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# The Rural Weekly Newspaper in Indiana as an Agent of School Publicity

Allen K. Buchanan

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**THE RURAL WEEKLY NEWSPAPER IN INDIANA AS  
AN AGENT OF SCHOOL PUBLICITY**

The writer wishes to acknowledge his indebtedness to the readers of his dissertation.  
**Public sentiment is everything.**  
**With public sentiment nothing can fail;**  
**without it nothing can succeed.** (Quoted  
by Allen K. Buchanan)  
Consequently, he who molds public opinion or  
sentiment goes deeper than does he who  
enacts statutes or pronounces decisions.  
As is proved by the fact that  
Abraham Lincoln

2  
3

**A Dissertation Submitted In Partial Fulfillment  
of the Requirements for the Degree  
Master of Science**

**COLLEGE OF EDUCATION  
BUTLER UNIVERSITY  
INDIANAPOLIS**

**1939**

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writer wishes to acknowledge the approval  
shown. Their contributions and their assistance

The writer wishes to acknowledge his in-  
debtedness to the members of his dissertation

**Public sentiment is everything.**

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quently, he who molds public opinion or  
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enacts statutes or pronounces decisions.

He is grateful to Prof. H. A. Henderson  
for valuable illustrated materials and news-  
paper items in his own library, as well as to  
the various newspaper editors whose valuable  
experiences have made this work richer.

To the various school administrative and  
publicity directors, who furnished certain data  
used in the special phases of this work as well  
as to the various editors and publishers of  
weekly newspapers reported in this study, the

**Abraham Lincoln**

writer wishes to express sincere appreciation. Their contribution and their assistance was great. The writer wishes to acknowledge his indebtedness to the members of his dissertation committee at Butler University, Dr. Albert Mock, Chairman; Dr. W. L. Richardson, Dean of the College of Education; Dr. A. B. Carlile and Dr. I. T. Shultz, for their help and advice during this study.

He is grateful to Prof. H. A. Henderson for valuable illustrated materials and newspaper items in his own library, as well as to the various newspaper editors whose valuable experiences have made this work richer.

To the various school administrative and publicity directors, who furnished certain data used in the special phases of this work as well as to the various editors and publishers of weekly newspapers reported in this study, the

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11x

The third objective is to discover the relative importance that is given school news to that given

other THE RURAL WEEKLY NEWSPAPER IN INDIANA the study  
of such a AS AN AGENT OF SCHOOL PUBLICITY conclusions  
will be drawn and recommendations made for the improve-  
ment of school news columns or pages, as the case may  
be.

CHAPTER I

The Introduction This study includes  
all the newspapers edited weekly in Indiana, regard-  
less

The Objectives Of This Study: When any study of  
rural newspaper educational-publicity is contemplated,  
three objectives are imminent for consideration. This  
study, The Rural Weekly Newspaper In Indiana As An  
Agent Of School Publicity, is no exception.

The first of these objectives is to determine the  
administrative and organizational procedure in securing,  
checking or evaluating and editing schools notes, with  
reference to styling, space requirements, frequency,  
authenticity and value-weighting of items.

The second objective deals with the analyzing of  
the nature and content of good school informational  
items from observations made on columns titled simil-  
arly in the field. See publishers of weekly newspapers

The third objective is to discover the relative  
importance that is given school news to that given

1. For copy of request card see Appendix VI.

other items in rural newspapers today. From the study of such a "relative importance" analysis, conclusions will be drawn and recommendation made for the improvement of School News columns or pages, as the case may be.

The investigation done for this study includes all the newspapers edited weekly in Indiana, regardless of locality, or extent of circulation; type or form of construction, or political affiliation. The problem is to be discussed under the following headings: first, the nature and content of the articles analyzed; second, the definiteness of page space; third, the type of arrangement used; fourth, the advisability of editing by a regular staff; fifth, the evaluating of "paper location" of educational news items and, last, the degree of readability of the items found by the investigation.

Method of Attack and Source of Data: The data secured to be used in this study has been derived from publishers in response to a card or circular request<sup>1</sup> sent to each of the 264 publishers of weekly newspapers

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1. For copy of request card see Appendix VI.

in Indiana. A follow-up card<sup>1</sup> was sent one week later to all editors failing to respond to the first request. As a result of this dual request scheme 206 papers or 77 percent of Indiana's weekly newspapers were made available as the foundation of source material of this dissertation.

The splendid response and co-operation given by the newspaper editors and publishers made possible the wide distribution and scope of comparison of Indiana's school news and thus a fairer tabulation of data has been secured. In many of the cases where a copy of a weekly edition was requested and unsecured an explanation was received from the former editor, his widow (if deceased) or the postmaster, stating the conditions that made the procurement impossible. Such reasons where given have been noted in the Appendix, table #1.

Of the 265 request cards mailed on February 1, 206 made reply by sending at least one copy of the paper requested; one sent the reply by letter stating the paper had been discontinued since the death of its editor; two had consolidated with another

---

1. For copy of follow-up card see Appendix VII. In study together with locations, see Appendix III.

publication, and two papers were no longer being printed.

The 206 papers<sup>1</sup> included in this study represented every type of school community in Indiana. They relate to the small, rural consolidated school as well as to the "widely diversified-training" schools in the more prosperous and progressive sections of the state.

Selection of Material: A copy of the one or more weekly newspapers published in each country or town was requested from the respective editors. The issue requested was the one of the week ending February 11, 1939. The majority of all weekly newspapers, it was found, are published on Thursday and Friday of any week due to the large amounts of advertising in Saturday-selling advertisements which they carry. The major portion or 57.5 percent of the papers acquired were published on Thursday, February 9; 34 percent on Friday, February 10; eight percent on Wednesday, February 8, and only one paper or approximately  $\frac{1}{2}$  percent on Saturday, February 11.

---

1. For a complete list of papers included in this study together with locations, see Appendix III.

In choosing a suitable time to study the educational notes as they are found in the weekly papers, two things had to be taken into consideration. In the first place a time had to be set when as representative type of notes as possible would be available, preferably near the middle of the school year. The second item of consideration was to choose some issue that would be as remote as possible from any special happenings of general state-wide interest that would induce school notes to be edited by some school not a regular contributor to any school column. Hence, it was deemed expedient to choose an issue in the first part of the month of February. The week of February 5-11 was then designated, since all schools would by that time have started their second semester's work and since the issue of such a date would still be far enough removed from the time of the state final basketball tourney as to not be seriously augmented in the amount of school news. The exceedingly generous number of copies received within the time limit of the designated week enabled a reliable cross-section of weekly educational notes to be secured as a basis for this study.

Importance of the Study: Bibliographies on the subject of composing, editing and publishing school news or notes are very few in number and for the greater part those available have listed only articles dealing with the psychology, and the theory, rather than the practice and the actual results of a survey of types and space requirements. There is practically no literature to be found on the part played by weekly newspapers in bringing news of educational value to the suburban or rural families. The fact that weekly newspapers carry a large space allotment of week-end advertising; ready-printed magazine sections; and the belief among many school administrators that the "educational column" is not valuable for publicity has, perhaps, kept much interest from being manifested in it as a research problem. Nevertheless, because broadening curricula make increasing expenditures necessary, the public and citizens of any locality should be kept informed of the accomplishments of the greatest industry in their midst, the School.

This study is actuated by a desire to correctly ascertain the part played at present by our rural

newspapers in such an undertaking and to arrive at some conclusions of how to administer such service more efficiently.

The very gratifying interest in this research problem shown by editors from all parts of the State of Indiana by their consequent contribution of material to further this study would seem to be very indicative of editorial and press interest in our schools and a vindication of the belief that more explicit, interesting and well-edited school notes would react very favorably in the solution of many perplexing school problems due to a "build-up" of the proper public sentiment. With such a premise on which to act let us view in Chapter II the probable and most efficient ways of handling such an administrative perplexity.

Details	1	
Delaware	3	
Dubois	4	
Elkhart	4	
Fayette	1	
Floyd	2	
Fountain	2	
Franklin	2	
Fulton	3	
Gibson	2	
Grant	7	
Greene	3	
Hamilton	2	



TABLE I  
 Geographical Distribution By Counties  
 Of Newspapers Used In This Survey

County	No. of Newspapers Published in Each	No. Used in This Study
Adams	0	0
Allen	2	1
Bartholomew	2	2
Benton	4	3
Blackford	0	0
Boone	5	4
Brown	1	1
Carroll	5	4
Cass	2	2
Clark	3	2
Clay	2	2
Clinton	2	1
Crawford	3	3
Davis	1	1
Dearborn	4	3
Decatur	1	1
DeKalb	5	3
Delaware	3	1
Dubois	4	4
Elkhart	4	3
Fayette	1	0
Floyd	2	2
Fountain	6	4
Franklin	2	2
Fulton	2	2
Gibson	2	2
Grant	7	5
Greene	5	4
Hamilton	2	2

TABLE I (continued)

Geographical Distribution By Counties  
 Geographical Distribution By Counties  
 Of Newspapers Used In This Survey  
 Of Newspapers Used In This Survey

County	No. of Newspapers Published in Each	No. Used in This Study
Hancock	2	2
Harrison	3	3
Hindricks	6	4
Henry	3	2
Howard	2	0
Huntington	2	1
Jackson	3	3
Jasper	2	0
Jay	1	1
Jefferson	0	0
Jennings	2	1
Johnson	4	4
Knox	1	0
Koscisko	4	4
La Grange	4	2
Lake	6	6
Laporte	3	3
Lawrence	1	1
Madison	3	3
Marion	1	1
Marshall	5	4
Martin	2	2
Miami	4	3
Monroe	2	2
Montgomery	6	4
Morgan	3	1
Newton	5	3
Noble	5	4
Ohio	2	2
Orange	4	2
Owen	3	2
Parke	3	3
Perry	2	2
Totals	265	206

TABLE I (continued)

Geographical Distribution By Counties  
Of Newspapers Used In This Survey

County	No. of Newspapers Published in Each	No. Used in This Study
Pike	3	2
Porter	2	2
Posey	5	4
Pulaski	4	4
Putnam	5	3
Randolph	4	3
Ripley	3	3
Rush	1	1
St. Joseph	3	3
Scott	2	2
Shelby	2	1
Spencer	5	3
Starke	3	2
Steuben	3	3
Sullivan	5	3
Switzerland	2	2
Tippecanoe	1	1
Tipton	0	0
Union	1	1
Vanderburgh	0	0
Vermillion	3	2
Vigo	1	1
Wabash	3	2
Warren	3	3
Warrick	3	2
Washington	3	3
Wayne	5	4
Wills	1	1
White	6	5
Whitley	2	2
<b>Totals</b>	<b>265</b>	<b>206</b>

## CHAPTER II

### THE RELATIVE IMPORTANCE OF THE WEEKLY NEWSPAPER

### IN KEEPING THE COMMUNITY SCHOOL-MINDED

#### Part I

#### General Limitations

The problem of keeping the public informed concerning the mechanism, the routine and the accomplishments of the school is not a recent requisite of a good school. In fact, the problem is as old as the schools themselves. Of recent years, owing to the rapidly changing social and economic structure, the increase of school activities, the broadened scope of the curriculum and the polyglot population, the problem has become increasingly difficult for school administrators. The urgent necessity of keeping the public at all times in a sympathetic understanding of the schools' policies, together with the inadequacy of understanding and techniques respecting the subject, all have been combined to make it an issue of vital significance in the field of school endeavor.

How is the principal or school executive in each case to deal with such a problem? Can he solve it in

How belongs definitely in the classification of

a capable way so as to discharge his duty to the obligation? If he succeeds in finding a way of solution and utilizes that way can he be fair to himself? The heterogeneity of the citizens in understanding some communities, as it ranges from college distinction to varying levels of literacy, presents the problem with a series of kaleidoscopic ramifications. Usually, however, with some study from a removed point of vantage a solution becomes apparent.

Informational service not publicity. Many administrators lack a clear distinction between publicity as the common connotation has it and that more specific term informational service. To the term publicity the usual response made by administrators is one of aloofness. The term as the newspapers have robed it is synonymous with that of expose or "scoop", and generally offers ridicule or sarcastic comment for its message. The term "informational-service" purports some dignity and likewise some checking of authenticity before an item is released for public consumption. Educational Notes as will be the terminology later used in this study, or again, School-News belongs definitely in the classification of

"informational-service" due to all items issued so having been checked by a school authority before publication. Such a type of information is highly im-  
personal, and so built around the welfare of the child rather than for the glorification of any ambitious individual. The following is an excellent example.

### 1 YOUR INVESTMENT

If a man invests a large sum of money in a business he will be watchful of how that business is run.

The people of Detroit have invested about \$230.00 in land and buildings for every child in school.

There are 197 permanent and 38 temporary buildings.

The people are still spending money to provide places for every child and must continue to do so as long as Detroit grows and its citizens have children.

Seats for about 10,000 new children must be provided yearly.

Many of the present buildings are old and each year become less satisfactory as places in which to teach children.

- 
1. Superintendent's Monthly Letter, Detroit Public Schools, 1921, from Mochlman, Public School Relations. Rand McNally Company, New York, 1927, page 165.

an administrator for a proper teaching vocabulary.

Use list of words, organization of alphabetical service 1-11-1927.

In addition to providing for growth the Board of Education must replace worn out buildings.

The success of the schools is your business. Take an active interest in them.

can an administrator perfect an editorial organization

RELIGION, MORALITY AND KNOWLEDGE  
 BEING NECESSARY TO GOOD GOVERN-  
 MENT AND THE HAPPINESS OF  
 MANKIND, SCHOOLS AND  
 THE MEANS OF EDUCATION  
 SHALL FOREVER BE EN-  
 COURAGED. -- ORDI-  
 NANCE OF  
 1787

Having defined the irregularities of the problem let us turn to a short study of the factors that complicate it.

