



University of Nebraska at Omaha  
DigitalCommons@UNO

---

Student Work

---

4-1-1989

## How Chamber of Commerce executive directors perceive newspaper publisher's involvement in community affairs

Jane E. Campbell-Konnath

Follow this and additional works at: <https://digitalcommons.unomaha.edu/studentwork>

---

### Recommended Citation

Campbell-Konnath, Jane E., "How Chamber of Commerce executive directors perceive newspaper publisher's involvement in community affairs" (1989). *Student Work*. 3121.  
<https://digitalcommons.unomaha.edu/studentwork/3121>

This Thesis is brought to you for free and open access by DigitalCommons@UNO. It has been accepted for inclusion in Student Work by an authorized administrator of DigitalCommons@UNO. For more information, please contact [unodigitalcommons@unomaha.edu](mailto:unodigitalcommons@unomaha.edu).



HOW CHAMBER OF COMMERCE EXECUTIVE DIRECTORS  
PERCEIVE NEWSPAPER PUBLISHERS' INVOLVEMENT  
IN COMMUNITY AFFAIRS

A Thesis  
Presented to the  
Department of Communication  
and the  
Faculty of the Graduate College  
University of Nebraska

In Partial Fulfillment of the Requirements for the Degree  
Master of Arts  
University of Nebraska at Omaha

By  
Jane Campbell-Konnath  
April, 1989

UMI Number: EP74520

All rights reserved

INFORMATION TO ALL USERS

The quality of this reproduction is dependent upon the quality of the copy submitted.

In the unlikely event that the author did not send a complete manuscript and there are missing pages, these will be noted. Also, if material had to be removed, a note will indicate the deletion.



UMI EP74520

Published by ProQuest LLC (2015). Copyright in the Dissertation held by the Author.

Microform Edition © ProQuest LLC.

All rights reserved. This work is protected against unauthorized copying under Title 17, United States Code





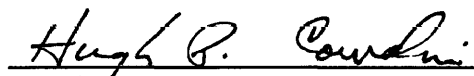
ProQuest LLC.  
789 East Eisenhower Parkway  
P.O. Box 1346  
Ann Arbor, MI 48106 - 1346

THESIS ACCEPTANCE

Acceptance for the faculty of the Graduate College, University of Nebraska, in partial fulfillment of the requirements for the degree Master of Arts, University of Nebraska at Omaha.

Committee

	
Name	Department
Michael G. Lacy	Sociology

  
Chairman

4/19/89  
Date

## *TABLE OF CONTENTS*

Chapter I.....	1
Introduction.....	1
Survey of Literature.....	3
 Chapter II.....	 16
Statement of Purpose.....	16
Research Questions.....	17
Methodology.....	19
Analysis of the Data.....	20
 Chapter III.....	 21
Results and Discussion.....	21
Questions 1 through 12.....	23
Conclusions.....	53
Summary of Findings.....	54
Implications for Future Study.....	58
 Appendix.....	 60
First Cover Letter.....	61
Postcard.....	62
Second Cover Letter.....	63
Survey.....	64
 References.....	 67

## CHAPTER I

### *Introduction*

Those outside the journalism field sometimes are surprised to learn journalists profess to ethics. A fellow graduate student, upon having been assigned a research paper on journalism ethics, commented that she did not realize journalists attempt to be ethical. Looking back on the history of journalism, that view is easy to understand. Journalists have been "yellow" (i.e., sensationalists), bought by news sources and untruthful in order to win a Pulitzer Prize. Perhaps journalism's somewhat scarred reputation has led to the increased interest in journalism ethics during the past two decades. Professional and trade journals favor the topic, while professional organizations and societies have been updating and debating their ethical codes.

Not all newspapers subscribe to the same ethical codes and policies. And not all of a newspaper's policies apply to all personnel. It generally is accepted in most newspaper offices that journalists do not accept free gifts, favors, travel or tickets from news sources. Reporters and editors from many big-city papers are not allowed to be involved in political activities or to serve on boards. However, at many metropolitan newspapers that policy does not apply to the publishers, owners or managers. Some journalists believe newspaper owners ought to be involved in their communities, as a way to

promote and insure their businesses. Publishers of small-town newspapers often are expected by readers to hold leadership positions in the community. Other journalists disagree, as did the employees of the *Minneapolis Tribune* in 1983. Forty-five members of the news staff signed an advertisement purchased in their own paper stating that they disagreed with the owner's involvement in a controversial sports stadium issue. In addition to a series of articles on the owner and his colleagues, the *Tribune* ran an editorial by the executive editor denouncing the owner's position. Other journalists have challenged their newspapers' double standards. A Knoxville, Tenn., reporter was fired after winning a seat on the school board of a nearby town. She has spoken out in the media against the decision by the editor that fired her. The editor was serving on the Knoxville Parking Authority at the time.

Defining a code of ethics for all journalists to follow does not appear to be feasible. Ethics often call for personal judgments made by individual journalists. Before creating formal written policies prohibiting upper executives' involvement in their communities, it would be wise to study its effects on a newspaper's credibility to its readers.

### *Review of the Literature*

#### The Journalist.

The American journalist of the 1980s differs greatly from his colleagues of the eighteenth, nineteenth and even of the early twentieth centuries. In the late 1700s, the town printer and correspondent filled the role of journalist. By the mid nineteenth century, all full-time reporters, writers, correspondents, columnists, newsmen and women and editors were considered journalists. Today, radio and television editorial personnel in news and public-affairs programming also fall under the term (Weaver and Wilhoit, 1986, p. 2).

The "typical" modern U.S. journalist is a white Protestant male 32 years old, who has a bachelor's degree, is married with children, has "middle-of-the-road" political views and earns \$19,000 a year. That's according to the results of a 1982-83 national telephone survey of 1,001 journalists by Weaver and Wilhoit (Weaver and Wilhoit, 1986, p. 12). The survey partially replicated a 1971 survey of 1,328 news people by sociologists John W.C. Johnstone, Edward J. Slawski and William Bowman (*The News People: A Sociological Portrait of American Journalists and their Work*, Urbana: University of Illinois Press, 1976). In their book, *The American Journalist*, Weaver and Wilhoit point out that journalists are difficult to describe in general terms because they are such a diverse group. Results of the survey estimated the total number of full-time journalists in U.S. news media to be 112,072, an increase of 61 percent over the 1971 estimate of 69,500. Broken down, print media is estimated to employ 67.1 percent or 75,876 journalists. Print media journalists in 1971 were estimated at 52,200 or 75.1 percent of the total



number of journalists. Those working for daily newspapers in November 1982 were estimated to be 51,650, those for weekly newspapers numbered 22,942, and at news magazines, 1,284 (Weaver and Wilhoit, p. 13).

Weaver and Wilhoit found that journalists were younger and more likely to be female in the 1980s than they were in 1971. The median age of journalists in 1982-83 was 32.4 years, while the 1971 median age was 36.5 years. Females made up 33.8 percent of the journalists, according to the 1982-83 survey, and 20.3 percent in the 1971 survey. Compared to the 1981 U.S. labor force, journalists are clustered in the 25-34 age bracket and behind in the proportion of women employed. The U.S. Bureau of the Census estimated the 1981 proportion of women who work full time to be 42.5. The U.S. Department of Labor's 1971 estimate of women was 33.6 (Weaver and Wilhoit, p. 19). A 1975 survey of print and electronic media journalists in Minneapolis-St. Paul found 47 percent of the newspaper journalists to be between 25 and 34 years of age (Ismach and Dennis, 1978). The median age for print and electronic media reporters was 32. The Ismach and Dennis survey indicated 21 percent of Minneapolis-St. Paul newspaper journalists were women.

Journalists appear to come from the more dominant groups in the society. Weaver and Wilhoit found 9.7 percent of the responding journalists identify themselves as Black, Hispanic, Oriental or Jewish (p. 23). Johnstone, Slawski and Bowman found similar--but slightly higher--results in 1971. Blacks, Hispanics, Orientals and Jews were shown to make up 21.6 percent of the total U.S. population in 1980. Johnstone and his colleagues concluded from their 1971 study that those in executive positions in mass communications tend to come from the same social background as those

running the economic and political systems (Weaver and Wilhoit, 1986, p. 26). Results from the Ismach and Dennis survey supported the 1971 conclusion. Of the Twin Cities journalists who completed their questionnaire, 94 percent identified themselves as white, four percent as black and two percent refused to respond.

Survey responses to religious preferences further supported the conclusion that journalists represent the "dominant and established" groups in society. Weaver and Wilhoit found 60.5 percent of the journalists interviewed identified themselves as Protestant, 26.9 percent as Catholic, 5.8 percent as Jewish and 6.8 percent as other or none (p. 24). The results of the Twin Cities survey failed to endorse the conclusion as strongly. Ismach and Dennis found one in four journalists (25 percent) described themselves as agnostics or atheists. Of the remaining, 35 percent identified themselves as Protestant, 20 percent as Catholic, 10 percent as Jewish and 10 percent refused to respond (Ismach and Dennis, p. 743).

Politically, Weaver and Wilhoit found journalists in 1982-83 more likely to classify themselves as "middle-of-the-road" than the average population. Journalists interviewed in 1982-83 indicated 57.5 percent identified themselves as middle-of-the-road, while 37 percent of the total U.S. population was found to identify themselves similarly. Fewer in 1982-83 were found to describe their political leanings as to the left. The latter survey showed 22.1 percent of the journalists describing themselves either a little or far to the left, while in 1971, that percentage was 38. A 1983 public opinion poll found 21 percent of the U.S. population in 1982 identified themselves as to the left (Weaver and Wilhoit, p. 26).

