

AN ANALYSIS OF THE MAURY HIGH SCHOOL PUBLIC RELATIONS  
PROGRAM AS ATTESTED TO BY THE NEWS APPEARING  
IN THE NORFOLK VIRGINIAN PILOT FOR  
THE CALENDAR YEAR 1950

A Thesis

Presented to

The Faculty of the Department of  
Education Appalachian State Teachers  
College

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts

by

Charles Everett Harris

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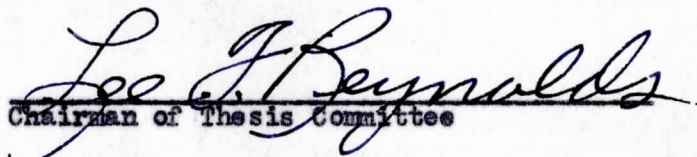
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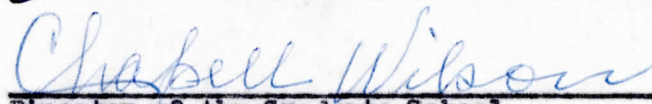
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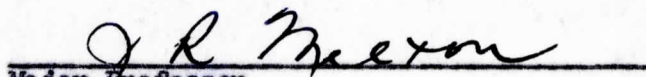
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1951

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## CHAPTER I

### INTRODUCTION

During the past three years the writer has, as a result of numerous informal conferences with fellow educators, students, and patrons of the school, been moved by the nonchalance and lack of interest evidenced in the attitude at Maury High School, Norfolk, Virginia, in matters pertaining to the student welfare and school activities.

There is a great opportunity to sell Maury High School through the newspapers to the public. The situation at Maury High School is typical of many of our schools. Being a naval base, the city of Norfolk has expanded from a population of approximately one hundred and fifty thousand in 1941 to a population of approximately two hundred and twenty-five thousand in 1951. In the case of Maury High School the school has eighteen hundred and seven students attending school and no organized public relations program. The school spirit is low and the children do not feel that they belong to the school.

It is assumed by the writer that a well organized public relations program would be an excellent means of creating good will between Maury High School and the transient population of Norfolk.



Educators are now realizing more keenly than ever before that the schools need a larger measure of good will, particularly of the kind of good will resulting from an intelligent understanding among citizens of the aims, the scope, the achievements and the present problems of the school system. There is a growing opinion among educators that ineffective public relations policies are proving very costly to schools, and this conviction is causing a determined effort to meet real issues in<sup>1</sup> the social interpretation of the school.

## I. THE PROBLEM

Statement of the problem. It was the purpose of this study (1) to attempt to analyze the public relations of Maury High School, Norfolk, Virginia, through the items of school news published in The Norfolk Virginian Pilot newspaper for the calendar year 1950 (January 1 through December 31); (2) to attempt to determine the extent to which the school was being interpreted to the public through the newspapers; (3) to attempt to formulate a continuous program of public relations as a means of interpreting the school to the city of Norfolk; and (4) to attempt an inquiry into the policies in public relations of Maury High School.

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<sup>1</sup> J. B. Edmonson, Joseph Palmer, and Francis L. Bacon, The Administration of the Modern Secondary School, (New York: The Macmillan Company, 1948), p. 475.



Importance of the study. The importance of a study of this kind cannot be minimized.

The need for a public relations program is as urgent in the administration of the school as it is in the administration of private business. The schools were established by the people; they are financed by the people; and they belong to the people. The people are, therefore, entitled to regular and truthful information concerning them. All the people are the stockholders in the school enterprise, and they have the same right to be kept informed concerning their investment as have stockholders in private businesses. To provide this information is an obligation of school officials and school employees. Failure to provide it is almost a species of unethical practice. It is certain that such failure will handicap the schools; moreover it will injure the fortunes of the persons who have been given the responsibility of conducting the school.<sup>2</sup>

The classroom teachers at Maury High School are very much aware of the need for a continuous effort to establish a partnership with the public. The attitude of many other members of the teaching profession indicates that they too are aware of this vital and growing problem in education. This assumption was substantiated at the Fourth Annual Meeting of the Association for Supervision and Curriculum Development (a group representing a variety of

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<sup>2</sup> W. G. Reeder, An Introduction to Public School Relations, (New York: The Macmillan Company, 1937), p. 37.

positions of educational responsibility) where the following questions were discussed:<sup>3</sup>

1. What are the causes for the lack of public confidence in education?
2. What steps can we take to rebuild public confidence?
3. How can we get people to understand the values of public education?
4. What are good talking points for educators who speak to or write for lay organizations?
5. What are specific examples of what has been done in local communities which has helped to build public confidence?

These questions focus attention on the problem of public relations in the school. Although the problem is seen as being wide-spread it is believed the greater part of the responsibility rests with the schools themselves. This is a grave responsibility that cannot be dismissed if the schools are to keep the active support of the public. It is to be remembered that most adults picture in their minds the type of school they attended

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<sup>3</sup> National Education Association for Supervision and Curriculum Development, Report on the Fourth Annual Meeting, Building Public Confidence in Education, (The Association, 1949), p. 23.



twenty years ago. It is reasonable to assume that without any way of changing their opinion they believe this type of school and instruction is suitable today.

An examination of this assumption on the part of the public highlights the school's difficulty in overcoming the indifference and apathy of the public that in many cases may be traced directly to the past policies and limitations of the subject-centered school.

Are the schools taking advantage of their opportunities to inform the public about their programs and what they stand for in American life? An abundance of evidence is available to show that schools are not living up to their responsibility of keeping the public informed in regard to the nature and purposes of their programs.

From these articles the educator's growing concern for a good public relations program is understood. What is the attitude of those that are for, but not of, the teaching profession? Mrs. Agnes E. Meyer in her penetrating article "Are Our Public Schools Doing Their Job?" defines the need of our schools as follows:

To achieve the social orientation of our public schools and develop the new curriculum and methods which will emerge as a by-product

our public schools need the sympathy and active support of the local business men, industrialists, bankers, and other civic leaders. All community leadership must now rally around our public schools as the one best hope we have for the preservation and growth of a democratic society and the maintenance of a free economy. The interest of laymen has always been a determining factor in good schools. But it was never more needed than now.<sup>4</sup>

To gain this interest, school public relations has a tremendous job on its hands.

For if we do not bring school public relations to a strong healthy maturity, then hundreds of thousands of American children are going to enter the Atomic Age with such an inferior education that the outcome is obvious. The teaching profession will be struck such a terrible blow that it will not recover for years.<sup>5</sup>

Source of Data. In order to achieve the purposes set forth in this study, the principal sources of data gathered were: (1) The resources of the Appalachian State Teachers College Library and the resources of the College of William and Mary Library using educational administration books, magazines, and periodicals. (2) An analysis of the public relations program of Maury High School through the items of school news published in the Nor-

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<sup>4</sup> Agnes E. Meyer "Are Our Public Schools Doing Their Job?" Atlantic, 183: 36, February 1949.

<sup>5</sup> Robert Olds, "Untrapped Resources in School Public Relations," Education, 69:231, December 1948, p. 231.



folk Virginia Pilot for the calendar year 1950 (January 1 through December 31). Three hundred and sixty-five copies of the morning publication of the Norfolk Newspapers, Incorporated.

The Norfolk Virginian Pilot (morning) and the Ledger Dispatch (evening) are the two papers owned and published by the Norfolk Newspapers, Incorporated. The Norfolk Virginian Pilot was selected for the study on the basis of (1) size and circulation and (2) the news content of the Ledger Dispatch varies little from that of The Norfolk Virginian Pilot.

General Procedure. An attempt was made to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from January 1, 1950 through December 31, 1950, and the items of news pertaining to Maury High School were tabulated.

This tabulation was on the basis of the number of columns, origin, visibility and the nature of the news (whether favorable or unfavorable). The degree of visibility was determined on the basis of position in the paper and on the page, headlines and an action or still picture. The nature of the news whether favorable or unfavorable was based on the following criteria:

(1) does it direct attention from the purpose of the school and (2) does it have little or nothing to do with the aims of the school. The original was determined by the source of the news whether the school, the press and others.

## II. DEFINITION OF TERMS USED

Public Relations. School "Public Relations" is relations between the school and the laity. It is the entire body of relationships that go to make up the prevailing impressions about the schools, their functions, values, conditions, and needs. In building good public relations, that is, building public confidence in the schools, one must be aware of all the forces, drives, emotions and conflicting and contradicting factors that form the warp and woof of our social life and civilization.<sup>6</sup>

Publicity is a means of interpreting the school to the public particularly through the press. Publicity is one media of public relations, all public relations is considered publicity. In dealing with school publicity the work should be framed with an overall public relations objective in mind.