The size of the school community, the problem of numbers, the problem of population and the lack of ability on the part of readers are the complicating factors. Such factors are, however, more connected with the internal administration of a school than with community information, hence a mentioning of them is sufficient.

The factor of education. Any community with its cosmopolitanism and varying degrees of literacy taxes an administrator for a proper reaching vocabulary.

4. See list of graphs, Organization of Informational Service Activity.

<sup>1</sup>  
 Moehlman says the average educational attainment level of the readers of school news in newspapers may be slightly below sixth grade level on an average. How can an administrator perfect an editorial organization to adequately reach such ranging ability levels? Statistics on daily time budgets allow four percent of one's time for securing information <sup>2</sup> hence the necessity for carefully chosen, readable, well-edited school notes is imperative. Each community's interest is a law unto itself with factors never alike in any two instances. No workable organization fitting every community can be found, but the simplest yet efficient system of organization is given in the handbook, Hamtramck, Michigan, <sup>3</sup> Public School Code. The efficiency attained in that organization is directly proportionate to its excellent <sup>4</sup> division of duties. Such a plan clearly shows the part taken by newspapers in educational publicity organization.

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1. Moehlman, Arthur B., Public School Relations, Rand McNally Company, Chicago, 1927, page 6.

2. Moehlman, Arthur B., Public School Relations, Rand McNally Company, Chicago, 1927, page 9. (Diagram 2)

3. See List of Tables, Ham Educational Columnar, Table 2.

3. See Handbook -- Hamtramck, Michigan Schools

4. See list of graphs, Organization of Informational Service Activity.



. . . . the proficient educator is the acknowledged leader in the process of selecting and passing on to a new generation those facts, ideals, and skills which best serve human needs. To an educator is delegated a large responsibility in naming new social goals and in preparing a new generation for their achievement. But like any other leader in a democracy the educator must take the people with him. A fundamental part of his service is a program of educational interpretation which will inform the public of new objectives and will invite its citizens to appraise steps made toward their attainment. . . . There will always be those who oppose by reason or otherwise. . . . It is the duty of the educational leader either to gain acceptance of the idea or innovation possible with some modifications or to abandon it. 1

The place of the newspaper in a public relations program. A skeptical administrator may question the value of school news as published in a weekly newspaper. In respect to the amount of news items in any single issue he would be quite right. From the study on 206 weekly newspapers in Indiana averaging (mean) 31.04 columns per paper, the average columnar space used for school notes was (mean) 1.36. Using these figures in computing the percentage it discloses an average of 4.4 percent devoted to the express purpose of acquainting

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See definition, Page 18

1. Farley, Belmont, School Publicity, Stanford University Press, 1934, pages 3-4.
2. See List of Tables. Mean Educational Columnar Space in Weekly Newspapers of Indiana. Table 2.

## Community Education Formation

the people of a community with their schools' accomplishments. At first glance a relative factor of 4.4 may seem ample, but upon reflecting that it is purporting information from the greatest industry in any community, and when compared with space used for a local store's advertisement, perhaps; any administrator must

admit his negligence of public obligation; his only compensating virtues being that some good is derived from a weekly column even though such a column is somewhat insufficient. A school official in each of 160 schools throughout different localities was asked to name the type of school publicity (the amended definition to be used hereafter<sup>2</sup>) he used. Fifty per cent

reported the type as continuous; 16 per cent used the campaign type with the statement that while such a type was dangerous it was usually successful.<sup>1</sup>

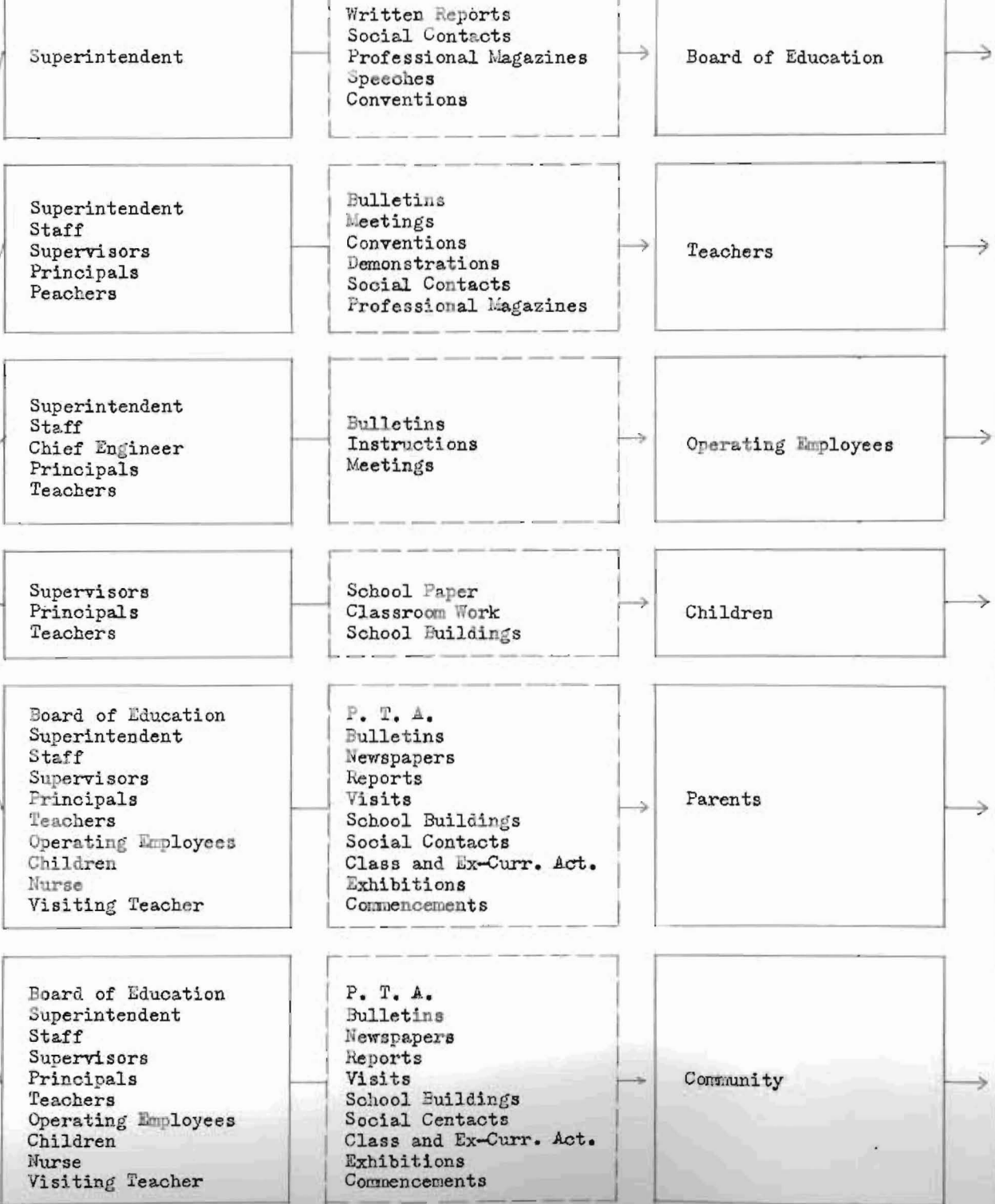
The office of a busy superintendent should be a veritable spring of news items flowing constantly to

<sup>2</sup> See definition, Page 12

1. Farley, Belmont, Interpreting the Secondary Schools to the Public, (Government Bulletin, 1933) Washington, D. C., 1933, page 56.

Policy Adoption by Board of Education

Plan Building by Superintendent and Approval by Board of Education



Community Education Formation of Attitudes and Ideals Through Information and Contact

the newspapers. Materials available and suitable for publishing would be: finance in simple form, buildings and grounds, costs of failures, editorials, janitorial efficiency, cost of absences, work of the schools and relations between parent and school. None of these need be discussed here but considered at a later time in this study with such others as will occur.

Just what would be the ideal list of "reader-interest" subjects is not agreed upon, and such an agreement may never be reached due to the multiplicity of conditions in the vast territory reached by our weekly newspapers. Forty-five million daily newspapers circulate in the United States and Canada, each presenting and disseminating favorable or unfavorable school news of the various communities, depending on how such news has been organized. The number of weekly papers is obviously diminished in multiples of the foregoing number, and yet offers a tremendous number of possibilities in school publicity.

Unless one considers carefully the work of the printed page as it arrives week after week in this nation's homes, the content and authenticity of "news"

Mean	31.04	Total	200
------	-------	-------	-----

TABLE II

TABLE III

A Table Showing The Mean Columnar Space In  
 The Weekly Newspapers Of Indiana  
 Space In The Weekly Newspapers Of Indiana

Total No. Columns	Frequency
80 - 84	1
75 - 79	0
70 - 74	0
65 - 69	1
60 - 64	17
55 - 59	15
50 - 54	2
45 - 49	31
40 - 44	15
35 - 39	11
30 - 34	12
25 - 29	32
20 - 24	45
15 - 19	11
10 - 14	12
5 - 9	1
0 - 4	0
	Total 206
Mean 31.04	

TABLE III

A Table Showing The Mean Educational Columnar  
Space In The Weekly Newspapers Of Indiana

Total Col's. Eden'l.	Frequency
7.5 - 7.9	1
7.0 - 7.4	1
6.5 - 6.9	1
6.0 - 6.4	1
5.5 - 5.9	1
5.0 - 5.4	5
4.5 - 4.9	11
4.0 - 4.4	6
3.5 - 3.9	7
3.0 - 3.4	8
2.5 - 2.9	16
2.0 - 2.4	21
1.5 - 1.9	19
1.0 - 1.4	40
0.5 - 0.9	33
0.0 - 0.4	37
	<b>Total 206</b>
Mean	1.36

Association,

can never be made valuable to the readers.

Teachers everywhere are frowned upon by newspaper men as "having no nose for news". Superintendents and principals have no newspaper experience background. Little is given to help in any of the college training courses. So it becomes evident that in every locality the school publicity agent will necessarily be learning of proper types as he attempts to secure or hold the sympathy and support of the entire community for the school. Many newspaper readers are children and if all publicity is given through the weekly newspapers instead of a school paper, school news must be interpreted to the students as well as the adults. C. H. Judd<sup>1</sup> says concerning the school finance problems and their interpretation for students:

I advocate that school begin, with the sessions of next autumn, to prepare lessons in taxation and present these in vigorous form to citizens of the next generation. I am in favor of such a reconstruction of the curriculum worked out cooperatively by educators, that the American people will be compelled to talk at the dinner with their children about taxes, and legislators, and tax-reduction associations.

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1. Judd, C. H., Proceedings of National Educational Association, LXXI (1933), page 70. Address before seventy-first Convention of National Educational Association.

Dr. J. H. Schuch, Teachers College of Columbia University, New York, 1933, page 17.

More and more individuals are critically estimating the newspaper content. Such an observation can be made by examining the "Views of Our Readers", "Voice of the People", and similar discussion pages in many of our papers today, both daily and weekly. Universities such as Chicago University are conducting open forum discussions, and the radio is assisting materially. Gradually the American people are becoming more analytical concerning the problem and news of the day. So, the endeavor to publish the right type of news becomes an ever more important matter for the special consideration of business and professional men. Now, as never before, the interests of the readers must be reached and maintained. Stated briefly the public school informational service calls for continuous information that must be (1) true, (2) brief, (3) frequently presented, (4) understandable to all, (5) accessible to everyone in the community.

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1. The Indianapolis Star

2. The Indianapolis News

3. "Chicago University Round Table Discussions"

4. N. B. C. System: "We, The People"

1. Ferley, Belmont, What People Want to Know About the Public Schools, Teachers College of Columbia University Press, New York. 1933. page 37.



What are the public interests regarding Education?

The following list will serve as foundational material to which others can be added when proven advantageous.

The listings are:

Pupil progress and achievement

Methods of instruction

Health of pupils

Courses of study

Value of Education

Discipline and behavior of pupils

Teacher and school officers

Attendance

School buildings and school programs

Business management and finance

Board of Education and administration

Parent Teachers Association

Extra-curricular activities

And now the reader may profitably turn his attention to a study of the respective types of school informational-service materials regarding their proper evaluations and frequencies as secured from the various papers themselves.

1. Farley, Belmont, What People Want to Know About the Public Schools, Teachers College of Columbia University Press, New York. 1929. page 37.

## Part II

What Items Constitute The School News Columns  
In Indiana's Rural Newspapers?

Any technique of research applied to the field of newspaper publicity would be decidedly unfounded and incomplete without an analysis of the various types of material afforded by the papers collected throughout the state, as well as a comparison of the relative amount of material in each field compared to the total educational columniation. Of first importance in the public eye today is:

Athletics: Indiana has for many years been accused of and criticized as having allowed basketball and various attendant circumstances to occupy the major portions of school columns everywhere.

In the 206 papers used for a basis of analysis in this study having a total educational news columniation of 359.63 there was found to be devoted to athletics alone 150.50 columns or approximately 41.8 per cent of the total educational news space. (See Graph No. 1, Proportionate Columnar Space Given Various Educational Items In Indiana's Weekly Newspapers, page

	Athletics
	General
	Announcements
	Special Items
	Associated Topics
	Pictures
	Organizations
	Civic Interest
	Propaganda
	Personal
	Finance

Graph I  
 A GRAPH SHOWING PROPORTIONATE COLUMNAR SPACE GIVEN VARIOUS EDUCATIONAL ITEMS

1. The Brock Reporter, weekly newspaper, Brock, Indiana, February 9, 1939, page 1.

26) Since it was not required in this study, no tabulation of the amount of space devoted to basketball alone was made but it will interest the reader to know that in the 134 papers making comment on athletics only 2 or 1.4 per cent mention of sports other than basketball and then only a few lines each: one on a volleyball tournament; the other on a merit system for athletics. A typical column devoted to Athletics is that appearing in the Brook Reporter and given herewith.