A college education seems to be the norm among 1982-83 journalists. Nearly three-fourths of the U.S. journalists had completed a college degree; in 1971, nearly three-fifths of U.S. journalists had completed college. Of those in 1982-83 with college degrees, more than half had majored in journalism or communication, indicating "an erosion, 'for better or worse,' of educational diversity in American journalism (Kaul, 1986-87, p. 93)."

Pay and fringe benefits were at the bottom of an eight-item list of factors contributing to job satisfaction (Weaver and Wilhoit, p. 93). Helping people, job security, editorial policy and autonomy topped the list of job attributes respondents indicated were most important. The authors found journalists display three basic profiles of on-the-job values--economic, autonomy and personal development. Those news people who place value on pay and fringe benefits tend to be older and to work for unionized editorial staffs. Those who place high value on autonomy as an on-the-job requirement tend to stress the interpreter role of the journalist. Younger journalists tend to value the personal development slightly more than their older colleagues. They emphasize the information-disseminator role and are more conservative politically (p. 95). On commitment to journalism, Wilhoit and Weaver found 83 percent of their sample said they want to be in the news field in five years; 11 percent said they planned to leave the news media (p. 96). In their conclusions, the authors state that U.S. journalists were more likely in 1982-83 than in 1971 to leave the field after age 45. They also concluded that decreased autonomy perceived by respondents, especially in the larger news organizations, may be contributing to the loss of journalists from the field (p. 162).

### Non-Monetary Conflicts of Interest.

Journalism ethics books generally focus on the monetary conflicts of interest (McAdams, 1987, p. 700). For example, most journalists consider it unethical to accept money, gifts or free trips from sources or potential sources. McAdams suggests that the non-monetary conflicts of interest are less obvious and less easily resolved. She cites as examples the farmer whose daughter covers agriculture and the business reporter whose father owns a small business (p. 700). McAdams identifies four types of non-monetary conflicts of interest in a study using data from a 1982-83 survey on journalism ethics by Philip Meyer. A total of 734 newspaper journalists completed Meyer's questionnaire. One section of the questionnaire requested journalists to assess their reactions to 11 various situations. McAdams found the following types of non-monetary conflicts indicated by the results of the survey: Political ties, family ties, reporter-source antagonism and reporter-source affinity (p. 703). Of the four, 74 percent of the respondents categorized antagonism toward sources and political ties as hindrances to journalists. Ninety-six percent of the respondents labeled affinity to sources as helpful (p. 704). She concludes that all journalists have had ties outside of the profession. Non-monetary conflicts of interest are dealt with on a case-by-case basis and by using "good business sense." McAdams states that journalists fear criticizing other journalists' outside ties for fear that criticism will be returned (p. 705). This indicates that different journalists solve potential conflicting situations differently.

In earlier days, it was common for editors, publishers and owners to be involved in community and political activities (Goodwin, 1983, p.63). Walter Lippmann, as a magazine and newspaper editor and columnist, actively

participated in national politics from writing campaign speeches for Woodrow Wilson in Wilson's 1916 reelection campaign to serving as a sort of "government emissary" for President John Kennedy after the Cuban missile crisis in 1962. Warren Harding, editor and publisher of the *Marion (Ohio) Daily Star*, used his paper throughout a political career that eventually brought him to the presidency. Publisher Philip Graham of the *Washington Post* served as a counselor and political operator for Senate Majority Leader Lyndon Johnson. William Knowland became assistant publisher of the *Oakland (California) Tribune* in 1933, the same year he became a member of the California State Legislature. Goodwin found no evidence among the early literature of journalism ethics to indicate such activities caused concern about conflict of interest among newspaper employees or the public (p. 63). He says few listened to press critics like Will Irwin, George Seldes and Upton Sinclair when they warned about possible control of newspapers by journalists' outside interests.

Goodwin suggests that the modern concern about outside activities of newspaper owners and managers may be attributed to the decline since World War II in competitive newspaper markets (p. 65). "The big, less personal corporations that own most of our news media today seem more threatening, less susceptible to local influence, less sensitive to local needs," Goodwin said. "And in Lippmann's time, community and political activism was more acceptable because there was always a competing voice offering an alternative view" (p. 64).

Journalists have differing views on the extent to which they should be involved in community activities. Small-town journalists often say they are needed to serve on community organizations because of the lack of citizens

willing to do it (Izard, Hesterman and Davenport, 1987-88, p. 11). They also say that newspaper editors' or publishers' lack of involvement may be seen as disinterest or aloofness. In a case study of a small Texas newspaper whose publisher becomes involved in a local issue, Clifton concludes that press standards which stress "objectivity" over "citizenship" may be unrealistic for the community press (Clifton, 1978, p. 34). Creating a sense of unity and community is often seen as a primary functional role of the small-town press. Sneed found more than 100 newspaper editors serving as public officials while researching his 1984 dissertation. In his study of five editors and 75 readers from the editors' communities, he found that all five editors perceived themselves as acting socially responsible (Sneed, 1984, p. 14-15). When the readers surveyed indicated different perceptions, Sneed concluded that some editors are better able than others to give readers the perception they are acting in a socially responsible manner.

Community involvement has caused problems for many journalists. In an article in the *1987-88 Ethics Report* by the National Ethics Committee of the Society of Professional Journalists, Sigma Delta Chi, Izard, Hesterman and Davenport cite a survey of 92 suburban newspaper publishers reported in the Illinois Press Association's *Member Service Bulletin*. According to the *Bulletin*, 49 percent of the respondents said their involvement with a local organization in the community had created a conflict of interest. Forty-two percent said that something published in their newspapers had caused them professional embarrassment with the organizations they joined. Ninety percent of the publishers said they had been involved sometime with local business or professional organizations, while 76 percent said they had been involved with charitable organizations (Izard, Hesterman and Davenport, p. 11). Reporter

Jackie McClary made the news herself in 1983 when she was fired from the *Knoxville (Tenn.) News-Sentinel* after her successful candidacy for the school board of the nearby town Alcoa (McClary, 1983, p. 36). Although she did not cover education or news of Alcoa, McClary was fired for violating a guideline which prohibits employees from participating in any political activity "that could raise questions as to the newspaper's objectivity" (Millett, 1983, p. 37). McClary spoke out against what she called a double standard at the *News-Sentinel*: She was fired by editor Ralph Millett who was serving on the Knoxville Parking Authority (McClary, p. 36).

Double standards in newspaper offices appear to be common. Alf Pratte of Brigham Young University has said credibility with readers will be a problem until media executives avoid conflicts of interest along with their employees. He says: "...Ethical principles are imposed on reporters and editors, but not owners, operators or news agencies. If so, this may be one of the factors contributing to the credibility gap existing between the media and the public. Such a double standard also may add to findings that indicate journalists see their own credibility as a public problem (Pratte, 1986-87, p. 30)."

When employees of the then Minneapolis Tribune disliked the newspaper owner's involvement in promoting a new domed sports stadium in Minneapolis, they purchased an advertisement in their own newspaper (Goodwin, 1983, p. 56). Signed by 45 members of the news staff, the ad stated that the owner had not tried to influence coverage of the stadium issue, but "we believe management should avoid a leadership role in sensitive political and economic issues" (p. 56). The newspaper later ran a series of articles alleging that the owner and his business colleagues would profit more

than they had promised the city by redeveloping the land around the stadium. In addition, the paper's executive editor in an editorial denounced the owner for his involvement in the stadium project.

The Minnesota News Council, a council established in 1971 in an effort to promote high professional standards in the press, has recognized that newspaper executives' involvement in the news can affect the way the paper covers that news (Schafer, 1981, p. 361). The best way to compensate, says the council, is to inform readers of the involvement. "We believe that when an owner or publishing corporation places its newspaper in a position where the public may perceive a conflict of interest, or improper involvement by management personnel, the editors should undertake unique steps to assure the public and employees of the newspaper that all possible safeguards have been taken to assure fair and aggressive coverage (Schafer, p. 361)."

The disagreement among journalists about appropriate behavior to avoid conflicts of interest indicated by the review of literature suggests that journalism ethics, especially non-monetary conflicts of interest, are difficult to define in a way that would be acceptable to all journalists. Ethics appear to call for highly personal judgment and those judgments vary greatly from one journalist to another.

### Codes of Ethics.

Professional journalism organizations instigated the first ethical codes of the twentieth century (Goodwin, 1983, p. 14). The Kansas Editorial Association in 1910 was the first organization to adopt a code of ethics. Other journalism groups existing at the time and most major newspapers during the 1920s followed with their own codes. The journalism profession seemed to



lose interest in ethics until the 1970s when organizations and newspapers began adopting or updating codes (p. 15).

Meyer describes two kinds of codes in his 1987 book, *Ethical Journalism*: "One kind is written by a committee, is made public and fairly honestly represents how journalists think they ought to behave. The other kind is unwritten, hidden sometimes from the consciousness of journalists themselves. Because it is often unconscious, this latter code is more difficult to describe and analyze, but it is the more powerful of the two" (Meyer, 1987, p. 17). In his 1982-83 study of journalism ethics sponsored by the American Society of Newspaper Editors, Meyer found nearly two-thirds of the newspapers in his study had written codes of ethics. A 1985 survey of newspaper managing editors and broadcast news directors showed similar results. Respondents from 49 broadcast and 45 print news management personnel indicated that 59 percent of those who responded have formal written policies (Davenport and Izard, 1985, p. 5). Many of the organizations without formal codes said they have verbal and memo-published guidelines that were created as situations occurred. Managers from 49 percent of the news organizations without formal codes said they have considered writing formal policies and 51 percent said they have not.