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<sup>6</sup> Report of Public Relations Committee, "Ways and Means of Incorporating the Lay Public into Partnership With the Schools." Unpublished Committee Report, Norfolk Virginia, 1951, p. 1.

Benjamin Fine<sup>7</sup> defines publicity as "one of the means employed to acquaint the public with the general purposes and aims of a particular institution". It is that media which interprets to the public the place of the institution in the community, in accordance with the policies and limitations expressed in the public relations program of the particular institution.

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<sup>7</sup> Benjamin Fine, Educational Publicity, (New York, Harper and Brothers, 1943), p. 3.



## CHAPTER II

### REVIEW OF THE LITERATURE

Historical Sketch. The writer has been unable to find any documentation to mark exactly the beginning of public relations as an organized activity. According to historians it began with the development of the ancient guilds in Europe. The guilds set about convincing the public of the value of their craftsmanship and the merit of their goods. The guilds invented hallmarks to emphasize quality and reputation. They stage the first public relations campaign in behalf of business to legalize special privileges and monopolies. The guilds were so successful that many of the hallmarks which characterized their public service continue even today.

Perhaps the common school's public relations program began with the first school. This was done by conversation and other first hand methods that could be used to influence the public to have a favorable opinion of the schools and their problems.

Organized public relations through newspapers is considered a comparatively new and growing phase of public relations.



An upsurge of public interest in the nations schools is taking place throughout America. Seldom have so many people demonstrated such keen and vital interest in the public schools, and seldom have the schools stood in greater need of public understanding and support.

Current needs and problems of the schools, although many of them are of long standing, were set in the spotlight of public observation by the conditions and circumstances associated with World War II. The critical shortage of qualified teachers and the present serious lack of school housing facilities, at a time when a tidal wave of new enrollment is about to break on the schools, have had unusually wide publicity and have stimulated much timely concern.<sup>9</sup>

Prior to the early nineteen-twenties, organized public relations were not given much consideration. Since World War II this particular phase of school administration has been regarded by some of the leading educators to be a most important function of the school.

Previous Studies. Foster<sup>10</sup> analyzed all editorial comments on education in twenty-five newspapers over a five year period, from January 1, 1930 to January 1, 1935. He found that one-fourth of the editorials read were adversely critical and the center of editorial

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<sup>9</sup> American Association of School Administrators, Public Relations for America's Schools. (Washington: The American Association of School Administrators 1950), p. 5.

<sup>10</sup> Charles R. Foster, Jr., Editorial Treatment of Education in the American Press. Harvard Bulletin in Education, No. 21, Cambridge; (Harvard University Press, 1938), p. 262.

attention was focused upon educational cost, purposes, value, efficiency, and personnel of the school system.

Athletics received the most attention from the newspapers, but the newspapers were not used to interpret the educational ideals, policies and programs of the schools.

Thomas<sup>11</sup> made a study of school newspaper publicity which was divided into three areas: (1) to determine the interest of parents, non-parents, and students of high school and college level. This was done by a seminar group at the University of Pittsburgh and the Kiwanis Club at Sharon, Pennsylvania, who read school newspaper information; (2) to make a survey of practices of newspapers to discover the extent to which the practices were satisfying the highest relative interest of readers of such news; and (3) to determine the extent of responsibility that newspaper editors have in their reporting practices.

Some conclusions from this study were: (1) publicity is a major responsibility of the school executive; (2) the school must have favorable public opinion in

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<sup>11</sup> William J. Thomas, A Study of the Interest of Readers of Public School Newspaper Publicity, Abstracted in the University of Pittsburgh Press Bulletin, Volume 41, No. 4, 1945, p. 281.



order to grow; and (3) that newspaper information concerning the school is a vital method of informing the community of the purposes, values, conditions and needs of their school.<sup>12</sup>

Thomas'<sup>13</sup> implications are rather pertinent to this writer's study in that: (1) there is a need for improvement in the quality of the newspaper information which is published concerning the schools; (2) greater interest should be created in such subjects as "Finance and Business Administration;" and (3) there is a need for careful writing of material concerning "Extra Curricular Activities " since such news will probably continue to occupy considerable space in the newspaper; the value of such activities should be demonstrated.

Park<sup>14</sup> collected data from fifty-seven Oklahoma weekly newspapers that covered a publication period of four and one-half months. The data were restricted to news concerning school level, but were not limited to high school news.

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<sup>12</sup> Ibid., 289.

<sup>13</sup> Ibid., 289.

<sup>14</sup> Walter J. Park, School Publicity in Weekly Newspapers of Oklahoma. Master's Thesis. University of Oklahoma Bulletin, Vol. 10, 1943, p. 70.



<sup>15</sup> Park concluded that the people are being told in their weekly newspapers much about school topics in which they have the least interest and less attention was given to topics in which the people have their greatest interest.

<sup>16</sup> Bordwell found that the dominant educational news interest of the New York Times in 1937 were adult education and connecting school services to the social and economic problems of that year.

An outstanding study of interests of readers of public school information was completed in 1929 by Belmont Farley. His study was entitled What to Tell the People About the Public Schools.<sup>17</sup> His findings are considered significant in the field of public school newspaper publicity. He found that people are asking of the schools "What Are You Doing? How do you do it? Of what value is it?"

Some leaders in the field consider Farley's study as one of the outstanding studies of public school newspaper publicity.

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<sup>15</sup> Ibid., p. 70.

<sup>16</sup> R. W. Bordwell, Measuring Lay Attitudes Towards Education. Doctor's Thesis. University of Wisconsin, 1939. As found in Walter S. Monroe's Encyclopedia of Educational Research. (Revised Edition, New York: The Macmillan Company) p. 904.

<sup>17</sup> Belmont Farley, "What to Tell The People About the Public Schools," New York Teachers College, Columbia University. Contributions to Education, No. 355, p. 16-17.

Summary. The review of previous studies of newspaper public relations reveals to the writer that newspaper school publicity was very unequally emphasized, with an over emphasis upon athletics and other extra-curricular activity and not enough emphasis upon finance and business administration of the school.

## CHAPTER III

### MAURY HIGH SCHOOL 1894-1950

In making this analysis of public relations of Maury High School, Norfolk, Virginia, the writer believes it important to study and to review something of the background and tradition of this high school. Very little was found in the newspapers of past years in this respect; however, the Public School of Norfolk, Virginia, A Brief Description, a booklet published by the School Board of the City of Norfolk, November 25, 1925, gives the origin, history and progress of Maury High School. By including photographic excerpts from this booklet not only will an understanding of the school be more clearly defined, but evidence of past school-community relationship will be established.

Today, fifty-seven year old Maury High School is a large complex institution of public education consisting of the tenth, eleventh and twelfth grades. The enrollment for September 1950, was eighteen hundred and seven students. The students come from two junior high schools within the city. Those outside the city enrolled in Maury High School pay a tuition.



# SENIOR HIGH SCHOOL

1894—1925

The history of the Matthew Fontaine Maury High School, known for many years as the Norfolk High School, is to a marked degree the history of the change in attitude of the community toward higher public education. Counting among its inhabitants hundreds of families whose ancestors were the sturdy Cavaliers of the early settlement of Virginia, Norfolk held on to the old idea of the education of the classes by tutors or in private schools, developing within her limits institutions of that type that were known throughout Virginia and neighboring states for the educational advantages that they offered.