#### PURPLE ACES AGAIN TAKE BOMBERS

##### Purple Ace Hospital Squad Takes Bausman Bombers

The Robbins Purple Aces wrote another chapter in their friendly feud with Bausman's Bombers on Tuesday night at Collier's Gym. Yes, the score was Brock 29, Rensselaer 26. The caption of Hospital Squad is no canard. Kieth Long was home in bed with a temperature of 103, Todd, Antcliff and Whaley were suffering from severe colds, Corbett had a Charley Horse in one arm, and Koon was the only one who could have passed an examination for life insurance. The Big Crowd didn't know it but the Pulmotor and ambulance were held in the offing. In the first quarter they held the Bombers down to two points to their seven. In the second the Bombers cut this down to 13-12, but took the lead in the third quarter and held it until near the close. A few minutes before the final gun the game stood 26-25 in favor of the Bombers. The finish was the wildest ever seen on the local floor. The ball was on the move constantly and stealing it became so common that whenever someone got it and had his elbows free he took a shot

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1. The Brook Reporter, weekly newspaper, Brook, Indiana, February 9, 1939, page 1.

at the basket, but none of the shots tallied. The big crowd was on its feet and cheering wildly when all at once the referee's whistle cut through the din. Todd had been fouled while in the act of shooting. The din ceased as the lanky youth stood on the foul line and stopped to get his breath. One would mean a tie and two possible victory. One short wild yell from the Brook rooters as the first one dropped through the net, which stilled as he poised for the second. As it dropped through the netting, pandemonium broke loose and again the floor was a riot of moving figures, until Antcliff sank one of his long ones, and as the gun sounded, the standing crowd was on its way out. Both sides were happy -- Brook, that the Hospital Squad survived and the Bombers that it wasn't as bad as the 38-25 at the Armory.

For Brook, Corbett was high man with 11 points Todd 7, Antcliff 6, Koon 3, and Whaley 2. Chamness for Rensselaer had 11, and scored 5 free throws in 5 chances. Bowman made 8, Gains 4, Wiles 2, and Jacks 1.

There were 17 fouls called on Brook and 20 on Rensselaer. Brook made 11 free throws to Rensselaer's 10, and 9 baskets to their opponents 8.

Brook	Brook	Rensselaer
Todd . . . . .	12	3
Antcliff . . . . .	2	2
Whaley . . . . .	0	2
Courtney . . . . .	0	0
Corbett . . . . .	4	3
Borklund . . . . .	0	0
Koon . . . . .	1	1
Totals . . . . .	9	11

Win or lose the team

	Rensselaer	B	F
Jacks . . . . .	0	1	
Chamness . . . . .	3	5	
Paggley . . . . .	0	0	
Wiles . . . . .	1	0	
Milner . . . . .	0	0	
Bowman . . . . .	3	2	
C. Bowman . . . . .	0	0	
Gains . . . . .	1	2	
Totals . . . . .	8	10	

Final score: Brook 29, Rensselaer 26.

Referee, Taylor; Umpire, Krider.

We must not seriously criticize the schools for publishing basketball comment as we are prone to do at first glance. Let us see the viewpoint of the school administrator when comment is made on his school's team or teams as the case may be. First he is very anxious that his school shall at all times be the best in the vicinity and while comparisons with other schools on matters of enrollment, number of curricula, modernization of equipment, number of extra-curricular activities, etc., might leave his school a loser, if he has eight to sixteen boys possessing a fair degree of basketball skill, the public will accept reports of their activities with a minimum of critical comment. Win or lose the team

is still the "local" team and so the school receives praise indirectly. With a "win" the fans become vociferous; with a "lose" they have a ready alibi. If school publicity can be secured and maintained by a superintendent's remarks of the team, the succeeding year's budget is in much less danger of a revision downward. ~~or incidental expenses. There are extra costs~~

Second, by much the same token as that of the superintendent, the high school principal may make a large portion of his educational publicity on the subject of athletics. He does this for two main reasons, one of which is that it makes the school financial burden somewhat lighter, and the second is because in his capacity he is very near to the boys and realizes they deserve much praise for their work. The financial side of the question is a particularly important one in most rural communities, as is the majority from which this data has been gathered. ~~is important to his~~

The average rural town of which we speak is in population between two hundred and fifteen hundred persons. (See Appendix, Table A) Most of these towns have the schools administered by a principal, who is ~~is~~, Indiana, 1935, Section 382, Page 147.

in turn responsible to a trustee. (There are a few exceptions, however, where town and township have united under the Greencastle plan,<sup>1</sup> using a school board with the trustee as a member, and having a superintendent and a principal.) In all such rural schools the budget is closely drawn and no provision is made for incidental expenses. Where no extra funds are made available for small expenditures during the year, a well-supported athletic calendar helps solve such deficiencies. The team or teams well supported will always have some funds available over and above the team expense, and such extra money can be used for incidentals or emergencies.

Again, in many of the rural communities the principal is likewise the coach. Here he is faced with a dual responsibility as a result of being forced to do two jobs, either of which is sufficient task within itself, and one of which is decidedly important to his position. "Only the winning coach can stay" are very

bitter words but responsible for a guaranteed tenure

1. See Graph No. I, page 26.

1. Greencastle Plan: Indiana School Law, Indianapolis, Indiana, 1935, Section 382, Page 147.



of office. He must, therefore, succeed in both undertakings, and so he sees that any administrative errors are submerged by praise for a successful team.

In none of these various arrangements can the administrator be seriously condemned, but the preponderance of athletics over all other types of educational information is thus explained.

Items listed under the classification of General occupies second place in the space allotments as rated in the Graph of Proportionate Columnar Space.<sup>1</sup> Of the total columnar space of 359.63 appearing in papers secured previous to this study 84.5 columns or 23.5 per cent was devoted to General educational items. In this classification lists all school news that does not readily fall in any of the several specific classification headings as arranged and set up under Types Of Subject Matter, in Table Of General Information,<sup>2</sup> Appendix, Table A, page 125. Such items as new pupil

Unless an administrator plans a purposeful listing of weekly topics to appear in the School News column

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1. See Graph No. I, page 26.

2. Appendix, Table A, page 125 .

1. The Logansville Times, weekly newspaper, Logansville, Indiana, February 10, 1939.

enrollments, honor rolls, school visitors, new equipment, new books, queries, projects, displays, excursions and sick reports fall in this category. An article from the February 10, 1939, issue of the Losantville Times is such an example.

#### LOW ATTENDANCE

During the month of January the per cent of attendance of the Losantville School was the lowest it has been for any month during the last seven school years. The per cent of attendance for the whole school was only 86.46.

The poor showing was mostly due to an epidemic of mumps. However, there were still some unnecessary absences which aid in the low per cent of attendance.

We of the school are glad to say that the mumps have run their course and the attendance is much better now and we hope that all will cooperate in getting our school attendance back where it should be.

The per cent of attendance last month for Senior High School was 90; for seventh and eighth grades 80; for fifth and sixth grades 87; for third and fourth grades 90, and first and second grades 85.

Unless an administrator plans a purposeful listing of weekly topics to appear in the School News column Buffalo and elsewhere.

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1. The Losantville Times, weekly newspaper, Losantville, Indiana, February 10, 1939. Rand McNally Co., New York, 1927, page 159.

and edits the contributions accordingly, such a column is likely to have much of the material serving a general purpose that should be efficiently utilized in transmitting a specific idea.

In some school systems practically all notes edited are made specific and such items as would be general in nature are allowed to accumulate and are later compiled and released as a part of a Home Contracts Program. A good example of such procedure is that used in Buffalo, New York.<sup>1</sup>

In accordance with instructions from E. C. Hartwell, Superintendent of Schools, No. 53, takes pleasure in reporting to its patrons on the following matters of public interest and accomplishments:

1,188 pupils enrolled up to May first.

Average daily attendance, 1,039.

Percentage of tardiness, .0001.

Number of visitors during the year, 740.

Number of graduates this year, 106.

Number of graduates last year, 113.

One hundred, ten members of last year's class are attending high institutions of learning in Buffalo and elsewhere.

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1. Mochlman, Public School Relations, Rand McNally Co., New York, 1927, page 159.

Two pupils were entered in the Richmond Speaking Contest.

The one big entertainment of the year was the Pageant of Nations, which was written by the teachers and produced by the children on two evenings in March at Hutchinson High School. Four hundred twelve children participated, and a splendid school spirit was shown behind the stage by the way they cooperated with the teachers in making the Pageant a huge success. One thousand, seven hundred dollars was thereby added to our School Fund, which will be used to purchase material and equipment to aid the pupils and teachers in their work.

I II III IV V VI VII VIII  
 We have a Parent-Teacher Association of one hundred members. We would like to double the membership next year. We have had a meeting each month in the Kindergarten, a Baked Goods Sale, an Experience Social, and an Apron Shower, all of which netted us \$268.70. We have contributed to the State Convention and Extension Work, to the Hear East Relief and to several needy families in our own district. We extend a hearty invitation to all our parents to join our Association.

The pupils of School 53 have shown a civic pride and a spirit of helpfulness this year in these ways:

- a. Kept decks, rooms, buildings and grounds free from paper, rubbish, etc.
- b. Assisted the engineer with the daily cleaning when help is scarce.
- c. Sold tickets, and made and paid for their own Pageant Costumes.
- d. Served as monitors, helping to make the assembling and dismissal of school orderly.
- e. Boys acted as Safety Squad at the corners of the block.
- f. Boys made and installed a Bulletin Board in each room and in each corridor.

g. Acted as messengers to bank, Superintendent's office, etc.

h. Tried to be good citizens by being prompt, clean, helpful, courteous and obedient.

Our entire building was redecorated inside and out, and much needed repairs were made on the roof.

Number of library books read by pupils this year -- 18,536.

Number of supplementary readers read in school by grades:

Grades	I	II	III	IV	V	VI	VII	VIII
Readers	34	25	27	25	25	25	20	7

The Stanford Achievement Test was given to our pupils and we are proud to state that they ranked on a par with others in the city as well as the nation, and in some grades far above others of the same grade elsewhere.

The Jesse Ketchum medal is given to pupils in the seventh and eight grades who achieve the highest per cent in each grade for the year. In making this award three things are considered: Scholarship, Deportment, and Attendance. The names of this year's winners are found elsewhere on this program.

Perhaps the example as set forth by Buffalo's report could be utilized with even greater efficiency in the rural districts where schools cannot be as easily sold to the community due to the limitations of activity. Such a resume of a year's activity as that of Buffalo's No. 53 would thoroughly convince even the

most obstinate taxpayer. In such an undertaking the weekly newspaper could be of great assistance by carrying the same tabulation of facts as those on the program or, such facts could be left solely for the paper.

Announcements was the third most important division of items in total columnar space. Little need be said of the necessity of frequent announcements in the newspaper columns of a well governed school. Meetings of non-organized groups, announcements of extra curricular activities as debates, broadcasts and contests, honor rolls, awards, special day observances, and changes in schedules or postponements are items noted as being most frequent in this classification. While little can or need be said of this phase of school publicity, it would be incomplete if we did not observe this: That an announcement section of school notes is decidedly necessary in keeping the public authentically advised as to the proposed entertainments and events to be given during any portion of the school year. Seven and nine-tenths per cent of the educational columns examined or a total of 28.56 columns of announcements were found in

Indiana's weekly newspapers for the week of February  
5 - 9, 1939.

1  
OPERETTA POSTPONED

Principal Moyne Landis announced this week that the operetta to be given by the music department of the school, first announced for February 15, had been postponed until Tuesday evening, February 21. It was postponed because some from here may wish to attend the one act play contests that night, although Silver Lake is not entering this year.

Special: Twenty-five and twenty-nine hundredths columns of the papers examined were used in dealing with Special items. This converts into a percentage of 7.03 of all the educational columns. Into this classification was placed all items dealing with attractive opportunities offered the pupils of the respective schools. Examples of special topics are: Indiana University Offers Scholarship In Journalism; or Latin Student Receives An Interesting Document; Local Students Become Legislature Pages, and

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1. The Silver Lake Record, weekly newspaper, Silver Lake, Indiana, February 9, 1939.

1

PLAN SCHOLASTIC CONTESTS SOON

Indiana University Will Sponsor Four State

Contests for High School Students

Pupils of Burnettsville high school are invited to participate in the four scholastic contests sponsored annually by the Indiana University Extension Division. Competition in the contests will get under way this month with approximately 18,000 pupils participating.

The contests will cover Latin, music, public speaking and mathematics.

The largest number of pupils will participate in the sixteenth annual Latin contest, which will be divided into four divisions representing the various stages in the study of Latin.

The local contests for the Latin competition will be held on or before February 11, the county meets on February 25, the district meets April 1, and the state finals at Indiana University April 21.

The subject for the twenty-sixth annual High School Discussion League contest will be "Should the United States Establish an Alliance with Great Britian". The local meets for this will be held on or before March 3rd. The county contests will be conducted on or before March 17, the district meets March 24-30, and the state finals on the university campus April 14th.

Farmers of Noble County attending the Farm Management School to be held in the Gibson High

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1. Burnettsville News, weekly newspaper, Burnetts-
  1. ville, Indiana, February 9, 1939. Avilla, Indiana, February 9, 1939.