Two national journalism organizations debated during their fall 1987 meetings about ethics codes and standards. Members of the Society of Professional Journalists, Sigma Delta Chi debated about whether to "actively censure" unethical journalists or to delete "actively censure" from its code (Sutherland, 1987, p. 4). Members decided to drop the censure clause and to insert instead a statement promoting ethics education. The American Society of Newspaper Editors debated over shortening the ASNE Statement of Principles

or to eliminate it altogether. Unable to reach an agreement, the board did neither (Sutherland, p. 3).

Writing a code is fairly noncontroversial when it comes to such activities as journalists accepting gifts, favors, free travel or tickets from news sources. Most journalists do not condone these practices (Schneider and Gunther, 1985, p. 55). Controversy arises when the code reaches into areas some journalists feel are nobody's business but their own. Most codes include part-time jobs, free-lance writing and participation in political and community affairs. The ASNE Statement of Principles, adopted in 1975, states: "Journalists must avoid impropriety as well as any conflict of interest or the appearance of conflict. They should neither accept anything nor pursue any activity that might compromise or seem to compromise their integrity" (*ASNE Bulletin*, 1987, p. 17). Although a journalist may believe that involvement in a community affair would never conflict with his or her reporting assignment, the code discourages activities that could appear to be a conflict. McAdams states that journalists resolve conflicts in ways that make good business sense (1987, p. 705). "News people may be unconsciously sensitive to what the 'traffic will bear' in their communities, and they may step around the conflicts of interests they know they must avoid, all the while preserving the quality of the news product."

Written codes get mixed reactions from journalists. Those who favor them see them as a way to let all newspaper employees know what is expected from them. Sam Zagoria, ombudsman for the *Washington Post*, says, "While employees have their own ideas of ethical conduct, a code will indicate what your paper considers ethical. And if an unhappy situation should arise, a code would reinforce necessary disciplinary action (Zagoria, 1984, p. 10)." He

adds that a publicized, written code is one way to help increase public confidence in a newspaper. John Quinn, editor of *USA Today* and executive vice president and chief news executive of Gannett Co., Inc., sees ethics policies as "a major and needed step in promoting credibility" (Quinn, 1984, p. 13). Writing for a special report on ethics in *ASNE Bulletin*, Quinn also stated: "News staffers need and deserve management procedures that guide them in dealing with major questions of ethics and help them dispose of minor ones with dispatch and style."

Many journalists oppose formal codes. Some feel it would stifle their autonomy. One managing editor, responding to an informal poll by editorial board members of ASNE, said that employees don't need a code to define right and wrong. "I don't think it's a good idea to restrict your options by trying to chisel every 'do' or 'don't' in stone. You tie yourself down, you limit the newspaper's freedom to deal with problems," said Emil Slaboda of the *Trenton (N.J.) Trentonian* (Hartman, 1987, p. 9). Andrew Barnes, editor and president of the *St. Petersburg (Fla.) Times* and chairman of ASNE's Ethics Committee, writes in an editorial that the world is too diverse for a code to be useful (Barnes, 1987, p. 10). "How wonderful it would be if we could buff up a few paragraphs to guide us all through all situations," he says.

Legal concerns are another reason many journalists and their attorneys oppose codes. According to ASNE counsel Dick Schmidt, the Statement of Principles has been used in court in nine cases (Sutherland, 1987, p. 4). Bruce Sanford, First Amendment counsel for Society of Professional Journalists, Sigma Delta Chi, told board members of the organization that they could be held financially accountable by the courts if the society attempted to enforce its code. Other editors have indicated that they have been similarly

advised (Hartman, p. 9). Executive Editor Wayne Poston of the *Bradenton (Fla.) Herald*, in response to the ASNE poll, says, "Why should we give an opposing attorney something to carry into the courtroom to use against us?"

In a report on a study by the ASNE Ethics Committee, a mail survey of newspaper editors indicated that editors from newspapers with written codes of ethics generally seem to encounter more ethical violations than newspapers without codes (*Journal of Mass Media Ethics*, 1986-87, p. 7). The report also indicated that editors from large newspapers had stricter ideas about what is ethical or unethical. One small-city editor suggested a reason why he would be less likely to be against a reporter socializing with news sources than an editor at a metropolitan newspaper. "Our reporters and editors--indeed the entire newspaper company--are close to the community and their sources. Social contact is widespread and inevitable" (p. 7-8). The Ethics Committee also found that 87 percent of the responding editors at newspapers with written codes said the codes included exceptions (p. 9).

The controversy surrounding whether or not to have a written code of ethics further endorses the idea that ethics are difficult to define and that therefore it is difficult for newspapers to create formal, written policies to be enforced.

## CHAPTER II

### *Statement of Purpose*

The literature indicates that appropriate behavior to avoid conflicts of interest, especially non-monetary conflicts, is difficult to define in a way that would be acceptable to all journalists. Ethics appear to call for highly personal judgment and those judgments vary greatly from one journalist to another. Because appropriate journalistic behavior is not strictly defined, newspaper personnel often find difficulty in creating formal written policies to be enforced.

While there is a fair amount of material available pertaining to ethics in journalism and conflicts of interest, the review of literature indicates a great lack of research on the impact on news coverage and newspaper credibility of news executives' extrajournalistic activities. In earlier days, it was common for upper executives to be involved in community and political activities. However, as Goodwin points out in *Groping for Ethics* (1983, p. 64), newspapers always had competition which offered another view. With the increase since World War II of non-competitive newspaper markets, many newspapers do not face a competing voice in the marketplace. Thus, newspaper owners', publishers' and managers' conflicts of interest warrant further research.

The local newspaper often is a prominent member of the power structure in the community it serves. The business community, also prominent in the power structure, looks to the newspaper for publicity and to disseminate information about their businesses to the public. While both rely on each other, journalists and business leaders don't always enjoy a harmonious relationship. The business sector generally wants to avoid unfavorable publicity while journalists usually want to uncover any questionable happenings.

This power struggle makes the business leaders a good choice for examining perceptions of the media. Chambers of Commerce executive directors associate with local business leaders regularly, generally keep abreast of community happenings and often deal frequently with the media. How an executive director perceives the local newspaper's credibility likely reflects the general feeling of the business sector in that community. For this reason, the researcher has designed a study to determine if executive directors perceive a conflict of interest problem when local newspaper publishers engage in community affairs.

### *Research Questions*

The research questions to be addressed in this thesis are as follows:

1. How do executive directors of local Chambers of Commerce perceive publisher involvement in the community and its effect on newspaper credibility?
  
2. How important is publisher involvement in community activities as perceived by chamber executive directors?
  
3. What community affairs do executive directors perceive as appropriate and inappropriate for publishers to be involved in?

### *Methodology*

Information was gathered by requesting random samples of national Chamber of Commerce executive directors to complete mail questionnaires and return them to the researcher for use in this study. Questions were developed to gather information about directors' perceptions of newspaper publishers' involvement in community affairs and how involvement affected the newspapers' credibility. The questionnaire was designed using close-ended Likert and Likert-type scale responses and open-ended questions. The open-ended answers later were coded into close-ended responses.

The population used for this study included the 1,456 executive directors from cities which had no more than one local daily newspaper. The population was broken down into two populations according to the local daily newspaper's circulation. The cities were chosen randomly from the listing of daily newspapers as they appear in the *1988 Editor & Publisher International Yearbook*. Two hundred cities were chosen from those which had daily newspaper circulations of 40,000 or above and 200 were chosen from those with newspaper circulations below 40,000. The researcher then found names and addresses of the cities' chamber executives in the *1988 Worldwide Chamber of Commerce Directory*.

The questionnaire was sent to the 400 selected Chamber of Commerce executive directors using the chamber directory addresses. A cover letter of introduction and explanation also was sent at this time. The letter assured anonymity through the use of a numbering system that allowed the researcher to determine response rates. The subjects were asked to return the



questionnaires within 10 days in a postage-paid envelope enclosed with the questionnaire. A postcard was mailed one week later to all of the directors included in the study to remind them to return the surveys and to thank them for their participation. Four weeks later, a second cover letter and questionnaire were mailed to those directors whose questionnaires had not yet been received by the researcher.

Copies of the questionnaire, cover letters and postcard appear in the appendix.

### *Analysis of the Data*

The information collected from the questionnaire was examined to assess executive directors' perceptions of newspaper publishers' involvement in community affairs. Data from the study were analyzed using frequency counts, percentages and cross-tabulation where appropriate. Answers to the questions were then compared with the results of previous studies on journalistic conflicts of interest. Information about the population of the respondents' cities and ownership of local newspapers was used to look for possible correlations between responses and ownership or city population. A chi square test was used to determine significance levels of cross-tabulations.

## CHAPTER III

### *Results and Discussion*

The purpose of this study was to determine how Chambers of Commerce executive directors perceive newspaper publisher involvement in community affairs and how they perceive the involvement's effect on newspaper credibility.

Four hundred surveys were mailed to stratified randomly selected Chambers of Commerce executive directors from across the United States. Two hundred surveys were mailed to directors in cities where the local daily newspapers' circulations totalled 40,000 or above and 200 surveys were mailed to cities where daily newspapers' circulations are less than 40,000. When randomly selecting the samples, the researcher included only cities with one local daily newspaper. Cities were chosen from the *1988 Editor & Publisher International Yearbook*. The names and addresses of chamber executives were obtained from the *1988 Worldwide Chamber of Commerce Directory*.

The researcher mailed cover letters, surveys and self-addressed, postage-paid envelopes to members of both samples. Ten days later, a reminder postcard was mailed to the same samples and four weeks later, a second letter and survey were sent to those whose surveys had not been returned.

A total of 288 respondents, or 72 percent, out of the 400 directors returned this survey. Of the 200 mailed to cities where the local newspaper circulation is 40,000 or above, 131 or 65.5 percent of the surveys were returned. Of the 200 mailed to cities with local newspaper circulation of less than 40,000, 157 or 78.5 percent were returned. See Table A.

