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No. 4  
1961

# Journalism Review

- News and the Nation's Security . . . *Douglass Cater*
- Appraising the Appraisers . . . . . *Nathan B. Blumberg*
- Montana Press in 1960 Campaign . . . *MSU Journalism Seniors*
- A Hard Look at Montana Journalism . *Vic Reinemer*
- The Incomparable Tatsey . . . . . *Dorothy M. Johnson*
- Special Problem in Reporting . . . . . *Edward B. Dugan*
- Perception in Educational TV . . . . . *Herbert D. Seiter*
- The Future of ETV . . . . . *Erling S. Jorgensen*
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*School of Journalism*  
 MONTANA STATE UNIVERSITY  
 MISSOULA, MONTANA

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The *Journalism Review* is published during the academic year by the Bureau of Press and Broadcasting Research of the School of Journalism, Montana State University, Missoula, Montana.

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*Dean A. L. Stone Address:*

# NEWS

# AND

# THE NATION'S

# SECURITY

by **DOUGLASS CATER**

DOUGLASS CATER, Washington editor of *The Reporter* magazine, delivered the fifth Dean A. L. Stone Address as the 1961 Professional Lecturer at the MSU School of Journalism. This is a particularly important problem of news and the nation's security is one which Mr. Cater knows well. He served the government in various capacities before becoming a columnist and critic of Washington affairs. His well-known book, "The Fourth Branch of Government," published in 1959, was cited by Walter Lippmann as "the shrewd reflections of an insider about the inside of journalism in Washington."

Politics, Robert Frost remarked not long ago, is the gentle art of misunderstanding each other all you can. It is a definition which permits a rather major role for the press in our political system. By seeking out and signalling the misunderstandings of politics, the press believes rather arrogantly that it helps to clarify things.

This is the way it has worked for a long, long time. On the whole, it has worked well for a nation whose politics have been primarily turned in on itself. But now the doubt has been raised whether this role of the press is as valid when applied to the politics of national survival in which the nation is now engaged. How relevant to this brand of politics are the old-fashioned journalistic notions of the scoop, the expose, and the angle? Is all the news fit to print?

These are difficult questions which President Kennedy

was not the first to ask. But no one else has had quite the platform he did when he addressed the newspaper publishers and declared, "Every newspaper now asks itself with respect to every news story: 'Is it news?' All I suggest is that you add the question: 'Is it in the interest of national security?'"

Always in the past the press has argued that the way it reported the news *was* the national interest and therefore the national security. This claim was not simply based on the constitutional privilege accorded under the First Amendment to an establishment in America that antedates the federal government. It was also based on the fact that the press, uniquely in the American system, is indispensable to the working of our form of government.

The reason for this is fairly evident. Our founding fathers, in their wisdom, created what they called a govern-

ment of "separated powers." But, as has been pointed out, what they really created was a government of separated institutions *sharing* powers. Within the fragmented power structure, it was absolutely essential to have a communication system that was not of or beholden to any one branch of government. From the earliest times, the reporter has played a role as the quasi-official courier between the two ends of Pennsylvania Avenue in Washington.

His role goes beyond that. Because no one, not even the President, has enough power to get his job done without help from outside, American politics, far more than in the parliamentary-type democracies, requires the systematic appeal to public opinion to gain the necessary support.

As government has grown big and complex, as its programs have become long lived and costly, the problem of communicating to the public has taken on added importance. Washington, more than any other capital in the world, has acquired routines and rituals for the purpose of explaining itself to the press and through the press, hopefully, to the people. The Presidential press conferences, the committee probes of Congress, the elaborate system of background briefings—all are part of this explaining process.

They have developed haphazardly but the underlying reason for them was not accidental. They have to do with the way power works. As Walter Lippmann has noted, "Nothing affects more the balance of power between Congress and the President than whether the one or the other is the principal source of news and explanation and opinion."

The competition is by no means limited to the President and Congress. Within the sprawling executive agencies, policies and programs may live or die depending on whether they can attract public attention. In a department like the Pentagon, where weapons systems compete for billions of dollars, the public information officer is as highly treasured as the battlefield general.

## TWO PROPOSITIONS

I submit this analysis because I believe it to be fundamental to understanding the role of the press as we prepare to examine its responsibilities. From it, two propositions seem to me self-evident:

First, we have in this country what might be called government by publicity. All the noise and news coming from Washington is not an unhealthy byproduct but very much part of the creative ferment that is the way our system of government works.

Second, the press has a power and position greater than it commonly recognizes. It helps set the priorities for the people and the politicians. Each day in Washington, thousands of words are spoken, dozens of events occur. The press selects whether the public is distracted by the trivial

or enlightened by the important and the urgent. The quality of government, in turn, is shaped by this selection.

These propositions run counter to the assumption of many who approach the problem of the press and the nation's security. One prominent official of the previous Administration argued that the press has no business prying into the business of government before it is formally revealed at the White House. Until a decision crosses the President's desk, he maintained, nothing has happened. There is no news to report.

His theory supposes a decision-making process that doesn't exist and never has existed. The fact is that the decisions involving major programs and policies involve the interaction of a great many people in the executive and Congress, inside government and out. The President himself is often an observer who relies on the news to keep himself informed about what is happening.

## UNDESIRABLE REPORTING

Then, is all the news fit to print? It is a question which when put bluntly, provokes a great deal of painful soul searching among reporters in Washington. At the risk of appearing to contradict my own thesis, I would suggest certain kinds of reporting which have a damaging effect on the nation's security. My list is by no means a full one, only a suggestion of the problem that needs to be explored.

One, the advance disclosure of the U.S. government's position on issues to be negotiated at the international conference table. This occurred most recently in a new story prior to the resumption of the nuclear test ban talks in Geneva. Publication in such a case serves to undermine the U.S. bargaining position even before the U.S. has had a chance to bargain. It falls into a category of news in which publicity ahead of the event drastically changes the event itself.

Two, "leaked" news involving security matters which contains the built-in bias of those who did the leaking. One recent example provided a distorted version of a secret memorandum discussing certain aspects of our military strategy which the Secretary of State submitted to the Secretary of Defense. The leak came from a source within the Pentagon who has a vested interest in disrupting any such discussion before it ever got started. Publication of the distorted account had the further effect of provoking unwarranted fears among our allies that the U.S. government was about to make drastic changes in its military policy.

Three, the inclusion in news stories of technical data which is of little value to the ordinary reader but provides easily accessible intelligence for an enemy. President Kennedy mentioned one case in which the publication of "details concerning a secret mechanism whereby satellites were

followed required its alteration at the expense of considerable time and money."

Four, the fulsome reporting on clandestine operations conducted by our government. The recent Cuban experience does not provide a very good example of this problem. It was too rumor-ridden, too publicly visible to serve as an object lesson. But the question is certain to arise in the future as to whether the press should feel free to strip the cover from covert activities still in progress. To do so means to decide on its own prerogative that no such activities will ever be permitted to occur.

#### LEAKED NEWS

It does little good to approach past performance in a spirit of blaming particular reporters. It takes two to make a leak. In most cases of a disclosure involving security, someone inside the government contributed, wittingly or unwittingly. In the competition to push a program or a point of view, there have been military officers who have shown shocking disregard for security regulations.

At the same time, nothing is accomplished by taking the attitude of one editor who declared, after the President's speech, "I think that the job of protecting security is one that lies with the Government by policing its own sources of information." It would be possible, of course, for the President to order a tight security check placed at the entrances to State, Defense, and other key agencies. But this would serve to provide great harassment to the reporter who must have his privileged position of access to pursue the news effectively.

What is needed is to establish a greater sense of responsibility within both the government and the press toward the publication of information that is damaging to the nation's security. Unless responsible members of the press give attention to the problem, the standards tend to be set by the less responsible. Disclosures that are at first shocking become accepted as the practice continues without criticism. Self-restraints that the press accepts as normal when dealing with a local news situation are lightly abandoned when dealing with national security matters. No responsible reporter or editor, for example, would prematurely expose the details of a police effort to capture a kidnapper. Is it going too far to suggest the same degree of caution in handling the news that involves war or peace?

To argue for self-restraint is not the same thing as to argue for censorship. The local paper does not hesitate to expose the local police department when it suspects corruption or maladministration in the handling of a criminal case. The press must exercise that post mortem privilege on

a national level. In my opinion, the press does too little rather than too much of the searching examinations that put government on the spot. But in making those examinations, the editorial decision should be based on a higher standard than what is sometimes referred to as "news judgment."

The editor may protest that he lacks the necessary knowledge on which to make this higher judgment when it involves the nation's security. He is engaged in a highly competitive situation. If he shows restraint, what guarantee does he have that his competitors will do likewise?

#### TWO SUGGESTIONS

Admittedly, he is confronted by a difficult problem. But this is no reason not to make a start in exploring solutions. I would suggest two beginnings:

One, there needs to be someone at the very highest level of government—removed from the petty and parochial fights within the departments—who makes it his full time business to brood over the problems of news and security. He should not be of a censor mentality. In fact, his obligation would be to determine how quickly and fully the news of government could be got out. His first impulse would be to correct the distorted story by supplementing it, not by suppressing it. He would have to have access to the President himself in pursuing this task. Only with an open approach to the news would he develop the mutual trust that would permit him to advise newsmen when, in the interest of national security, the story should be delayed or, on occasion, deleted.

There is also need for a Council of Elders. Composed, perhaps, of editors emeritus and retired senior government officials, they could serve as a board of appeals when there are violations of security or excessive strictures on information. Such a board would have no punitive powers other than the publicity that would be given to its criticism of those who behave irresponsibly.

These would be reasonable proposals for the press to make in response to the President's appeal. Unless the press does take the initiative in this matter, there should be no great surprise if the government starts to take initiatives of its own. The story is told that when James Forrestal was first Secretary of Defense he examined the problem of forming a committee of respected citizens who could examine the problem of news and security. He concluded that no committee could be found that would be accepted by the press and public as "above self-serving." If Forrestal was right, it represents, I believe, a sad and sobering failure for our country.

# APPRAISING THE APPRAISERS

By NATHAN B. BLUMBERG

DR. NATHAN B. BLUMBERG has been dean of the MSU School of Journalism since 1956. He holds two degrees from the University of Colorado and a doctorate from Oxford University where he studied as a Rhodes Scholar. He has taught at the University of Nebraska and Michigan State University. He has worked on several newspapers including the Washington (D.C.) Post and Times Herald.

The American press has been subjected to an unusual amount of astringent criticism in the past few months. We always have had critics of the press, but rarely have we witnessed a steady barrage laid down in a frontal assault similar to that to which we recently have been subjected.

There has been Carl Lindstrom's book, "The Fading American Newspaper," which lifted the rug to reveal a bit of dirt that had been swept under it; there was Harry Ashmore's bitter article on newspapers in the *Saturday Evening Post*; there was Gordon Gray who spoke on the subject in much the same terms; the American Society of Newspaper Editors has been engaging in an extraordinary amount of navel-contemplating and hairshirt-wearing lately; the New York City outlet of the Columbia Broadcasting System has initiated a weekly television review of the press; and even Sigma Delta Chi has changed its official designation from "fraternity" to "society" and increased its annual dues to show that it means business.

This phenomenon is not necessarily bad. Some critics have something worthwhile to say and they say it well. But one cannot escape the conclusion that much of the criticism, lacking a proper forum, does not have very much effect either on our editors and publishers or on the consuming public.

## THE NIEMAN REPORTS

Take, for instance, the April, 1961, issue of *Nieman Reports*. What does one find?

John Harrison of the State University of Iowa calling on the nation's schools of journalism to make criticism and

\*This is condensed from the KAPPA TAU ALPHA address delivered at the University of Oregon, Eugene, on May 4, 1961.

evaluation of the press a principal order of their business. Joseph Loftus of the *New York Times* indicting the nation's editors and reporters for their coverage of labor stories, especially the steel strikes. An editor urging the nation's small town newspapers to flex their muscles in serious journalistic effort. A book editor issuing from his bed a blistering attack on blizzard coverage by a Boston newspaper. A Nieman Fellow asking "What's gone wrong with newspapers?" and then suggesting more extensive use of shorthand and tape recorders. Gene Cervi of, of course, *Cervi's Journal*, calling attempts to evaluate press performance in the recent campaign "juvenile and superficial." These measurements, says Gene, "are for the gods. Are there gods among us?" Three paragraphs earlier he had answered his own question: If there are no gods, there is at least a God. "Tell me who or what owns a newspaper," vows Gene Cervi, "and I'll tell you with exactness, that surprises no informed person, what kind of newspaper it is and who it supported for president, governor, congress, the town council and dog catcher."

Gene or somebody forgot to tell Louis Lyons, however, because a few pages later in *Nieman Reports* there is Editor Lyons castigating the *Denver Post* as typical of "Republican resistance to doing anything about rising unemployment." This is all very well, except for the fact that the *Denver Post* supported the election of John F. Kennedy. Mr. Lyons goes on to give the *Denver Post* holy ned because of its habit of running a daily front page story with a headline kicker—"Good News Today"—a habit it picked up during the Eisenhower administration without coming to the attention of Louis Lyons.

In between Gene Cervi's popup and Louis Lyons' strikeout we were treated to some nifty pitching. There was Rebecca Gross and her opinion that there is too much "looking for sex angles" and not enough searching for "moral conflict"—the words, I assure you, are hers. John L. Hulteng of the University of Oregon notes what has happened to the press during the last 25 years in this country, with special emphasis on consolidation and merger, and makes some suggestions on what the newspapers can and should do in the years to come. Lester Markel casts some sharp views on the newspaper's national and international role and concludes that "self-examination and self-analysis" are badly needed. And there are other items of a similar nature.

Thus does *Nieman Reports* provide a sounding board for observers and critics of the American press. Other publications also devote a part of their space and effort to critical analyses. *The Reporter* magazine, *Saturday Review*, *Time*, *American Editor*, *ASNE Bulletin*, *Nation*, *New Republic* and *National Review* all occasionally search for the jugular of our daily newspapers. One can only regret that it is impossible to include in this list *Editor & Publisher*, which has improved so tremendously in news content and makeup during the past few years, but which does not serve as a critical watchdog of the American press.