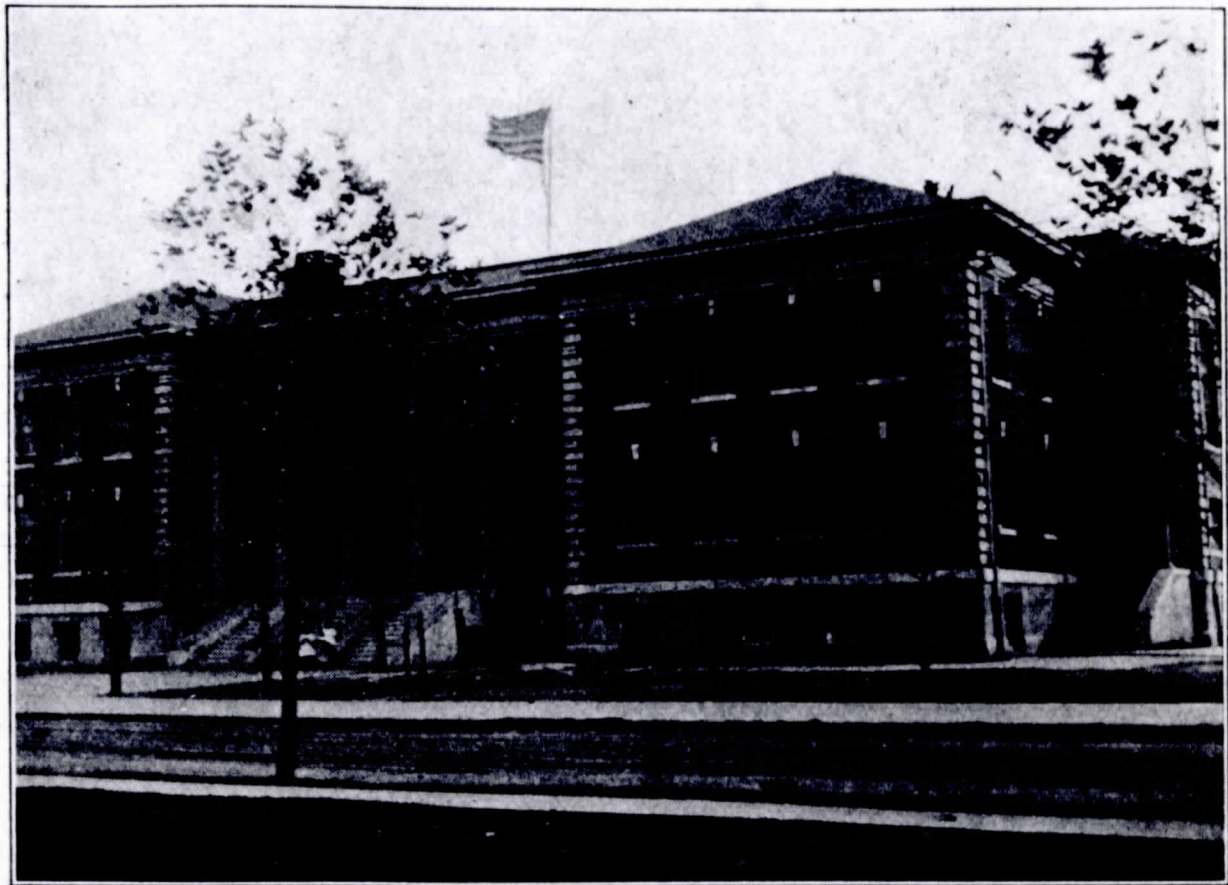
NORFOLK HIGH SCHOOL 1894-1908

Elementary schools were established in Norfolk as early as 1857 and organized along accepted lines. Under the Superintendency of Mr. Kenton C. Murray, these schools gained favor with the public. Catching a vision of a future need, Mr. Murray in 1894 urged the establishment of a high school. His suggestion met with violent opposition, but with the courage born of strong conviction, Mr. Murray overcame this opposition, and the School Board authorized him to purchase a site for high school purposes. The

Hemingway School, a private institution located on a two-and-one-half-acre lot on Park and Lovitt Avenues, was purchased for \$25,000. On September 15, 1894, with a faculty of four teachers and Mr. George McK. Bain as principal, the Norfolk High School was opened. Within one week it was filled to its capacity. The vision had become a reality. In June of the following year, the Norfolk High School had a graduating class composed of four young ladies.

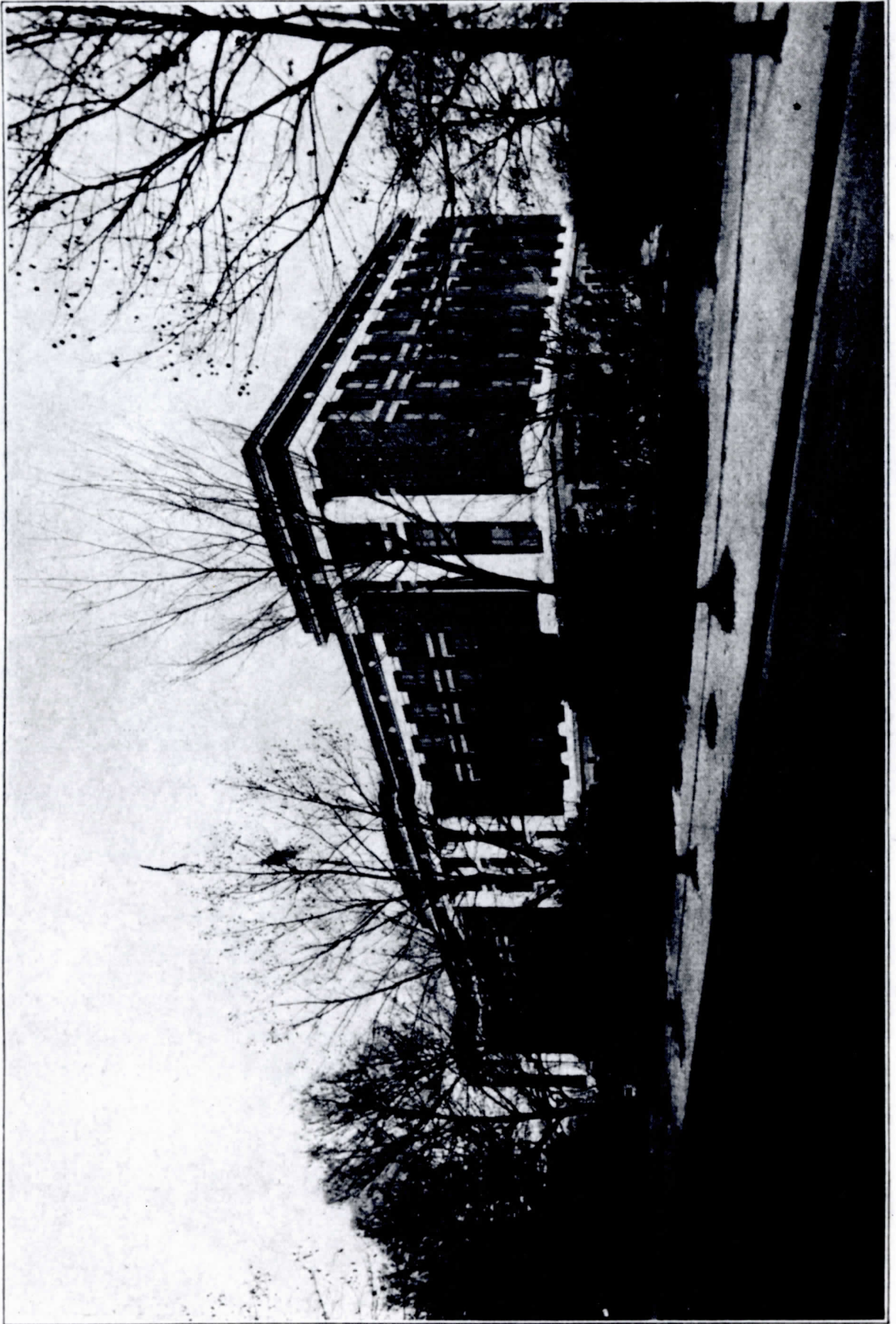
In January, 1896, Mr. Murray was succeeded by Mr. Richard A. Dobie, who whole-heartedly turned his energies to the furthering of the work begun by his predecessor. Before the opening of the second session, an annex was erected and additional teachers employed. The enrollment soon outgrew these quarters and a second annex was built in 1899.

So well organized and developed had been the high school idea that in four years Norfolk realized the advantages and opportunities offered in such a school and demanded an extended and enlarged curriculum to meet a recognized need—higher education for all the people.



NORFOLK HIGH SCHOOL 1908-1911





MAURY HIGH SCHOOL 1911-1925



In 1906 plans were begun for the erection of a fireproof building with every modern improvement and the latest facilities for elective schoolroom work to accommodate 1,000 students. After delays of every kind, the new building, which cost \$275,000 equipped, was opened in February, 1911. In addition to forty-five classrooms it had three science laboratories, shops for manual training, a gymnasium, a library, and a large auditorium. 971 pupils were enrolled. With its excellent equipment and its well trained faculty, this school became at once a powerful force in the education of the community. It was no longer the Norfolk High School; it was the Matthew Fontaine Maury High School, an institution that embodied in its organization the ideals that guided Virginia's own son, the "Pathfinder of the Seas."

It was during the construction of this building that the old high school building was partially destroyed by fire, and the newly erected John Marshall School on Omohundro Avenue was pressed into service.

The curricula offered and the instruction given at Maury met with such favor in the community, which at this time was growing by leaps and bounds, that by 1914, the school could not accommodate those applying for admission. Six additional rooms were added to take care of the Domestic Science Classes.