*Table A: RESPONDENTS*

Surveys Returned from Chamber Executives

Sample One	Sample Two
131 or 65.5%	157 or 78.5%
N=200	N=200

Of the 288 returned surveys, 62.7 percent indicated in question 13 that their local newspapers are members of a newspaper group, while 37.3 percent indicated that the local newspapers are independently owned. One respondent did not answer the question. National statistics (American Newspaper Publishers Association, 1988) indicate that 74 percent--1,212--of all daily newspapers are under group ownership and 26 percent--433--of all daily newspapers are independently owned. See Table B.

*Table B: NEWSPAPER OWNERSHIP*

Independent	Group
107 or 37.3%	180 or 62.7%
N=287	

Responses to question 14 indicated that 4.5 percent of the surveys returned were from cities with populations of 750,000 and above; 2.8 percent, from cities with populations of 500,000 to 749,999; 30.6 percent, from cities of 100,000 to 499,999; 20.5 percent, from cities of 50,000 to 99,999; and 41.7 percent, from cities below 50,000. Only 37.9 percent of the responses were indicated to have come from cities of 100,000 or above. See Table C.

*Table C: POPULATION*

750,000 and above	13 or 4.5%
500,000 to 749,000	8 or 2.8%
100,000 to 499,999	88 or 30.6%
50,000 to 99,999	59 or 20.5%
Below 50,000	120 or 41.7%

N=288

### *Question 1*

Question number one asked how many community affairs the publisher of the local daily newspaper is involved in. Community affairs was defined to include serving on boards of local charitable foundations; chambers; social, civic and cultural organizations; and similar functions. It did not include political office unless specified.

Respondents in this study were asked to answer the first question with a four-tier rating scale including the categories 'five or more community affairs,' 'three or four community affairs,' 'one or two community affairs' and 'no community affairs.'

Weighted frequency counts showed that of the 279 respondents who answered this question, 43 percent chose 'five or more community affairs.' Those who chose 'three or four' totalled 28.6 percent and 'one or two,' 23.9 percent. Only 4.5 percent chose 'no community affairs.'

Of the 127 responses from sample one (cities with local newspaper circulation of 40,000 or above), 56.7 percent indicated 'five or more community affairs.' 'Three or four' was chosen by 22 percent, and 17.3 percent chose 'one or two.' Only 3.9 percent indicated the local publishers were involved in no community affairs.

Responses from sample two (cities with local newspaper circulation of below 40,000) showed 40.8 percent of the 152 responding to question one chose 'five or more community affairs.' Responses indicated that 29.6 percent of the publishers are involved in three or four affairs; 25 percent involved in one or two community affairs; and 4.6 percent are involved in no community activities. Four respondents from sample one and five from sample two did not answer question one. The data appear in Table 1.

TABLE 1

Question 1: The publisher of the local daily newspaper in your city is involved in:

	Total	Sample 1	Sample 2
Five or more community affairs	43.0	56.7	40.8
Three or four community affairs	28.6	22.0	29.6
One or two community affairs	23.9	17.3	25.0
No community affairs	4.5	3.9	4.9
	N=279	N=127	N=152

The Illinois Press Association's *Member Service Bulletin* reported a survey of 92 suburban newspaper publishers which found 90 percent of the publishers said they had been at one time involved with local business or professional organizations (Izard, Hesterman and Davenport, 1987-88, p. 11). Seventy-six percent reported involvement with charitable organizations.

### *Question 2*

Question number two asked respondents if they think it is a good idea for newspaper publishers to be active in community affairs. Respondents were

asked to answer this question using a Likert-type scale, including the categories 'strongly agree,' 'agree,' 'neutral,' 'disagree' and 'strongly disagree.'

Of all 288 respondents who answered this question, nearly three-fourths--74.1 percent weighted--chose 'strongly agree,' while 96.5 percent chose 'agree' or 'strongly agree.' Only 1.9 percent chose 'disagree' or 'strongly disagree.'

Of the 131 respondents from sample one, 75.6 percent chose 'strongly agree' and 22.9 percent chose 'agree.' Only 1.5 percent chose 'disagree.' No one from sample one chose 'neutral' or 'strongly disagree.'

The 157 responses from sample two were similar. A total of 73.9 percent chose 'strongly agree' and 22.3 percent chose 'agree.' Only 1.9 percent chose 'neutral,' .6 percent chose 'disagree' and 1.3 percent chose 'strongly disagree.' Table 2 shows these data.

TABLE 2

Question 2: It is a good idea for publishers of a newspaper to be active in community affairs.

	Total	S. One	S. Two
Strongly agree	74.1	75.6	73.9
Agree	22.4	22.9	22.3
Neutral	1.6	0.0	1.9
Disagree	1.1	0.0	1.3
	N=288	N=131	N=157

In the earlier days of American journalism, it was common for newspaper executives to be active in community activities (Goodwin, p. 63). Only recently have conflicts of interest caused by outside activities of news executives come under great criticism. Julius Duscha, director of the Washington Journalism Center, said he believes a newspaper publisher should be "on the scene and involved in his town, not antiseptic, but willing to accept the presidency of the chamber of commerce one year, and be on the redevelopment committee, the new city committee, or whatever" (Goodwin, p. 64).

Charles Seib, retired ombudsman for the *Washington Post* and former managing editor of the *Washington Star*, said newspaper publishers--



especially those from smaller communities--have considerable pressure to be active in the community (Goodwin, p. 64). It may be all right for small-town publishers to be involved in some outside activities, he said, adding that "editors and reporters must avoid any significant outside involvements."

### *Question 3*

Question number three asked respondents if their local newspaper publishers should be involved in 'more,' 'fewer' or the 'current number of community affairs.

Of the 281 responses to question three, weighted frequencies showed more than half--51.1 percent--chose 'current number of' and 46.8 percent chose 'more.' Only 2.1 percent chose 'fewer.'

The 128 sample one respondents chose 'current number of' by 60.2 percent and 'more' by 36.7 percent. Only 3.1 percent chose 'fewer.'

The 153 sample two responses were more evenly split between 'current number' and 'more.' Some 49.7 percent chose 'current number,' while 48.4 percent chose 'more.' Only 1.9 percent chose 'fewer.' See Table 3.1.

TABLE 3.1

Question 3: The publisher in your community should be involved in \_\_\_\_\_ community affairs.

	Total	S. One	S. Two
More	46.8	36.7	48.4
Fewer	2.1	3.1	2.0
Current number of	51.1	60.2	49.7
	N=281	N=128	N=153

A cross-tabulation of responses to question one (publisher involvement) by question three showed that of the 116 respondents who indicated the local publishers are involved in five or more community affairs, 76.3 percent chose 'current number of' and 20.2 percent chose 'more.' Only 3.5 percent chose 'fewer.'

Question one responses in the cross-tabulation were collapsed into two categories--'five or more community affairs' and 'four or fewer community affairs.' Of the 159 respondents indicating 'four or fewer,' 64.6 percent chose 'more' while 34.2 percent chose 'current number of' and 1.2 percent chose 'fewer.' See Table 3.2.

TABLE 3.2

Cross-tabulation: Question 3 (Should local publisher be involved in more, fewer or current number of community affairs?) by Question 1 (How many community affairs is local publisher involved in?)

		Number of publisher activities:	
		5 +	4 or less
Should local publisher...	More	20.2	64.6
	Fewer	3.5	1.2
	Current number of	76.3	34.2
		N=116	N=157

Chi Square: .00000

The cross-tabulation, which was weighted by sample, showed a chi-square significance level of .00000. That is, almost two-thirds of those directors who indicated four or fewer publisher activities thought the publisher should be more involved, whereas only 20 percent of those directors answering five or more activities thought so.

#### *Question 4*

Question number four asked for respondents' reactions to the statement that a newspaper's coverage generally is not affected by a publisher's involvement within the community. Likert scale responses included 'strongly agree,' 'agree,' 'neutral,' 'disagree' and 'strongly disagree.'

More than half of all 288 respondents chose either 'disagree' or 'strongly disagree.' Forty percent chose 'disagree,' while 18.2 percent chose 'strongly disagree.' 'Agree' was chosen by 20.8 percent and 'strongly agree' by 7.9 percent, while 13.1 percent chose 'neutral.'

Of the 131 respondents from sample one, 35.1 percent chose 'agree,' while 31.3 percent chose 'disagree.' Some 16.8 percent chose 'strongly disagree,' 9.2 percent chose 'strongly agree' and 7.6 percent chose 'neutral.' Overall, 48.1 percent chose 'disagree' or 'strongly disagree,' while 44.3 percent chose 'agree' or 'strongly agree.'

The 157 respondents from sample two leaned more toward 'disagree.' A total of 41.4 percent chose 'disagree,' while 18.5 percent chose both 'strongly disagree' and 'agree.' Fourteen percent chose 'neutral' and 7.6 percent chose 'strongly agree.' Of sample two respondents, 59.9 percent chose 'disagree' or 'strongly disagree' while only 26.1 chose 'agree' or 'strongly agree.'

The data indicate a substantial difference between sample one and sample two responses to question four. The majority of sample two

respondents (59.9 percent) but only 48.1 percent of sample one respondents indicated that they disagree or strongly disagree that a newspaper's coverage generally is not affected by a publisher's involvement. Forty-four and three-tenths percent of sample one respondents and only 26.1 percent of sample two respondents indicated they agree or strongly agree. See Table 4.

*TABLE 4*

Question 4: A newspaper's coverage generally is not affected by a publisher's involvement within the community.