It should be clear, therefore, that we suffer no lack of critics or no paucity of publications willing to take a critical posture toward the American press. The voices come from every side, and the babel is triumphantly loud and noisy, but the fact remains that nothing much ever really happens.

There is one area—and perhaps the only important area—in which the American press has notably improved its performance as the result of criticism and critical surveys. Make no mistake about it: The greatly improved impartiality of coverage of the 1960 presidential campaign was due, in large part, to the fact that newspapers knew they were being closely watched. The cry of "one-party press" in 1952 paid a small dividend in the coverage of the 1956 campaign and a huge one in 1960. With the election turning out as close as it did, it is safe to assume that if John F. Kennedy had been treated by the press in 1960 as Adlai Stevenson was in 1952, he would have been defeated.

#### A DISTINGUISHED NEW CRITIC

A distinguished new critic joined the ranks when the members of the American Newspaper Publishers Association were in convention assembled. They heard President Kennedy suggest that newspapers editors and publishers should temper their journalistic decisions with a

greater measure of responsibility. In the context and the moment in which his words were uttered, it would seem unlikely that very many persons close to journalism would miss the significance of his remarks. And yet, judging from the comments on his speech, both by publishers and their editorial writers, it is clear that almost everyone has failed to grasp what Mr. Kennedy was really talking about.

He was talking primarily about the *New York Times* and its coverage of preparations of the invasion of Cuba by anti-Castro Cubans.

It was no secret in Washington and New York during those dark days following the failure of the abortive invasion that many persons, especially the anti-Castro Cubans in the United States, scathingly excoriated the *Times* for its news reports on invasion preparations. It was said in no uncertain terms that Castro did not need espionage agents in this country; all he required was a subscription to the *New York Times*. One cannot blame the President for refusing to be specific in this case, because he has little to gain from saying the words right out. One cannot blame some newspaper publishers or editorial writers for failing to come to terms directly with the issue. (The *New York Times*, incidentally, blandly agreed that the President might have a point, but did not for a moment choose to recognize that the President had the *Times* most specifically in mind). One cannot even blame those persons who failed to realize what the President was talking about. One can blame, however, those editorial writers and commentators who knew full well what was going on in the mind of Mr. Kennedy and who refused to say the magic words that would bring into the full spotlight what is unquestionably the greatest newspaper in the United States. They were either unready or afraid to confront the pockmarked face of American journalism.

This is not necessarily to suggest that the *Times* was wrong. Nor that the *Nation* magazine or *Time* magazine or a few American newspapers which carried early accounts of the invasion preparations were wrong. It could be argued, and argued well, that the journalistic media did not adequately inform their readers of the extent of the Central Intelligence Agency's role in the ill-fated landing on the shores of Cuba. This is the kind of problem that is ever-present, indeed even inherent, in the press in a free society. The freedom to report—the obligation to report—sometimes can be damaging to a nation's policies and purposes; it was Bismarck who observed that every country inevitably must pay for the windows broken by its newspapers. Sometimes that is a small and necessary price to pay; it could, however, be too big a price if the stakes meant World War III.



## THE PROBLEM

The American press necessarily must be an appraiser. It must be critical of many persons and ideas and aspects of our society. Historically, this is its responsibility and its obligation. In many ways it fulfills its traditional role ably and courageously. Yet it remains relatively immune itself to appraisal and to criticism. It is frequently tough and hard and unflinching when dishing it out, but remarkably tender and thin-skinned when someone strikes back. In the parlance of the ring, it has a good punch, but cuts easily.

Half of the problem seems inevitably to narrow down to the fact that we have quite enough critics but we have no single place where they can assemble. The other half of the problem is that we are getting nowhere—or hardly anywhere—dealing in generalities about the press when we should be talking about specific newspapers and specific instances of responsibility and irresponsibility.

Where, then, are we going to find the answer to these two halves of the total problem?

We won't find it in the American Society of Newspaper Editors or the American Newspaper Publishers Association, both of which would no more consider appointing their own watchdog commissions than they would tolerate a suggestion that they abolish national advertising. We won't find it in existing publications, all of which remain just inside or just outside the periphery of effective evaluation of individual newspapers. We could not and should not consider finding it in the government, which would violate every tradition of our free press.

It has been suggested that the nation's schools of journalism take over the role of appraiser and critic. The answer to that one is simple: they do not have the time or the money to assume the job. This is a task which takes far more than the spare time of a professor or even a group of professors at various schools.

We come inevitably to the foundations. Everyone comes inevitably to the foundations. What we find there is not encouraging.

The foundations have never been willing to sponsor evaluations of press performance except in the most general terms. They seem to be scared to death of newspapers, especially if anybody starts getting specific about certain newspapers.

Take, for instance, the Center for the Study of Democratic Institutions. Its publications are cogently assembled, oftentimes brilliantly written, and typographically magnificent. They find their way to libraries, to colleges and universities, to the desks of editors and publishers—in short, to everyone except the public.

The answer to the halves of our problem lies, ultimately, in the creation of a board of vigorous, competent critics who will examine and investigate the press on a national scale, independently, without fear or favor. They must be free to report what they find. They must report regularly, preferably weekly or twice a month. They must defend the press against uninformed or misinformed attacks as well as point out the shortcomings of individual newspapers. They must work together in a central office, but deal with the press on a national scale.

This National Board of the American Press—if it requires a title this might serve as a starting point—would be ready to receive information from journalists and educators and the general public throughout the United States. It would allow space in its reports for replies or for dissenting opinions. But most important, it would provide the central point for a continuing study of the American press, and the critics would know where their headquarters are located.

As a publishing venture capable of standing on its own feet it has enormous virtues. The number of citizens who would be willing to subscribe to a publication of this kind probably is larger than most of us suspect. In the meantime, to get it started, perhaps one of the foundations might now be ready to get behind a fundamental and basic project with the singular merit of being highly practical. Most of the accredited schools and departments of journalism, I believe, would be willing to cooperate with a National Board of the American Press.

If we had had a board of this kind during the past few days we would have had a focal point for the study of the role of a free press confronted by the problem of national security in the Cuban fiasco. Instead of operating in the fog in which we now find ourselves, we could have cut through the conflicting reports and come up with a valid assessment of the newspapers and our intelligence system. We would be much closer to knowing whether we need more self-censorship on the part of newspapers, as the President suggested, or whether we should improve our intelligence system to prevent another failure.

The good newspapers have little to fear. Our poor newspapers, the sensational and the shoddy, have much to fear. They are the ones which will scream most loudly against an undertaking of this kind, rising in righteous indignation and editorial vehemence to denounce these people who come to tell them how to run their business. But under this proposal no one would be trying to tell anyone else how to run his business; the board would simply report on how business is going. The facts have been locked in a safe for too many years. This is perhaps the best way to listen to the fall of the tumblers of the journalistic combination lock.

# MONTANA'S DAILY PRESS IN THE 1960 CAMPAIGN

## by THE SENIOR SEMINAR STUDENTS

Robert Amick, Millie Bergland, Gale Brammer, Owen Ditchfield, Jack Gilluly, Gaylord Guenin, Robert Hedderick, Charles Hood, Bill Howell, John Kavanagh, Judith King, Arlene Myllymaki Knee, Zena Beth McLashan, Judith McVey, Nancy Nelson, Vern Nelson, Rolf Olson, John Schroeder, Mary Steadman, Larry Stevens, Barbara Williams, Penny Wagner.

*Senior Seminar, a course devoted to exploration of contemporary problems journalists must understand, among other projects this year took a hard look at the coverage given the 1960 political campaign by Montana's daily newspapers. DEAN NATHAN B. BLUMBERG has assembled the findings of the students and lets the chips fall where they may in this article. The students are responsible for the statistical compilations and the analyses of individual newspapers; the dean—author of several articles and a book, "One-Party Press?," on coverage of the 1952 presidential campaign—wrote the introductory portion.*

The fairness of news coverage of the 1960 political campaign by Montana's daily newspapers ranged from very bad to excellent, with several gradations between the two extremes.

Senior journalism students drew conclusions on the performance of 13 of the state's 18 daily newspapers after projecting them to a rigorous statistical and subjective analysis.<sup>1</sup> The students did not draw any conclusions on

the completeness or the competence of the coverage. They judged only the impartiality of the material each news-

<sup>1</sup>Not included in the study are the *Anaconda Standard* and the *Butte Daily Post*, which emerge from the same plant as the *Montana Standard*; the *Dillon Daily Tribune* and *Glendive Daily Ranger*, which did not carry a significant amount of campaign news; and the *Missoula Sentinel*, afternoon edition of the *Daily Missoulian*.

paper presented to its readers.<sup>2</sup> Many special considerations too involved to be included in this report were discussed, and four newspapers finally were singled out for special mention as having presented the most impartial coverage:

BUTTE MONTANA STANDARD  
 HELENA INDEPENDENT RECORD  
 LIVINGSTON ENTERPRISE  
 MISSOULA DAILY MISSOULIAN

The period covered in the study was from Oct. 1 through election day, Nov. 8, 1960. The number of pages published by each of the newspapers, as Montana readers know, varied greatly, and frequency of publication ranged from four to seven days a week. Five races—presidential, gubernatorial, senatorial and the two congressional—were examined. Column-inches devoted to news stories and photographs were computed to the nearest half-inch, and headlines and cutlines were included in the computations. Subjective judgments were, of course, frequently necessary, and many of the decisions were hammered out in class discussions. Finally, it should be clearly understood that only news stories—not feature articles, editorials, syndicated columns and the like—were included.

The students were made aware of the pitfalls of statistical studies of this kind. A ruler is not the sole—or even the primary—determinant of fairness of news coverage. Allowance must be made for special circumstances, such as the illness of Mr. Nixon early in the campaign which gave Mr. Kennedy a news advantage, or the visit of Mr. Nixon to Billings and Mr. Johnson to Great Falls. In addition, there are many intangibles: the stories edited, set in type and squeezed out of the paper for lack of space; the differences in the quantity and quality of news releases

<sup>2</sup>The students also reported on political advertising in the 13 daily newspapers. The totals in column-inches are revealing:

	Rep.	Dem.
<i>Billings Gazette</i>	1211	1107
<i>Bozeman Daily Chronicle</i>	371½	466½
<i>Butte Montana Standard</i>	998	1054
<i>Great Falls Leader</i>	623½	803½
<i>Great Falls Tribune</i>	850½	1656½
<i>Hamilton Ravalli Republican</i>	326½	374½
<i>Havre Daily News</i>	238	476½
<i>Helena Independent Record</i>	1100	1637½
<i>Kalispell Daily Inter Lake</i>	472	908
<i>Lewistown Daily News</i>	281	585
<i>Livingston Enterprise</i>	184½	458
<i>Miles City Star</i>	343	541
<i>Missoula Daily Missoulian</i>	1269	871
Totals	8,268½	10,939

Daily newspaper advertising, of course, is only one form of electioneering. These figures do not necessarily have any relationship to money spent on advertising in weekly newspapers, on radio, television, direct mail, campaign cards, posters, billboards or other means of reaching voters.

issued by candidates' press representatives; the degree reliance candidates placed on television speeches rather than on the printed media, and other factors varying from newspaper to newspaper.

In fairness to the newspapers in this study it should be pointed out that coverage of the gubernatorial race presented a special problem. The Democratic candidate for governor, Paul Cannon, for reasons of his own, refused to co-operate with newspapers and wire services despite the repeated requests for information. This fact was confirmed by several editors and newspapermen and representatives of both the Associated Press and United Press International in Montana.<sup>3</sup>

The conclusions drawn on total coverage of the political campaign were carefully weighed, therefore, in the light of the imbalance which naturally resulted in the gubernatorial race, through no fault of the newspapers or the wire services.

Here is a summary of the total number of column-inches—including headlines, news stories, photographs and cutlines—each newspaper gave to the two political parties.

The 13 newspapers in the study gave 54.2 per cent of the total coverage of the five races to the Republicans and 45.8 per cent to Democrats. Ten of the 13 newspapers gave more news space to the Republicans than to the Democrats.

In the Nixon (R)-Kennedy (D) presidential campaign nine newspapers (Billings, Butte, Great Falls Leader, Hamilton, Havre, Helena, Kalispell, Miles City and Missoula) gave more news space to the Republicans, and four (Bozeman, Great Falls Tribune, Lewistown and Livingston) gave more space to the Democrats.

All 13 newspapers, probably for reasons explained above, gave more news space to Nutter (R) than to Cannon (D) in the gubernatorial race.

In the Senate race, only three newspapers (Hamilton, Livingston and Miles City) gave more space to Fjare (R) than to Metcalf (D).

Four newspapers gave no coverage to the campaign for the U.S. House of Representatives in the First District. Three papers (Great Falls Leader, Hamilton, and Kalispell) gave more space to Sarsfield (R); five papers (Bozeman, Butte, Great Falls Tribune, Helena and Miles City) gave more space to Olsen (D). The *Missoulian* gave exactly the same number of column-inches to the two candidates.

<sup>3</sup>Whether the defeat of Mr. Cannon was in part the result of his refusal to supply information to the press must, of course, remain moot. Many candidates in the past successfully based their campaign strategy on hostility toward the Anaconda Company newspapers; since the papers were sold to the Lee Newspaper of Montana, however, this practice seems to be of doubtful political value.

## BOZEMAN DAILY CHRONICLE

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	48	50	345½	366½	0	1	0	13½
Governor	4	5	11	16½	0	0	0	0
Senate	3	5	7	18	0	0	0	0
Congress—1st	2	2	4½	4½	0	0	0	0
Congress—2nd	2	4	5	10½	0	0	0	0
Totals	59	66	373	416	0	1	0	13½

### INSIDE PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	23	32	174	233½	1	1	34	27
Governor	15	7	50	19	0	0	0	0
Senate	2	19	5½	70	0	0	0	0
Congress—1st	3	5	7	11½	0	0	0	0
Congress—2nd	3	3	9	10	0	0	0	0
Totals	46	66	245½	344	1	1	34	27

### TOTAL COVERAGE

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	71	82	519½	600	1	2	34	40½
Governor	19	12	61	35½	0	0	0	0
Senate	5	24	12½	88	0	0	0	0
Congress—1st	5	7	11½	16	0	0	0	0
Congress—2nd	5	7	14	20½	0	0	0	0
Totals	105	132	618½	760	1	2	34	40½

Three newspapers made no mention of the congressional race in the Second District. More space was given to Battin (R) by five newspapers (Great Falls Leader, Havre, Helena, Lewistown and Miles City); an equal number of newspapers gave Graybill (D) more space (Billings, Bozeman, Butte, Great Falls Tribune and Livingston).