A Special column of news or even items is among the choicest parts of any school publicity since the unusualness of the happening plus the direct appeal secured by mentioning a gain or reward removes such an item from all impersonal ones and causes it to stand out. Carefully handled, and with an endeavor to find new ideas and opportunities an alert administrator can secure especial recognition from the community through this medium for his school.

Associated Features occupied fifth place in the space consumption of all the papers studied. Such items as the special instruction schools carried on by County Agents, Nursing Schools, Homecraft and Sewing Institutes, Child Health Clinics and Pre-School Roundups, as well as many others, constitute usual features in such a column.

#### FARM MANAGEMENT SCHOOL

Mr. Frank Hoofard of Noble County will show how Farmers of Noble County attending the Farm Management School to be held in the Albion High School. Mr. Hoofard, Noble County Agent will summarize the meeting.

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- All Noble County farmers who are interested
1. The Avilla News, weekly newspaper, Avilla, Indiana, February 9, 1939.

School Gym, Tuesday, February 21st, will learn good farm management principles and practices can help them improve their incomes for 1939, and also in future years, Noble County Agent Nye said recently.

At the morning session T. G. Hornung, Purdue Farm Management specialist, will discuss (1) the combination of crops and yields, (2) the labor, power, and equipment uses, and (3) kinds and amount of livestock produced, on one or more actual farms in this area on which the income has been considerably above that of the average farm over a period of years. How the operators did it and why their incomes were so much higher will be brought out. Mr. Dane Secrist of Noble County will also lead a discussion on profitable cropping systems and varieties for Noble County.

Mr. Hornung will follow with a discussion of some of the specific farm practices which progressive farmers follow showing a satisfactory income. These practices will have general application to farms in this area.

Lunch will be served at noon by the Albion High School Home Economics Class. At the afternoon sessions Mr. Hornung will discuss the outlook for agricultural products the coming year. He has the latest information on prospective production, demand and prices for principal products produced on Noble County farms. He will discuss definite recommendations to consider in planning the 1939 farm business for more profit.

Mr. Frank Hosford of Noble County will show how he has used his farm accounts in analyzing his farm business and lead a discussion on this subject. Mr. M. A. Nye, Noble County Agricultural Agent will summarize the meeting.

All Noble County farmers who are interested in timely information that will help them improve the part of anyone and this listing as it occupies sixth

their income are urged to attend. The school will start promptly at 10:00 a. m. and will be dismissed at 3:00 p. m. The farm management specialist will remain after three o'clock for farmers who may want to discuss their farm management of farm record problems individually.

In short the composition of an associated feature column is made up of any item of special educational significance, yet not a part of nor an outgrowth from the actual curriculum in use at the time. During the week of February 5 to 9, when an analysis of such columns in the rural newspapers of Indiana was made, it was found that the 206 papers carried a total of 19.42 columns. This was 5.4 per cent of all educational notes in that week's issue; and so, it assists the reader or student of school publicity to realize the close relationships between community education and classroom training by using the school news column as the medium of information.

Pictures: is perhaps the one classification that would be supposed to occupy the lowest position in any listing of types of material found in school news.

There is much justification to such a supposition on the part of anyone and this listing as it occupies sixth

place in a series of eleven possible classifications becomes the exception rather than the rule. Any careful follower of an average weekly School News column will have no difficulty in recalling memories of how few pictures have appeared therein. There may have been an occasional picture of a proposed addition to some building or one for contrasting a recent improvement with the earlier condition by a picture titled Before and After Improvement. Such a procedure is decidedly convincing to the obdurate person in particular. Occasionally, in the heat of pre-tournament fever a small athletic picture may appear in a few scattered community papers, but such instances are infrequent.

The reader will, no doubt, wish an explanation of the reasons that cause such scarcity of illustrative educational material in newspaper columns. The answer seems decidedly plausible when resolved into dollars and cents. Pictures when offered for newspaper columns bespeak an anxiety for early publication, and the average publisher boosts the "columnar-inch"-space rate to match such anxiety. Then again, the

weekly newspaper must seek the services of a lithographer in making a cut of a picture, and even the lithographer has no scruples concerning the price charged the rural editor for services rendered. So the cost of an average "school-column" picture is almost prohibitive. It seems a bit inconsistent that school pictures rarely are published, even by community subscription to the cost, when the same community subscriptions can always be made more than adequate for pictures of political aspirants at election time.

Now that such facts are commonly the cause, then why does a classification caption, Pictures, occupy the sixth place in this study? Why does such classification occupy 18.31 columns of the 206 newspapers studied, or approximately 5.09 per cent of all space devoted to educational notes? The answer to the problem is two-fold. First, the proximity of the time of data collecting for this study to the season of Sectional-Regional-State basketball tourney caused some fore-running basketball enthusiasm to be pictured in the weekly newspapers

studied. In one instance <sup>1</sup> a full seven column page of pictures of the team, captions and best wishes, was arranged and handled through the local merchants, while another <sup>2</sup> carried two columns equivalent of basketball team pictures. Of the 206 newspapers, only sixteen carried any illustrations or 7.31 per cent of all newspapers reviewed. Of the sixteen papers having illustrated portions in their school columns with a total of 5.09 per cent of all educational space, two carried 10.66 columns or 57.82 per cent of all columnar space devoted to pictures in all the papers.

In the second place, the average school administrator, weak in choice of suitable material for publication in written form, is even more handicapped in securing suitable picture material. A portion of the cause for such is a laxity in effort on his part and the remainder of the reason is perhaps the more valid part of the two; that he has no photographic facilities

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1. See: The Fountain-Warren Democrat, February 9, 1939

2. See: The Greenwood News, February 10, 1939

at the available moment. Some of the smaller communities must, then, necessarily depend on importing photographers from a nearby city, only to find that delay and expense have been costly and out of proportion to the results obtained. Should the school's publicity volume warrant such, the procedure of the larger schools in providing photographic equipment, is the logical solution to the problem.

Organizations: Material in this portion of the study was culminated at 10.91 or 3.03 per cent of that occupied by all educational items. In a system of organized educational publicity each organization submitting an item will no doubt have the item written in good form as they wish it to appear; therefore, the part played by an administrator is one of checking such an item for space required and for accuracy of statement. No difficulty is to be expected from student organizations familiar with the styling desired. Such organizations as the various Booster-School Clubs, dramatic and debating societies and other extra-curricular activities fall into such a group.

1. The Brockville American, weekly newspaper, Brockville, Indiana, February 9, 1959.

P. T. A. organizations, campaign committees as American Auxilliary and Red Cross and special subject-discussions on selected topics will deserve some attention as to probable editing form.

Into this column can be put things of an educationally stimulating nature or, if not guarded, it can become a society column that eventually nauseates even the most ardent supporters of the school. A<sup>1</sup> Booster-School Club article is here quoted.

BAND BOOSTERS PRESENT REVUE

Local Talent To Be Seen In Two Nite Stand  
Feb. 16th and 17th

On Thursday and Friday nights, February 16 and 17, the Band Boosters Association will present home talent revue.

The cast includes many of those of Brookville and vicinity who have proven themselves stars of the stage, or musicians of extraordinary ability. A male quartette composed of Louis Burkhart, Earl Coble, James Mullin and Ernest Manley will harmonize in true barber shop fashion; Virgil Davis will enact the part of the hard boiled play producer; children from the first and second grades will impersonate sonate fairies in a song and dance number;

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1. The Brookville American, weekly newspaper, Brookville, Indiana, February 9, 1939.



Ellen Roberts sings (or tries to) grand opera; choruses and feature dancers from the local high school girls present some beautiful dance numbers; and the "Whitewater Valley Cuties" do a number that is without equal anywhere. Those in charge absolutely refuse to divulge the identity of this bevy of chorus beauties but offer assurance that it is well worth seeing. The above is only a part of the features of this two-act revue. No promise is offered to the serious minded who are looking for drama with a purpose. All those who would like an evening of laugh provoking stunts interspersed with some unusual stage effects should see this production.

This revue is presented by the Band Boosters in an attempt to pay off the remaining indebtedness on the high school band uniforms. The Band Boosters organization purchased uniforms for the band this winter, having previously earned and solicited most of the money necessary. With this production they hope to make enough money to pay off the balance.

Civic items are those pertaining to the life of any community. The term might let us content ourselves with a study of such a term in the educational light. Any topic concerning the status of a citizen's family or himself with regard to education becomes a matter of public concern in the community and is therefore a civic problem. It may be in regard to beliefs, doctrines, morals, health or, more than any other, a tax

1. The Greencastle Banner, weekly newspaper, Greencastle, Indiana, February 10, 1939

question, but all are contiguous to the field of instruction. One very good example of such a civic item was that of Shall Indiana Furnish Free Text-books to Its School Children? This question was before the Indiana Assembly during the 1939 session. Another interesting topic of community health was an article titled "Miss Friedman, Appointed Nurse". The article is given herewith.

MISS FRIEDMAN APPOINTED NURSE

County Nurse To Be Busy With Present Epidemics

Among School Children

The matter county nurse for Putnam county was brought to a consummation Monday when the county commissioners appointed Miss Antoinette Friedman, whose home is at 1422 Brown Street, Whiting, this state, to the position, the appointment being for one year. There were two other applicants for the position, Miss Sarah E. Long, of Sharon Hill, Pa., and Miss Margaret Eiting residing in this state but a very recent graduate of the public health course at the University of Michigan. However Miss Eiting arrived in Greencastle after 4 o'clock, missing the meeting of the commissioners at which the appointment was made.

no local nurse having taken specialized work

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1. The Greencastle Banner, weekly newspaper, Greencastle, Indiana, February 10, 1939

every community by the weekly offering in a school

Miss Friedman, the successful applicant for the Putnam county position, will begin her work at once, being at Indianapolis today in conference in the office of the State Board of Health relative to her duties here. She will be under the direct supervision of that state board. However, she will be paid a salary of \$1500 a year by the county and in addition will receive \$500 federal pay to cover traveling expenses particularly.

Miss Friedman, whose application shows her to have a height of five feet, one inch, and a weight of 125 pounds, graduated from St. Mary's High School at Cincinnati, O., from Columbia University Teachers' college at New York City, and has had extension work at Chicago and Indiana Universities. Her three years of nurse training was at the Good Samaritan hospital, Cincinnati, O.

Her nursing experience includes private duty nursing from 1925 to 1930, visiting nursing with the Cincinnati V. N. A. one year; visiting nursing with the Whiting Chapter, Am. Red Cross from May 26, 1932, to September, 1938.

The present epidemic of scarlet fever and small pox in Putnam county will at once furnish Miss Friedman with work as county nurse, all such situations being within her range of duties. Work among school children at all times will be one of her routine fields of duties, also, as well as service in emergency cases although her work will not bring her into competition with regular nurses of the county.

There was no applicant from Putnam county, no local nurse having taken specialized work required as a qualification for the position.

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Much good could be accomplished educationally in every community by the weekly offering in a school

1. Letters of a Superintendent to the Parents of  
 Detroit Board of Education, 1921-22, 1:1-9

column of some question of a civic nature, whose only purpose would be to evoke from its readers some open-minded unbiased discussion along the channels of good community education. The discussion of the question in the column should be skilful and carefully worded so that no unfounded commitments be construed and that the right path of reasoning be only suggested. The following article shows the type of good civic discussion used in the Detroit schools and is in the form of a letter released monthly on different topics.

1  
EVERYONE HELPS

Early every morning more than 134,000 bright-eyed children leave their homes to receive instruction in the public schools.

Just a little earlier 4,500 teachers are traveling from different parts of the city to teach these children.

Earlier still 500 engineers and janitors have come to heat and make comfortable the buildings for children and teachers.

More than 100,000 parents also play their part. Children are dressed, fed, and started to school.

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1. Letters of a Superintendent to the Parents of School Children, edited by Mochlman, A. B., Detroit Board of Education, 1921-22, 1:1-9

The public schools exist for the children.

They form a great and complicated system. Their success depends upon the combined efforts of parents, children, teachers, engineers and janitors. All have an important part in the making of citizens.

In such a discussion as the one just offered, the reader is impressed by the frankness and sincerity of the topic, the lack of decision the precludes any thinking on the reader's part, and yet the purposefulness back of the entire thought. Such is good educational informative-service.

The fact that administrators do not avail themselves of the advantages of a good civic column is more clearly revealed when the reader learns that only 6.55 columns of civic discussion was found in all of the newspapers surveyed in this study; and such a figure is equivalent to 1.82 per cent of all the educational items tabulated.

Propaganda: Trailing the quotient of 1.82 per cent made by Civic Discussion Items is the classification of Propaganda with a percentage factor of 1.69 or equivalent to a total of 6,11 columns out of a total of a possible 359.63.

Such figures even when low as 1.69 per cent are not significant until one stops to analyze and estimate the power latent in properly applied propaganda. Always has such a device been a powerful instrument in molding public opinion. An item referring to school propaganda is well illustrated in the second paragraph of the following article.

can be controlled and exploited only by first capturing their intellects through propaganda.

#### FOUR FOUNDATIONS

##### FOR NEW SCHOOL

Pouring of concrete for foundations was begun at the site of Trafalgar's new school annex today, County School Superintendent Custer Baker reported.

Hensley township residents looked with favor upon the first material fruits of their long fight for a new building, the "last frontier" of physical properties in the Johnson county school system.

Construction workmen encountered some difficulty in early procedure on the building, since the site was found to be over a patch of quicksand, making it necessary to increase to increase the size and strength of the foundation and to modify plans for the base of the structure.

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1. Finney, Ross L., A Sociological Philosophy of
  1. Franklin Republican, weekly newspaper, Franklin Indiana, February 8, 1939.
  2. Ibid., page 610.

Digging of trenches for the foundation  
began during the last days of December.