The period of the World War saw Maury taking part in every activity, even graduating its boys in time for them to go to the front.

In 1916 the school suffered a serious loss in the death of its principal, Mr. George McK. Bain, whose ideals had been its foundation and whose life had been the inspiration of every pupil and teacher so fortunate as to work with him. Under his successor, Mr. Mallory K. Cannon, who had been associated with the school as teacher and assistant principal since 1896, the school maintained its high standards and met the demands of the post-war days when 2,000 students were enrolled. It was at this time that the Vocational Classes under the Smith-Hughes Foundation were established at Maury for the rehabilitation of the World War veterans.

The two junior high schools have relieved Maury of the first-year pupils, but today there are 1,700 students enrolled for the three classes of senior high school work.

Mr. Arthur B. Bristow, who was elected at the death of Mr. Cannon, is at present the principal of Maury. From a faculty of four in 1894, the number has grown to seventy in 1925.

Extra-Curricular Activities in Maury High School.

Extra curricular activities, exclusive of athletics and school publications are divided into four groups as shown in table I: (1) class organizations; (2) subject societies, (3) musical organizations, and (4) service clubs. Table I, page 22 is provided to show the number of activities, the number of teacher sponsors, and the estimated number of pupils participating.

The reader will notice from Table I the class organizations claim the first allegiance of the pupils. They are highly systematized and provide excellent opportunities for training in leadership and unified effort toward a common goal.

The subject societies are six in number: The French, Spanish, Latin, Science, Dramatic and Math clubs. These clubs were organized in response to a need felt by teachers of vision for a painless method of vitalizing the class work and establishing a common meeting-ground for the instructor and pupil outside of the classroom. The subject societies from the first have been an integral part of the school life. They help bridge the gap between the school and the community by showing the points of contact between the formal study and life itself.



TABLE I

A LIST OF STUDENT ACTIVITIES CARRIED  
ON IN MAURY HIGH SCHOOL

Name of Organization	No. of Teachers Sponsors	No. Partici- pating
French Club	1	30
Spanish Club	1	25
Latin Club	1	23
Science Club	1	30
Dramatic Club	1	20
Math Clubs	2	50
Orchestra	1	32
Band	1	110
Chorus	1	60
Hi-Y (Boys)	2	125
Y-Teams (Girls)	1	75
Student Government (Council)	2	56
Sophomore Class (Officers, etc.)	1	15
Junior Class, (Officers, etc.)	1	35
Senior Class, (Officers, etc.)	1	40



The orchestra now composed of thirty-two members, for years expressed the musical aspirations of the school. It is now reinforced by the Chorus, which demonstrates its worth and courage by producing an operetta annually, and the band, youngest of Maury High School activities, has grown to be the largest and one of the most important activities of the school.

Maury High School Publications. The history of publications in Maury High School has varied from The Virginian, an early monthly magazine, to today's "Maury News", a bi-monthly newspaper providing the pupils an opportunity to express themselves in print. Accompanying the "Maury News" a student publication is the school annual, "The Commodore," which is a project of the senior class each year. One indication or mark of a progressive school is an excellent school newspaper and annual. Progressiveness in the school is perhaps best realized in a study of this publication, the most consistently appearing of Maury High School's periodicals. The Inter-scholastic Athletic Program of Maury High School is carried on under the handicap of inadequate facilities. With aid received, however,

from the City Recreation Department and the use of other community facilities, a creditable program is maintained.

Table II, page 25 is provided to illustrate the number of sports carried on in Maury High School, the number of teacher sponsors, and the estimated number of pupils participating.

Table II points out that a coach for all competitive sports is provided by the school. The coach is a member of the faculty, devoting part time to teaching several classes and the remainder to athletic duties. The competitive sports are football, basketball, wrestling, track, baseball, tennis, and to a limited extent, golf.

It is difficult to believe that all of these sports are carried on without an athletic field or a gym large enough to play a regulation basketball game. The writer feels that better publicity would help to remedy the situation.

TABLE II

A LIST OF INTER-SCHOLASTIC ATHLETICS  
CARRIED ON IN MAURY HIGH SCHOOL

Sport (Boys)	No. of Teacher Sponsors	No. Participating
Football-Varsity	2	50
Football-Junior varsity	2	70
Basketball-Varsity	1	15
Basketball-Junior-varsity	1	15
Wrestling	1	35
Track	1	25
Baseball	1	30
Golf	1	10
Tennis	1	8



Summary of Chapter. A review of the part that Maury High School has played in the past life of the community was presented in Chapter III. The organization and activity of the school at the present time were included to show the nature of the school and its service to the community. In this way the writer has tried to give a continuous picture of Maury High School, its position in the community, and its potentialities for further contributions to the area it serves.

## CHAPTER IV

### TOPICAL DISTRIBUTION OF NEWS FOR THE CALENDAR YEAR 1950

Purpose of The Chapter. The purpose of this chapter was to determine the extent of news concerning Maury High School, Norfolk, Virginia, published in The Norfolk Virginian Pilot, Norfolk, Virginia for the calendar year nothing unusual occurred at Maury High School to lead to an unusual amount of school publicity. The school publicity activities of that year, then, should be fairly representative of other years. Every page of every issue of The Norfolk Virginian Pilot for 1950 was scanned carefully, and note was taken on every news article relating to Maury High School.

The notes were taken on copies of the tabulation form given in the appendix. The results of this analysis applies in Tables III through XIV with a summary of the years news appearing in Table XV.

Explanation of Terms. This tabulation was on the basis of the number columns, origin, visibility and nature of the news (whether favorable or unfavorable). The degree of visibility was determined on the basis of position in paper and on the page, headlines, and action or still pictures. The nature of the news whether favorable or

unfavorable was based on the following criteria: (1) does it divert attention from the purpose of the school and (2) does it have little or nothing to do with the aim of the school? The origin was determined by the source of the news whether the school, the press or paper and other sources, such as the school board.

The writer believes that most of the other terms used in Table III through Table XV are self-explanatory.

Each of the tables represents the news items for a given month distributed according to areas for publicity. These areas are listed in the first column on the left side of the page. In the first, second and third columns to the right of the "Areas for Publicity" are found the total number of columns of news devoted to a particular area according to its origin whether the school, the paper or other sources. The fourth, fifth and sixth columns represent the per cent of good or fair visibility of the news of a particular area according to the same origin as in the previous columns. The seventh, eighth and ninth columns give the per cent of favorable or unfavorable news items of a given area according to the same origin as the other six columns.



TABLE III

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF JANUARY 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program	1/8	100% Good	100% Fav.
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	1/4    3    1/8	100% Good	100% Fav.
Band	1/4    1/4	100% Good	100% Fav.

Summary of Table III. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from January 1, 1950 through January 31, 1951, and the items of news pertaining to Maury High School were tabulated.

The tabulations were on the basis of the number of columns, origin, visibility and the nature of the news (whether favorable or unfavorable).

Maury High School received in The Norfolk Virginian Pilot three and three-fourth columns of space for the month of January, three and five-eighths columns of space were devoted to student activities which consisted mainly of athletics. The remaining one-eighth columns concerned pupil progress and welfare.

Table III also revealed that three and one-fourth columns of news originating from the newspaper staff, eighty per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of January were all favorable.

TABLE IV

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF FEBRUARY 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Mature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends	1/4	100% Good	100% Fav.
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teachers Association			
Student Activities			
Athletic	1-5/8 3-3/8	65% Good 78% Good	100% Fav. 100% Fav.
School Paper	1/4	100% Good	100% Fav.



Summary of Table IV. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from February 1, 1950 through February 28, 1950, and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot five and one-half columns of space for the month of February, five and one-fourth columns were devoted to student activities which consisted mainly of athletics. As seen in Table III the newspaper took the initiative in school publicity. Over eighty-five per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of February were all favorable.

The very unequal emphasis upon the various areas of publicity covered was noticeable in both Table III and Table IV with much space given to athletics.

TABLE V

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT  
FOR THE MONTH OF MARCH 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program	1/2	100% Good	100% Fav.
Guidance & Health Service			
Attendance & Discipline	1	100% Good	100% Fav.
Enrollment Trends	1/2	50% Good	100% Fav.
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Dramatics	1/4	100% Good	100% Fav.
Athletic	2-2/8	100% Good	100% Fav.

Summary of Table V. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from March 1, 1950 through March 31, 1950, and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot four and one-half columns of space for the month of March. Two and one-half columns were devoted to student activities which consisted mainly of athletics, one-half of a column was devoted to the instructional program, and one and one-half columns were devoted to attendance. All of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of March were all favorable.