Following are the statistical findings of the students for each of the newspapers:

	Rep.	Dem.
Billings Gazette	1637	1129
Bozeman Daily Chronicle	652½	800½
Butte Montana Standard	1037	1066
Great Falls Leader	1293	904
Great Falls Tribune	2167	2445½
Hamilton Ravalli Republican	187½	2
Havre Daily News	487	340
Helena Independent Record	1277½	1072
Kalispell Daily Inter Lake	1073½	843½
Lewistown Daily News	424	331
Livingston Enterprise	551	472
Miles City Star	1328½	823
Missoula Daily Missoulian	957	804
Totals	13,072½	11,032½

## THE BILLINGS GAZETTE

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	47	42	363½	296	3	1	49½	22½
Governor	4	0	31½	0	0	0	0	0
Senate	0	0	0	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	51	42	395	296	3	1	49½	22½

### INSIDE PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	56	47	399	297	8	6	104½	81
Governor	57	24	424	142½	1	0	18	0
Senate	22	27	118½	145½	1	1	4½	4½
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	22	31	124	140	0	0	0	0
Totals	157	129	1065½	725	10	7	127	85½

### TOTAL COVERAGE

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	103	89	762½	593	11	7	154	103½
Governor	61	24	455½	142½	1	0	18	0
Senate	22	27	118½	145½	1	1	4½	4½
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	22	31	124	140	0	0	0	0
Totals	208	171	1460½	1920	13	8	176½	108

## BUTTE MONTANA STANDARD

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	31	29	252	232	0	0	0	0
Governor	1	7	12	21	0	0	0	0
Senate	3	8	11	30	½	½	12	12
Congress—1st	2	5	9	17	0	0	0	0
Congress—2nd	0	1	0	4	0	0	0	0
Totals	37	50	284	304	½	½	12	12

### INSIDE PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	41	51	239	266	1	0	15	0
Governor	38	19	197	104	0	0	0	0
Senate	24	31	132	187	0	0	0	0
Congress—1st	24	28	117	141	0	0	0	0
Congress—2nd	10	7	41	52	0	0	0	0
Totals	137	136	726	750	1	0	15	0

### TOTAL COVERAGE

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	72	80	491	498	1	0	15	0
Governor	39	26	209	125	0	0	0	0
Senate	27	39	143	217	½	½	12	12
Congress—1st	26	33	126	158	0	0	0	0
Congress—2nd	10	8	41	56	0	0	0	0
Totals	174	186	1010	1054	1½	½	27	12

### GREAT FALLS LEADER

#### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	29	18	329	183½	4	3	77½	18
Governor	1	0	3½	0	1	1	3	3
Senate	0	0	0	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	0	0	0	0	0	1	0	4
Totals	30	18	332½	183½	5	5	80½	25

#### INSIDE PAGES

President	69	61	646	526	1	1	12	12
Governor	16	7	85½	36	0	0	0	0
Senate	7	13	35	87½	0	0	0	0
Congress—1st	5	3	25½	8	0	0	0	0
Congress—2nd	10	4	76	26	0	0	0	0
Totals	107	88	868	683½	1	1	12	12

#### TOTAL COVERAGE

President	98	79	975	709½	5	4	89½	30
Governor	17	7	89	36	1	1	3	3
Senate	7	13	35	87½	0	0	0	0
Congress—1st	5	3	25½	8	0	0	0	0
Congress—2nd	10	4	76	26	0	1	0	4
Totals	137	106	1200½	867	6	6	92½	37

### GREAT FALLS TRIBUNE

(NOTE: Four issues missing and unavailable.)

#### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	51	48	481½	513	5	5	67½	53½
Governor	3	1	21	3½	0	0	0	0
Senate	2	0	4	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	1	0	2	0	0	0	0	0
Totals	57	49	508½	516½	5	5	67½	53½

#### INSIDE PAGES

President	95	117	746	808	18	26	310	456
Governor	45	27	279	189	3	1	9	1
Senate	19	32	69	197½	3	1	15	15
Congress—1st	12	15	47½	65	1	0	1	0
Congress—2nd	18	26	113	144	0	0	0	0
Totals	189	217	1254½	1403½	25	28	335	472

#### TOTAL COVERAGE

President	146	165	1227½	1321	23	31	379	509½
Governor	48	28	300	192½	3	1	9	1
Senate	21	32	73	197½	3	1	15	5
Congress—1st	12	15	47½	65	1	0	1	0
Congress—2nd	19	25	115	144	0	0	0	0
Totals	246	236	1763	1920	30	33	404	525½

### HAMILTON RAVALLI REPUBLICAN

#### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	2	0	12	0	0	0	0	0
Governor	4	0	38	0	2	0	19	0
Senate	4	0	23½	0	1	0	5	0
Congress—1st	5	0	36	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	15	0	109½	0	3	0	24	0

#### INSIDE PAGES

President	0	0	0	0	0	0	0	0
Governor	3	1	41	2	0	0	0	0
Senate	0	0	0	0	0	0	0	0
Congress—1st	2	0	13	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	5	1	54	2	0	0	0	0

#### TOTAL COVERAGE

President	2	0	12	0	0	0	0	0
Governor	7	1	79	2	2	0	19	0
Senate	4	0	23½	0	1	0	5	0
Congress—1st	7	0	49	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	20	1	163½	2	3	0	24	0

### HAVRE DAILY NEWS

#### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	31	28	235½	184½	4	2	49½	27
Governor	9	0	32½	0	0	0	0	0
Senate	2	2	4	5	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	2	1	6½	3½	0	0	0	0
Totals	44	31	278½	193	4	2	49½	27

#### INSIDE PAGES

President	18	11	110	77½	1	1	10	13½
Governor	4	2	18½	13½	0	0	0	0
Senate	4	3	11½	12½	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	3	1	9	3	0	0	0	0
Totals	29	17	149½	106½	1	1	10	13½

#### TOTAL COVERAGE

President	49	39	345½	262	5	3	59½	40½
Governor	13	2	51	13½	0	0	0	0
Senate	6	5	15½	17½	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	5	2	15½	6½	0	0	0	0
Totals	73	48	427½	299½	5	3	59½	40½

## HELENA INDEPENDENT RECORD

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	47½	43½	515	462	6	5	76½	66
Governor	0	0	0	0	0	0	0	0
Senate	0	0	0	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>47½</b>	<b>43½</b>	<b>515</b>	<b>462</b>	<b>6</b>	<b>5</b>	<b>76½</b>	<b>66</b>

### INSIDE PAGES

President	23	21	170½	132	2	3	7½	16½
Governor	49	24	310	120½	0	0	0	0
Senate	26½	27½	130½	163	0	0	0	0
Congress—1st	15½	18½	62	107	0	0	0	0
Congress—2nd	1½	1½	5½	5	0	0	0	0
<b>Totals</b>	<b>115½</b>	<b>92½</b>	<b>678½</b>	<b>527½</b>	<b>2</b>	<b>3</b>	<b>7½</b>	<b>16½</b>

### TOTAL COVERAGE

President	70½	64½	685½	594	8	8	84	82½
Governor	49	24	310	120½	0	0	0	0
Senate	26½	27½	130½	163	0	0	0	0
Congress—1st	15½	18½	62	107	0	0	0	0
Congress—2nd	1½	1½	5½	5	0	0	0	0
<b>Totals</b>	<b>163</b>	<b>136</b>	<b>1193½</b>	<b>989½</b>	<b>8</b>	<b>8</b>	<b>84</b>	<b>82½</b>

## KALISPELL DAILY INTER LAKE

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	43	35	505	375	3	2	15	22
Governor	0	4	0	17½	0	1	0	7
Senate	1	3	18	13½	1	1	18	7
Congress—1st	1	2	2½	6	0	1	0	7
Congress—2nd	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>45</b>	<b>44</b>	<b>525½</b>	<b>412</b>	<b>4</b>	<b>5</b>	<b>33</b>	<b>43</b>

### INSIDE PAGES

President	30	32	304½	242½	2	1	32	13½
Governor	11	4	100½	36	0	0	0	0
Senate	6	12	58½	84½	0	0	0	0
Congress—1st	2	1	19½	12	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>49</b>	<b>49</b>	<b>483</b>	<b>375</b>	<b>2</b>	<b>1</b>	<b>32</b>	<b>13½</b>

### TOTAL COVERAGE

President	73	67	809½	617½	5	3	47	35½
Governor	11	8	100½	53½	0	1	0	7
Senate	7	15	76½	98	1	1	18	7
Congress—1st	3	3	22	18	0	1	0	7
Congress—2nd	0	0	0	0	0	0	0	0
<b>Totals</b>	<b>94</b>	<b>93</b>	<b>1008½</b>	<b>787</b>	<b>6</b>	<b>6</b>	<b>65</b>	<b>53½</b>

## LEWISTOWN DAILY NEWS

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	16	13	135	135	1	1	7	7
Governor	2	1	17	9	2	0	21	0
Senate	0	0	0	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	1	0	10	0	0	0	0	0
<b>Totals</b>	<b>19</b>	<b>14</b>	<b>163</b>	<b>144</b>	<b>3</b>	<b>1</b>	<b>28</b>	<b>7</b>

### INSIDE PAGES

President	10	9	71	103	1	3	22	29
Governor	13	2	94	12	0	0	0	0
Senate	4	6	27	35	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	3	0	19	0	0	0	0	0
<b>Totals</b>	<b>30</b>	<b>17</b>	<b>211</b>	<b>151</b>	<b>1</b>	<b>3</b>	<b>22</b>	<b>29</b>

### TOTAL COVERAGE

President	26	22	207	238	2	4	29	33
Governor	15	3	111	21	2	0	21	0
Senate	4	6	27	36	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	4	0	29	0	0	0	0	0
<b>Totals</b>	<b>49</b>	<b>31</b>	<b>374</b>	<b>295</b>	<b>4</b>	<b>4</b>	<b>50</b>	<b>33</b>

## LIVINGSTON ENTERPRISE

### FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	28	27	287	265	4	4	31	32
Governor	7	3	53	19	0	0	0	0
Senate	2	5	8½	30½	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	3	1	18	4	0	0	0	0
<b>Totals</b>	<b>40</b>	<b>36</b>	<b>366½</b>	<b>318½</b>	<b>4</b>	<b>4</b>	<b>31</b>	<b>32</b>

### INSIDE PAGES

President	4	5	19	42½	0	0	0	0
Governor	17	3	54½	8½	0	0	0	0
Senate	18	8	59	30½	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	9	13	21	40	0	0	0	0
<b>Totals</b>	<b>48</b>	<b>29</b>	<b>153½</b>	<b>121½</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

### TOTAL COVERAGE

President	32	32	306	307½	4	4	31	32
Governor	24	6	107½	27½	0	0	0	0
Senate	20	13	67½	61	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	13	14	39	44	0	0	0	0
<b>Totals</b>	<b>88</b>	<b>65</b>	<b>520</b>	<b>440</b>	<b>4</b>	<b>4</b>	<b>31</b>	<b>32</b>

MILES CITY STAR

FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	52	45	583	491	5	4	54	32
Governor	3	0	16	0	1	0	2½	0
Senate	0	0	0	0	0	0	0	0
Congress—1st	0	0	0	0	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	55	45	599	491	6	4	56½	32

INSIDE PAGES

President	51	29	448	202	0	0	0	0
Governor	32	13	103	38	0	0	0	0
Senate	23	12	71	31	0	0	0	0
Congress—1st	1	2	3	5	0	0	0	0
Congress—2nd	14	10	48	24	0	0	0	0
Totals	121	66	673	300	0	0	0	0

TOTAL COVERAGE

President	103	74	1031	693	5	4	54	32
Governor	35	13	119	38	1	0	2½	0
Senate	23	12	71	31	0	0	0	0
Congress—1st	1	2	3	5	0	0	0	0
Congress—2nd	14	10	48	24	0	0	0	0
Totals	176	111	1272	791	6	4	56½	32

MISSOULA DAILY MISSOULIAN

FRONT PAGES

	No. of Stories		Col.-In. Stories		No. of Photos		Col.-In. Photos	
	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.	Rep.	Dem.
President	41	43	340	376	2	2	17	17
Governor	3	4	29	23	0	0	0	0
Senate	2	1	8	2	0	0	0	0
Congress—1st	1	1	1	2	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	47	49	378	403	2	2	17	17

INSIDE PAGES

President	24	21	169	118	0	0	0	0
Governor	32	10	195	61	0	0	0	0
Senate	18	23	112	120	0	0	0	0
Congress—1st	15	15	86	85	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	89	69	562	384	0	0	0	0

TOTAL COVERAGE

President	65	64	509	494	2	2	17	17
Governor	35	14	224	84	0	0	0	0
Senate	20	24	120	122	0	0	0	0
Congress—1st	16	16	87	87	0	0	0	0
Congress—2nd	0	0	0	0	0	0	0	0
Totals	136	118	940	787	2	2	17	17

# DEAN ARTHUR L. STONE— A PIONEER IN JOURNALISM EDUCATION\*

By JACK C. SEIGLE

When Arthur L. Stone became dean of the Montana State University Department of Journalism in 1914, he immediately took steps to make what was to become the School of Journalism one of the top such schools in the nation. After starting out in tents, the department moved from hut to hut until the end of World War I, when the school moved into Marcus Cook Hall. Despite poor physical facilities, the dean, along with his assistants, was able to establish one of the ten best schools in the nation by 1917. That was the year the School of Journalism joined nine other schools to found the Association of American Schools and Departments of Journalism.

The school's reputation had been established within three years after Dean Stone took over; but he continued to face problems of increased enrollment, shortage of instructors, inadequate plant, and meager laboratory equipment. Fortunately, he knew many of the practicing newspapermen in Montana through years of association with them before he became dean. Through the Montana State Press Association, they supported him in his efforts to improve the standing of the school during the 1920s

\*This is an abstract of the thesis of Jack C. Seigle, who was awarded a master of arts degree in journalism at Montana State University in 1956.

and 1930s. Gradually, he succeeded in getting more laboratory equipment, mostly through donations from newspapers. In 1937, the school dedicated a new \$180,000 journalism building.