\* \* \* \* \*

Finney in his Sociology has this to say of  
Propaganda in a democracy.

In former ages people were controlled and  
exploited by force, but now that we have  
the machinery of self-government the masses  
can be controlled and exploited only by  
first capturing their intellects through  
propaganda and illusion. 1

Again, . . . . since the World War the  
business of organized propoganda to stampede  
the people has assumed colossal proportions,  
and to date, has always been successful. 2

Large city schools, where administration is at  
a peak, have long used a subtle type of informative  
propaganda to mold public opinion and pave the way  
for an increased tax levy, a bond issue, a change in  
curricula, a redistricting of attendance, a proposed  
reform, or for stimulating a general good feeling  
and spirit of loyalty. As another most adaptable  
being formed. They are trained for citizenship.

- 
1. Finney, Ross L., A Sociological Philosophy of  
1. Education, Macmillan Company, New York, 1929  
page 283. Children, edited by Bookman, A. B.,  
Detroit Board of Education, 1931-32, 143-4.
  2. Ibid., page 510.

illustration let us use a letter to parents in Detroit, Michigan.

WHAT THE SCHOOL PROVIDES

It will cost \$12,553,532.00 to run the schools this year.

Just what will the parents of Detroit children receive for this money?

The schools are in operation 190 days a year and six hours each day. In addition there are summer and evening sessions. The total number of instruction hours given to pupils amounts to 144,500,000.

For six hours each day 134,600 children are cared for in regular sessions. During all this time parents are relieved of their care. The Board of Education, in its building program, is attempting to provide clean well lighted, well heated and ventilated buildings for all these children.

In addition to being cared for they are taught to work, study and play together. They are given a chance to learn how to be healthy, how to read, write and figure, how to make things with tools, and how to use their leisure time. All human progress is brought before them.

Their characters and their ideals are being formed. They are trained for citizenship.

- 
1. Letters to A Superintendent to the Parents of School Children, edited by Moehlman, A. B., Detroit Board of Education, 1921-22, 1:1-9.



It is costing the citizens of Detroit 8.6 cents an hour for each child for this educational preparation for life.

If propaganda is such a clearly recognized asset to the military nation, why is it not even more adaptable to that more stable organization, which we hope to perpetuate forever, our democracy.

The Personal Educational Item: As the tenth ranking place in school informational-service list of content is the division of Personal mention. In such a column can only be placed such items as an administrator deems wise to publish for the credit due the instigator. The column is satisfactory in one respect: that of placing some instructor or employee apart for praise due to some accomplishment. Such an accomplishment on the part of a teacher may have been the development of a new technique, a special adaptation, a research problem completed or a card of acknowledgement for services rendered.

- 
1. The Gas City Journal, weekly newspaper, Gas City, Indiana, February 10, 1939

1

SCHOOL TEACHERS, TOO, HAVE FINE RECORD  
OF ATTENDANCE

Frequent mention has been made of school attendance, and especially the high per cent of attendance of high school students, but nothing is said concerning the attendance record of the teachers.

Principal F.W. Hengstler took time to have the record checked, with the result that teachers over a considerable period of years have a very high attendance record.

It is also interesting to note that two teachers have taught in Gas City 14 years, one 13 years, two 12 years, two 11 years, and others from two to ten years. Here is their record of school attendance:

Supt. A. J. Reifel -- Nine years and six school months -- No absence due to illness.

Principal F. W. Hengstler -- Nine years and six school months -- One day absence due to illness. School not in regular session that day.

W. S. Commins -- Two years -- No absence.

Victor Nixon -- Three and one-half years -- No absence.

Robert Carmony -- Three days absence -- Thirteen years.

Many cities use such a column for classes of workers instead of individuals but in the US papers

1. The Gas City Journal, weekly newspaper, Gas City, Indiana, February 10, 1939

Hazel McCormick -- Fourteen years -- One day absence.

Roy McKee -- Eight years and six school months -- Four days absence due to illness.

Bernice Bruner -- Two years and six school months -- no absence.

Myrl Jones -- Twelve years -- One day absence.

Dorothy Busby -- Eight years and six school months -- Five days absence.

Lester E. Bailey -- Fourteen years. Two days absence due to illness.

Mrs. Chap Hutchins -- Eleven years -- Five days absence due to illness.

For an employee some of the foregoing are applicable or, it may be, for some improvement of a mechanical nature, thereby effecting a saving to the school city.

The column can be a dangerous one to school harmony in some communities due to petty jealousy and lack of professional spirit on the part of some teachers or employees. Many cities use such a column for classes of workers instead of individuals but in the 55 papers having such items all were directly connected with an

2. Requirements of 1927.

individual. An example of a special column devoted to a group is herewith given.

1  
THE TEACHERS

Forty-five hundred teachers and principals are required to give Detroit children their schooling.

The teachers work consists of teaching and preparation for teaching. This means from eight to ten hours of work daily.

More than half of the teachers, 2,848 to be exact, have had two years of teacher training and 978 have spent four or more years in fitting themselves for teaching positions.

One-quarter of the teachers served Detroit nine years or longer. Half of them have served three and one-half years.

Detroit teachers are wide awake. They know that education asks more of them in professional training each year.

They know that the schools will go forward only as teachers increase their training and keep up to date.

Every summer hundreds of them go to school, returning in the fall with fresh ideas and new methods.

- 
1. Letters of a Superintendent to Parents of School Children, edited by Moehlman, A. B., Detroit Board of Education, 1931-33, 1:1-9.
  2. Requirements of 1927.

For the last two winters more than half of the teachers have spent from one to three evenings each week taking courses that would increase the quality of service they give to the children.

Detroit is fortunate in its teachers. In their eagerness to learn and in their willingness to make personal sacrifice for the sake of education, they are striving to give your children the best education in the country.

Where each employee is in sympathy with personal achievement and where employees realize that a recognition of one member is a benefit and tribute to the entire group, there, and only there, is such a column beneficial.

Finance, the last type of informational-service to be classified and discussed occupied 2.95 columns of the total space devoted to educational items, or 182 per cent of such columns. All of such items appeared in seven of the 206 papers, which shows such items to be more important than the first numerical citation would indicate.

The material composing such a column would be more or less seasonal instead of constant. Financial statements would follow the ending of a fiscal year,

Indiana, February 10, 1939.

audits of extra-curricular activities, budget estimates, receipts from tourneys, etc., so that predicting the occurrence regularity of such an item would be an unfounded procedure. Whenever possible and deemed expedient financial status items please the taxpayer's vanity, and so it shows wisdom to publish such, and marks the administrator so doing as an educational statesman. The following article is a typical tourney-receipts report.

FINANCIAL REPORT OF JUNIOR HI TOURNEY  
HERE LAST WEEKEND

The financial report of the Junior High School tournament here last weekend, submitted to the Carroll County Press Tuesday shows receipts for season tickets and general admissions total \$59.15.

Expenditures for trophy, postage, printing, officials, janitor service, score book and phone calls are given as \$39.95, showing a balance of \$19.20. This amount was prorated among the twelve schools whose teams participated, each school receiving \$1.60.

The teams taking part in the tournament are:

- 
1. The Carroll County Press, weekly newspaper, Flora, Indiana, February 10, 1939.

Adams Twp., Burlington, Camden, Carrollton, Colburn, Cutler, Deer Creek, Flora, Owen Twp., of Clinton county, Noble and Washington townships of Cass county, and Young America.

Moehlman says of securing school finances "interest" and attention as follows:

Educational service is similar to business service in many ways. It costs money. Better educational service cost more money. In the matter of securing financial support, education has to compete with other services: highways, public buildings, political offices and even with autos, motion pictures and cosmetics. Spending power is limited and will be directed toward the things most desired. Educational progress, therefore, depends upon maintaining or increasing the desire for education and the application of its achievements. 1

If the public is kept appraised in a convincing manner of a dollar's worth of education received for each dollar spent, preferably through the use of a finance column, little disagreement will then result. Understanding leads to appreciation of the schools; misunderstanding to educational confusion.

- 
1. Moehlman, A. B., Public School Relations, Rand McNally Company, New York, 1927, page 5.

## CHAPTER III

### SHOULD ADMINISTRATORS BE ALERT TO THE PAGE SPACE AND APPEARANCE OF THEIR SCHOOL COLUMN?

#### Part I

#### The Value of a Definite Page Space

Many school columns are exceptionally effective today and dozens of others, no doubt, at least one or more in the mind of the reader has been entirely a failure. The administrators on the one hand have taken unto themselves much pride and satisfaction over a task they feel they have mastered while those on the other hand have felt the chagrin of failure and the dismay of having an effective weapon at hand in time of need and yet unable to reach forth and grasp it. The same circumstances contributing on the one hand to success have by their absence contributed to the failure of the other. A few physical and psychological facts to make the column successful, and to make it enticing to the readers will be discussed in this and the succeeding chapters.

It is hoped that some idea may be set forth that the doubtful administrator can grasp and utilize to make secure the success of his column. No figures are available to give us the approximate number of people in the

As he has gradually acquired certain tendencies as illustrated, he has also developed a system of



average rural community who read the school column or even the number that read the weekly newspaper. It would be an interesting problem for some research student to attack.

We know, however, from observations that a considerable number of our rural population do not care to spend their time reading and by the same logic it is fair to conclude that many who do read the newspapers care little, if any, about reading the educational columns.

Any one who is a casual reader will become a consistent reader if he "sees" an item or column that interests him. Likewise, the consistent reader develops an organized plan or procedure for his reading. He, if nothing prevents, will ask for his paper at about the same time on the respective weekday. This is evidence of an interest in the happenings of the week and perhaps an endeavor to find the facts connected with some rumor he has heard and reasoned in his mind as he worked. Likewise, he probably seeks the same place he rested before and prepares to enjoy the "village paper". But the two habits just noticed are not the only ones to have become fixed.

As he has gradually acquired certain tendencies as illustrated, he has also developed a system of

progression on the pages he reads. All readers have such a system caused by some characteristic of the paper's mechanical makeup, and in every case at each observation the method is identical and entirely an unconscious one at that. Nothing will be as distasteful to any reader as to find a column in which he is particularly interested has been altered due to unpreventable circumstances. In his anxiety and impetuosity of interest no allowances are made for alterations to the styling or continuation.

All reading is done for two purposes. The first of these is for the instructional values derived by the reader. This does not imply that the newspaper sets up the educational frontier; such could never be the accomplishment of any social agencies save the home, the school and the church, but it does ally the "news sheet" with all organs for the impartial dissemination of knowledge. The newspaper plays an important part in the social unity of any community and is a time-tested confederate of the school in the solidification of united efforts for community betterment. Newspapers, when properly edited, by means of their educational columns assist the school in leading and educating the community by directed methods. Schools

and papers alike are the heritage of all democratic nations. Free and untrammelled they must remain.

Since each is closely related to the other in type of work to do, namely the guaranteeing of self-determination, the following paragraph from the first section of "A Bill for the More General Diffusion of Knowledge" becomes as appropriate again as when written by Thomas Jefferson in 1779.

Experience hath shown that even under the best forms (of government), those entrusted with power have in time and by slow operations, perverted it into tyranny; and it is believed that the most effective way of preventing this would be to illuminate, as far as practicable, the minds of the people at large, and more especially to give them knowledge of the facts which history exhibitheth, that, possessed thereby of the experience of other ages and other countries, they may be enable to know ambition under all its shapes, and prompt to exert their natural powers to defeat its purposes.

As in the case delegated to the early schools, since news publications were then unfeasible, the purpose of educational mediums was to promote the interests of all people.

The press is as essential to the democratic control of activity in a great nation as nerve-fibers to the control of activity in a vertebrate animal. Without it a democracy of a hundred millions would be like

a great jelly-fish, inert and certain to fall to pieces. Public opinion is dependent upon publicity, and no other medium of communication is adequate to make a vast population into one public. 1

The second purpose of reading is that of entertainment. We are not concerned in this study with the proportion of our publicity audience, who, in reading a newspaper, plan to read only the magazine section. We are primarily interested in so evaluating types of educational information as to be able to formulate criteria for the improvement of Indiana's school columns, and school columns everywhere, in order to create a specific attraction and reading desire for the respective communities wherein they are edited.

It does not take an ultra-analytical mind to discover the reason for the appeal of the magazine and comic section of our newspapers. For present purposes we need only review in our minds their present popularity. The explanations for this popularity will be a portion of our assigned task in the latter half of this chapter.

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1. E. C. Hayes, Introduction to the Study of Sociology. Century Company, New York, 1938, page 390.

We have made the assertion rather recently that the habit of reading the newspaper is a cultivated one. The tendencies leading to such cultivation are four, vis., (1) Because of an artistic appeal in the portion read (2) Because of an intense interest in such subject material (3) Because of a cultivated taste for additional information and (4) Because of the ease of accessibility in one's system of progression in reading. Let us consider these factors with the exception of the first which we shall reserve for later discussion. Each of my readers knows of some reading interest that he possesses and if asked to reflect for a moment could give some particular thing as the responsible factor in its procurement.

Interest in reading is directly in proportion to nature of content, or in other words, "The ultimate level of the press will be for better papers."<sup>1</sup> The wise administrator's in seeking the ultimate in number of readers for the column he edits must be alert to his civic commitment and make all educational columns arresting and interesting.