	Total	S. One	S. Two
Strongly agree	7.9	9.2	7.6
Agree	20.8	35.1	18.5
Neutral	13.1	7.6	14.0
Disagree	40.0	31.3	41.4
Strongly disagree	18.2	16.8	18.5
	N=288	N=131	N=157

The Illinois Press Association's survey of 92 suburban newspaper publishers found that 49 percent of the respondents said their involvement

with a local organization had posed a conflict of interest (Izard, Hesterman and Davenport 1987-88, p.11). Forty-two percent said that something published in their newspapers had caused them professional embarrassment with an organization to which they belonged.

### *Question 5*

Question number five asks for respondents' reactions to the statement that a newspaper's news coverage increases in credibility when its publisher is involved with community activities. Respondents indicated by Likert scale either 'strongly agree,' 'agree,' 'neutral,' 'disagree' and 'strongly disagree.'

Of all 288 respondents to question four, 37.3 percent chose 'agree,' while 32.2 percent chose 'strongly agree.' A total of 18.3 percent chose 'neutral;' 10.8 percent, 'disagree;' and 1.4 percent, 'strongly disagree.' Overall, 69.5 percent chose 'strongly agree' or 'agree,' while 12.2 percent chose 'disagree' or 'strongly disagree.'

Of the 131 sample one respondents, 39.7 percent chose 'agree' and 29 percent chose 'neutral.' Eighteen and three-tenths percent chose 'strongly agree;' 10.7 percent chose 'disagree;' and 2.3 percent chose 'strongly disagree.' Fifty-eight percent chose 'agree' or 'strongly agree' and only 13 percent chose 'disagree or 'strongly disagree.'

Of the 157 sample two respondents, 36.9 percent chose 'agree,' while 34.4 percent chose 'strongly agree.' A total of 16.6 percent chose 'neutral,' 10.8 percent chose 'disagree' and 1.3 percent chose 'strongly disagree.' A

total of 71.3 percent of sample two respondents chose 'agree' or 'strongly agree,' while 12.1 percent chose 'disagree' or 'strongly disagree.'

Responses to question five also indicated a difference between the samples. Those respondents from sample two tended to agree or strongly agree by 71.3 percent while only 58 percent of sample one chose agree or strongly agree to question five.

Table 5 shows these data.

*TABLE 5*

Question 5: A newspaper's news coverage increases in credibility when its publisher is involved with community activities.

	Total	S. One	S. Two
Strongly agree	32.2	18.3	34.4
Agree	37.3	39.7	36.9
Neutral	18.3	29.0	16.6
Disagree	10.8	10.7	10.8
Strongly disagree	1.4	2.3	1.3
	N=288	N=131	N=157

Izard, Hesterman and Davenport (1987-88, p. 11) found that small-town media executives say they are often needed to serve on local committees

or organize community affairs because there aren't enough people in the town to do everything. Publishers indicated that small-town readers are likely to see non-participation as aloofness or lack of interest.

### *Question 6*

Question number six asked for respondents' reactions to the statement that a newspaper's news coverage decreases in credibility when its publisher is involved with community affairs. Respondents again were asked to choose 'strongly agree,' 'agree,' 'neutral,' 'disagree' or 'strongly disagree.'

More than one-half--51.8 percent--of the 286 respondents who answered question six chose 'disagree,' while 26.8 percent chose 'strongly disagree.' 'Neutral' was chosen by 14.5 percent; 'agree' by 5.4 percent; and 'strongly agree' by only 1.4 percent. Overall, 78.6 percent chose 'disagree' or 'strongly disagree' while only 6.8 percent chose 'agree' or 'strongly agree.'

Of the 131 respondents from sample one, 47.3 percent chose 'disagree' while 25.2 percent chose 'neutral.' Twenty-two and one-tenth percent chose 'strongly disagree;' 3.1 percent chose 'agree;' and 2.3 percent chose 'strongly agree.' Of the sample one respondents, 69.4 percent chose 'disagree' or 'strongly disagree' and 5.4 percent chose 'agree' or 'strongly agree.'

Of the 156 responses from sample two, 52.6 percent chose 'disagree' and 27.6 percent chose 'strongly disagree.' Some 12.8 percent chose 'neutral;' 5.8 percent chose 'agree;' and 1.3 percent chose 'strongly agree.' Just more than 80 percent--80.2 percent--chose 'disagree' or 'strongly disagree' while only 7.1 percent chose 'agree or 'strongly agree.'



Again, the data show a difference between sample one and sample two responses. Sample two chose 'strongly disagree' or 'disagree' by 80.2 percent while 69.4 percent of sample one chose the same. See Table 6.

TABLE 6

Question 6: A newspaper's news coverage decreases in credibility when its publisher is involved with community activities.

	Total	S. One	S. Two
Strongly agree	1.4	2.3	1.3
Agree	5.3	3.1	5.8
Neutral	14.5	25.2	12.7
Disagree	51.8	47.3	52.6
Strongly disagree	26.8	22.1	27.6
	N=286	N=131	N=156

The review of literature indicated that journalists and journalism organizations may not agree with the chamber executives on question six. Employees of the *Minneapolis Tribune* indicated they were concerned about the appearance of a conflict of interest when the *Tribune's* owner became involved in promoting a controversial new domed sports stadium. They purchased an advertisement in their own newspaper, signed by 45 members of

the newsroom staff, to reassure readers that the owner had not tried to influence coverage of the stadium issue (Goodwin, 1983, p. 56). The ad stated that "we believe management should avoid a leadership role in sensitive political and economic issues."

### *Question 7*

Question number seven asks respondents to indicate if they feel the publisher of a local newspaper should be able to run for political office. Respondents were asked to indicate by the same five categories: 'strongly agree,' 'agree,' 'neutral,' 'disagree' and 'strongly disagree.' Of the total 288 respondents, 283 responded to question seven.

Twenty-nine percent of the respondents chose 'agree' and 27.1 percent chose 'neutral.' Twenty and one-tenth percent chose 'strongly disagree;' 18.5 percent chose 'disagree;' and 5.3 percent chose 'strongly agree.' Overall, 38.5 percent chose 'disagree' or 'strongly disagree' and 34.3 percent chose 'agree' or 'strongly agree.'

The 131 sample one respondents chose 'agree' by 27.5 percent and 'strongly disagree' by 23.7 percent. 'Neutral' was chosen by 22.1 percent; 'disagree' by 16.8 percent; and 'strongly agree' by 9.9 percent. Forty and five-tenths percent chose 'disagree' or 'strongly disagree' and 37.4 percent chose 'agree' or 'strongly agree.'

Of the 154 sample two respondents, 29.2 percent chose 'agree' and 27.9 percent chose 'neutral.' A total of 19.5 percent chose 'strongly disagree;'

18.8 percent chose 'disagree;' and 4.5 percent chose 'strongly agree.' Sample two respondents chose 'disagree' or 'strongly disagree' by 38.3 percent and 'agree' or strongly agree' by 33.7 percent. See table 7.

*TABLE 7*

Question 7: A publisher of a local newspaper should be able to run for political office.

	Total	S. One	S. Two
Strongly agree	5.3	9.9	4.5
Agree	29.0	27.5	29.2
Neutral	27.1	22.1	27.9
Disagree	18.5	16.8	18.8
Strongly disagree	20.1	23.7	19.5
	N=283	N=131	N=154

The literature indicates that journalists' ethical codes appear to be less tolerant of upper executives' involvement in politics. A survey on content of media ethical codes by Davenport and Izard of 100 newspaper managing editors and 100 broadcast news directors showed political activities to be prohibited by the most codes (Davenport and Izard, 1985-86, p. 6). Political involvement on behalf of another person and holding an elected office both

were prohibited by 69 percent of the newspaper and broadcast codes. Holding an appointed office was prohibited by 59 percent.

Goodwin also discusses the "special taboo of politics" (1983, p. 75). He writes, "Of all the outside activities of journalists, politics seems to offer the greatest ethical pitfalls. Perhaps it is because of the vigilant attention news organizations pay to politics and government."

### *Question 8*

Question number eight asks for respondents' reactions to the statement that the outside activities of a publisher does affect how a reporter covers an event. Responses again included 'strongly agree,' 'agree,' 'neutral,' 'disagree,' and 'strongly disagree.'

Of the 287 respondents who answered question eight, 37.7 percent chose 'agree' and 28 percent chose 'disagree.' Some 19.7 percent chose 'neutral;' 10.2 percent chose 'strongly agree;' and 4.4 percent chose 'strongly disagree.' A total of 47.9 percent chose 'agree' or 'strongly agree' while 32.4 percent chose 'disagree' or 'strongly disagree.'

Of the 129 respondents from sample one, 38.8 percent chose 'agree' and 24 percent chose 'disagree.' Nineteen and four-tenths percent chose 'neutral;' 10.1 percent chose 'strongly agree;' and 7.8 percent chose 'strongly disagree.' Sample one respondents chose 'agree' or 'strongly agree' by 48.9 percent and 'disagree' or 'strongly disagree' by 31.6 percent.

The 157 sample two respondents chose 'agree' by 37.6 percent and 'disagree' by 28.7 percent. A total of 19.7 percent chose 'neutral;' 10.2

percent chose 'strongly agree;' and 3.8 percent chose 'strongly disagree.' Some 47.8 percent of sample two chose 'agree' or 'strongly agree' while 32.5 percent chose 'disagree' or 'strongly disagree.' Table 8 shows the data.

*TABLE 8*

Question 8: The outside activities of a publisher does affect how a reporter covers an event.

	Total	S. One	S. Two
Strongly agree	10.2	10.1	10.2
Agree	37.7	38.8	37.6
Neutral	19.7	19.4	19.7
Disagree	28.0	24.0	28.7
Strongly disagree	4.4	7.8	3.8
	N=287	N=129	N=157

The Minnesota News Council has recognized that an owner or publisher which involves its newspaper in the news can affect the way the newspaper covers an event (Goodwin, p. 360). "The editors should undertake unique steps to assure the public and employees of the newspaper that all possible safeguards have been taken to assure fair and aggressive coverage" (p. 361).