From the beginning, Dean Stone stressed "truth" as the guiding light for the newspaperman and all journalists. His philosophy emphasized fundamentals of good writing, loyalty to the newspaper, and curiosity in seeking all of the elements in a newspaper story. Above all, he was an inspiration to his students; his lecture sessions set the pace in the School of Journalism. Colleagues on the national scene recognized his abilities and leadership by electing him president of the Association of American Schools and Departments of Journalism in 1928.

By 1937 he had obtained a new building, adequate laboratory facilities, and an enlarged teaching staff. However, dissension within the school to some extent overshadowed these accomplishments. It was not until 1941 that the dean was able to override temporary disappointment.

Dean Stone's contributions to Montana State University and the School of Journalism have been recognized many times in many ways. Perhaps the most significant recognition has come from students who studied under him during the 28 years he was at the University.

# A HARD LOOK AT MONTANA JOURNALISM

By VIC REINEMER

*Here are some serious thoughts of a serious journalist on some of the serious problems of Montana journalism. VIC REINEMER knows these problems well. Indeed he knows almost all problems in Montana well. He should. He was for many years executive secretary to the late Senator James E. Murray and now serves Senator Lee Metcalf in the same capacity. Last fall he spent one quarter as the Dean Stone Visiting Lecturer in the MSU School of Journalism, his alma mater.*

## Needed:

### *Better Capital Coverage*

I think that the newspapers (and television and radio as well) could stand some needling of their collective consciences. I think that they need to be urged, at this time of concentration on national purpose, to join in the quest for excellence—not merely in typography or the handling of special stories, but in the depth and breadth of their day-to-day reporting and comment about the whole spectrum of human affairs.

—ROBERT ESTABROOK, editorial page editor of the *Washington Post*, in October, 1960, *Nie-man Reports*.

Thank you, Mr. Estabrook, for a timely text.

Let's start in Washington. There I heard Columnist Robert S. Allen tell a Sigma Delta Chi panel that newsmen would not have as many complaints about government secrecy if they spent less time in the Press Club bar and more time digging for news.

True, but the enterprising Washington reporter for a wire service does not have time to dig deeply if his beat is too broad. *AP's* Washington correspondent who handles Montana is supposed to cover regional aspects of all Washington news for four other states as well, plus other assignments. *UPI's* regional correspondent covers eight states besides Montana.

Newspapers in all but three of the 50 states supplement

wire service copy with depth stories by their Washington correspondents. Some small, sparsely-populated states have half a dozen correspondents in the capital.

Montana, Wyoming and Idaho have a larger stake in Washington events than many states do. They contain tens of millions of acres of federal forest, park, grazing and Indian land. They contain multi-million-dollar defense installations. The headwaters of two major watersheds rise in Montana. But no newspaper in the three states has a Washington correspondent.

What is the result? Take, for example, the historic U.S.-Canadian agreement last fall regarding development of the Upper Columbia River Basin.

The *New York Times*, commenting on the agreement, said:

It is hard to translate such majestic engineering works into terms of human life, but certainly some hundreds of thousands or millions of people in the Northwest on both sides of our almost invisible boundary line will benefit—and their children and children's children after them.

The one U.S. dam to be built under the agreement is in Montana, near Libby. Construction of this large dam and the Canadian projects will have great impact on Montana employment, industry, taxation and education. Yet one had to turn to the *Portland Oregonian* or *Spokane Spokesman-Review* for reporting in depth (by their Washington correspondents, Robert Smith and Frank Hewlett respectively) on this milestone in Montana development.



## COVERAGE OF STATE GOVERNMENT

Coverage of Montana's state government is similarly inadequate. Only one Montana newspaper outside Helena covers the state capital.

March, 1957, *Quill*, Sigma Delta Chi monthly, reported results of a survey of state legislators who were asked to comment on news coverage of state legislative affairs. A point system permitted comparisons between states. Wyoming ranked 46th among the 48 states. Montana ranked 47th, with Delaware in the cellar position.

Montana legislators, as reported in *Quill*, complained about poor coverage in dailies controlled by the Anaconda Company. The Lee Newspapers of Montana bought the Anaconda dailies in 1959. The 1961 session of the state legislature, which will be concluded when this article appears, will indicate whether the Lee chain rates higher than its predecessor.

I don't think many readers of Montana dailies are led to think they are getting Washington regional coverage by devices like "From the Gazette's Washington Listening Post" as the overline to David Lawrence's national column.

I don't think many readers of Montana weeklies think they are getting Washington regional coverage when the local editor prints syndicated boilerplate under a Washington dateline.

I don't think the proposed idea that the Montana Chamber of Commerce report state legislative developments for weeklies offers much hope for improvement of state capital coverage.

I don't think the weekly "Washington Notebook," which I and others write from Congressional offices, is the answer, although we send it out to help fill the glaring gap in reporting of national news with Montana angles.

There is no substitute for reporting by competent newsmen, paid by newspaper publishers instead of cause organizations or government officials.

Cost would not prohibit the poorest weekly publisher in Montana from giving his readers good year-round coverage of state affairs. For about \$100 each, Montana weekly editors could hire a correspondent to cover the capital and state institutions for all of them. Similar coverage during legislative sessions could probably be obtained for \$10 or \$20 each, depending on how many publishers participated.

Of course there are many reasons why such needed coverage seems difficult to arrange. The situation brings to mind the story about a Congressman who was asked to state the merits of a private bill he had introduced.

"Well," said the Congressman, "there are 29 reasons why this bill should not pass. But this widow needs the money."

Similarly, coverage should be improved because Mon-

tanans need to know more about what is going on in Washington and Helena than they can now read in their newspapers.

## Needed:

### *A New Perspective*

"Knowledge of history, particularly American history, is fundamental."

Joseph Pulitzer's words rang in the ears of Samuel M. Williams when Pulitzer sent him to find a new editor of the *New York World* in 1904. Williams' "find," Frank I. Cobb, "was lost in a maze of words . . . needs training . . . but knows his history and politics."<sup>1</sup>

Some Montanans were lucky enough to grow up in the circulation areas of editors who met Pulitzer's criteria, men like Tom Stout, Dan Whetstone and Miles Romney. But what of "our generation" which went through college in the Forties and Fifties? Most of us fail to put today's events in perspective, between yesterday and tomorrow, between the last generation and the next. And some—for shame—don't carry an editorial page or even a lonesome editorial.

My own trouble for years has been that I've spent too little time reading books, and too much time reading newspapers written by men with the same bad habit.

When I do get into a book I find it filled with solid editorial padding. To me the most fascinating thing about Arthur Schlesinger Jr.'s *The Coming of the New Deal* was the memories it evoked and new insights it imparted. I recalled the walk with my mother across Lost Creek, running early and high that March, to hear Franklin D. Roosevelt's inaugural address on the neighbors' Crosley radio. I gained a new perspective about local political arguments which I had listened to during my boyhood.

The most famous New Deal project near where I grew up was Sheep Mountain Hall, a recreation development in the badlands of eastern Montana, between Circle and Terry. Sheep Mountain Hall (soon to be sold to the highest bidder) means nothing to persons who were not around eastern Montana during the Dirty Thirties. Those were the times when dust clouds darkened the sky at high noon. Grasshoppers came down so thickly one Sunday afternoon in Circle that the umpire had to stop the baseball game. Motorists pulled off the road and cursed the 'hoppers which were splattering the windshields.

Nowadays, deer and antelope hunters shake their heads and wonder as they travel by the windowless Sheep Mountain Hall. Cow manure covers the broken tennis courts. Weeds grow in the empty reservoir. Years ago it was

<sup>1</sup>A. Gayle Waldrop, *Editor and Editorial Writer*, (New York: Rinehart & Co., 1953), p. 263.

filled with water and young swimmers delightedly washing powdered topsoil off their bodies in the largest body of water they had ever seen. To those of us who grew up in the area, Sheep Mountain was an oasis.

Beyond that, Sheep Mountain symbolized virtues and vices of the New Deal.

With 25 per cent of the nation's work force unemployed in 1933, a relief program was inevitable. Work relief seemed the form most compatible with self-respect and individualism.

"I don't think anybody can go year after year, month after month, accepting relief without affecting his character in some way unfavorably," said Harry Hopkins, whom Roosevelt had placed in charge of relief.

So people who had not been able to find a job for years, but hated to "go on relief," were put to work. They built schools and airports, developed parks, fought insects and dug sewers.

Washington gave great responsibility to state administrators. But little had been done to plan public works programs.<sup>2</sup>

Lack of planning, political interference, graft and ineptitude sullied a remarkable record of achievement.<sup>3</sup> Sometimes—as in the case of Sheep Mountain Hall—a project was built in the wrong place. Local officials could not agree on an accessible location. Apparently there was no money left to build good roads to the remote site, or to keep up the place after it was built.

One of us should talk to "Pop" Grandey of Terry, long-time schoolmaster and state senator, to "Hi" Berry, who was caretaker at Sheep Mountain, to Grover Lewis, who was Prairie County agent before he moved to Ronan. We should piece together fascinating stories like this, then fit them into the history of our times.

## Needed:

### *New Blood, Higher Pay*

I left newspaper work because I was offered another interesting job that doubled my salary. That is always a pretty good reason, particularly when you're in debt, the car is old, the family is becoming larger and you're tired

<sup>2</sup>"Hungry Horse" Harry Kelly and other Flathead County citizens contacted the late Senator James E. Murray, chairman of the Montana Advisory Board for the Public Works Administration in 1933, on behalf of the proposed Hungry Horse Dam. Murray asked Harold Ickes, then serving as both Secretary of the Interior and Administrator of Public Works, when the government could get started on the project. Ickes' reply, recalled Murray, was: "I've looked through all the drawers and our predecessors didn't leave any plans for Hungry Horse. But we'll draw some up."

<sup>3</sup>Arthur Schlesinger Jr., *The Coming of the New Deal* (New York: Houghton Mifflin Co., 1959), Chapter 16.

of "moonlighting" with 6 a.m. and weekend radio news-casting and evenings spent free lancing.

I also gladly devoted some time to American Newspaper Guild organization and negotiation. Occasionally a speaker addresses the American Newspaper Publishers Association or American Society of Newspaper Editors on the need for keeping trained newspapermen in the profession. I suspect that, of the three organizations, the Guild has the best record of accomplishment on this point.

Those side jobs did not help my editorial writing. They took away time which I should have spent reading and talking about the editorials I planned to write.

Some bright young writers would like to work for a newspaper but probably won't because they have been offered much better pay to work elsewhere. They may be making a mistake, professionally. Experience on a good newspaper counts high in later years. But I don't blame them too much.

Perhaps I'm not qualified to comment on the delicate question of newspaper salaries. I've never met a payroll. But some of the young talent turning to other professions would gladly become good newspapermen if publishers found it possible to up the ante.

## Needed:

### *Editorial Critiques*

There are other ways to attract good people to the profession.

I would like, just once, to see Montanan editors

(1) get off by themselves, away from public relations men and salesmen,

(2) forget, for the moment, about bigger and better mechanical equipment and ads, and

(3) consider and criticize the content and caliber of their news and editorials.

Down in North Carolina we found, after recovering partially from the severe damage to our egos, that editorial critiques resulted in better newspapers and more pride of profession. In North Carolina the critiques have developed into annual conferences. On occasion, mountaineer weekly editors educate the urban daily editors of the Piedmont, and vice versa.

The North Carolina Conference of Editorial Writers—no kin to the state press association—is a little brother of the National Conference of Editorial Writers. North Carolina members of NCEW who had participated in critiques sponsored by the national organization decided the idea was worth trying within the state.

The first year North Carolina editors did not criticize each other's editorial pages. They sent tear sheets to Rufus Terral, editorial writer for the *St. Louis Post Dis-*

*patch*. He went over the pages, then came down and talked to the North Carolinians.

Mr. Terral was not overly gentle. Piece by piece, he took apart editorials for which the writers anticipated praise. I had not yet moved to North Carolina so did not hear him. Men who did said a few editors declared they would not again be a party to such public criticism of their precious prose.

As the succeeding weeks rolled by various editors decided, sometimes grudgingly, that maybe Rufe had some points after all. Changes started appearing on editorial pages around the state. The next year a number of editors were anxious to point out the improvements they had made and wonder out loud why some of the other editors had not wised up, too. The state conference was on the way.

#### THE WORKING PLAN

Subsequently, as I recall, we operated this way:

Members who planned to attend the annual conference notified the president several months in advance. He divided the members into discussion groups—we found about six to be a workable size. The president set the week (for dailies) or month (for weeklies) during which editorial page tear sheets would be exchanged. (That way we could compare how we handled the same news events.) The week and month designated would be some time after notice went out, so participants would be reminded to set aside tear sheets and send them promptly to all other members of their discussion group.

Each editorial writer was responsible for criticizing the pages of another designated member of his group. However, he might also chime in with comments on other pages he had read, and make such defense as he chose of his own paper.

In our discussion groups we dwelt more on the reasoning and clarity of an editorial than on its conclusion. The man who dodged or straddled a hot issue could expect chiding. After the group discussions everyone would meet to hear summaries of what went on in each group.

There have been many constructive changes on North Carolina's editorial pages since the state conference was organized. I credit many of the improvements to the conference. Some changes were simply typographical—cleaning up the masthead, pulling column rules, more horizontal make-up. Effective pictures and other art showed up on the pages, sometimes within editorials. Letters got a better play. Concise statements of letters-to-the-editor policy appeared. Consequently there were fewer, if any, letters from crackpots.

Some papers replaced editorial columns or features which had appeared on the page for years. Sometimes the readers howled and the editors returned the column or feature to the page. In other instances, response to new material was good and we wondered if anyone had ever read the column that had been dropped without protest. Most important of all, we tried harder to inform readers and stimulate thought.

There is a lot of work involved for the people who take on the chores of a conference like this. But for everyone participating, it's fun.

Those annual critiques, the keen competition for North Carolina Press Association's annual writing awards, the occasional trips to the national and state capital, the crusading spirit of independent dailies—these might be some of the reasons we were proud to be underpaid, overworked (or so we thought) Tar Heel newsmen.

