <b>Standard-Post</b> Jann & Kelley, Inc.	Standard Publishing Co. (p), Post Publishing Co. (p), Law Risken (bm), Word Fanning (am), H. V. Tower (cm)	.05d .05S	(m) (e) (m & e) (S) (eS)	17,465 (Std) 11,085 (Pst) 28,550 25,621 36,706	.16d .18S	.20w	8	12	21	Yes	3	Yes	AP UP
Dillon, 3,079 Beaverhead, 6,417 <b>Dillon Daily Tribune</b> Inland Newspaper Rep.	E. S. and E. C. Townsend (p), E. C. Townsend (bm), E. C. Townsend (am), E. S. Townsend (cm)	.05d	(Mon thru Fri) (e)	1,837	.05d	.15 li	6	12	20	Yes	0	Yes	UP
Great Falls, 39,001 Cascade, 52,408 <b>Tribune-Leader</b> Reynolds-Fitzgerald, Inc.	Alexander Warden (p), Beecher Cushman (bm), N. S. Monsos (am), Don Hoffman (cm)	.05d 10S	(m) (e) (m & e) (S) (eS)	29,923 (Tr) 6,972 (L) 6,895 33,154 30,126	.17d 17S 18e&S	.06w 30 li	8	12	20 1/2	Yes	3	Yes	AP UP
Hamilton, 2,668 Ravalli, 13,021 <b>Ravalli Republican</b> Newspaper Assoc., Inc.	Jack E. Coulter (p), Jack E. Coulter (bm), Floyd G. Larson (am), Jack E. Coulter (cm)	.05d	(Mon thru Fri) (e)	2,342	.045d	.04w	5	12	18 1/2	Yes	0	Yes	
Hayden, 8,094 Hill, 14,281 <b>Hayden Daily News</b> Geo. D. Close, Inc.	John F. M. Travis (p), John F. M. Travis (bm), Tom Wilson (am), Betty Sommerdorf (cm)	.05d	(Mon thru Fri) (e)	3,656	.06d	.03w	8	12	20 1/2	Yes	0	Yes	AP
Helena, 17,408 Lewis & Clark, 24,418 <b>Independent Record</b> Shannon & Assoc., Inc.	Mont. Record Pub. Co. (p), Ray G. Smidt (bm), Wm. C. Campbell (am), Berton Amsherry (cm)	.05d .05S	(e) (S)	7,791 7,784	.02857d .02857S	.12 li .12 li	8	12	21 1/2	Yes	0	Yes	AP
Kalispell, 9,694 Flathead, 31,412 <b>Daily Inter Lake</b> Gilman, Nicoll & Ruthman	M. D. Glover (p), Arthur Sward (bm), A. R. McPherson (am), Lawrence Rayon (cm)	.05d 10S	(e) (S)	6,482 6,571	.07d .07S	.40 li .07S	8	12	20	Yes	0	No	AP
Lewistown, 6,540 Fergus, 13,963 <b>Lewistown Daily News</b> Geo. D. Close, Inc.	Ken Byerly (p), Lloyd C. Raw (bm), Rus Spencer (am), Paul Erickson (cm)	.05d 10S	(e) (S)	4,265 4,350	.07d .07S	.20 li	8	12	20 1/2	Yes	1	Yes	UP
Livingston, 7,687 Park, 11,974 <b>Livingston Enterprise</b> Shannon & Assoc., Inc.	Livingston Pub. Co. (p), J. G. Lake (bm), J. G. Lake (am), Elmer Olson (cm)	.05d	(Dly except Sun) (e)	2,720	.045d	.03w	7	12	21	Yes	0	Yes	AP
Miles City, 9,129 Custer, 12,619 <b>Miles City Daily Star</b> Arthur Hagg & Assoc.	Star Printing Co., Inc. (p), Robert J. Scanlan (bm), C. K. Folkestad (am), John Elgin (cm)	.05d 10S	(e) (S)	3,871 4,994	.06d .06S	.20 li	8	12	21	Yes	1	Yes	AP UP
Missoula, 22,320 Missoula, 34,982 <b>Missoulian-Sentinel</b> Jann & Kelley, Inc.	Missoulian Pub. Co. (p), R. E. Morrison (bm), E. A. Holmes (am), W. B. Hawke (cm)	.05d 05S	(m) (e) (m & e) (S)	12,853 (Ms) 3,511 (S) 16,164 16,355	.11d .11S	.05w	8	12	21	Yes	3	Yes	AP

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### Aid To Be Given

(Continued from page 1)

and state funds for such additional average number belonging attending these special classes shall be used exclusively for the operation and maintenance of such special classes. These additional resident pupils shall be counted as average number belonging in the district in which these special classes are operated."

After conferring with officials of the Montana Society for Crippled Children and Adults, Eastern Montana College of Education, the boards of trustees of school districts in Missoula and Billings, and legislators interested in the passage of the above amendment, a set of rules and regulations has been drawn up governing the budgeting and expending of funds received under the amendment. These rules and regulations have been sent out to all school administrators for their guidance.

### School Bus Driver Manual Scheduled for September

The third edition of the Montana School Bus Driver Manual will be mailed to county superintendents for distribution in September. This manual includes the new School Bus Specifications and Standards adopted by the State Board of Education as provided by law. It is intended for use by classroom teachers in the instruction of traffic safety for all children whether or not they ride school buses.

### School Library Study Planned

Improvement in use of school library service will be the objective of a study by regional and state accrediting officials. Each administrator is being requested to furnish the high school supervisor with a schedule of the hours which the library is open to pupils, and a list of the persons in charge during the day.