### *Question 9*

Question number nine asks respondents if their local daily newspapers have a credibility problem. Responses again included 'strongly agree,' 'agree,' neutral,' disagree' and 'strongly disagree.'

Of the 288 responses to question nine, 35.9 percent chose 'disagree' while 25.8 percent chose 'agree.' Some 18.7 percent chose 'neutral;' 10.2 percent chose 'strongly disagree;' and 9.5 percent chose 'strongly agree.' Overall, 46.1 percent chose 'disagree' or 'strongly disagree,' while 35.3 percent chose 'agree' or 'strongly agree.'

Of the 131 sample one respondents, 33.6 percent chose 'disagree' and 27.5 percent chose 'agree.' Nineteen and eight tenths percent chose 'neutral;' 13 percent chose 'strongly agree;' and 6.1 percent chose 'strongly disagree.' Sample one respondents chose 'agree' or 'strongly agree' by 40.5 percent while 39.7 percent chose 'disagree' or 'strongly disagree.'

'Disagree' was chosen by 36.3 percent of the 157 sample two respondents, while 'agree' was chosen by 25.5 percent. 'Neutral' was chosen by 18.5 percent;' 'strongly disagree' by 10.8 percent;' and 'strongly agree' by 8.9 percent. Of the sample two respondents, 47.1 percent chose 'disagree' or 'strongly disagree,' while 34.4 percent chose 'agree' or 'strongly agree.' See Table 9.1.

TABLE 9.1

Question 9: The local daily newspaper has a credibility problem.

	Total	S. One	S. Two
Strongly agree	9.5	13.0	8.9
Agree	25.8	27.5	25.5
Neutral	18.7	19.8	18.5
Disagree	35.9	33.6	36.6
Strongly disagree	10.2	6.1	10.8
	N=288	N=131	N=157

The data indicate that smaller papers--those under 40,000--are less likely to be perceived as having a credibility problem.

A cross-tabulation of responses to question one (publisher involvement) by question nine indicated that 40.3 percent of the 134 respondents who indicated that their publishers were involved in five or more affairs, chose 'disagree' to question nine. Some 19.4 percent chose 'agree,' 13.4 percent chose 'strongly disagree,' 18.7 percent chose 'neutral' and 8.2 percent chose 'strongly agree.' Of those who indicated five or more affairs, 53.7 percent chose 'disagree' or 'strongly disagree,' while 27.6 percent chose 'agree' or 'strongly agree.'

Of the 73 respondents who indicated three or four community affairs, 41.1 percent chose 'disagree' to question nine. Twenty-six percent chose

'neutral,' 20.5 percent chose 'agree,' 8.2 percent chose 'strongly agree' and 4.1 chose 'strongly disagree.' A total of 45.2 percent chose 'disagree' or 'strongly disagree,' while 28.7 percent chose 'agree' or 'strongly agree.'

However, of the 72 respondents who indicated two or fewer affairs, 45.8 percent chose 'agree' to question nine. Nineteen and four-tenths percent chose 'disagree,' 18.1 percent chose 'strongly agree,' 12.5 percent chose 'neutral' and 4.2 percent chose 'strongly disagree.' Those who indicated two or fewer affairs chose 'agree' or 'strongly agree' by 63.9 percent and 'disagree' or 'strongly disagree' by 23.6 percent. The data are shown in Table 9.2.

*TABLE 9.2*

Cross-tabulation: Question 1 (How many activities is local publisher involved in?) by Question 9 (Local newspaper has a credibility problem.).

		No. of publisher activities:		
		5 +	3 or 4	2 or less
Local newspaper has credibility problem...	Str. agree	8.2	8.2	18.1
	Agree	19.4	20.5	45.8
	Neutral	18.7	26.0	12.5
	Disagree	40.3	41.1	19.4
	Str. disagree	13.4	4.1	4.2
		N=134	N=73	N=72

Chi Square .00002



The cross-tabulation was weighted by sample and the categories to question one were collapsed to indicate five or more affairs, three or four affairs and two or fewer affairs. The chi-square significance level was .00002.

The data indicate that the more activities a newspaper publisher is involved in, the less executive directors perceive a credibility problem.

A cross-tabulation of responses to question nine by question 13 (newspaper ownership) showed that of the 116 respondents indicating independent ownership of the local daily newspaper, 43.4 percent chose 'disagree' to question nine. A total of 21.5 chose 'neutral;' 14.9 percent chose 'agree;' 13.4 percent chose 'strongly disagree;' and 6.8 percent chose 'strongly agree.' Of those indicating independent ownership, 56.8 percent chose 'disagree' or 'strongly disagree' while 21.7 percent chose 'agree' or 'strongly agree.'

Of the 171 indicating group ownership, 32.4 percent chose 'agree' while 31.2 percent chose 'disagree.' About 17 percent chose 'neutral,' 11.4 percent chose 'strongly agree' and 8.1 percent chose 'strongly disagree.' Some 43.8 percent chose 'agree' or 'strongly agree' and 39.3 percent chose 'disagree' or 'strongly disagree.'

The cross-tabulation was weighted by sample. The chi-square significance level was .00417. Table 9.3 shows the data.

TABLE 9.3

Cross-tabulation: Question 9 (Local newspaper has a credibility problem.) by Question 13 (Is newspaper independently or group-owned?).

		Newspaper ownership:	
		Group	Independent
Local newspaper has credibility problem...	Str. agree	11.4	6.8
	Agree	32.4	14.9
	Neutral	16.9	21.5
	Disagree	31.2	43.4
	Strongly disagree	8.1	13.4
		N=171	N=116

Chi Square .00417

The data indicate a substantial difference between how executive directors perceive independent newspapers and group-owned newspapers. Group-owned newspapers appear to be more frequently perceived as having credibility problems.

### *Question 10*

Question number 10 was an open-ended question asking those respondents who indicated that their local newspapers had a credibility problem why the credibility problem existed. Responses were grouped into

the following nine categories: Lacks local news coverage; novice reporters and/or high turnover of newsroom staff; incomplete and/or inaccurate information; negative attitude; sensationalist; biased and/or unobjective; tries to please everyone; does not promote the community; and other. Some respondents included more than one answer.

Of the 107 respondents who chose 'agree' or 'strongly agree' on question nine, 7.4 percent of 54 sample one respondents and 20.8 percent of the 53 sample two respondents indicated that their local newspapers lacked local news coverage. Of those same respondents, 20.4 percent of sample one and 9.4 percent of sample two wrote that novice, inexperienced reporters and/or high turnover among newsroom staff contributed to a credibility problem. Of sample one, 14.8 percent, and 26.4 percent of sample two indicated that incomplete and/or inaccurate information in news stories contributed to the problem. Twenty-six percent of sample one and 17 percent of sample two mentioned a negative attitude by reporters and/or editors. About 7.5 percent of both samples mentioned sensationalism, while 37 percent of sample one and only 13.2 percent of sample two included biased and/or unobjective reporting. Only 1.9 percent of sample one and 3.8 percent of sample two indicated that the credibility problem stems from the newspaper staff trying to please everyone to avoid controversy. About 3.7 percent of both samples indicated that the newspaper does not promote the community and/or its economic development. Another 3.7 percent of sample one and 1.9 percent of sample two wrote that the newspaper coverage appears to be influenced by advertisers. About 33.3 percent of sample one and 50.9 percent of sample two

included other reasons for lack of credibility. Most respondents included more than one answer. Table 10 shows these data.

*TABLE 10*

Question 10: If you answered affirmatively to No. 9, why does a credibility problem exist?

*All responses, by sample:*

Sample:	One	Two
Lacks local coverage	7.4	20.8
Novice reporters/High turnover	20.4	9.4
Incomplete/Inaccurate information	14.8	26.4
Negative attitude	25.9	17.0
Sensationalist	7.4	7.5
Biased/Unobjective	37.0	13.2
Tries to please everyone	1.9	3.8
Does not promote community	3.7	3.8
Influenced by advertisers	3.7	1.9
Other	33.3	50.9
	N=54	N=53

*Question 11*

Question number 11 also is an open-ended question. It asks respondents to specify what social, civic and political activities are appropriate for newspaper publishers to be involved in. Responses were again grouped into categories: 'business clubs' (including service clubs, chambers, professional and trade organizations); 'charitable organizations' (including nonprofit organizations, religious, cultural and education); 'local political organizations' (city, county offices and campaigns); 'state or federal politics'; 'boards of directors,' 'anything that promotes the community,' 'anything,' and 'other.'

More than one-half of the respondents from both samples indicated business clubs are appropriate for newspaper publishers to participate in. Sixty percent of respondents from sample one and 61.1 percent of sample two respondents indicated business clubs are appropriate. About 63.4 percent from sample one and 53.5 percent of sample two indicated that charitable organizations are appropriate. Of sample one, 10.7 percent, and of sample two, 12.7 percent included local political organizations as appropriate. However, only 4.6 percent of sample one and 2.5 percent of sample two included state or federal politics as appropriate.

About 12.2 percent of sample one and 9.6 percent of sample two respondents included boards of directors as appropriate. About 7.6 percent of sample one and 3.8 percent of sample two indicated that anything that promotes the community is appropriate for publishers. Thirteen percent of sample one and 15.3 percent of sample two indicated that anything would be

appropriate. Other activities were included by 4.6 percent of sample one and 8.3 percent of sample two respondents. See Table 11.

*TABLE 11*

Question 11: What activities (social, civic and political) are appropriate for the publisher of the local newspaper to participate in?