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### Our Favorite Book Review

The following book review, reprinted in its entirety, appeared in the *Journalism Quarterly*, Summer, 1960.

JOHNSON, PALMER O., RAO, MUNAMARTY S., *Modern Sampling Methods*. Minneapolis: University of Minnesota Press, 1959. 87 pp. \$4.

This volume offers five examples of complex multi-stage sampling designs. For some types of problems a combination of designs is more efficient than one of the discrete designs. For example, the fifth model in this volume is multi-stage probability systematic cluster sampling. The book has a mathematical appendix and a bibliography.

# THE INCOMPARABLE TATSEY\*

By DOROTHY M. JOHNSON

MISS DOROTHY M. JOHNSON is unusually qualified to write about this unusual Montana "country correspondent," whose stories even former President Harry S. Truman has enjoyed reading. She knows and writes about Montana Indians so well that she has become an adopted member of the Blackfeet Tribe with the title of Princess Kills Both Places. Professor Johnson writes frequently for the nation's leading magazines. The title story in her third book, *The Hanging Tree*, has been made into a movie. She joined the MSU journalism staff in 1953 to teach magazine writing. She also edits Montana Fourth Estate as secretary-manager of the Montana State Press Association.

One day in 1956, Milo K. Fields, publisher of the weekly *Glacier Reporter* at Browning, Montana, got a "country correspondent" for an Indian settlement named Heart Butte. Nobody guessed that what the new reporter wrote was going to make him famous.

Most correspondents in small communities are nice ladies who know everything that's going on and make a little pin money by writing down the more respectable bits for a newspaper. The Heart Butte correspondent was no nice lady. He was a tribal policeman on the Blackfeet Indian Reservation. His name is John Tatsey. He is middle-aged, with a pleasant face. For a Blackfeet Indian he is short, but the Blackfeet are bigger than most people.

Like the nice ladies in other small communities, Tatsey knows everything that's going on. Unlike them, he tells most of it. Where they hastily sweep the misdeeds of their neighbors under the rug, he boldly tells the world.

As a sample of the flavor, here are two items from the Heart Butte News:

Al O. Racine was down to Johnnie Hall's corral and load on a cow in a truck. The cow was mad and fighting when he closed the gate the cow was jumping around so he shot her so she would be quiet.

Maxine Racine helped her husband butcher beef last week. She is sure a cracker jack gut puller.

Nice ladies dote on weddings. The nearest Tatsey has come to reporting one is this, in which he doesn't even identify the bride because she's not really important:

\*From a forthcoming book, *Over the Coo-coo's Nest*, to be published by Ballantine Books, New York.

Floyd Middle Rider from Browning was well known for having very nice set of hair in braids but he came out to Heart Butte some 6 weeks ago, got married here. There are Crows living around the south side of the reservation. He got mixed with them in marriage so he finally showed up with no braids, so the Crows scalped him of his fine hair but he is safe now.

Part of the charm of Tatsey's news is that you can't always figure out what happened, or whether anything did. Even Tatsey doesn't vouch for this story:

Frank Comes at Night came to Heart Butte Sunday in a team and wagon and some one said the team and wagon blowed away with Mrs. Comes at Night in it.

Some country correspondents would be bowled over at being invited to meet a U.S. Senator at the Senator's special request, but not Tatsey. When Senator Mike Mansfield wanted to meet him, Tatsey got the item into his column, all right, but it took its turn after deer hunting, lost horses, potato picking and a visit from a dentist:

Readers of *Glacier Reporter* are asked to be patient and wait till the reporter from Heart Butte gets straightened out. Just waiting till everybody gets back and look out.

Tatsey had a friend that came from New York who want a short trip in the mountains. Wes Ackerman and Glen Eagle Feathers were along where they stay for a week till they got their limit of deer.

Most of the potatoes pickers are driven home by the bad weather. Some came home with a few sacks of spuds.

There have been a tooth puller at Heart Butte the past week taking care of bad bad teeth. Remember Heart Butte People there is some elk meat coming this winter and might be tough.

John Tatsey was called on the phone last Monday to

be in Browning at 11 a.m. When Tatsey arrived in town he went to the High School where coffee and rolls were served. When Senator Mansfield came Mr. and Mrs. Tatsey had a picture taken with him. Mike had his medicine pipe with him but did not offer Tatsey a peace smoke so Tatsey did not take him into the tribe or give him his Indian name but still we meet and made friends.

It's handy for a policeman to be a reporter. Sometimes he can embarrass his neighbors into improving their behavior. Tatsey phrased a threat this way:

There are readers of the Reporter near and far and members of the Blackfeet tribe and some enjoy home news and some don't want to read about their people from Heart Butte. News is written on just what happens. If the People do whots good and the ones do wrong its news. it may make some think twice.

#### HIS DEFINITION OF NEWS

Sure enough, with Tatsey "news is written on just what happens." He names names if he has them and warns evil-doers if he hasn't yet caught them, as in this item:

Tuesday evening George Little Dog and Lloyd Running Crane were out riding after cattle when they rode upon a young cow all tied up in small patch of brush. they untied her but her calf was gone. be careful boys there is a long lane without a turn.

Stealing a calf may not look like big-time crime, but in Montana it is cattle rustling, a major offense. This item immediately followed:

Raymond Aims Back has come home from Deer Lodge where he spent few years.

Tatsey's readers know that the state penitentiary is at Deer Lodge. Putting those two items together got an idea across.

Some other juxtapositions of news items are accidental and unconsciously funny:

Henry Duck Head came to Heart Butte Sunday and went to dizzyland and pretty soon one woman came after Police. Every one was hiding in a coulee. Henry took over.

Some people are doing some remodeling on the statue of Virgin Mary at the grave yard.

Like the nice-lady correspondents, Tatsey sometimes reports company for dinner:

Poor Little Melvin Rutherford was around last Sunday. Did not seem to know where to go. he wound up at Tatsey for dinner where he had a private dish of Bear liver and heart. Maybe he went home heaving.

Sunday is usually a busy day.

Last Sunday was a very nice morning when Tatsey was called to Mad Plume School. When he got there one young man a little drunk but he added up to four

others and on the way back there were Indians laying on the prairie. George Aims Back, Andrew Sinclair Roundman, Mrs. Josie Old Rock all picked up for being drunk. Stay away from the roads when you want to sleep out. Leslie Grant got away for a while.

Tatsey is pleased to tell the world when someone does something commendable:

Joe Mountain Chief and Children got in the big money. Two oldest of his children Leonard bought a car and getting a new house build and Melvin the son in law bought a car and 22 head of yearly heifers. Some good head work.

More typical news items are these:

Joseph Jackson was picked up for disorderly conduct at a funeral in Heart Butte. [No mention of whose funeral it was.]

Last Sunday there were a couple women got drunk and sure gave the police a bad time but Joe Running Crane piled them up and sat on them till they were locked up but Joe was out of wind.

Wishie Weasel Head got mixed up with an old lady at Heart Butte so the old woman pick up a jug of gallo [among the Blackfeet this is a generic term for wine or any kind of drinkin' liquor] and whack him over the head and his head was soaked in wine. he was hospitalized for several days so don't bother an old lady.

After a free-for-all at "Dizzyland," which I cannot identify, Tatsey wrote:

There are some women around with patched faces and some colored. thats because their husbands love them so much. Thats the way the Indian makes love. He beats heck out of his wife.

#### SOME JOKES

Here are a couple of good jokes—from Tatsey's point of view, although he was the victim in one case:

Indian Policeman John Tatsey had a little accident Sunday when he fell in a large bucket and could not get out. It took four men to pry him out. They almost had to get a torch cutter to remove him.

There has been some minor ailment happening to Francis Bull Shoe this fall. His back bothered him so during shipping time the younger boys could not do the work right. So Francis jump on a horse and when he started off on a run the horse went to bucking and threw him off and after that he was alright.

Life among Tatsey's constituents is not all gaiety, galls and guffaws. The following item is clear when you understand that the state hospital for tubercular patients is at Galen:

Tatsey and daughter in law and children went to Galen to visit Peter [Tatsey] and was glad to have some body from home. They saw Albert Sherman who has been down there for some time. he weighed 210 pounds and also saw Thomas New Robe and Clarence Many Gun. all doing good.

Sometimes Tatsey solemnly warns his readers to behave:

All tribal police have the two way radio in there cars and are really handy so boys be more careful.

There is something the indian never got over is that they are fast drinkers. they can not just sit and sip. they take all they can in one shot. Before Liquor was opened on the reservation they used to drink all they can before the Police came. still doing it. take it easy boys.

A man who writes for a newspaper has one advantage: if he is wrongfully accused, he can defend himself, as Tatsey did indignantly in this item:

Some one had guts enough to accuse Tatsey tribal Police of stealing some wood saw horses. The horses have been left with Tatsey by Earl Ollinger and now some one else has stolen the wood horses.

#### TATSEY THREATENED

Tatsey was once threatened with shooting. He not only tells what happens—sometimes he makes up something funny. For several months after he began to report the news, he told some wildly funny stories about a man I'll call Willie Magpie. (That's not his name, but I don't want to get shot.)

Willie Magpie, a highly respected man who has put three or four of his children through college, thought the stories Tatsey told about him were funny. Such stories are Indian humor, a form of flattery. But Willie Magpie's daughter was incensed. She called on Milo Fields at the *Glacier Reporter* and announced that if this nonsense didn't stop, Tatsey was likely to be shot.

The threat didn't worry Tatsey, but it worried Milo

Fields. So Tarsey went right on reporting the hilariously scandalous mythical misdeeds of Willie Magpie, but Mr. Fields carefully edited them out of the copy.

Tatsey is not moved by either threats or glory. Senator Mansfield read a couple of his columns into the *Congressional Record* and commented, "I think Tatsey is a modern Will Rogers." Former President Harry Truman remarked in a letter to Senator Mansfield, "These articles are some of the best I've ever seen, and I'm sorry I missed last year's pieces. Haven't seen anything I enjoyed more since I read Mark Twain's announcement for President!"

Tatsey didn't get excited. He did mention with the utmost casualness that "some magazine outfit back east" had sent a man to waste a lot of film taking his picture. The magazine outfit was *Time*.

Tatsey still writes the Heart Butte news for the *Glacier Reporter*, but he is no longer a tribal policeman. After 11 years, tribal politics squeezed him out of the job. Rumor on the reservation says that, like many a policeman before him, he arrested some of the wrong people.

The *Glacier Reporter's* front-page story about his dismissal in September, 1960, ended this way:

We know from the many letters we receive from new subscribers all over the nation that there are a great many more persons interested in the problems of the Blackfeet Indians than before John started writing. The letters we receive are sincere and the writer often inquires about what is being done to better conditions on the reservation.

Tatsey will continue to write his Heart Butte column for this paper from his ranch home instead of the Heart Butte police quarters, and he will now devote his full time to ranching, hunting and guiding.

Additional copies of the *Journalism Review* may be obtained for one dollar each from:

Bureau of Press and Broadcasting Research  
School of Journalism  
Montana State University  
Missoula, Montana

# ON REPORTING NATURAL RESOURCES AND RECREATION

By EDWARD B. DUGAN

PROFESSOR EDWARD B. DUGAN, *member of the MSU journalism staff since 1937, works frequently with state and federal agencies on their public relations programs. He teaches public relations in MSU's widely recognized School for Administrative Leadership and appears on staffs of agency in-service training programs.*

Natural resources management and recreation reporting and public relations often lag just far enough behind population and use pressures that agency Information and Education men seem to spend most of their waking hours in stamping out annoying public relations brush fires.

This is happening in a decade when nearly every entity feels some mandate to provide more long-term programs for conservation, multiple use, and recreation. Public administration programs need help from reporters. Reporters who can cover public affairs as traditionally constituted don't understand the nomenclature and imagery of agencies infrequently explained in texts. The gentle reader gets elbowed about by pressure groups and chin-chucked by news releases without the foggiest notion of what is involved. Thus a preoccupied and harassed game biologist, largely untrained in news, attempts to peddle a situation to a reporter who can't make the facts fit an accident, trial or obit for a reader who doesn't know browse from duff.

## THE AGENCIES AFFECTED

Among the agencies principally affected are the United States Forest Service, National Park Service, Bureau of Indian Affairs, Bureau of Land Management, Soil Conservation Service, United States Fish and Wildlife Service, Bureau of Reclamation, state fish and game departments, state forestry departments, state parks and planning boards, and extension services.

Some overlap or might overlap one another in services provided, and memorandums of understanding are not uncommon. Too, several agencies may jointly manage an

area or cooperate on some project where water or game or fire won't adhere to geographical lines or map colors.

Close to such formally constituted agencies are what reporters call uplift and do-good organizations. Some of them seem constantly at odds with either persons or programs. In this category are the rod and gun clubs, fish and game associations, pioneer and heritage orders, wildlife and wilderness groups, and conservation organizations. Writers would have to study their alignments, loyalties, and backers.

A third category with which a reporter must concern himself includes industries, businesses and associations around which think-alikes rally. Neither the second or third groups need oppose the first or one another, and often they jointly lay siege to common enemies or congressional coffers. Yet when philosophies may differ markedly, pressures do build up, and understandably investments, livelihoods, and even whole ways of life are involved. To charge that industry, timber interests, mills, utilities, ranchers, resort groups, and chambers of commerce are not concerned with resource and recreation management would be grossly unfair. They step into the picture when government agencies cannot move fast enough to secure titles or appropriate funds. And except under extreme provocation, the average farmer or rancher invites seasonal invasions for the very reason that he does accept custody of these recreational resources.

A reporter must be careful lest he hang labels on persons and groups too casually—and depending upon his politics, too gleefully. But a discussion such as this presupposes that a reporter who survived a course in public

affairs writing or a facsimile as a practitioner is reasonably conversant with the facts of life—at the resources level. It may be worse to report superficially than to set up some unwritten test imagery that must be adjusted subsequently.