As seen in Tables III and IV unequal emphasis was placed upon the various areas of publicity and the newspaper staff again contributed the greater amount of publicity.



TABLE VI

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PIONEER FOR THE MONTH OF APRIL 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni	5/8		50% Good 100% Fav.
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	4-7/16	50% Good	100% Fav.

Summary of Table VI. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in the Norfolk Virginian Pilot from April 1, 1950 through April 30, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot five and one-sixteenths columns of space for the month of April. Four and seven-sixteenths columns were devoted to athletics, and five-eighths columns were devoted to the school staff members. Fifty per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of April were one hundred per cent favorable.

The tables up to this point have clearly shown that there was a decided lack of proportion in the emphasis given to the various areas of publicity.

TABLE VII

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIA PILOT FOR THE MONTH OF MAY 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare	1-1/8	100% Good	100% Fav.
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	3-1/8	38% Good	100% Fav.
Band	1-1/2	100% Good	100% Fav.
Play Day	1-3/4	100% Good	100% Fav.



Summary of Table VII. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from May 1, 1950 through May 31, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot seven and one-half columns of space for the month of May. Three and one-eighth columns were devoted to athletics, one and one-half to the band, one and three-fourth to play day and one and one-eighth to pupil progress and welfare. Eighty four per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of May were one hundred per cent favorable.

The emphasis of areas of school activities and athletics clearly stand out in Table VII. It seems that the tendency of the newspaper was to concentrate their school publicity efforts upon a few areas of publicity.

TABLE VIII

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF JUNE 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare	12-1/8	100% Good	100% Fav.
Instructional Program	2	100% Good	100% Fav.
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni	1/2		50% Good
Building Program			100% Fav.
Administration & Finance			
Parent-Teacher Association			
Student Activities			

Summary of Table VIII. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from June 1, 1950 through June 30, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot fourteen and five-eighths columns of space for the month of June. Twelve and one-eighth columns were devoted to pupil progress and welfare, two columns to the instructional program of the school and one-half column to the school staff. Over eighty-three per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of June were one-hundred per cent favorable.

In Table VIII there was a greater concentration of news than was found in the preceding tables.

The space given to the various areas of publicity were not evenly distributed, topics that were stressed during the month of June were barely mentioned or omitted altogether during the previous months.

It seems that the school officials placed more emphasis on the subjects dealing with the closing of school and the changes that were made in the school staff.



TABLE IX

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF JULY 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni	1/2	100% Good	100% Fav.
Building Program			
Administration & Finance	1/4	50% Good	100% Fav.
Parent-Teacher Association			
Student Activities			

Summary of Table IX. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from July 1, 1950 through July 31, 1950, and items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot three-fourths of a column of space for the month of July. One-half of a column was devoted to the school staff members, and one-fourth of a column was devoted to administration and finance. Seventy-five per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of July were one-hundred per cent favorable.

The reader will notice the drastic decrease in the amount of news as compared to the amount of news analyzed in the first eight tables.

The writer assumes that the school officials of Maury High School are probably not fully aware of the value of publicity during this period of the year.

TABLE X

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF AUGUST 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni	1	100% Good	100% Fav.
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	3-3/8	100% Good	100% Fav.



Summary of Table X. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from August 1, 1950 through August 31, 1950, and items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot four and three-eighths columns of space for the month of August. One full column was devoted to the school staff members, and three and three-eighths was devoted to athletics. One hundred per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of August were one hundred per cent favorable.

The concentration of the publicity upon athletics clearly stands out in Table X, and represents perhaps an actual over-emphasis on this topic. This may be due to the newspaper interest in football, at this particular season of the year.

TABLE XI

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF SEPTEMBER 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends	2-1/2	100% Good	100% Fav.
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	9-1/8	85% Good	100% Fav.
Band	2-1/2	100% Good	100% Fav.

Summary of Table XI. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from September 1, 1950 through September 30, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot fourteen and one-eighth columns of space for the month of September. Nine and one-eighth columns were devoted to athletics, two and one-half columns were devoted to enrollment trends and two and one-half columns were devoted to the band. Eighty one per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of September were one-hundred per cent favorable.

Table XI more or less confirmed the impression of the writer that newspaper school publicity is concentrated at or near the beginning and the close of the school year. This seems to indicate that Maury High School publicity has not yet fully come to be a regular and continuous nature, which would make it more effective.



TABLE XII

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE MONTH OF OCTOBER 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Dramatics	1/16	50% Good	100% Fav.
Band	1/16	50% Good	100% Fav.
Athletic	8-1/8	100% Fav.	100% Fav.

Summary of Table XII. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from October 1, 1950 through October 1, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot eight and five-eighths columns of space for the month of October. Eight and one-half columns were devoted to the band, and one-sixteenth of a column was devoted to dramatics. Over sixty-six per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of October were one-hundred per cent favorable.

Table XII like Table X clearly points out the over-emphasis on the extra-curricular activities. Such activities are an important phase of school work; still, the writer feels that the amount of space given them is out of proportion to their relative value to the school.

TABLE XIII

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILEOT FOR THE MONTH OF NOVEMBER 1950

Area for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program			
Guidance & Health Service			
Attendance & Discipline			
Enrollment Trends			
School Staff Members & Alumni			
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	5	50% Good	100% Fav.
Band	1/8	100% Good	100% Fav.



Summary of Table XIII. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from November 1, 1950 through November 30, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot five and one-eighth columns of space for the month of October. Five columns were devoted to athletics, one-eighth of a column was devoted to the band. Seventy five per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of October were one-hundred per cent favorable.

The emphasis on the areas of school activities clearly stand out on table XIII.

TABLE XIV

TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILET FOR THE MONTH OF DECEMBER 1950

Areas for Publicity	No. of Columns According to Origin School-Paper-Others	Visibility According to Origin School-Paper-Others	Nature According to Origin School-Paper-Others
Pupil Progress & Welfare			
Instructional Program	1/2	1/8	100% Good
Guidance & Health Service			100% Good
Attendance & Discipline			100% Fav.
Enrollment Trends			100% Fav.
School Staff Members & Alumni			100% Fav.
Building Program			
Administration & Finance			
Parent-Teacher Association			
Student Activities			
Athletic	1-1/8		100% Good
Orchestra and Band	1/2	1/4	100% Good
			100% Fav.
			100% Fav.

Summary of Table XIV. An attempt was made by the writer to review and analyze items of news pertaining to Maury High School appearing in The Norfolk Virginian Pilot from December 1, 1950 through December 31, 1950 and the items of news pertaining to Maury High School were tabulated.

Maury High School received in The Norfolk Virginian Pilot two and one-half columns of space for the month of December. One and one-eighths columns were devoted to athletics, three-fourths of a column was devoted to the band and five-eighths of a column was devoted to the instructional program. One hundred per cent of the news items concerned appeared in favorable places in the paper. The nature of all publications for the month of December were one hundred per cent favorable.

The emphasis on student activities further confirms the belief of the writer that Maury High School is mentioned in the newspaper, because of the efforts on the part of the Virginian Pilot to find news. In other words it seems to be the newspaper, rather than the school, that is largely taking the initiative in this work.



TABLE XV

SUMMARY OF TOPICAL DISTRIBUTION OF MAURY HIGH SCHOOL NEWS APPEARING IN THE NORFOLK VIRGINIAN PILOT FOR THE CALENDAR YEAR 1950

Areas for Publicity	No. of Columns According to Origin		Total No. Columns		Visibility According to Origin		Nature According to Origin	
	School-Paper-Others	School-Paper-Others	School-Paper-Others	School-Paper-Others	School-Paper-Others	School-Paper-Others	School-Paper-Others	
Pupil Progress & Welfare	13-1/8	13-1/8	100% Good	100% Fav.	100% Good	100% Fav.	100% Fav.	
Instructional Program	3-1/2	3-1/4	100% Good	100% Good	100% Good	100% Fav.	100% Fav.	
Guidance & Health Service		1/8						
Attendance & Discipline	1	1-1/2	100% Good	100% Good	50% Good	100% Fav.	100% Fav.	
Enrollment Trends		2-3/8			100% Good	100% Good	100% Good	
School Staff Members & Alumni		2-5/8			100% Good	78% Good	100% Fav.	
Building Program & Administration & Finance		1/4				50% Good	100% Fav.	
Parent-Teacher Association								
Student Activities	2-11/16	50-1/16	89% Good	85% Good	100% Fav.	100% Fav.	100% Fav.	