*All responses, by sample:*

	Sample:	One	Two
Business clubs		60.3	61.1
Charitable organizations		63.4	53.5
Local political organizations		10.7	12.7
State or federal politics		4.6	2.5
Boards of Directors		12.2	9.6
Anything that promotes community		7.6	3.8
Anything		13.0	15.3
Other		4.6	8.3
		N=131	N=157

### *Question 12*

Question number 12, also an open-ended question, asked respondents to indicate what activities are inappropriate for newspaper publishers to participate in. The responses again were grouped into seven categories: 'all political activities;' 'local political activities;' 'leadership roles in politics;' 'boards of directors;' 'anything that is against the community's norms and/or values,' 'none,' and 'other.'

Twenty-nine percent of sample one and 23.6 percent of sample two indicated that all political activities are inappropriate for publishers to be involved in. About 3.8 percent of sample one and 6.4 percent of sample two specified local political activities as inappropriate for publishers, while 16.8 percent of sample one and 12.1 percent of sample two specified leadership roles in politics as inappropriate. Only 2.5 percent of sample two and .8 percent of sample one specified boards of directors as inappropriate for publishers.

About 9.9 percent of sample one and 8.3 percent of sample two indicated that anything against the community's norms is inappropriate for publishers. This category included answers such as activities against conservative views of drinking, prayer, abortion; illegal activities and one answer of "anything of a liberal bent." Another 9.9 percent of sample one and 11.5 percent of sample two wrote that no activities are inappropriate for newspaper publishers. Again, 9.9 percent of sample one and 11.5 percent of sample two indicated other activities as inappropriate. See Table 12.

Answers to question 12 were much lower than question 11 because fewer directors responded to question 12. Percentages were derived by using a denominator of 288, the total number of surveys returned.

*TABLE 12*

Question 12: What activities are inappropriate for the publisher of the local newspaper to participate in?

<i>All responses, by sample:</i>	One	Two
All political activities	29.0	23.6
Local political activities	3.8	6.4
Leadership roles in politics	16.8	12.1
Boards of directors	.8	2.5
Anything against community's norms	9.9	8.3
None	9.9	11.5
Other	9.9	11.5
	N=131	N=157

The responses of executive directors compare somewhat with the Davenport and Izard survey on media ethics codes sent to random samples of 100 newspaper managing editors and 100 broadcast news directors (1985, p.



6). The responses indicated that more than half of the executive directors responding indicated that charitable activities are appropriate for newspaper publishers. Davenport and Izard found 51 percent of the managers saying charitable activities are appropriate. Strongest support among the inappropriate activities was for political activities by both the executive directors responding in this survey and the news managers responding in the Davenport et al study.

Overall, responses to questions 11 and 12 indicate that business clubs and charitable organizations are accepted by the majority of directors as appropriate activities for publishers to participate in. About half indicated all political activities, local political activities or leadership roles in politics are inappropriate for publishers.

## *Conclusions*

Our libertarian forefathers did not promote objectivity. Freedom of the press was designed to allow a clash of propagandas in the marketplace. Truth, they believed, would eventually rise. Today, objectivity has become more important to both journalists and readers as fewer newspapers face local competition in the marketplace. Most cities no longer have a competing voice offering an alternative view.

Journalists today attempt to avoid the appearance of conflicts of interest. Many no longer accept free gifts, junkets or complementary tickets to shows. A newspaper's code of ethics often prohibits reporters and editors from getting involved in community activities, such as running for school board or serving on the zoning commission. However, those same codes often fail to address publishers, owners or managers. Some journalists believe newspaper owners ought to be involved in their communities as a way to promote and insure their businesses. Small-town publishers often are expected by readers to hold leadership positions in the community. Many journalists disagree, as did the news staff of the Minneapolis Tribune when they purchased the advertisement stating their opposition to their owner's involvement in a controversial sports stadium project. Other journalists oppose the double standards.

Defining a code of ethics for all journalists to follow does not seem possible. Ethics often call for personal judgments made by individual journalists. This researcher attempted to gather the perceptions of Chamber of

Commerce executive directors as a viewpoint from one aspect of the community. Chamber directors, as a part of a community's power structure, generally are aware of community happenings and usually read the local newspapers. This study focused on how chamber directors perceive publisher involvement in the community and its effect on newspaper credibility, and how important directors perceive publisher involvement to be in community affairs. It also looked at which activities directors perceive as appropriate and inappropriate for publishers to be involved in.

### *Summary of Findings*

Newspaper credibility may be especially important in an age of supermarket tabloid headlines boasting of alien babies and the "tabloid television" shows featuring satanic cults. Journalists who do not feel personal pressure from their heavily-involved publishers often wonder how their readers perceive the situation. Publishers who know what activities their readers perceive as appropriate and who avoid those perceived as inappropriate may help improve their newspapers' credibility.

This study indicates that most Chamber of Commerce executive directors think it is a good idea for publishers to be active in community affairs. Most directors indicated that publishers should be involved in five or more activities. The majority of those from cities where the publisher is involved in five or more activities indicated satisfaction with the publishers' current number of activities, while the majority from cities where the publisher

is involved in four or fewer activities indicated that the publisher should be involved in more community affairs. Only 2.1 percent of the 288 respondents indicated that their publishers should be involved in fewer activities.

The data indicate that while the majority of directors believe that newspaper credibility is affected by the publisher's involvement, they feel the newspaper increases in credibility as the publisher is involved in more activities.

The executive directors appeared to agree by a large percentage on which activities are appropriate for publishers. The majority listed business clubs and charitable organizations as appropriate activities for newspaper publishers to participate in. The Chamber of Commerce, of course, was the most popular answer. About 15 percent of both samples indicated that any activity is appropriate.

The executive directors had more varying ideas about which activities are inappropriate. The responses were split on whether or not publishers should participate in political activities. About 25 percent of both samples listed all political activities as inappropriate. Smaller percentages specified only local politics and leadership roles in politics. Overall, 49.6 percent of sample one and 42.1 percent of sample two indicated that all political activities, local political activities or leadership roles in political activities are inappropriate.

These responses compare favorably with Davenport and Izard's study of managing editors and broadcast news directors (Davenport and Izard, 1986, pp. 4-5). The majority of the Davenport and Izard respondents indicated charitable activities as appropriate for media executives and political activities as inappropriate.

This study showed that slightly less than half of the directors do not perceive their local daily newspapers as having a credibility problem, while about one-third do perceive a credibility problem. Forty-one percent of sample one and 34 percent of sample two indicated that their newspapers had a credibility problem. More than half of the respondents indicating independently owned newspapers did not feel the local newspaper has a problem, while almost 44 percent of the respondents indicating group-owned newspapers feel their newspapers do have credibility problems.

The responses also indicated a correlation between how many activities the publisher is involved in and whether the newspaper is perceived as having a credibility problem. The majority of the directors indicating that the local publisher is involved in five or more activities did not perceive the newspaper as having a credibility problem. However, a credibility problem was perceived by a strong majority of those indicating their publishers are involved in two or fewer activities.

Reasons given for the credibility problems did not always have to do with publisher conflict of interest. Sample one respondents listed bias and/or unobjective reporting as the most frequent reason by 37 percent, while only 13.2 percent of sample two respondents chose it. This is interesting since reporters at larger newspapers usually have more experience than their colleagues at smaller papers. Sample two respondents chose incomplete and/or inaccurate information as the most frequent reason by 26.4 percent, while 14.8 percent of sample one respondents chose it.

For the most part, the results of this study show that chamber executives tend to favor newspaper publisher involvement in community

affairs and perceive it as fairly important. A publisher's activities appear to help increase the newspaper's credibility among executive directors. At the same time, however, almost half of the directors indicated that a publisher's activities affect how a reporter covers an event. This leaves the researcher to question how the directors believe the reporter is affected. The fact that this question is not answered by the study is a limitation of the survey instrument used. This finding indicates, perhaps, that executive directors have a different interpretation of newspaper credibility than most journalists. It may leave one to wonder if chamber directors understand journalism and press credibility.

The study showed a difference in responses from the two samples when respondents were asked if a newspaper's news coverage is affected by a publisher's involvement. Just under 70 percent--69.9--of sample two respondents indicated that they believe news coverage is affected by a publisher's involvement while 48.1 percent of sample one respondents indicated so. Sample one respondents indicated by 44.3 percent that news coverage is not affected while only 26.1 percent of sample two respondents indicated the same. Perhaps this observation is predictable, considering that research shows small-town publishers often are expected to be involved in community affairs and generally work more closely with the entire newspaper staff than their colleagues at larger newspapers.

Responses also differed between the samples on questions asking if a newspaper's coverage increases or decreases in credibility when its publisher is involved. Sample two respondents indicated by 71.3 percent while sample one responses indicated by 58 percent that credibility increases when the publisher becomes involved. Sample two respondents indicated by 80.2

publisher becomes involved. Sample two respondents indicated by 80.2 percent and sample one respondents indicated by 69.4 percent that credibility does not decrease when the publisher is involved. Again, given the nature of small-town newspapers, this may be predictable.

### *Implications for Future Study*

The respondents in this study represent a portion of the power structure in their communities. Other "movers and shakers" may have largely differing perceptions of newspaper publishers and their involvement in community affairs. Labor unions, for example, might offer a perspective from a different point on the power structure. Directors also are not an adequate sample of newspapers' readers. More research needs to be conducted to study how other groups in a community perceive this subject.

In addition, further research could also determine how newsroom staff and publishers themselves feel about involvement. With more information on readers, newsroom staff, media executives and groups in society, newspaper executives may be better able to design ethics codes that will enhance reader credibility in today's newspapers.