News arising from these resources and recreation situations can be more tangent to readers' routines than the array of maladjustments about which reporters are committed to write. No adult reader is so urban that he need not conjure some images of watershed practices, flood control, range and timber management, multiple use of both private and public domain, and the legal complexities that protect and threaten the very elements that sustain him. And unless he re-invests all of new leisure and mobility in "moonlighting," he will either physically or vicariously enjoy the recreational facilities that are taking shape from mounting pressures of a moderately affluent people that seems to be shaking loose its puritan compulsion to regard all leisure as wicked. From a news viewpoint, coverage ranges from the water-carrying capacity of forest duff, through fire starting and fish and game violating propensities of various types of vacationers to as obvious imagery as camp sites, roads, and tourist attractions taking form from Mission 66 and Operation Outdoors blueprints. However effective agency I&E men may be, the reporter may still bar the way to ultimate success. His apathy or news prejudice may shunt a valuable image onto some desolate siding. It's not unreasonable that a writer might assume as much responsibility for this type of news as tradition fixes for news of the courts and the housekeeping of government. At some point, obviously, he may have to protect the reader from total capture by agencies' enthusiasm. But since none of the three—the agency, the reporter, or the reader—likely operates at optimum capacity, much news is stalled somewhere short of its destination as readers' images.

Reporters understandably concerned with the mechanics of covering the hard news of timber sales, road construction, seasons, bag limits, show-me trips, re-imburements, fish plants, moisture content, fire indexes, etc., can't dwell long on the philosophies to which resources agencies are dedicated—and within which they must work. Yet I&E personnel could hope that the mass media understand and share with them the jobs of selling the underlying philosophies of the agencies. Readers buy ideas less readily than events, but resources and recreation ideas provide the motivations by which thousands of professionally trained men and women live. A few examples and reader stereotypes show how wide the communications gaps can be.

#### U.S. FOREST SERVICE

The United States Forest Service, for example, has custody of and manages large tracts of the public domain,

ranging from wilderness areas to which the public has access only under certain conditions to urban land. Its chief chain of command from its Washington office to ranger districts is committed to a philosophy of multiple use. Some areas support a sustained timber yield based on a working program geared to growth and replacement rates. Range management predominates in other areas. The tourist crop and exodus from adjacent cities is the principal concern of still other districts. One forest has an ocean beach to run. Another administers thousands of acres of marginal grazing land that reverted to the public domain because it was not operated initially in sizes that would sustain a decent economy. One tries to keep and restore cover that was once lost through grazing and erosion that threatens to silt up valuable fishing and salmon spawning grounds. A 1961 model forester, the line officer of the profession, must be prepared for decisions in forestry, engineering, wood utilization, range management, wildlife management, recreation, range conservation, soil and water conservation, watershed management, and wildlife conservation. Yet the common stereotype of a Forest Service employee is that of the green-clad stalwart, glued year-round to some lookout or crag with his inevitable fawn and skunk. Or with a bit of humor, the ranger is out fishing or hunting when he's not fighting a fire. And in the winter he either joins the bears in hibernation or goes south.

A ranger may be standing on some crag occasionally, but he is likely worrying about a timber sale that will be fair without succumbing to big and little bidders, and that will produce well-engineered access roads across a checkerboard of sections owned by outfits over which he has no control that he knows will anger men who don't want their favorite hunting areas overrun and/or permittees who see the sale as a threat to their leased grazing domain. Moreover, the total news story includes the fire control program, profits from subsequent sales (part of which reverts to the county), access for improvement of wildlife habitat, game management, and reforestation.

#### NATIONAL PARK SERVICE

The National Park Service, the reporter would explain, has more custodial than management functions. It manages certainly and well but is not committed to marketing its resources. Depending upon the type of park, ranging in five regions from Group A (as historical sites and monuments) to Group E (as parks having the heavy Great Smoky, Yellowstone, and Grand Canyon traffic), the NPS more often than not must draw battle lines to keep man from disrupting nature. Conflicts of interest have news value, and it seems inevitable that pressure groups effect some modification of recreation services over which these



agencies have jurisdiction. Improved camp sites, lodging and concession facilities involve Mission 66 funds. Yet unlike some other agencies, the NPS has its dual role of providing services and yet protecting the non-renewable aspects of nature. A possessive public would walk off with the whole Petrified Forest.

Tourists are torn between the joys of excellent roads and the psychology of "exploring" on adequate but purposefully undeveloped byways. And considerable tension arises over both USFS and NPS policies on vehicular access to hinterlands and use of outboard motors. Consumers of recreation news must be told about such problems, including game depredations, incident of injuries (the peculiarities of a bear bite), and personnel trends. The role of the landscape architect in recreation planning and the near completion of the gigantic recreation resources inventory invite coverage. Still the image of the ranger persists and colors most attitudes. Actually the several agencies that have the ranger image, which incidentally carries an unfortunate "don't touch" negativism, have developed tremendous "permissive" interpretative programs that meet and even anticipate the somewhat new "learning" ingredient in recreation.

#### SOIL CONSERVATION SERVICE

A very different resources organization prevails in Soil Conservation Service administration. Unlike the USFS, the NPS, and the BLM, that "own" resources, the SCS welcomes news support to help it engineer consent among owners, generally farmers and ranchers, toward better resource practices. Subject to supervision and technical assistance from soil and range conservationists, engineers, foresters, and work unit conservationists, local SCS boards and individual cooperators follow exacting conservation blueprints that reckon with land capacity, crop rotation, water management, etc. The program is permissive, and cooperating agencies stand by with grants and loans and other assistance as recommended. News becomes rewards and fixes responsibilities.

The imagery surrounding such SCS plans would conjure pictures of soil saving practices as contour stripping, shelterbelts and windbreaks, irrigation storage dams, pump irrigation systems, diversion dams, drainage, land leveling, stock water ponds, spring and well development, marsh and pond management, and land utilization inventories. The 1960 census that reflects an overall urban population for the first time has a parallel in the SCS aid in adapting services to urban use that were initially rural. The flight to the country and the status symbol of the good earth have sometimes almost buried the SCS and extension agents with calls for help. Exaggerated hopes of supplementing urban income on marginal land with an uneconomic unit require

firm counsel that never gets translated into the overt news of success.

Digressing from the SCS program, one county extension agent logged last year 1,006 farm and home visits, 2,203 office calls, 2,034 telephone calls, 98 newspaper stories, 73 radio programs, 7 television appearances, 81 meetings with adults, and 53 meetings with 4-H club members, some of whom live well within the corporate limits of a moderately large town. The extension program shares with the SCS the permissive, voluntary approach and assumes educational leadership roles.

#### OTHER AGENCIES

A couple of other agencies have public relations and news problems that bear mention, especially in the West. The Bureau of Land Management inherited in 1946 functions provided by the General Land Office since its beginning in 1812 and like the NSP with its Mission 66 and the USFS with its Operation Outdoors has its Project Twenty-twelve, a management and development program whose target date is 2012—the 200th anniversary of BLM. The story that never seems to get quite told about these agencies is their total dedication to completions and uses well beyond the lifetimes of the originators. A ranger or a forester follows a sale with a reforestation or seed bed job based on a growth cycle of a hundred years.

The BLM administers, develops, and aids in disposition of vacant land, largely in the 11 western states. Seven per cent of the area of Montana is under BLM management. The chain of command under the Department of the Interior and a director has been via area, state office, land office, and district grazing offices. Apparently responsibilities will be shifted more to state offices and area offices perhaps even deactivated. Much BLM news can be colorful. The Southwest has been swamped with desert land and homestead applications. Mineral leases keep land office personnel busy—the proverbial land office business. Oil and gas leases and uranium mining locations have been filed by the thousands. Aerial surveying with corners placed by helicopter crews can be publicized side by side with the logs and artifacts from original survey crews. BLM career men include engineers, foresters, range and soil conservationists (who keep an excellent running inventory of range conditions), and administrators to parallel other agency personnel, plus the array of geologists, surveyors, land office examiners and draftsmen required for cadastral surveys and land services. Other agencies figuring in the large-scale resources management picture include the Bureau of Reclamation and the Bureau of Indian Affairs, both of whom have large investments in natural resources and problems in part similar yet at times vastly different from those of the first-mentioned services. The

human resources responsibility of the Bureau of Indian Affairs is a challenge to reporters.

Reporters would have to size up the various state agencies and set up management charts and learn the nomenclature to fit the agencies' roles. Nearly all states have well defined fish and game departments, some of which manage parks as well, although some states that have no separate park agency or commission assign the park programs to state highway departments. That is not necessarily an unhappy situation for development of roadside camps, rest stations, scenic and historic sites and for litter control.

#### RECREATION NEWS

Recreation news unfortunately takes form too often as meat on the table or tales of adequate or disappointing vacation life. The tale is yet not well told in terms of interesting fish and game management. Sports writing invites opposition to scientific resources management when it makes the "kill" the principal common denominator. The story of nature, the effect of food, browse, berries, predators, and disease ultimately will smother the "I remember when" growings. Forest and range management, rough fish control, game plants, and access to hunting and fishing contain news and feature potentials everywhere. Field inventory forms used for the recreation resources study mentioned earlier may well restyle sports sections that might become more truly recreation sections. Some bear titles of hiking and riding areas, wilderness, wild and roadless (areas), winter sports, waterfronts, historical, archeological, geological, scenic, hunting habitat, fishing, boating, mountain climbing, roadsides and trailsides, science study, organized camping, swimming and water sports, education and interpretative, and observation. Checking station in-

terviews and questionnaires blossom out with such terminology as cartop tents, trailer tents, teardrop trailer, pickup canopy, walk-in trailer, propane system, electrical system, horsepower, sailboats, canoe, fold boat, rubber raft.

Broad coverage, for most states, includes some form of hunter safety news, water safety, adult forums, perhaps trapper education, habitat management, game harvest, predator control, fish management, and law enforcement. These state programs, the studies and the vigilance of the Fish and Wildlife Service, and joint projects on native game, migratory and protected species need mass readership.

Again the image of the uniformed guardian or warden invites the reader to indulge himself some resentment. It may even take the form of rumors that game wardens have quotas of arrests to keep the department solvent. Actually, law enforcement for one state for one year costs \$480,525 and took in \$38,848.

Agency I&E persons or men and women assigned public information duties will help reporters. Publications designed principally for "internal" consumption may be lent. Newspapers and other mass media may be placed on mailing lists to receive agency news bulletins and annual reports. Such excellent magazines as *Fire Control Notes*, *Our Public Lands*, and *National Parks Magazine* offer counsel just as does *American City* and *Western City* at the municipal level.

As the result of the consciousness of the millions of readers, expressed in support of legislation and appropriations, writers and their media can never again find sanctuary in the neat agendas of council meetings, court dockets and sports schedules. The new legitimacy of resources news represents quite a similarly new challenge.

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### Directory of Montana Broadcasters

The third edition of the "Directory of Montana Broadcasters" may be ordered from the Bureau of Press and Broadcasting Research, School of Journalism, Montana State University.

Herbert D. Seiter, acting director of the Radio-Television Studios and assistant professor of journalism, compiled the material for the 48-page booklet.

*An Experimental Study*

# PROBLEM OF PERCEPTION IN EDUCATIONAL TELEVISION

By HERBERT D. SEITER

PROFESSOR HERBERT D. SEITER joined the MSU faculty last fall as assistant professor of journalism and acting director of the Radio-TV Studios. Prior to his present position he was for five years producer-director at KQED, San Francisco, one of the nation's leading educational TV stations. He was at one time manager of KZSU, radio station of Stanford University where he earned his M.A. degree in radio-television. He has produced some 50 nationally distributed educational TV programs.

It is no longer necessary to ask: "Can we teach effectively by television?" Enough experimental projects have demonstrated that television is an effective medium for instruction. Furthermore, a vast increase in student population and a relative decrease in number of teachers make the use of television as a teaching tool almost inevitable.

The time has come to ask: "How can we improve the effectiveness of television as a teaching tool?" This study takes up one aspect of that question.

Obviously, excellence of reproduction and resolution of pictorial detail assume a far more important role in educational than in commercial television. Commercial television is primarily a vehicle for entertainment and news reporting. In most cases some loss in picture quality will not greatly impair viewer understanding of the program, although enjoyment may be reduced.

In educational television, however, it is understandably necessary for the viewer to perceive large amounts of written material, complex scientific apparatus, or details of art and architecture. If he is unable to see a detail, his understanding as well as his enjoyment of the program is impaired.

Still other factors enter into the viewing of educational television. In the home, television is usually viewed from the optimum distance and any detail that can be resolved by the television system can be perceived by the viewer.

Educational programs, however, are frequently viewed in the school room. In a large class many students are forced to sit at more than the recommended distance from the receiver. Undoubtedly, many details that are clear to the home viewer are lost by the student in the last row of a school auditorium.

Thus the director of educational television programs is confronted with at least two considerations that do not normally concern his commercial colleague:

1. What is the maximum detail that can be resolved by the television system?

2. How much allowance must be made for student viewing of the receiver at more than the recommended distance?

Available answers to these questions appear to be either contradictory or inconclusive. Some experimentation in this area should therefore be worthwhile.

## THE METHOD

In order to simulate classroom or home viewing conditions in this study, a home television receiver with a 17-inch (diagonal measurement) screen was used. The receiver was connected by closed circuit to the television camera. The camera could resolve 600 lines; the receiver, 300. This arrangement simulated what might be termed optimum home reception.

Participants in the experiment were 12 university stu-

dents enrolled in an advanced television production class. In informal interviews it was determined that the participants' vision ranged from "20-20" to "very poor." During the experiments the participants with poor vision wore their corrective eye-glasses.

The participants sat before the television receiver at distances ranging from five feet to twenty feet. Some were directly in line with the screen; others sat at angles up to 45° to the right and left.

Material shown on the television screen consisted of typewritten, handwritten, and handprinted copy of nonsense material and of English sentences. A preliminary experiment led us to use lines of copy ranging from 20 to 45 characters in length. Spaces and punctuation marks are considered characters. The typewritten characters occupied spaces of equal width. Hand written and printed characters, naturally, varied slightly in width. All characters were black on a light gray background.

The legibility of typewritten copy compared with copy printed on a press might be challenged. Preliminary testing indicated, however, that typewritten material tended to be neither more nor less legible than common type faces used by the printer. In the interest of economy, therefore, material for the experiment was prepared on a typewriter with standard pica type-face, or by hand.

A typical nonsense line of copy was: "usd ityuj /o iutm rtyu i tresp qtr." A typical line of English was: "It is futile to think. Don't even try."