Summary of Table XV. In Chapter III the topical distribution of Maury High School news which appeared in The Norfolk Virginian Pilot for the calendar year 1950 was recorded in table form for each month of the year. Table XV, page 53, was compiled as a summary of the news for the twelve months period. Maury High School, with an enrollment of eighteen hundred and seven pupils, serving both the City of Norfolk and surrounding areas (on a tuition basis) received in one of the leading newspapers of the area seventy-five and one-half columns of space or the equivalent of one average daily issue of the paper. Fifty-two and three-eighths columns of this space were devoted to pupil activities which consisted mainly of athletics. Thirteen and one-eighth of the total number of columns concerned pupil progress and welfare. The remaining ten columns were divided among the instructional program, attendance and discipline, enrollment trends, staff, members and alumni and building program.

The emphasis upon student activities and athletics is very apparent when comparisons are made with the total amount of space given to the ten areas of publicity, but the emphasis is much more apparent when comparisons are made with the amount of space given to each of several separate items: namely; (1) administration and financial



with a total of one-fourth of a column of space; (2) instructional program with a total of three and one-fourth columns of space; (3) enrollment trends with a total of two and three-eighths columns of space; (4) school staff members and alumni with a total of two and five-eighths columns of space. The relatively small amount, and in some instances, no space at all to several very important areas makes the emphasis on student activities and athletics rather conspicuous, and suggest that this area is being over-emphasized in Maury High School's publicity.

The emphasis on student activities and athletics becomes still more evident when it is pointed out that this area received more space than was given to the other nine areas combined. Student activities and athletics were given a total of fifty two and three-eighths columns of space or over sixty nine per cent of all of the news of Maury High School for this year.

Student activities and athletics were not the only area that received a good deal of emphasis in the news columns. A moderate amount of space was given to pupil progress and welfare, this area received a total of thirteen and one-eighth columns of space or a little over seventeen per cent of the news. The writer would not conclude that this represents an over-emphasis in publicity.



While two areas were considerably emphasized, Table XV shows evidence of the other extreme. For example Table XV shows that there were five areas which were given a total of nine columns of space or a little over thirteen per cent of all of the news published. Three areas namely; guidance and health service, building program and parent-teacher association did not receive any news for the year.

The table clearly shows that there was a decided lack of proportion in the emphasis given to the various areas of publicity, and that several areas were seemingly neglected.

Table XV shows that fifty and one-sixteenth columns of space or sixty-seven per cent of the school publicity was accomplished through the news paper itself and only twenty-six per cent of the publicity through the school. This would suggest that it is the newspaper rather than the school that is taking the initiative in school publicity. This impression is further confirmed in Table XVIII and Table XI which shows that the publicity was condensed around two periods, that is, at the beginning and the end of the school year. The suggestion that it is the newspaper, rather than the school that leads in this enterprise is further confirmed by the fact that athletics are given such unique prominence in the newspaper.

Over eighty per cent of all news items concerning Maury High School were found in favorable places in The Norfolk Virginian Pilot. From this the writer would assume that the newspaper realizes the importance of school news.

As it is brought out in Table XV, the nature of all publications of Maury High School news was one-hundred per cent favorable. That is as it should be. The school should strive for accurate dissemination of information and aid the press in the publications of true facts.

Summary. In Chapter IV the topical distribution of Maury High School news which appeared in The Norfolk Virginian Pilot for the calendar year 1950 was recorded in table form for each month of the year. Table XV, page 53, was compiled as a summary of the news for the twelve month period. Maury High school with an enrollment of eighteen-hundred-seven pupils, serving both the City of Norfolk and surrounding areas (on a tuition basis) received in one of the leading newspapers of the area seventy-five and one-half columns of space or the equivalent of one average daily issue of the paper. Fifty-two and three-eighths columns of this space were devoted to pupil activities which consisted mainly of athletics. Thirteen and one-eighth of the total number of columns concerned pupils progress and welfare. The remaining ten columns were

divided among the instructional program, attendance and discipline, enrollment trends, staff members and alumni and building program.



## CHAPTER V

### SUMMARY AND CONCLUSION

General Summary. The writer stated in Chapter I that a well organized public relations program would be an excellent means of creating good will between Maury High School and the transient population of Norfolk. A well organized program of continuous public relations is identical with the conception of education as a responsibility of all the people. It attempts to secure recognition of the schools as a vital part of the plan of parents and community for the future of their children and the future of the community. By means of a well organized program of publicity, the public may become aware of the school and its purpose and aims. In this way schools may be more nearly assured of favorable response when it is needed for specific future events, and the public will be more nearly ready for intelligent participation in the solution of educational problems at all times.

Specific Summary. The study brought out the part that Maury High School has played in the past life of the City of Norfolk. Through the picture of the place that Maury High School occupies in the minds of the

people in the community it is possible to gain an insight into the possibilities for future planning on the part of the school. This is the time and place for the school to review its past and plan for future cooperation with the community it serves. Since public relations seek to bring about a harmony of understanding between any group and the public it serves and upon whose good will it depends, a school's best assurance of continued service to and harmony of understanding with the community is through an interpretation of its program through all available resources at its command. Harmony of understanding means true cooperation in planning and working for a school that will best meet the needs of the pupils and community.

One danger that confronts a school that has in the past contributed richly to the community is complacency. There is a tendency to survey the past and review with pride the accomplishments of former years. Since facts and activities are continually changing, owing to new objectives, the introduction of new school services, and changing economic and social conditions, a planned program for future service is necessary. Teachers, pupils, parents and others in the community are necessary to good educational planning. This calls



for school program planned on a cooperational basis. An understanding on the part of all concerned is necessary to secure this cooperation.

In Chapter IV the topical distribution of Maury High School news which appeared in The Norfolk Virginian Pilot for the calendar year 1950 was recorded in table form for each month of the year. Table XV, page 53, was compiled as a summary of the news for the twelve months period. Maury High School, with an enrollment of eighteen hundred seven pupils, serving both the City of Norfolk and surrounding areas (on a tuition basis) received in one of the leading newspapers of the area seventy-five and one-half columns of space or the equivalent of one average daily issue of the paper. Fifty-two and three-eighths columns of this space were devoted to pupil activities which consisted mainly of athletics. Thirteen and one-eighth of the total number of columns concerned pupil progress and welfare. The remaining ten columns were divided among the instructional program, attendance and discipline, enrollment trends, staff members and alumni and building program.

The circular graph in Figure I was designed to show the distribution of news items according to topics, which clearly points out that there was a decided lack



of proportion in the emphasis on the various items of publicity. Figure II shows the news according to origin. This graph shows that the newspaper, rather than the school, took the initiative in school publicity.

In this analysis of News for 1950 no news items were found concerning three of the topics, namely: "Guidance and Health Service," "Building Program," and "Parent-Teacher Association". Since health is the first objective of education those concerned need to be informed of the health program which is being carried on for the benefit of the pupils so that there may be cooperation for bringing about improvement as needed. The other neglected items, "Building Program and Parent-Teacher Association", are important phases of every school program and furnish excellent opportunities for news. In this case, however, Maury High School does not have a Parent-Teacher Association, and the topic is therefore inapplicable.

Since more than eighty per cent of the news items concerned appeared in favorable places in the paper (Figure III) in readable and interesting form, it would appear that the newspaper realizes the importance of school news. As it is brought out in Figure IV, the

FIGURE I - PERCENT OF TOPICAL DISTRIBUTION OF  
TOTAL NEWS ITEMS.