In a preliminary study for this study the problem of suitable "reader appeal" in the 200 rural newspapers was quite a varied problem. One has only to read

1. Mosklman, A. B., Social Interpretation, D. Appleton-Century Company, New York, 1938, page 390.

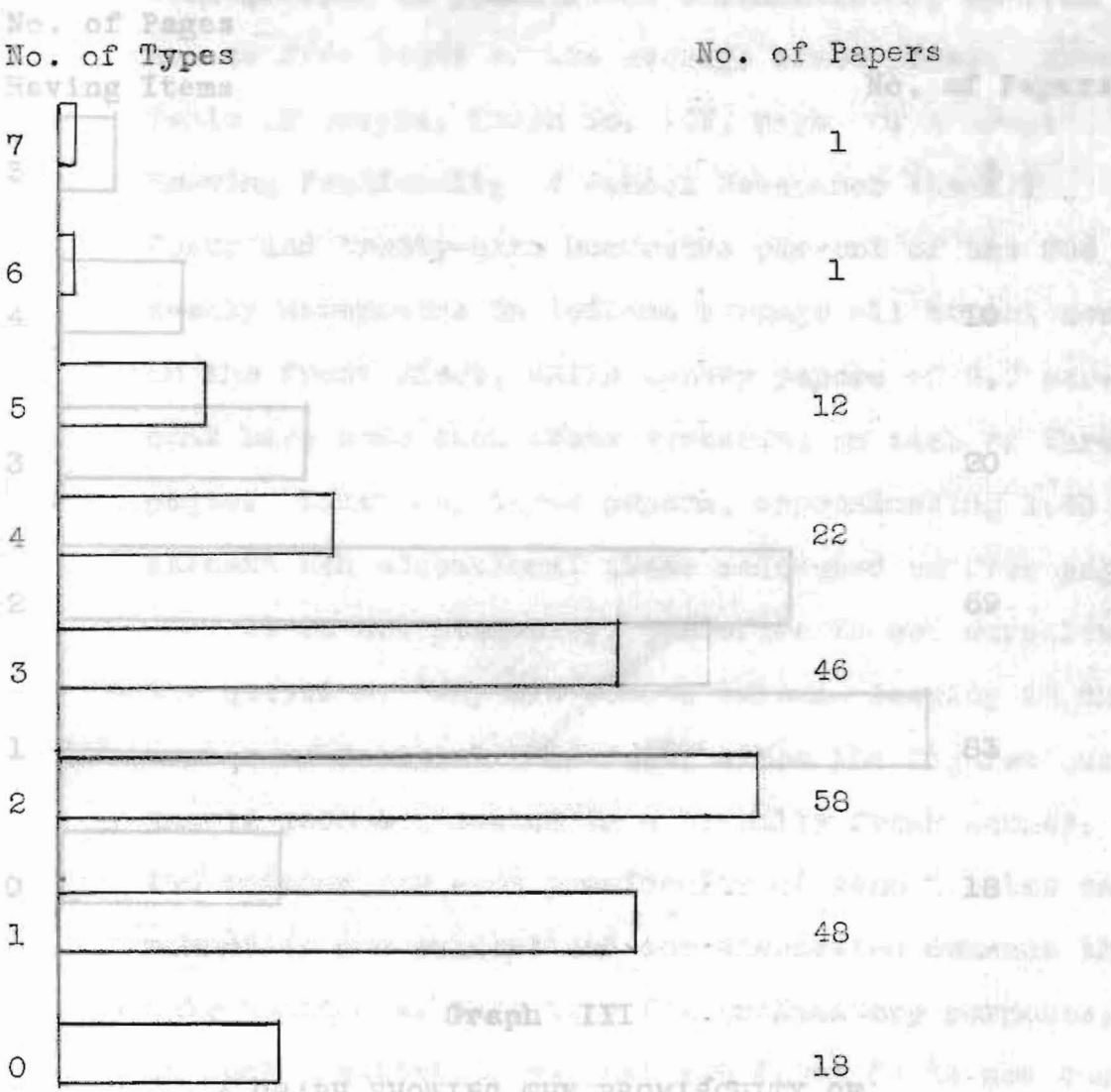
Once a column has recruited a definite reading audience of considerable dimension, it does not follow that effort at its maintenance can somewhat relax. The column must at all times be so written as to reflect its originality of style and nature and cater to the demands of its readers insofar as it does not infringe on the authenticity of the articles discussed. Every column from the various leading columnists of today remains true to some characteristics of sameness that first exemplified that column. Such columns are those of Westbrook Pegler, Heywood Broun, Eleanor Roosevelt, Boake Carter, H. L. Mencken, Dale Carnegie, Maurice Early, Dorothy Dix, Dorothy Thompson and others. These columns have registered appeal to their readers and so are successful. Therefore, it follows, in school columns as in columns pertaining to national affairs, social customs, literary criticism and martial relations, that while content may differ the necessity of public appeal becomes the principle eternal. In accumulating data for this study the problem of suitable "reader appeal" in the 206 rural newspapers was quite a varied problem. One has only to read the various school assortments of news to find this a

reality.

In the discussion of types of material as set forth in Chapter II, and by referring to the Table of General Information On Newspapers In Indiana, Table III, Appendix, we find the variation of content is sufficient to appeal, if well written, to the average reader. No paper was found to have less than two types of educational items while in some instances as many as six different classifications were used. (See Graph No. II, Frequency of Types of Material composing School Columns, page 71) Eighteen of the papers carried no column; forty-eight papers carried a column composed of only one type of material, which is thirty-eight of the forty-eight cases cited was on Athletics and ten cases was miscellaneous material. Fifty-eight of the papers had two types; twelve had five types and two papers had six types and seven types respectively. The size or physical characteristics of the papers were not found in any way to limit the amount of material involved.

GRAPH SHOWING FREQUENCY OF NUMBER OF TYPES OF ITEMS

With the exception of the thirty-eight papers having school columns edited by a regular staff, all others had such educational news as they published in



NEWS Graph III

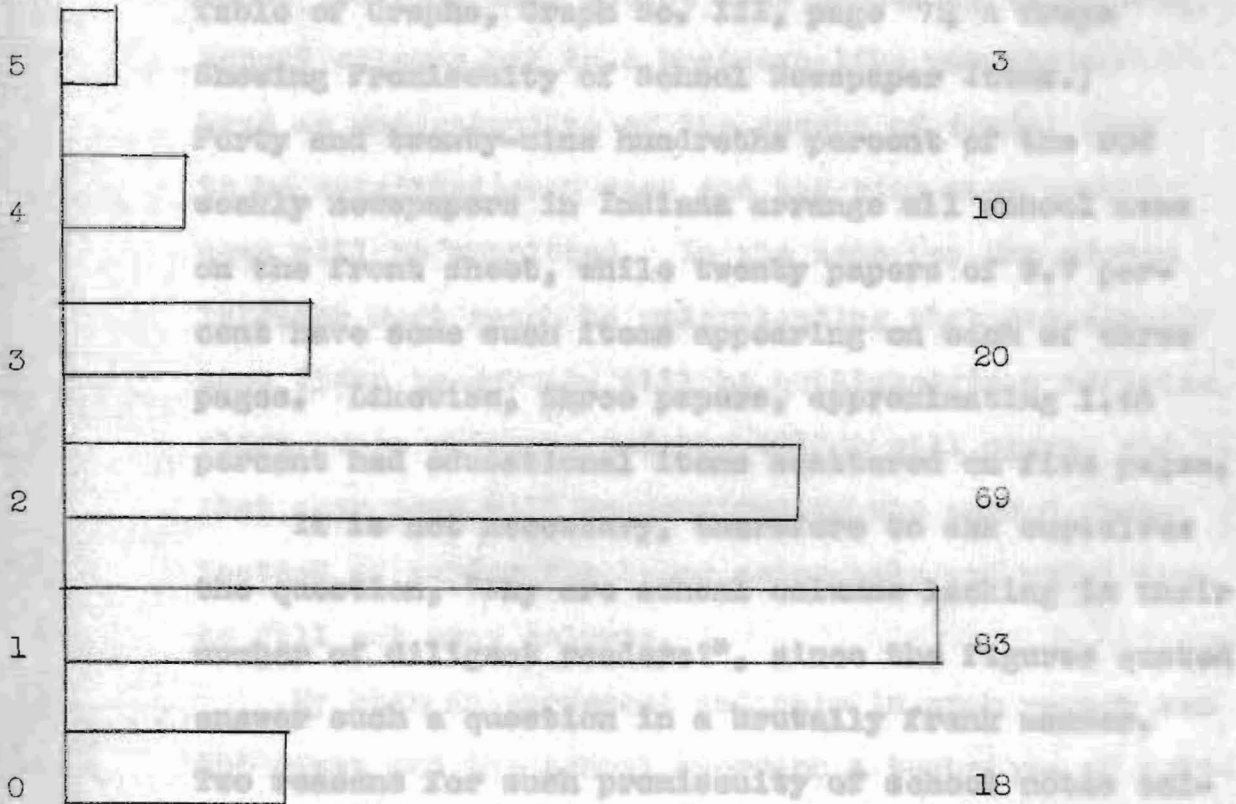
A GRAPH SHOWING FREQUENCY OF NUMBER OF TYPES OF ITEMS  
COMPOSING VARIOUS SCHOOL COLUMNS



No. of Pages

Having Items

No. of Papers



introduction Graph III for explanatory purposes.

In such a situation, it is not our intention to fault either the administrator or the one hand or the editor on the other. Neither must suffer for the shortcomings of the other but each must assume his share of a condition not bad, but likewise, one that can be made productive to each by mutual cooperation. The administrator by the lack

semi-grouped to promiscuous columniation, on from one to five pages of the average sized paper. (See Table of Graphs, Graph No. III, page 72, A Graph Showing Promiscuity of School Newspaper Items.)

Forty and twenty-nine hundredths percent of the 206 weekly newspapers in Indiana arrange all school news on the front sheet, while twenty papers of 9.7 percent have some such items appearing on each of three pages. Likewise, three papers, approximating 1.45 percent had educational items scattered on five pages.

It is not necessary, therefore to ask ourselves the question, "Why are school columns lacking in their number of diligent readers?", since the figures quoted answer such a question in a brutally frank manner. Two reasons for such promiscuity of school notes columniation are evident and our discussion demands their introduction at this time for explanatory purposes. In such a situation as just set forth it is not our intention to fault either the administrator on the one hand or the editor on the other. Neither must suffer for the shortcomings of the other but each must assume his share of a condition now bad, but, likewise, one that can be made productive to each by mutual cooperation. The administrator by the lack

of a purposeful, carefully edited column offered weekly has placed the editor in a position of dependence. Editors must not be kept wondering concerning school columns but in a business-like way should have an understanding of the amount of school news to be submitted each week and the time when such news will be submitted. In the same way the administrator must reach an understanding that the school news items he submits will be published in a definite place, upon which he and the editor will agree, and that such news will be confined to the agreed space instead of taking the items separately and using them to fill out many columns.

By such an agreement and only in such manner can the press and the school approach a technique of suitable service to a community.

Part II  
 The Value of an Attractive Column

In such discussions as may have been engaged in by editors and school administrators concerning the editing of school news columns, little has been said concerning the attractiveness of such a column, or in

many instances the subject has never been mentioned at all. Such negligence was not intentional since the very fact that both were discussing a school column showed plainly that each was interested and that each realized the efficacy of such a column. The reason for not discussing the attractiveness of their school column was due to the fact that they had not reasoned a special attractiveness as at all necessary to a School Column. Such was true in seventy-nine cases out of 206 or approximately 38.35 percent of all those newspapers, whose school columns were analyzed to form the statistical basis for this study. (See Graph IV, page 77) For a complete compilation concerning the physical characteristics of such papers the reader is asked to consult Appendix, Table V.

Tolerance then must be allowed for that editor and school administrator who has until now overlooked any necessity of paying particular attention to the appearance of the educational information-service column, in which each has a part.

What constitutes an attractive school column? By the attractive school column one does not refer to a column that entices the attention of the reader by any of the common advertising mediums used commercially