In many schools the person who has been assigned to the library position is also carrying a heavy class load. This study will determine the actual time spent in library supervision. Recommendations to administrators and school boards for the improvement of school library service will be made.

The minimum amount to be spent in any high school library, exclusive of textbook materials, is \$400, for each year's budget. The amount increases according to the enrollment of the school.

### Extra-Curricular Accounts To Be Audited

The state bank examiner has recently sent to every school district and county superintendent a statement, together with recommended forms, on the new mandatory accounting and audit system required for extra-curricular funds. As you know, the 1953 legislative assembly amended section 75-1632 (1015 in the school law book) to provide for a system of bookkeeping and annual audit of extra-curricular funds.

The mandatory provisions of this law go into effect with the school year 1953-54, and provide that the audit may be made by the state bank examiner or by a qualified accountant.

Each school district must decide before January 1, 1954, whether it desires this audit to be made by a qualified accountant or by the state bank examiner. The decision made shall be communicated to the state bank examiner at or before that time, so that if his office is to make the audit they can provide for the same.

We believe this amendment is a good one and one which has met with favor by practically all school administrators. We also realize that a goodly proportion of schools now have, and have had for many years, excellent systems of accounting for these extra-curricular funds. It is not the intention of the state bank examiner's office to disturb any satisfactory system of bookkeeping. We know that there will be a little confusion during the first year of this compulsory audit, but it is expected that any "bugs" which may show up can be corrected in 1955.

### Law Provides for County Transportation Committees

Montana state law provides for County Transportation Committees. The responsibilities for these committees include the approval of all school bus routes within the county and the approval of all requests for isolated transportation. The biggest problems in connection with school bus routes center around duplication of school bus routes and economically sound bus routes.

Residence is always a problem in connection with isolated transportation cases. The last legislature provided

### First Aid Courses To Be Offered

The American Red Cross has agreed to conduct four one-week teacher trainer first aid courses in Montana during the month of November, provided there is sufficient enrollment to justify the program. Schools are urged to send one teacher for this course to one of the training centers (places to be announced later). Red Cross chapters are also encouraged to take an interest in this program. Expenses for persons participating are usually provided by local Red Cross chapters or local school districts. Persons completing the course will be granted a First Aid Teaching Certificate valid for three years.

Every community should have a qualified first aid teacher for the benefit of the public. The school is the proper and logical organization to anticipate and care for this need in most communities. Persons interested in enrollment for this training should immediately contact either their county superintendent or the State Department of Public Instruction.

### ATTORNEY GENERAL'S OPINIONS

Op. No. 85, Vol. 24 "Upon complaint being made to the County Transportation Committee such committee has the authority to fix bus routes and to order one school district to discontinue transporting resident elementary pupils of another district who have not been granted permission to attend school in a district other than that of residence."

That a set of criteria be set up to determine residence. The criteria have been mailed out and the County Transportation Committee must apply them to all applicants. Applications for isolated transportation should also conform to the degree of isolation and be screened carefully. The committees should hold fall and spring meetings. Suggestions for procedures are found in the Transportation Administration Manual.

County Transportation Committees in most counties are administering their transportation programs in a very effective manner. The program is tending to conform more closely to state law and state regulations. Most controversies are handled in a fair and democratic manner.

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3	5.02	2.42	4.85	7.29	9.73	12.17	14.61	17.05	19.49	21.93	24.37	26.81	29.25	31.69	34.13	36.57	39.01	
4	7.52	3.15	6.29	9.44	12.58	15.73	18.88	22.03	25.18	28.33	31.48	34.63	37.78	40.93	44.08	47.23	50.38	
5	10.02	4.25	8.50	12.75	17.00	21.25	25.50	29.75	34.00	38.25	42.50	46.75	51.00	55.25	59.50	63.75	68.00	
6	12.52	5.10	10.20	15.30	20.40	25.50	30.60	35.70	40.80	45.90	51.00	56.10	61.20	66.30	71.40	76.50	81.60	
7	15.02	5.95	11.90	17.85	23.80	29.75	35.70	41.65	47.60	53.55	59.50	65.45	71.40	77.35	83.30	89.25	95.20	
8	17.52	6.80	13.60	20.40	27.20	34.00	40.80	47.60	54.40	61.20	68.00	74.80	81.60	88.40	95.20	102.00	108.80	
9	20.02	7.65	15.30	22.95	30.60	38.25	45.90	53.55	61.20	68.85	76.50	84.15	91.80	99.45	107.10	114.75	122.40	
10	22.52	8.50	17.00	25.50	34.00	42.50	51.00	59.50	68.00	76.50	85.00	93.50	102.00	110.50	119.00	127.50	136.00	
12	25.02	10.20	20.40	30.60	40.80	51.00	61.20	71.40	81.60	91.80	102.00	112.20	122.40	132.60	142.80	153.00	163.20	
14	27.52	11.90	23.80	35.70	47.60	59.50	71.40	83.30	95.20	107.10	119.00	130.90	142.80	154.70	166.60	178.50	190.40	
16	30.02	13.60	27.20	40.80	54.40	68.00	81.60	95.20	108.80	122.40	136.00	149.60	163.20	176.80	190.40	204.00	217.60	
18	32.52	15.30	30.60	45.90	61.20	76.50	91.80	107.10	122.40	137.70	153.00	168.30	183.60	198.90	214.20	229.50	244.80	

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