The high response rate given to this study evidently indicates the interest with which Chamber of Commerce executive directors regard this issue. However, directors' concerns about publisher involvement appear to differ from the kinds of concerns journalists have about the effects of conflicts of interest on press credibility. Newspapers, another prominent portion of the power structure of a community, often are considered a reflection of the

communities they serve. Chamber executives' interest in the newspapers may show more concern for their communities' reputations than for responsible journalism.



**APPENDIX**



College of Arts and Sciences  
Department of Communication  
Omaha, Nebraska 68182-0112  
(402) 554-2600  
Broadcasting (402) 554-2520  
Journalism (402) 554-2520  
Speech (402) 554-2600

Dear Chamber of Commerce Executive Director:

As is true in many professions today, journalism ethics is a hot topic. A journalist's conduct may influence readership and credibility of a newspaper. However, not all newspapers subscribe to the same ethical policies and not all of a newspaper's policies apply to all personnel.

As both a journalist and a graduate student in communication at the University of Nebraska at Omaha, I have a keen interest in how other professionals perceive the journalism profession.

I currently am collecting research data from Chambers of Commerce executive directors across the country to obtain information about *your* perceptions of newspaper publishers' involvement in community affairs. This survey is designed to examine how community business leaders feel about local newspaper publishers' involvement in community affairs and how that involvement influences the newspaper's news coverage and affects credibility.

Your participation in this study is greatly desired. Please complete the enclosed questionnaire and return it in the envelope provided within ten days, if possible. You may receive a summary of the results by printing your name and address on the back of the return envelope. Please do *not* put this information on the questionnaire itself.

Participants in this study will be kept confidential when the final report of data is made. However, a numbering system will be used to enable me to find questionnaires that have not been returned. After I have received a response, the numbering system will be dropped from the questionnaire form and all data will be treated in complete confidence.

I would be most happy to answer any questions you might have. Please write or call. My telephone number is (402) 554-3474.

Thank you for your assistance.

Sincerely,

Jane Campbell-Konnath  
UNO Graduate Student

Last week a questionnaire was mailed to you seeking your perceptions on newspaper publishers' involvement in community affairs. Your name was drawn in a random sample of Chamber of Commerce executive directors.

If you have already completed and returned it, please accept my sincere thanks. If not, please do so today. Because it has been sent to only a representative sample of executive directors, it is extremely important that your response be included in the study if the results are to accurately represent directors' perceptions.

Again, thank you for your participation in this study.

Sincerely,

Jane Campbell-Konnath  
UNO Graduate Student



College of Arts and Sciences  
Department of Communication  
Omaha, Nebraska 68182-0112  
(402) 554-2600  
Broadcasting (402) 554-2520  
Journalism (402) 554-2520  
Speech (402) 554-2600

Dear Chamber of Commerce Executive Director:

About four weeks ago I wrote to you seeking your perceptions on newspaper publishers' involvement in community affairs. As of today, I have not yet received your completed questionnaire.

Since World War II, the number of cities with competing newspaper markets has declined greatly. With fewer competing newspapers, readers receive fewer contrasting viewpoints from local newspapers. This survey has been designed to examine how you, as a community business leader, perceive newspaper publishers' involvement in community affairs and how it affects newspapers' news coverage.

I am writing to you again because of the significance each questionnaire has to the usefulness of the study. Your name was drawn through a random sampling process in which each executive director from a city with one local newspaper had an equal chance of being selected. In order for the results of this study to be truly representative of the perceptions of all executive directors, it is essential that each person in the sample return his or her questionnaire.

If your questionnaire has been misplaced, a replacement is enclosed.

Your cooperation is greatly appreciated.

Sincerely,

Jane Campbell-Konnath  
UNO Graduate Student

# Newspaper Publishers' Involvement in Community Affairs

This survey is designed to examine your perceptions as a community business leader about newspaper publishers' involvement in community affairs. Please complete each question by checking the answer you find appropriate. Thank you for your help.

*Community affairs is defined to include serving on boards of local charitable foundations; chambers; social, civic and cultural organizations; and similar functions. It does not include political office unless specified.*

1. The publisher of the local daily newspaper in your city is involved in:  
 Five or more community affairs  
 Three or four community affairs  
 One or two community affairs  
 No community affairs
  
2. It is a good idea for publishers of a newspaper to be active in community affairs.  
 Strongly Agree  
 Agree  
 Neutral  
 Disagree  
 Strongly Disagree
  
3. The publisher in your community should be involved in (choose one) community affairs.  
 More  
 Fewer  
 Current number of
  
4. A newspaper's news coverage generally is not affected by a publisher's involvement within the community.  
 Strongly Agree  
 Agree  
 Neutral  
 Disagree  
 Strongly Disagree

5. A newspaper's news coverage increases in credibility when its publisher is involved with community activities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. A newspaper's news coverage decreases in credibility when its publisher is involved with community activities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. A publisher of a local newspaper should be able to run for a political office.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. The outside activities of a publisher does affect how a reporter covers an event.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9. The local daily newspaper has a credibility problem.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. If you answered affirmatively to No. 10, why does a credibility problem exist?

11. What activities (social, civic and political) are appropriate for the publisher of the local newspaper to participate in? Please be specific.

12. What activities are inappropriate for the publisher of the local newspaper to participate in? Please be specific.

13. The newspaper in my city:

Belongs to a newspaper chain, such as Gannett or Knight-Ridder.

Is independently owned

14. The population of my city is:

More than 750,000

500,000 to 749,999

100,000 to 499,999

50,000 to 99,999

Less than 50,000

---

*Your contribution to this effort is greatly appreciated. If you would like a summary of results, please print your name and address on the back of the return envelope (NOT on this questionnaire) and a copy will be sent to you.*

## REFERENCES

- "ASNE Statement of Principles." *ASNE Bulletin*, No. 672 (October 1984), p. 17.
- Bailey, Charles W. "Conflicts of Interest: A Matter of Journalistic Ethics." *Nieman Reports*, Vol. 38, No. 3 (Autumn 1984), pp. 40-43.
- Barnes, Andrew "Keep Your Eyes Open; You'll Know Ethical Behavior When You See It." *ASNE Bulletin*, No. 700 (December 1987), p. 10.
- Clifton, Gary A. "The Press as Participant-Observer: A Case Study." *Journalism Abstracts*, Vol. 16, (1978), p. 34.
- Davenport, Lucinda D. and Izard, Ralph S. "Restrictive Policies of the Mass Media." *Journal of Mass Media Ethics*, Vol. 1, No. 1 (Fall/Winter 1985-86), pp. 4-9.
- Dillman, Don A. *Mail and Telephone Surveys: The Total Design Method*. John Wiley and Sons, New York, 1978.
- Editor & Publisher International Yearbook*, Editor & Publisher, Inc., New York, 1988.
- Goodwin, H. Eugene. *Groping for Ethics in Journalism*, Iowa State University Press, 1983.
- Hartman, Barrie "Codes or No Codes: 27 Varieties of Editors Speak on Ethics, *ASNE Bulletin*, No. 700 (December 1987), pp. 6-9.
- Ismach, Arnold H. and Dennis, Everette E. "A Profile of Newspaper and Television Reporters in a Metropolitan Setting." *Journalism Quarterly*, Vol. 55, No. 4 (Winter 1987), pp. 739-743.
- Izard, Ralph S., Hesterman, Vicki and Davenport, Lucinda. "Office-Holding Press Raise Questions." *Ethics Under Fire: 1987-88 Journalism Ethics Report*, Society of Professional Journalists, Sigma Delta Chi National Ethics Committee.
- Kaul, Arthur J. "The American Journalist: Reviewed." *Journal of Mass Media Ethics*, Vol. 2, No. 1 (Fall/Winter 1986-87), pp. 92-94.
- McAdams, Katherine C. "Non-Monetary Conflicts of Interest for Newspaper Journalists." *Journalism Quarterly*, Vol. 63, No. 4 (Winter 1987), pp. 700-705.



- McClary, Jacquelyn B. "My Firing Raises a Lot of Questions." *ASNE Bulletin*, No. 662 (September 1983), pp. 36-37.
- Meyer, Philip. *Ethical Journalism: A Guide for Students, Practitioners and Consumers*, Longman, Inc. 1987.
- Millett, Ralph L. Jr. "I See No Valid Comparison." *ASNE Bulletin*, No. 662 (September 1983), p. 37.
- "Newsroom Ethics: How Tough Is Enforcement?" *Journal of Mass Media Ethics*, Vol. 2, No. 1 (Fall/Winter 1986-87), pp. 7-16.
- Pratte, Alf "Terms of Endearment: Owner Ethics, JOAs and Editorial Independence." *Journal of Mass Media Ethics*, Vol. 2, No. 1 (Fall/Winter 1987), pp. 30-40.
- Quinn, John C. "Ethics Policies 'A Major and Needed Step in Promoting Credibility.'" *ASNE Bulletin*, No. 672 (October 1984), pp. 12-13.
- Schafer, Robert "The Minnesota News Council: Developing Standards for Press Ethics." *Journalism Quarterly*, Vol. 58, No. 3 (Autumn 1981), pp. 355-362.
- Schneider, Karen and Gunther, Marc "Those Newsroom Ethics." *Columbia Journalism Review*, Vol. 24, No. 2 (July/August 1985), pp. 55-57.
- Sneed, Donald G. "The Newspaper Editor as Public Official." *Journalism Abstracts*, Vol. 22 (1984), pp. 14-15.
- Sutherland, Frank "Journalist Groups Arguing Over Need for Strong Ethics Codes." *ASNE Bulletin*, No. 700 (December 1987), pp. 4-5.
- Weaver, David H. and Wilhoit, G. Cleveland. *The American Journalist*, Indiana University Press, 1986.
- Worldwide Chamber of Commerce Directory*, Chamber of Commerce, Inc. Washington, D.C., 1988.