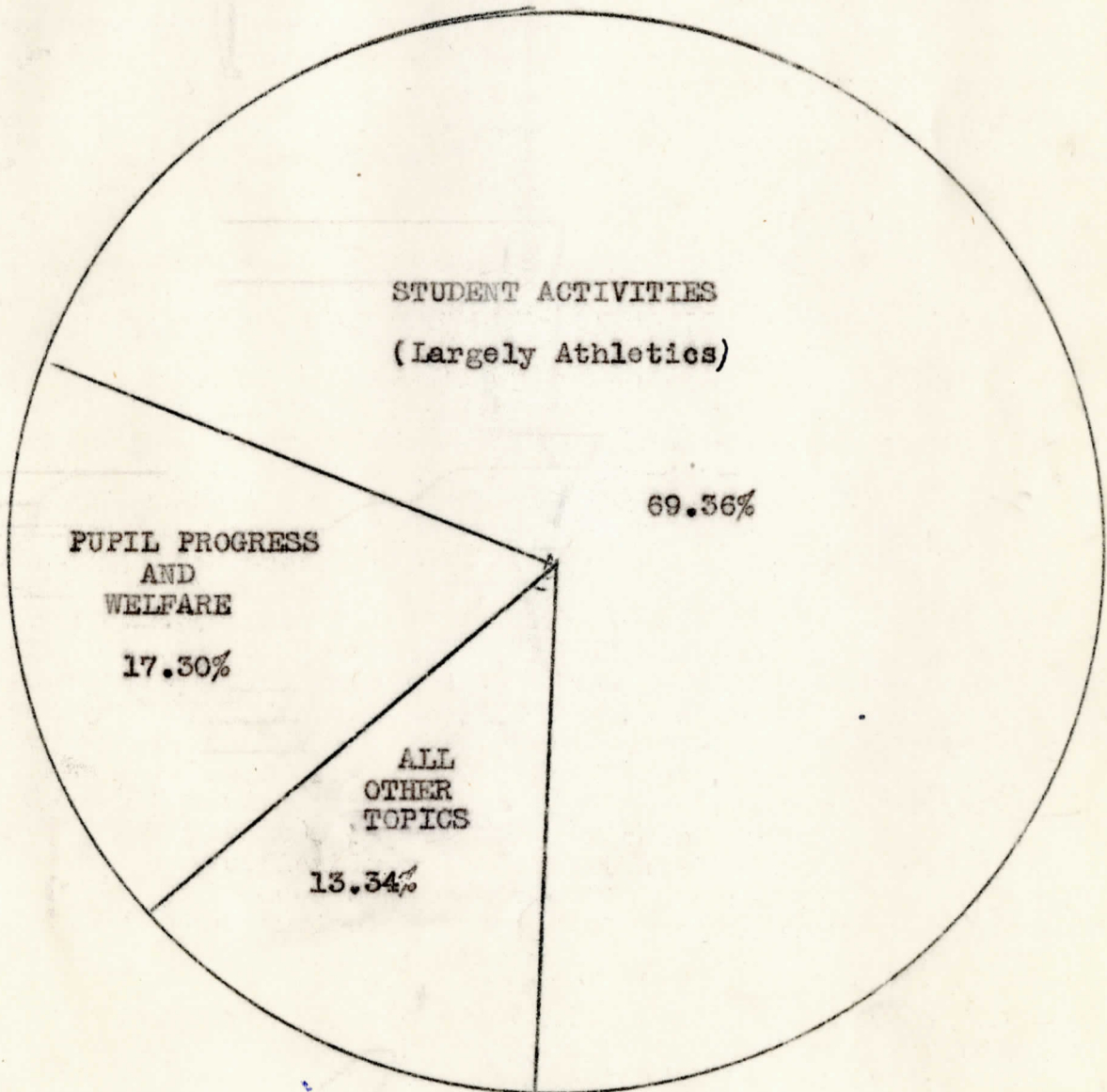


FIGURE II - PERCENT OF TOTAL NUMBER OF COLUMNS  
ACCORDING TO ORIGIN

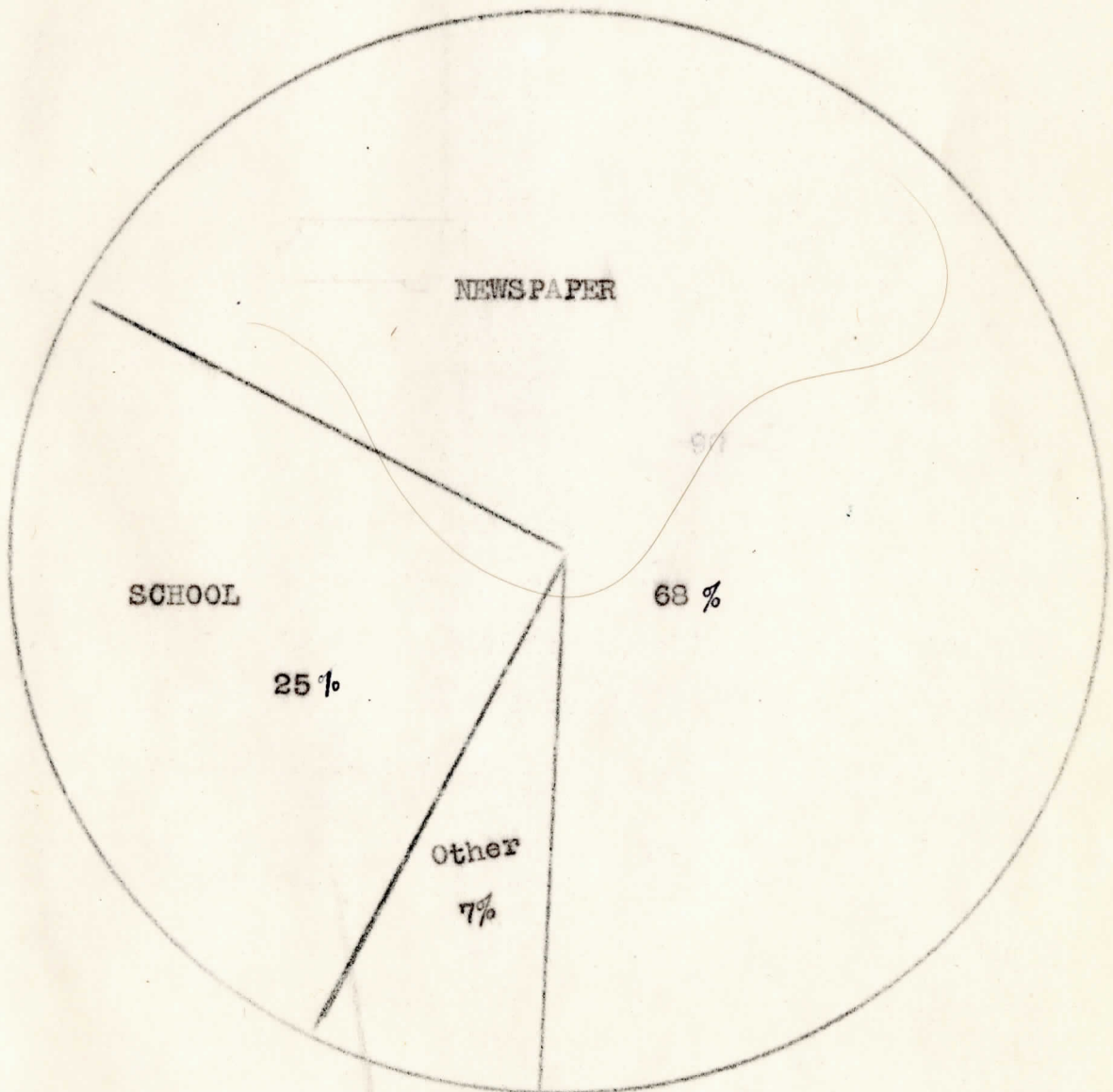




FIGURE III - PERCENT OF VISIBILITY OF TOTAL  
NEWS ITEMS

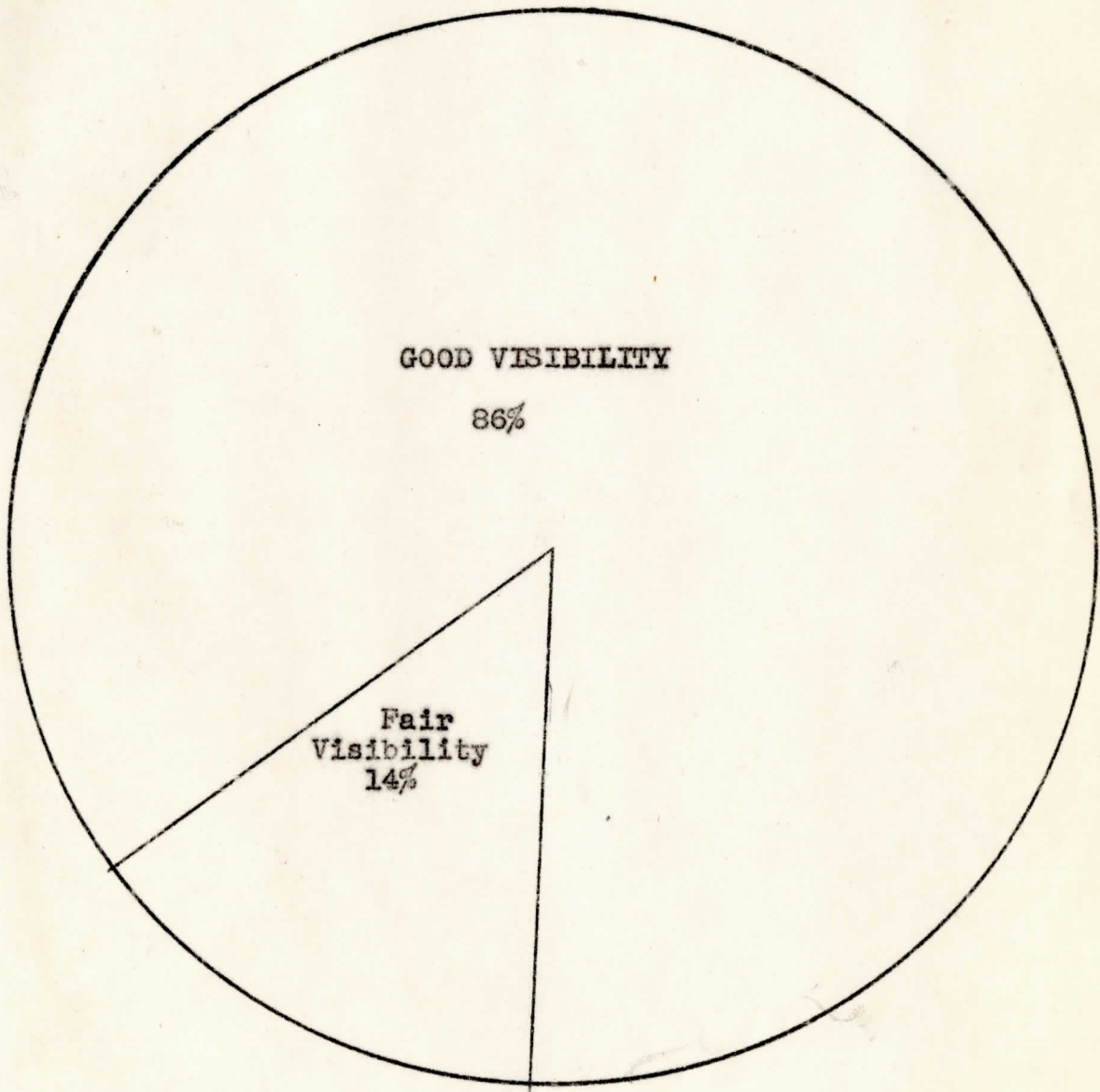
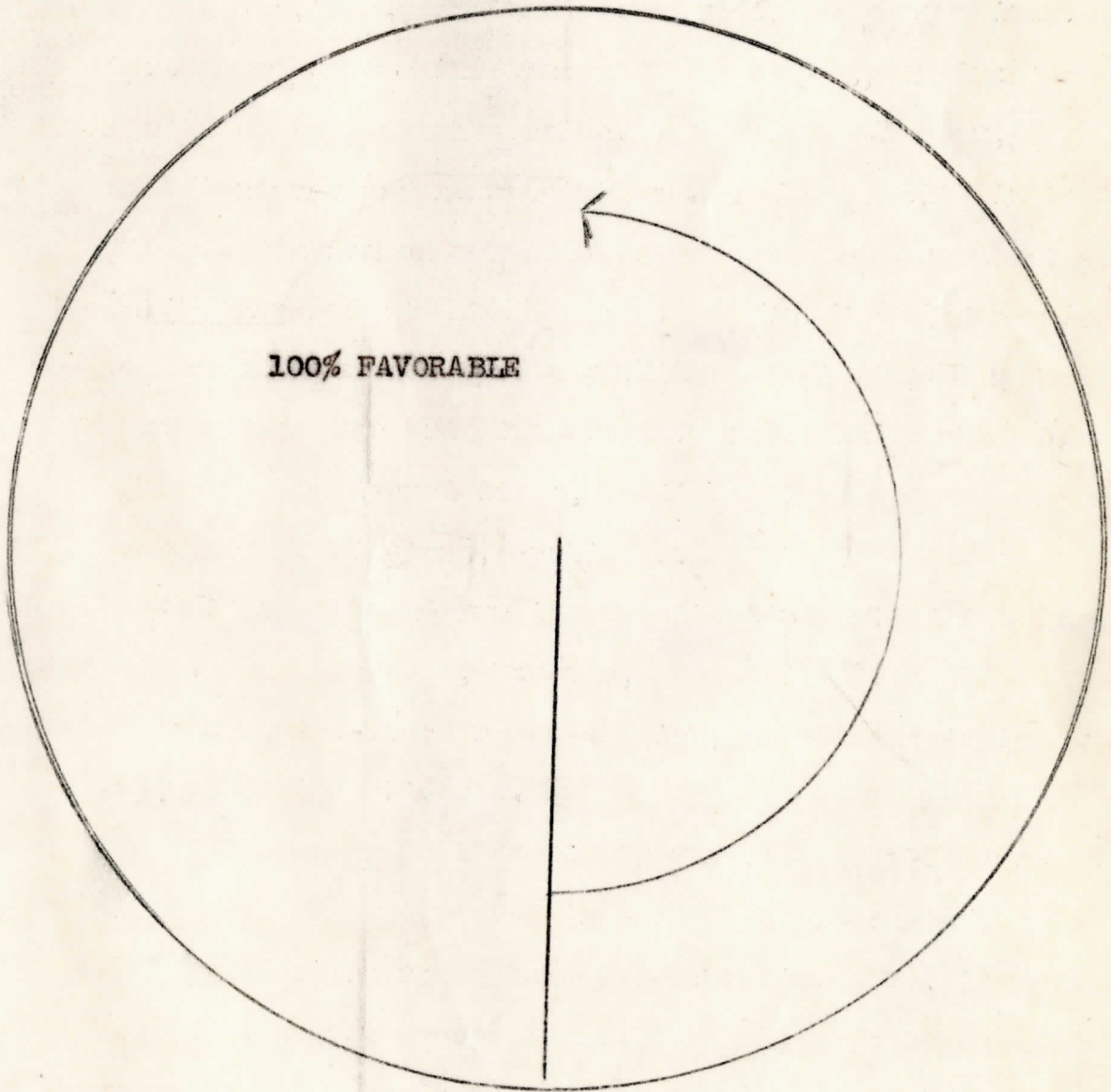


FIGURE IV - PERCENT OF TOTAL NEWS ITEMS  
ACCORDING TO NATURE



nature of all publications of Maury High School news as 100% favorable. That is as it should be. The school should strive for accurate dissemination of information and aid the press in the publication of true facts.

Conclusions. It will be seen from the above results of the survey that the following conclusions are justified:

1. Maury High School occupies an unique place in the life of the City of Norfolk.
2. Maury High School in the past has contributed much to the news of the community.
3. The press is favorably disposed to printing school news.
4. The press originated the greater per cent of the news appearing in the paper.
5. The greater per cent of the news deals with pupil activities including athletics.
6. Over sixty-nine per cent of the news dealing with student activities featured interscholastic athletics which represent only a small part of the total school program.
7. A better distribution of news is needed to insure more equal interpretation of the total school program.



8. Maury High School has not made a consistent effort to interpret its total program to the public.

Recommendations. As a result of the "Analysis of the Maury High School Public Relations Program as attested to by the news appearing in The Norfolk Virginian Pilot for the calendar year 1950," the following prerequisites are considered by the writer necessary for developing a comprehensive public relations program:

1. The organization of a strong Parent-Teacher Association.

2. The Maury High School faculty should devote at least one faculty meeting a year to the discussion of policy and practice in public relations.

3. With the assistance of the newspaper editors, a year-round news release program should be planned and maintained as a service to the city.

4. Responsibility for the release of school publicity to the newspaper should be centralized in the English Department under the direction of the instructors of Journalism.

5. The English Department should develop and maintain a calendar of school publicity on a year-long basis, with stories being presented to the papers on a twelve months basis.



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## APPENDIX

### Survey Form Used in Tabulating News Items

This form is a reproduction of the form  
devised by the writer as a means for obtaining  
an objective survey and tabulation of the news.

Paper	Day	Month	Date	Year
Spread of Topics	Coverage	Visibility (Good Fair)	Rating-Nature of Publicity	
	Columns _____	Pictures _____	Favorable _____	
	Lines _____	Headlines _____	Neutral _____	
		Page _____	Sec _____	Unfavorable _____
<u>Classification</u>				
Origin _____	Total _____			

Paper	Day	Month	Date	Year
Spread of Topics	Coverage	Visibility (Good Fair)	Rating-Nature of Publicity	
	Columns _____	Pictures _____	Favorable _____	
	Lines _____	Headlines _____	Neutral _____	
		Page _____	Sec _____	Unfavorable _____
<u>Classification</u>				
Origin _____	Total _____			