The equipment was so adjusted that one line of copy would fit exactly the width of the visible portion of the screen. The visible area on the screen of the receiver used in this experiment corresponded to the "essential area"—the central 70% of the picture, or the area in which the broadcaster includes all materials he wants the viewer to see. Most receivers tend to crop off varying amounts of the marginal material in the television picture outside this "essential area."

Since each line of copy filled exactly the screen, the characters in the shorter lines would appear larger than those in the longer lines. As a result, a character in the shortest line occupied more than twice the width and height that was occupied by a character in the longest line.

Each line of copy appeared by itself on the screen for 30 seconds. Participants in the experiment were asked to copy down the material on the screen exactly as they saw it.

### THE FINDINGS

The following results were obtained:

Lines 45 characters in length were totally illegible to participants more than 15 feet from the screen. Those

sitting closer could read the material with fair accuracy, but even those at five feet could not copy the nonsense material with complete accuracy.

The 35-character lines could be read by a participant five feet from the screen, were less legible with increased distance, and totally illegible to a person 20 feet from the screen. The 30-character lines were legible to most of the participants 10 feet or less from the screen and could be copied with only a few errors by those up to 20 feet distant. The 25-character lines could be read by all participants.

Handwritten and handprinted material were slightly less legible. Generally, a participant at any given distance could read a typewritten line about five characters longer than the longest handprinted or written line that he could read.

It was noted also that a subject sitting at an angle to the television screen had difficulty reading the end characters nearest him. This was caused by a protruding frame around the picture tube that tended to obscure the edge of the screen when it was viewed at an angle.

### INTERPRETATIONS

The findings seem to suggest that copy printed 25 characters to the line would be legible to all viewers who are sitting within a reasonable distance of the screen and who have satisfactory television reception. If the program is intended only for home viewers, one can increase the maximum to 30 characters per line as a home viewer would normally sit within 10 feet of a 17-inch screen and correspondingly close to screens of other sizes.

One must not be misled into believing, however, that any material 25 characters in width or less will be legible on the screen. The television director normally wants to leave margins on either side of the material. Consequently, lines of 20 characters with a narrow margin are probably the maximum for school use, 25 characters for home use.

In planning maps and charts for educational television, however, one can use the 25 or 30-character maximum as a convenient rule-of-thumb. For example: the five-letter word "Idaho" on a map should be of such a size that it will occupy at least 5/25 or 1/5 of the width of the essential area when the map is televised for school use. Use of this rule-of-thumb tends to simplify the planning of maps, charts, and other graphics for educational television.

It should be noted that the writer has chosen to disregard the fact that characters produced by means other than the typewriter occupy spaces of variable width. It is unlikely, however, that these variations would be significant in estimates of this sort.

It was also shown, as might be expected, that nonsense material was slightly less legible than the material in

sentences. One should bear in mind that such material as mathematical formulas, in which the context is of little help to the viewer, should be displayed with fewer characters to the line. Handprinted and handwritten material were also less legible.

Consideration of handwriting leads naturally to the chalkboard, the favorite but much abused tool of the television teacher. Television scene designers tend to copy the classroom chalkboard and to make it far too large for television use. Using the 25-character rule-of-thumb again, it would be best to give the television teacher a chalkboard across which he cannot comfortably write more than 20 characters. If he feels the need for more writing surface he can be given several boards of this size, possibly in a sliding-panel arrangement.

It would also be a good practice to make the height of the board equal to three quarters of its width, so that the whole board can be included within the television picture. The television director could "frame" such a board with narrow margins, confident that material written upon it would be legible to the viewer. This plan would also spare the viewer three annoying experiences: (1) Looking at a "wide" shot of a vast board upon which all the writing appears too small to be read, (2) being shown one part of a large board in "close-up" while the teacher refers to another part, and (3) being subjected to the dizzying experience of having the camera follow the television teacher "close-up" as he quickly refers to several different parts of a large board.

Using the same rule-of-thumb the television director may evaluate charts or maps made for purposes other than

television. If a single printed character fills much less than 1/25 of the width of a chart one can assume that the printing will not be legible in a television picture which includes the whole chart. The director may, of course, get around this problem by using a series of "close-ups," but it would seem far better to re-design the material for television.

It is obvious that this is only a preliminary study. More investigation in this area is needed. It is necessary, for instance, to experiment with different kinds of non-graphic material used in educational television. The display of chemical glassware, living animals in water, microscopic materials, the distinguishing characteristics of rocks, molecular models, and many other educational materials needs further study.

Constantly under the pressure of production the television director usually meets these problems by the most expedient means. His solutions may be inadequate. If he does strike upon a good formula, other pressures usually prevent him from making a note of it, and he is not likely to record his solution for the benefit of others. All too often educational television directors are heard saying, "That's the same problem we had in a demonstration last year. What did we do then? Well, I can't remember. Try something!"

Anyone who has closed circuit television facilities and who is not already pressed by a production or teaching schedule, would be doing all educational television directors a service if he were to seek out commonly encountered problems found in the display of educational materials on television, find solutions to these problems, and publish his findings.

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# THE FUTURE OF EDUCATIONAL TV

By *ERLING S. JORGENSEN*

*DR. ERLING S. JORGENSEN, associate professor of journalism and director of the MSU Radio-TV Studios, is currently on leave making a study of educational television potentialities in Montana under a grant from the Ford Foundation. He has extensive experience in producing, directing and performing in radio-TV programs. He has taught at the University of Wisconsin, University of Nebraska and Michigan State University.*

Only eight years ago the first educational television station, KUHT-TV at the University of Houston, Texas, went on the air. Now 55 such stations, operated by various ownerships, broadcast programs into classrooms and homes in 28 states.

In 1950 when WOI-TV began broadcasting from studios at Iowa State College in Ames only a few thoughtful men attached much importance to the educational uses of TV. Few could foresee the growth of a network of ETV stations reaching into thousands of schools, bringing education into millions of homes. WOI-TV, provided with an exclusive monopoly on television in most of Iowa by the Federal Communications Commission's "freeze" on TV station licensing, served as an outlet for the then four commercial TV networks. Its selected programming from ABC, CBS, NBC and Du Mont networks reached an eager audience. Agricultural, home-making, cultural and informational programs demonstrated to educational leaders the hidden potential of the new medium.

Following the publication of the FCC's historic Sixth Report and Order in which TV channels were reserved in every state for the use of education, the University of Houston built the first educational television station, KUHT-TV. It is significant that a university was first to develop an educational television station. For since that time institutions of higher education have continued in the forefront of ETV's development.

Eighteen colleges and universities now operate ETV stations. Ten more hold construction permits for stations in various stages of completion. Four colleges own commercial TV stations using them in part for educational purposes.

Public schools, libraries and community associations have put ETV stations on the air, adapting the experience of college and university stations to their own purposes. Most community stations include in their organizational structure a college or university from the area served. As networks of stations have developed, universities and colleges have been important in their planning.

Closed-circuit television also developed early on university campuses as a practical and advantageous means of instruction. Now the adaptation of television has spread from coast to coast with more than 500 such systems in use in schools and colleges. City, country and state-wide ETV networks are in operation or planned in several areas. Much of the research leading to this development originated at Pennsylvania State University, long a leader in the evaluation of TV instruction.

The Montana ETV Project, financed by a Ford Foundation grant, is evaluating progress in ETV and preparing plans for the development of ETV in Montana. Several thousand miles of travel to inspect TV in its many educational uses around the United States have led the author to realize that there are several significant trends of which

colleges and universities should be aware in following the development of ETV. The history of ETV's growth, stimulated by the interest of institutions of higher education, is reflected in these trends.

#### A MEANS OF INSTRUCTION

It is natural that colleges experiment widely with TV as a means of instruction. The experience of these institutions proves that many kinds of instruction can be significantly improved by the addition of the visual materials, close-up observation, close coordination of a variety of presentation forms and direction of student attention which TV instruction makes possible.

TV can multiply the effectiveness of outstanding teachers by bringing them into contact with large numbers of students. It can also bring to many campuses the benefits of presentations by outstanding teachers of national and international reputation. It offers a trend among the colleges and universities observed by the author to make increasing use of TV to accomplish these aims. Some are experimenting with the storage and exchange of instruction. The increasing interest shown in the possibilities inherent in the latter is worth noting. An institution unaware of this development will find it difficult to adjust to the increasing availability of the benefits of storage and exchange of instruction in future years.

More than a trend is the almost universal acceptance by college architects of the need to include provision for TV in new buildings. A less obvious trend is the growing realization that more efficient use of the college physical plant can be made through well-planned use of TV.

A well-established trend, begun by the earliest college TV stations, is the growing use of TV as a means of extension. Courses for credit, information services, public relations and general cultural contributions to their communities are receiving growing attention by colleges and universities on commercial as well as educational TV stations.

#### A MEANS OF OBSERVATION

A development which promises to grow in importance is the use of television by colleges and universities as a means of observation. Schools of education and teacher-training institutions are already making use of the TV camera as a means of observing classroom instruction in campus schools as well as in schools some distance from the campus. Several advantages accrue, not the least of which is the unobtrusiveness of the TV camera which allows normal classroom conditions to be observed unimpaired by visitors and with opportunity for comment by supervisors. Medical, dental and veterinary schools are

using TV observation in increasing amounts. Difficult and dangerous experimentation is being observed through use of TV cameras in more and more laboratories. The development of versatile equipment for observational purposes continues to be rapid. Colleges and universities should follow this development closely as applications of these techniques continue.

#### OTHER USES OF ETV

Several unusual adaptations of TV equipment are being developed on various campuses. The University of Utah for instance, is experimenting with the use of inexpensive transistor-transmitters for point-to-point relay of TV signals and campus distribution. The promise of these experiments is great. At the University of California at Los Angeles, the overhead TV camera, an aid to classroom instruction, is gaining increased faculty acceptance. Mounted over the teacher's podium, connected to a TV receiver directly in front of the class and controlled completely by the teacher, the overhead camera is a startlingly adaptable and valuable teacher aid. Its use will undoubtedly spread to other schools. The use of closed-circuit TV for campus distribution of films, for testing incoming freshman students, for coordination with teaching machines—these and many more novel adaptations are to be found on forward-looking college campuses.

Finally, a growing trend toward cooperation between colleges and universities and the public schools of the communities in the effective use of television as a means of instruction should be noted. More and more institutions of higher education are realizing the benefits of assisting public schools in helping their students to better chances of success in college. Television lessons broadcast from college campuses to high school and elementary classrooms are increasing in number. Instances of cooperative ventures by schools and colleges in improving instruction and accelerating the development of college-bound students are increasing. This trend will continue if present interest is an indication.

The role of the college and university in the continuing development of the educational uses of television is a reflection of the brief history of this new medium. It began on college campuses. It continues to grow there. Now that ETV has reached the threshold of a new accelerated development across the nation it behooves the educator to keep pace with the trends toward increased use and diversity of application of the medium. It has been said that it takes 50 years for a new idea to gain acceptance in education. ETV is one new idea that has reduced this time-lag considerably.

# RESEARCH SUMMARIES

*This section is devoted to brief summaries of research reports written by students as term papers for various classes in the MSU School of Journalism. A wide variety of subjects are covered.*

## A CONTENT ANALYSIS OF MAD MAGAZINE\*

By JUDY McVEY\*\*

This is a study of the content of *Mad Magazine*, a comic book which is believed to be widely read by high school and college students.

### THE MAGAZINE<sup>1</sup>

The magazine first appeared in 1952 as a release "for the boys who were getting weary of the science-fiction, crime, suspense, horror, war magazines." It is published monthly except February, May, August, and November, enjoys its heaviest sales in Ohio, California, Pennsylvania, New York, and (Chicago) Illinois. Sales total 1,500,000 every six weeks. The magazine does not solicit any legitimate advertising.

This is a summary of a research paper submitted as a requirement of the course, Methods of Journalism Research.

\*Judy McVey is a senior in the MSU School of Journalism.

Information about the magazine was obtained through correspondence with Jerry De Fuccio, associate editor of *Mad Magazine*.

The publisher is William M. Gaines, and the editor is Albert B. Feldstein. Owners are E. C. Publications, Inc., William M. Gaines, Jessie K. Gaines, and Virginia Mac Adie.

Editorial staff members have had mostly music and art backgrounds. Gaines is qualified to teach chemistry and mathematics. Associate Editor Jerry De Fuccio has attended St. Peter's College and Fordham University and holds a master of arts degree. Many of the free-lance writers and artists are college graduates.

The average age of editorial staff members is 33. Religious affiliations are predominantly Jewish and Catholic. There is a generous concentration of "Kennedyites" among staff members.

### THE METHOD

Ten issues of the magazine are used for the study. They are July and September, 1959; March, April, June, September, October, and December, 1960; and January and April, 1961. This se-

lection was made because Associate Editor De Fuccio indicated that a "true" content analysis of *Mad* would include only the last six issues. Four others were added to these to balance the study.

De Fuccio indicated that the magazine is trying to woo adult readers. Prior to a year and a half ago the magazine was confident that it had a loyal teenage and collegiate following.

The study concentrates on verbal matter, although it is difficult to eliminate non-verbal matter (cartoons and pseudo-advertising) entirely. When non-verbal material contradicts the findings of verbal, both are taken into account.

Personalities were also studied. This decision was made because the magazine deals largely with current events, and thus with a great number of relatively well-known personalities.

### THE FINDINGS

*Subjects:* One hundred and sixty-one subjects are found in 110 articles. Sub-



jects are interlocking and reoccurring. Advertising, television and rackets account for the greatest percentage of subjects, falling between 12 and 14.5 per cent.

The subject of personalities was next, falling between 8 and 11.5 per cent. Education, movies, family, leisure-time activities, magazines, and organizations, in order of importance, fell between 4 and 7.5 per cent. Newspapers, literature, language, politics-government, holidays-greeting cards, history, and the United States, all in order of importance, fell between 1 and 3.5 per cent.

*Values:* A total of 24 values reappear 219 times. Commercialization, professional ethics and lack of realism receive the greatest attention. These comprise between 8 and 14.5 per cent.

Next in attention are conformity, family breakdown, success, heroism, soft-America, and use of leisure time. These comprise between 4 and 7.5 per cent.

The third and largest group of values includes, in order of importance, communication, pragmatism, progress, education, horror-violence, matriarchy, specialization, organization, political-labor apathy, prestige-status, mediocrity, return to the primitive, negativism, surplus, and adventure. These values fall in the percentage group of between .5 and 3.5.