1. The Worthington Times, newspaper, February 9, 1939.

112

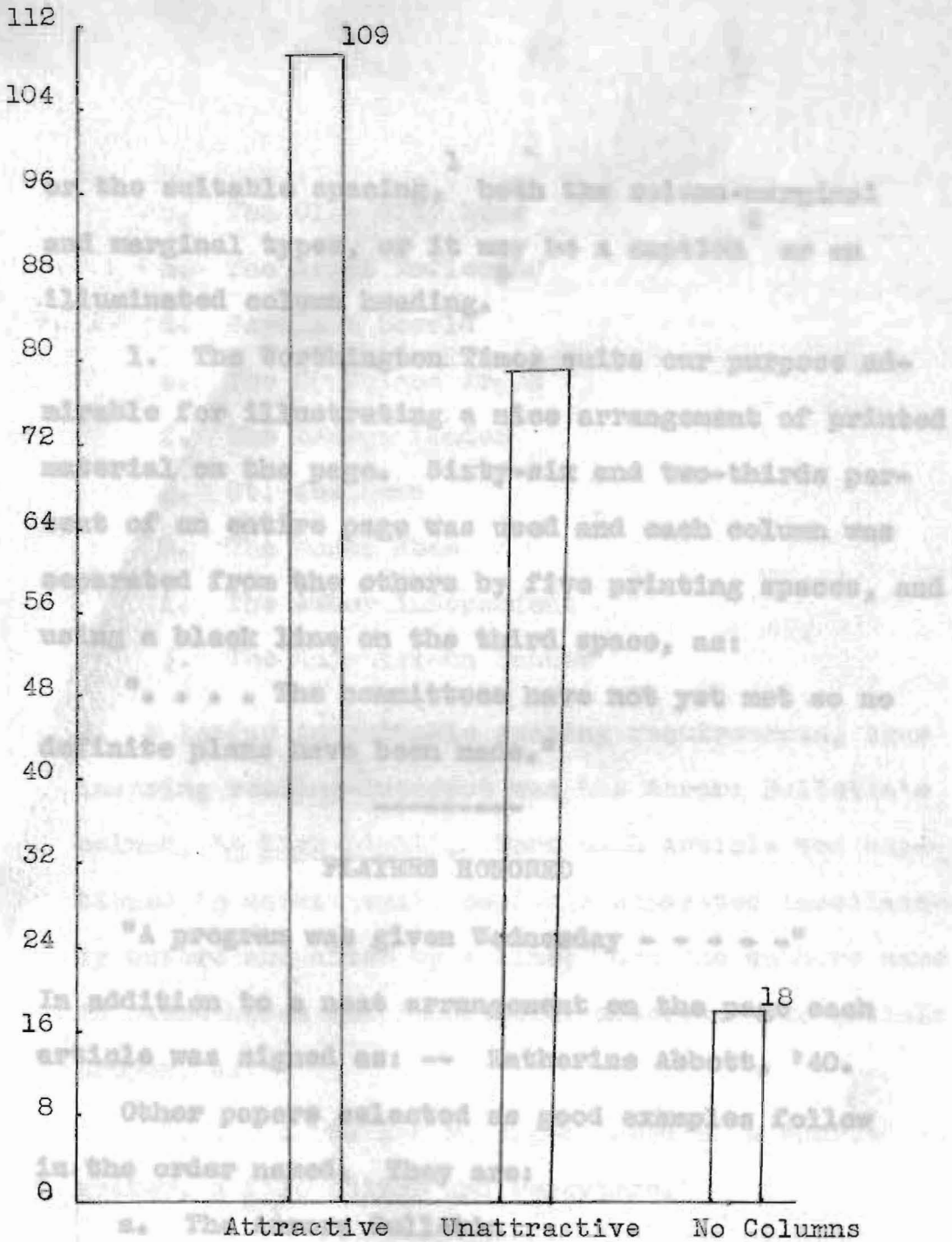
104

such as color, pictures of attractive symbols or friendly sympathy. The school column must be made attractive through the use of interesting captions, outstanding type-sets and unification of topic materials, and yet it must not be allowed to deviate from an up-to-the-minute analysis of the workings of the community's greatest factory. It would be false economy to by means of color, etc, as mentioned before, force the attention of a reader when such attention to a school column should be of a spontaneous nature. Again, the resorting to advertising media is suitable to furthering only the sales on inanimate commercial articles. Illustrations of such commodities are Four Roses, Packard, Kellogg's Corn Flakes, Charles Denby and countless others to be seen on the billboards of this country.

In all parts of the United States today we hear expressed the likes and dislikes of people who read various papers. Each reader has his choice and acclaims proudly the one appealing to him and otherwise, with equal gusto, disclaims all others. He may like the arrangement of the printed material on the page,

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1. The Worthington Times, newspaper, February 9, 1939.



Graph IV

1. The *...*, February 9, 1939
2. *Syracuse ...*, February 10, 1939
3. *The Williamsport Pioneer*, newspaper, February 9, 1939

or the suitable spacing,<sup>1</sup> both the column-marginal  
and marginal types, or it may be a caption<sup>2</sup> or an  
illuminated column heading.<sup>3</sup>

1. The Worthington Times suits our purpose admirably for illustrating a nice arrangement of printed material on the page. Sixty-six and two-thirds percent of an entire page was used and each column was separated from the others by five printing spaces, and using a black line on the third space, as:

" . . . . The committees have not yet met so no definite plans have been made."

PLAYERS HONORED

"A program was given Wednesday - - - -"

In addition to a neat arrangement on the page each article was signed as: -- Katherine Abbott, '40.

Other papers selected as good examples follow in the order named. They are:

a. The Aurora Bulletin

- 
1. The Aurora Bulletin, newspaper, February 9, 1939
  2. Syracuse-Wawasee Journal, newspaper, February 10, 1939
  3. The Williamsport Pioneer, newspaper, February 9, 1939

led was 93.7 percent instead of 97.7 as reported."

3. The best illustration of a good school column was:
- b. The Clay City News
  - c. The Argos Reflector
  - d. Goodland Herald
  - e. The Cynthiana Argus
  - f. The Ladoga Leader
  - g. St. Joe News
  - h. The Monon News
  - i. The Amboy Independent
  - j. The Knightstown Banner

2. A leader in suitable spacing requirements, thus insuring reading-interest was the Aurora Bulletin's column, "A High Light". Here each article was captioned in darker small capitals separated immediately before and after by a line; then the authors name in parentheses and immediately afterward the article proper, as: mentioned, are more successful, it would seem," . . . . We are in urgent need of a sports writer, a file editor and reporters." . . . . To administer a column, . . . . . is necessary. All points should be discussed and agreed upon: the school administrator making the requests felt necessary and the editor speaking on the feasibility of each from his viewpoint. (Jean Howell)

"The total attendance for the last six weeks period was 93.7 percent instead of 97.7 as reported."



3. The best illustration of a good school column caption is that found in the Syracuse-Wawasee Journal, using capitals of black three-fourths of an inch in height and titled as Journal School Page. Others in order mentioned were:

- a. The Brookston Reporter
- b. National Road Traveller

4. Outstanding in the list of papers using illuminated column headings was the Williamsport Pioneer with a nice print of a rural consolidated high school. Next was the Wingate News with the heading School News framing an open book. The Jamestown Press uses a boy reclining before an open textbook, while The Lapel News-Journal uses an unusual style of capitals akin to Old English and an ornamental border.

School columns as illustrated, and in the case of others not mentioned, are more successful, it would seem, because of attention having been paid to those points that influence "reader-attractiveness". To so administer a column, a conference is necessary. All points should be discussed and agreed upon: the school administrator making the requests felt necessary and the editor speaking on the feasibility of each from his viewpoint. The administrator is a psychologist while

primarily, most editors are psychologists only in a business line.

If a good illuminated column head is suggested, and the editor feels such a needless expense, a portion of such cost should be borne by the school. The psychological effect of an illustrated column heading is obvious in the light of appeal made by commercial advertisers and in the appeal and fascination that colored comic strips and rotogravure sections of all papers today have for the reading public. One hundred, fifty of the 206 papers used in this study had either a "boiler-plate"<sup>1</sup> or colored magazine and comic supplement. These facilities are syndicated and are becoming widely spread and popularized with the readers of weekly newspapers. The school must compete by making its columns stand out to the reader's eye.

with numbers chosen from the student body. A discussion of each of these possible arrangements is in order at this time.

Various editors: For a proper section of the

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editing of school news, this is the least desirable

1. The journalistic vernacular for ready-printed magazine sections.

spoke of the line CHAPTER IV

items or columns to be published without such items  
HOW ARE SCHOOL NEWS COLUMNS INFLUENCED BY  
having been established and edited by school  
DIFFERENT EDITORIAL ARRANGEMENTS?  
officials. If such checking is done much of the

In the preceding chapter our attention was centered on the physical make-up of the school column. Having so studied the necessary physical factors, our attention in this chapter will be devoted to evaluating the various types of editorial arrangements by which such a column should be edited.

The field of school information-service offers three possible methods by which news items can be arranged for publication. These possible ways are: (1) by various reporters and correspondents; (2) by one or more administrative officers, generally the superintendent, or principal; and (3) by a regular staff with members chosen from the student body. A discussion of each of these possible arrangements is in order at this time.

Various editors: For a proper method of the school editing of school notes this is the least satisfactory method of all. In Chapter II of this study we

spoke of the inadvisability of permitting school items or columns to be published without such items having been evaluated and analyzed by some school official. If such checking is done much of the unnecessary school gossip, as well as many jealousies and inter-factionalisms can be prevented. We likewise spoke of the large percentage of all school news devoted to the subject of Athletics, and spoke of the apparent extreme condition in Indiana of the interest in this subject to, oftentimes, the exclusion of others equally or more important.

Newspaper reporters or various persons, especially in the field of athletics, now write the majority of all school notes columns with a total of 112 columns in 206 instances studied. If we give such recognition to reporters or others, who contribute the major portion of our athletic accounts, we are also admitting that one of the phases of school administration most likely to cause inter-school friction and unpleasantness is being handled by persons unskilled in efficient school administration, and that such items as published have been unchecked by any school authority.

as to the efficiency of such an editorial arrangement

can. It would seem that the careful and judicious administrator will arrange with the press some satisfactory means of estimating in advance the probable outcomes from reporters' accounts previous to their publication of them. School superintendents and principals must realize that news reporters are men trained in so publishing news items as to arouse "reader-interest" that will create demand for increased subscriptions. If a reporter's account of any item, particularly an athletic event, should arouse community interest "in divided factions", thus increasing newspaper sales, he would then have been a successful reporter in the commercial sense. The difficulty, if any, caused the school by his doings, would be an unthought of and unconcerned item to him. School men must be alert to school problems and remember the old adage that "to be forewarned is to be fore-armed".

Administrative editing of school notes: The part played in the editing of school notes by superintendent and principal has been discussed in a general way in another chapter. A few additional remarks as to the efficiency of such an editorial arrangement

can be made with profit at this time. While the arrangement of having the school column prepared of articles collected from various sources and then rearranged by the administrative head of the school is an improvement over that of press reporters, it is the opinion of your writer and quite a considerable number of school men that such a plan is not the most efficient one available.<sup>1</sup> All agree, however, that no system of school informational-service can be well founded without the criticisms and advice of the superintendent on all articles before publication. Thirty-one superintendents or prospective superintendents, secondary principals, supervisors and elementary principals interrogated answered in favor of a regular school staff as the best method; two were in favor of the exclusive administrative type. We, as laymen, are prone to overestimate the abilities and, more particularly, the available time

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1. Interview conducted in two graduate classes in School Administration, Butler University, July 26, 1939

that the average administrator alone could devote to editing a school column. Such a task is one of the many that comes to his desk and likely the one in which he has the least aptitude or preparation. Colonel John W. Forney, founder of the Philadelphia Press, sets forth the essentials of qualification for an editor as follows: The validity of such a procedure

No man is competent to edit newspaper manuscript or reprint unless he has been an extensive and analytical reader. He should, moreover, have a quick and keen perception, as well as a retentive memory of notorious facts, of celebrated names and important places and dates. If he is in doubt he should never fail to consult reliable encyclopedias, technical books, pamphlets and like granaries of information and knowledge.

News editing being, perhaps, an odious task, the administrator hurries through the accumulated news items, rearranges them in some semblance of a column and leaves the major portion of the column's demands social and economic level.

for the editor of the village newspaper to arrange as

Second, the educational interpreter must know he wishes. Words are added, phrases deleted by the problems, and achievements. He must be familiar editor and the articles when printed are many times

unrecognizable; whereupon, the superintendent sees fit

to lambast the editor for his inability to produce a good school column.

School administrators, generally speaking, have not been trained in school interpretation. Having had no training and with no time to devote to a study of journalistic principles, once they are in the field, the task can best be delegated to a competent staff, under the final discretion of the superintendent or publicity director. The validity of such a procedure and reasons for it are set forth in the following paragraph from an address by J. B. Morgan.

The qualifications of the specialist in educational interpretation are four. First and foremost he must understand human nature in all its various phases. He must know people of every condition and class and kind, their habits of thought and manners of speech, the sources of their ideas, the experiences in their lives to which appeals can be made, the devices which change their ways of thinking and acting. This understanding of human nature requires an ease of address and those elements of sociability which enables the worker to approach people on every social and economic level.

Second, the educational interpreter must know the schools. He must appreciate their purposes, problems, and achievements. He must be familiar

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1. Morgan, J. B., The Need For Educational Interpretation, address, Journal of the National Education Association, Volume 19 (February, 1930) pp. 37-38.
  - Grinnell, J. Earle, Interpreting the Public Schools, New York and London, McGraw-Hill Book Company, pp. 49-50. 1937



with the control of the schools and the relationship of the legislative and executive functions. He must be familiar with school organization and the qualifications and duties of all who fill places in it, from the janitor-engineer to the administrator himself. He must be able to interpret the devices and technics of teaching, the equipment of the schools, the established courses of study, and especially the vitalizing pioneer movements by which schools are seeking to adapt themselves to the new world.

Third, the educational interpreter must understand the channels through which interpretation is carried on and the arts which are used therein. If he is to interpret through the spoken word he must understand how to make speech most effective for the hearer. If he is to deal in charts he must understand the arts of display and illustration. If he is to deal in motion pictures, he must understand factors that enter into the production, distribution, and showing of films. If he is to deal in radio, he must know radio audiences and the habits and practices of radio as it is organized at the moment. If he is to deal in print, he must understand the resources of the printing art. If he is to use press associations, newspapers, and magazines, he must understand the point of view of the workers who edit and distribute the day's news. He must have a sense of news and feature values and be able to present the ideals and activities of the schools in a form that editors will value and appreciate. . . .