"Commercialization" is used in the sense that someone cashes in on the evils, weaknesses, or desires of society. The value of "professional ethics" is attacked usually in regard to the medical profession, politics, and advertising.

Some categories may seem to be a duplication, e.g., lack of realism, truth, and pragmatism. Each has a distinct connotation, however. "Truth" implies an omission or failure to be truthful. "Lack of realism" implies a distortion of truth. "Pragmatism" implies a deliberate altering of facts for an expedient purpose.

"Use of leisure time" is usually ridiculed with comic presentations of the game of bridge, hobby of photography,

sport of skiing, etc. *Mad* pokes fun at progress occasionally by, for example, demonstrating the "advantages" of synthetic materials. "Return to primitive" is the antithesis of "progress." *Mad* implies that people are not as civilized as they think themselves to be.

"Negativism" usually denotes the failure of newspapers to present a balanced picture of the news. It applies to emphasis of crime, horror and social disorder in news coverage.

"Horror-violence" value is attacked with regard to television and movies. "Apathy" is usually demonstrated in regard to labor and government. Other value categories should be apparent.

*Personalities:* Twenty-eight per cent of the major personalities (those mentioned or featured more than once) are classified in the government-politics field. Nineteen per cent are in radio-television, and 11 per cent in movies; thus the entertainment personalities comprise 30 per cent of all major personalities.

International figures account for 11 per cent of the major personalities. Gangsters-racketeers or personalities having a derogatory connotation account for 9.4 per cent, as do personalities in the news media. Big business and literature-arts categories account each for 6 per cent of the major personalities.

Personalities featured or mentioned the greatest number of times (between four and nine times) are Khrushchev, Kennedy, Nixon, Eisenhower, Truman, Jack Paar, and Adlai Stevenson.

In their listing of minor personalities (those mentioned or featured only once), personalities in the fields of entertainment and government-politics account for the majority.

*Methods of Presentation:* *Mad* utilizes satire, irony, parody, and the pun to present its messages. The pun is featured in department headings, e.g., "Roads Scholar Dept."

An example of parody appears in the feature "How to Get Complete News-

paper Coverage." In this, *Mad* writers imitate and mimic the language and style of the *New York Times* and the *New York Daily News*.

*Mad* satirizes Alfred Hitchcock's movies, television shows and commercials, products, musicals, etc., to expose and discredit vice and folly. An example of irony appears in the article "Ad Testimonials From Politicians" when *Mad* asks "why not make politics a more lucrative profession by encouraging ad agencies to spread some of their huge advertising budgets among the men who are in (or who are trying to get in) government service?"

### CONCLUSIONS

It may obviously be that *Mad* does more than entertain. Its material is of a serious nature. Its presentation by its very nature is for the purpose of exposing and discrediting vice and folly.

*Mad* should not be disregarded as just another trashy comic book. It is a periodical of social criticism in many respects. It breaks the image of the American woman into matriarchy, the medical profession into questionable professional ethics, the family into a break-down unit, and progress into folly. It exposes advertising and television, the use of leisure time, methods of education and history, horror-violence in movies and television, the country's surpluses, standards of success, heroism communication, and adventure.

The magazine has probably succeeded in acquainting teenagers and college students with literature, current events and well-known personalities as well as agitating their thinking. It accomplishes this by its light, humorous presentation.

Because the magazine is designed to tickle the reader's sense of humor, many issues are simplified or exaggerated. It is curious, however, to note the subjects which do not appear. Among these are religion and race. Could it be possible that *Mad* wishes to avoid sacre cows, or subjects which would offend readers and thus reduce sales?

# STUDY OF A SOVIET PROPAGANDA MAGAZINE\*

By NANCY DONNER\*\*

This is a study of the *USSR*, the Soviet propaganda magazine for American readers. It seeks to analyze the content of the publication, to discover the air of the articles, and to describe the images that the Soviet Union expects the American reading public to acquire.

*USSR* is recognized as a propaganda organ by both the Russian and the United States governments. It is under the auspices of the Russian Embassy in Washington, D. C., and comes from Haynes Lithograph Co., Rockville, Md. It is part of a reciprocal agreement in which the United States distributes its *Americka* in the Soviet Union.

## THE METHOD

Thirty-six issues of the magazine, covering the three-year period from 1958 to 1960, are included in this study.

All articles are classified according to the following categories: 1) industry, 2) diplomatic relations, 3) science, 4) theater arts, 5) economy, 6) education, 7) sports, 8) agriculture, 9) literature, 10) government, 11) relaxation (including holidays and festive occasions), 12) Lenin and Revolution material, 13) medicine and 14) women.

Arbitrary decisions were made to include tours and cultural exchanges under the category of diplomatic relations. Music, movies, ballet, and art

were placed under the general heading of "theater arts." Women became a separate category because of the special emphasis of the *USSR* articles on the prominent place of Russian women in society.

## THE FINDINGS

There are 648 articles studied in 36 issues of the magazine. The following table shows the distribution of the articles according to the above-mentioned 14 categories:

Categories	No. of Articles
1. Industry	80
2. Diplomatic relations	80
3. Science	78
4. Theater arts	77
5. Economy	61
6. Education	42
7. Sports	42
8. Agriculture	37
9. Literature	34
10. Government	30
11. Relaxation and holidays	26
12. Lenin and Revolution	26
13. Medicine	18
14. Women	17
TOTAL	648

The category of "industry" is self-explanatory and it is understandable why so many articles are printed to glorify the industrial achievements in the Soviet Union.

Under the category of "diplomatic relations" are Nikita Khrushchev's talks at United Nations General Assembly meetings. Included in this category are also such diplomatic ideals as repre-

sented by "American and Soviet War Veterans Pledge Friendship." Coexistence is the keyword in this category.

A striking feature of the "diplomatic relations" category is the attention given to the *USSR* Exhibition in New York. This exhibit was part of an exchange, at which time the United States sent a similar show to Moscow. Little mention was made of the U.S. exhibit in Moscow, but numerous articles were devoted to the display in New York and to reactions by visitors to the exhibit.

The category of "science" appears to be dominated by articles on space exploration and satellite advancement. The propaganda value of the Sputnik is fully utilized.

"Theater arts" is almost as important a category as "science." It is also one of the most colorful sections of the publication. Understandably many articles publicize the Soviet ballet.

Quite obviously, the magazine is interested in creating two sharp images in the minds of its American readers.

The first is the "bigger and better" image. This is evidenced by the overwhelming number of Soviet claims that Russia will out-produce, out-manufacture and out-distance all other countries in every field.

The second is the "something for everyone" image. Readers are expected to believe that every Soviet citizen has a share in the growth of the country and that everyone plays an important role in shaping the Communist world.

\*This is a summary of a paper submitted in the journalism course, International Communications.

\*\*Miss Donner is a graduate student in the MSU School of Journalism.

# EDITORIAL ATTITUDE OF

## The NEW YORK TIMES TOWARD LABOR\*

By GALE BRAMMER\*\*

This study was undertaken to determine the editorial attitude of the *New York Times* toward labor in the United States.

Studied were editorials indicated in the *Times*' index under "Labor—United States" for the months of October, November and December in the years 1929, 1939, 1949 and 1959. Cross references were not included.

### THE METHOD

The editorials were rated in five categories: (1) Very Critical—for instance, abolishing the labor movement or banning union activity; (2) Critical—labor's demands or practices criticized; (3) Noncommittal—labor not singled out for criticism or praise, but discussed as part of industry as a whole; (4) Favorable—praise of specific labor practices, and agreement with goals of labor; (5) Very Favorable—elaborate praise.

Although the time periods chosen fall into chronological regularity, each was important in the labor movement. The last quarter of 1929 marked the beginning of the Great Depression. Labor leaders had to face the prospect of a greatly reduced economy, and to make necessary cutbacks in employment as painless as possible.

In 1939, the feud between the AFL and CIO was in full swing and war was

\*This is a summary of a paper submitted in the journalism course, International Communications.

\*\*Gale Brammer is a senior in the School of Journalism.

just over the horizon. In both 1949 and 1959 the nation felt the effects of massive steel strikes which threatened to paralyze the economy. In 1949 the Taft-Hartley law met its first major test, and failed. The Landrum-Griffin law was enacted in 1959. Both acts were considered antagonistic to labor.

### THE FINDINGS

Fifty-two editorials are included in this study. The following table shows how they are classified according to the above-mentioned five categories:

	Very Crit- ical	Crit- ical	Non- com- mital	Favor- able	Very Favor- able
1929	0	2	5	6	0
1939	0	2	6	2	0
1949	0	2	5	2	0
1959	0	0	18	1	1
TOTAL	0	6	34	11	1
%		12%	65%	21%	2%

1929—The *Times* was more outspoken in 1929 than in any other period in this study. Only 38 per cent of the editorials were noncommittal, 15 per cent were critical and 46 per cent favorable.

1939—Editorials were 20 per cent favorable, 20 per cent critical and 60 per cent noncommittal.

1949—Noncommittal: 56 per cent; critical: 22 per cent; and favorable: 22 per cent.

1959—The greatest number of editorials, and the least number of either critical or favorable comments, occurred

in 1959. The editorials were 90 per cent noncommittal, 5 per cent favorable and 5 per cent very favorable—the only editorial to be classed in either of the extreme categories.

All Editorials—Twenty editorials concerning labor were written in the last quarter of 1959, 38 per cent of the total 52. Of the 20, 18 were noncommittal and the others were pro-labor. This makes 1959 one of two significant years. The other is 1929, when 55 per cent of the editorials were favorable.

The high percentage of favorable editorials in 1929 might be explained by the fact that at that time labor was struggling for recognition, especially in the courts. The *Times* may have been playing champion of the underdog. By 1959, labor had reached a relatively secure niche, and met management on even terms. There was no longer the excitement of the struggle.

The high percentage of noncommittal editorials in 1959, and the relatively large number of editorials that year, might be explained in that it was a crucial year in collective bargaining practice and arbitration. The president used the injunction provision of the Taft-Hartley Act and a fact-finding board was operating under the President's orders. Almost all the editorials were explanatory, reporting the board's progress and keeping tabs on what the strike was costing.

# Montana Newspaper Hall of Fame



HARRY J. KELLY

1869 - 1950

Installed October 10, 1959

*An indomitable spirit allied with a persuasive charm characterized Harry J. Kelly, the man whose vision and faith were largely responsible for the Hungry Horse Dam near Columbia Falls.*

*He was born Oct. 6, 1869, in Prairie du Chien, Wis. He came to Montana in 1888 and established a weekly paper in Missoula. He later worked on the Butte Miner and helped put out the first issue of the Anaconda Standard. In 1895 he became publisher of the Bitter Root Times during the fight over the location of Montana's capital. He was sergeant at arms in the State Legislature during the famous Sixth Session when the "war of the copper kings" was at its height. In 1896 he married Mary See, a native of the Bitter Root valley, and to that union four children were born.*

*In 1905 he and Tom Stout started the weekly Fergus County Democrat at Lewistown. Later they purchased the Daily News and launched what is now the daily paper in that city.*

*Mr. Kelly sold his interest in the Lewistown paper and went to Kalispell, where he became editor and publisher of the Flathead Monitor. Convinced of the feasibility of a multiple-purpose dam on the South Fork of the Flathead River, he devoted more than two decades to a campaign to achieve the project.*

*It was while publishing this weekly that he gained the nickname "Hungry Horse Harry" and the title, "Father of Hungry Horse Dam."*

*When Mr. Kelly retired in 1944, six years before his death on Aug. 7, 1950, he marked the end of 56 years as a newspaperman in the state. He was a longtime member of the Montana State Press Association and served as its president in 1937-38.*



CAPT. JAMES HAMILTON MILLS

1837 - 1904

Installed May 14, 1961

*"That king among territorial editors," according to one pioneer journalist, was Capt. James Hamilton Mills, third editor of the first newspaper published in Montana territory, the Montana Post.*

*He was born Dec. 21, 1837, in Lisbon, Ohio, the eighth generation of his family to live in America. He was educated in eastern Ohio and Pennsylvania, and on April 27, 1861, he enlisted, at the age of 24, as a private in answer to Lincoln's plea for volunteers. He left the Army as a brevet-lieutenant colonel, with honors for "heroic conduct."*

*In the spring of 1866 he came to Montana.*

*An article he had written to an eastern journal attracted the attention of D. W. Tilton, publisher of the tri-weekly Montana Post, who offered Capt. Mills the editorship of the paper. On Dec. 29, 1866 Mills became editor of the Post, which had started publication Aug. 27, 1864.*

*He continued as editor of the Montana Post, both in Virginia City and Helena, where it was moved, until July, 1869, when the paper ceased publication. He then founded the New Northwest in Deer Lodge, and was editor and publisher there for 22 years.*

*He married Ella M. Hammond in 1875, and their children were Mary E., Nellie G., and James H., Jr.*

*He was the first, and also the second, president of the Montana Press Association. He served in many organizations and was an active member and director of the Montana State Historical Society.*

*Capt. Mills, aptly called "the Nestor of pioneer journalism in Montana," died Sept. 5, 1904, in Deer Lodge.*

The Montana Newspaper Hall of Fame was established Aug. 16, 1958, and is jointly sponsored by the Montana State Press Association and the Montana State University School of Journalism. A committee of six members of the Montana State Press Association and the dean of the School of Journalism recommend to the Association one person for inclusion in the Hall of Fame each year. Five years must elapse from the time of death before a candi-



*Journalism Building, Montana State University, Missoula, Montana*

## *Education for Journalism at Montana State University*

The School of Journalism at Montana State University is one of the pioneers in journalism education. It was founded in 1914, only six years after the establishment of the first school of journalism in the United States, and is one of the 46 schools and departments of journalism accredited by the American Council on Education for Journalism. The School also was a charter member of the Association of Accredited Schools and Departments of Journalism.

A broad cultural education is the foundation of the curriculum offered by the School of Journalism. Approximately three-fourths of the credits offered for the degree of Bachelor of Arts in Journalism are taken in the humanities and social sciences. Journalism courses, dedicated to the highest professional standards, stress history, ethics, social responsibility and current problems as well as the technical skills necessary for success in the various fields of journalism.



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