Fourth and most important of all, the educational interpreter must know civilization itself. He must have a vision of the part in the creation of a better world. Only by wide and constant reading can this vision be achieved. This reading will be of two kinds. First, it must be broad even at the expense of being superficial. Second, it must be intensive. There will be a few great books which will constitute for the interpreter a veritable bible to which he will turn again and again until the ideas which they contain

will be built into the very fabric of his thinking. As a contribution toward such a list of books I wish to suggest the following:

1. H. G. Wells's "Outline of History"
  2. Charles A. Beard's "Whither Mankind?"
  3. Dewey's "Democracy and Education"
  4. L. P. Jack's "Constructive Citizenship"
  5. J. B. Bury's "A History of the Freedom of Thought"
  6. Josiah Royce's "Philosophy of Loyalty"
  7. Cubberley's "History of Education"
  8. Herbert Spencer's "Education"
  9. The Life and Works of Horace Mann
  10. Ross L. Finney's "A Sociological Philosophy of Education"
  11. William Hawley Smith's "All of the Children of All the People"
  12. Everett Dean Martin's "The Meaning of a Liberal Education"
  13. Charles Norton Cooley's "Social Organization: A Study of the Larger Mind"
  14. Charles Willwood's "Man's Social Destiny" 1
- Issued Every Friday Morning

Editing by a school staff: The editing of the school column by a selected school staff seems to be the most advisable and expedient method of handling school publicity. Such a staff would be selected from the student body preferably by the joint agreement of the English and Journalism department-heads and subject to the approval of the superintendent. Such

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1. J. E. Morgan, The Need for Educational Interpretation, "Journal of the National Education Association", Vol. 19 (February, 1930) pp. 37-38

pupils as chosen should show a natural aptitude in each field and traits of resourcefulness, observation, initiative, and perseverance, as well as others deemed necessary to the proper execution of the tasks assigned. Those pupils or students chosen should then constitute the school informational-service committee or, as it is commonly known, the Staff. A good example of a typical staff arrangement is that as used in the Clay City Schools. The arrangement and heading follows:<sup>1</sup>

Vol. I, No. 19.

THE BEE-LITE NEWS

Issued Every Friday Morning

Established in 1938 by C. C. H. S.

Clay City High School, Owner

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EDITORIAL STAFF

BILL DALTON. . . . Editor-in-Chief

MARJORIE CHAPMAN. . . Social Editor

DON RENTSCHLER. . . . Humor Editor

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1. Newspaper educational page headin for Clay City Schools as taken from Clay City News, weekly newspaper, February 10, 1939

for BETTY MITCHELL : Departmental Editor  
 by a NADINE LEY . . . . . Grade Editor  
 well BOB FULK . . . . . Sports Editor  
 their ETHEL BOND . . . . . Music Editor  
 grade MISS REA . . . . .  
 nally MISS WALKER . . . . . Faculty Advisors  
 view MR. CHILLSON

ing on the editorial staff of the school column will be found to carry on the continuity

Pupils chosen to some staff will be anxious to achieve and can be depended upon to do their best because they are privileged thereby to work in the field in which they are interested and allowed to work on practical problems in that field. Likewise, because of school patriotism and the realization of a chance to more fully serve their school, they will give of their best.

Not only will a berth on the editorial staff of the school column be looked upon by the pupils as a signal honor but the parents also will then feel that school news is truly an offering of the students -- their children. School news edited by students will

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more nearly always be upon the more suitable level

\* Columns of 206 papers were studied

for its readers than it would be, perhaps, if written by a superintendent or a principal. Administrators, well trained, find it difficult to keep the level of their written expression down to a sixth to eight-grade level, and so any problem in the field of journalism is a rather unwelcomed obligation of his office.

Students serving on the editorial staff of the school column will be found to carry on the continuity of the educational information program better than someone who has many intervening problems to solve between the time of one week's column and the next. This is advantageous where certain items must be kept before the public eye and other items must be reopened periodically.

It has been interesting while checking the weekly newspaper school columns to find that 54.37 per cent of all columns or 112 in number were edited by various staffs; while seventeen per cent or thirty-five columns were edited by administrators and 18.44 per cent or thirty-eight columns were edited by regular

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\* Columns of 206 papers were studied

112

112

104

96

88

80

72

64

56

48

40

32

24

16

8

0

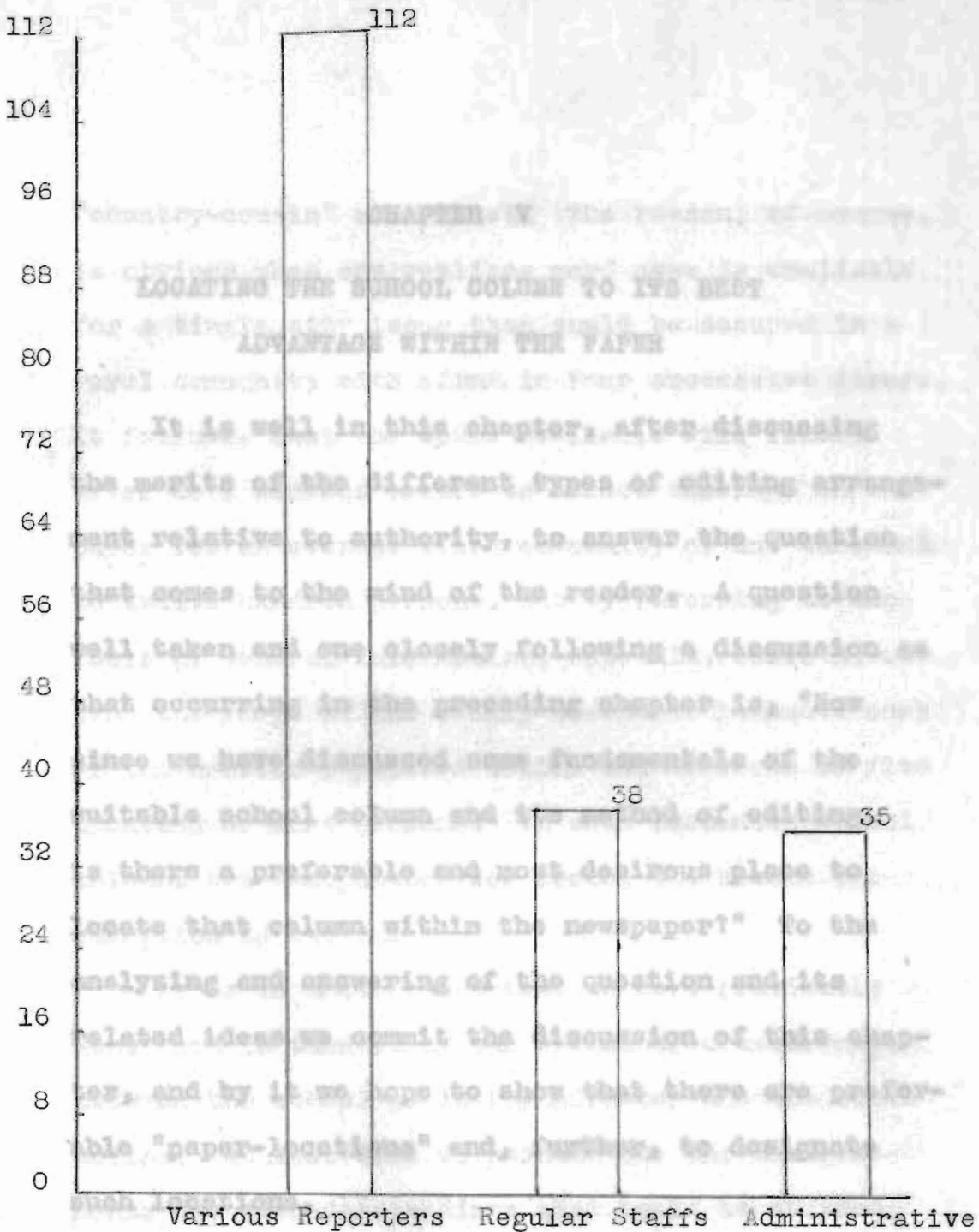
staffs. Such figures become all the more significant when it is shown that those columns edited by various reporter arrangements is greater than the combined cases of administrative and regular editings combined. (See Graph V, page 94) In fact, the ratio of various types to the sum of the regular plus the administrative types is as fourteen to nine.

With such an overwhelming majority of our weekly school columns being edited by men untrained in school administration it is not unusual that school publicity appears to be oftentimes a series of biased, unethical and unprofessional remarks: remarks that perhaps harm or antagonize an adjacent school and do particular harm to the good sportsmanship and student morale of the school in whose interest they were written.

Only through proper evaluation, administration, and service can the school educational-service column be effective. It must not only survive; it must and will, through prudent jurisdiction, continue to be the most representative type of information concerning our most American institution.

Graph V

GRAPH SHOWING THE PROPORTIONATE NUMBER OF SCHOOL NEWS COLUMNS PUBLISHED BY VARIOUS TYPES OF EDITORIAL ARRANGEMENT.



Graph V

A GRAPH SHOWING THE PROPORTIONATE NUMBER OF SCHOOL NEWS COLUMNS PUBLISHED BY VARIOUS TYPES OF EDITORIAL ARRANGEMENT

is available  
LOCATING THE SCHOOL COLUMN TO ITS BEST  
for a single issue than could be secured in a  
ADVANTAGE WITHIN THE PAPER  
rural community with effect in four successive issues.

It is well in this chapter, after discussing the merits of the different types of editing arrangement relative to authority, to answer the question that comes to the mind of the reader. A question well taken and one closely following a discussion as that occurring in the preceding chapter is, "Now since we have discussed some fundamentals of the suitable school column and its method of editing, is there a preferable and most desirous place to locate that column within the newspaper?" To the analyzing and answering of the question and its related ideas we commit the discussion of this chapter, and by it we hope to show that there are preferable "paper-locations" and, further, to designate such locations.

The importance of properly locating the "news-notes" from any school is no doubt a more acute problem in the urban and metropolitan newspaper areas than it ever will be in the territory served by the



"country-cousin" news-sheet. The reason, of course, is obvious when one realizes more news is available for a single city issue than could be secured in a rural community with effort in four successive issues. It follows, that the space available will likely never be a serious menace to school editings in the paper for an average sized community of one thousand to twelve hundred persons, but by referring to the Table of General Information, Appendix, Table A, we find the scope of the weekly newspaper includes some of the heavier populated cities and environs of five thousand or more persons. In such instances school columns are manipulated for space, and become the exception to the rule. frequently read.

It is in these cases that we have previously mentioned in this study the wisdom of a conference between the school publicity director and the local editor. At that time we pointed out the disagreements and misunderstandings that could be avoided by such a procedure. In such a conference, in addition to the amount of space needed, there should be discussed the probable composition of the columns

insofar as it is possible to predict it in advance, and the kind of type most suitable to effect the desired results in appeal. Type of various sizes creates different responses, but more about that at a later time.

To make the School News Column one of the favorite reading items of the weekly newspaper, the editor and school authority must collaborate, each pooling the psychology he has acquired in his community contacts in an effort to make the school column the best. The editor should be an authority on the reading habits of his own subscribers and this knowledge should be valuable in noting those portions of the paper where articles are most frequently read. If a school column be placed in one of these sections it will be appealing by the virtue of its position. In other words it is to be found in what we shall designate as a favorable "paper-location". This infers portions of any newspaper will also have an unfavorable position to the reader, and such an inference is entirely a warranted one. The secret of reader-appeal can be attained if those delegated to handle

1. Redder, Norman J., Newspaper Make-up and Headlines, New York and London, McGraw-Hill Book Company, 1954 page 168

school publicity will but cater a little to the reading public. Sir Arthur Quiller-Couch has said the same in a significant way.

All reading demands an effort. The energy, the goodwill which a reader brings to the book is, and must be, partly expended in the labor of reading, marking, learning, inwardly digesting what the author means. The more difficulties, then we authors obtrude on him by obscure or careless writing, the more we blunt the edge of his attention; so that if only in our own interest -- though I had rather keep it on the ground of courtesy -- we should study to anticipate his comfort. 1

The natural progression for the average, normal reader is from left page to right page: from top to bottom halves. The most comfortable page is that one to the right when the paper is open; while the left hand page entails more strain of position and is of the two, therefore, a less suitable place for a column of many short items as a school column will generally be. The back page as a left hand page is an exception, since as then the paper is closed and approximates a single sheet there is ease in the reading. Of course, the front page is the ideal location

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1. Radder, Norman J., Newspaper Make-up and Headlines, New York and London, McGraw-Hill Book Company, 1924 page 182

for a school column, but if the column is likely to be rearranged before its publication on the front page, it would be better to have an agreement that the column be printed in its entirety even though such an agreement afforded a permanent place on the back page. ~~Two sides by side could both be under the~~

School news must also be so placed in the paper as to be far removed from the "boiler-plate" or magazine section of the paper. In the average weekly newspaper of eight pages, pages four and five are the ones most generally the "boiler-plate" portion. This leaves pages two and six as left handed pages and on which school news can be published if it be necessary and if it is planned to make the school news attractive sufficiently to overcome the disadvantage of the placement. Pages three and seven, right handed pages would be acceptable if space could not be found on the front or back pages. Of the two pages listed as three and seven, page three is definitely the better one for a school column.

If due to some mechanical feature of the paper makeup it is necessary to print a full column of

notes in two half-column spaces, the editor and administrator must agree on the location, preferably in the upper half of the accepted page and in two spaces side by side toward either the right or left margin. Either placement would be of equal importance, and since the columns being side by side could both be under the illuminated heading, would make a very acceptable arrangement. By avoiding the manipulating of school notes to fill numerous column deficiencies and keeping them in a strict columniated form, the value of such a column will be materially increased.

IV. In the findings for favorable or unfavorable column location in papers from which this study's data was gathered, it is interesting to note that a relatively small percentage, seventeen per cent or thirty-five papers to be exact, are still presenting their school column in an unfavorable-page space, while the great majority or 152 of the remaining papers equalling 73.78 per cent have chosen an acceptable position as far as page space is concerned in a general way. This does not infer that all school news were within the one column. In quite a number

95  
88  
80  
72  
64  
56  
48  
40  
32  
24  
16  
8  
0

of cases one or more items were to be found on two or more pages, varying in a few instances to some on each of five pages. In such instances the main and largest single column of notes was used as the basis of classification. Eighteen papers carried no columns; eighty-seven carried all school items in one column; sixty-seven had items on two pages; twenty-one on three pages; ten on four pages and three on five pages. (See Graph No. V, page 102) For a table showing the frequency between the number of papers and pages on which school notes appeared, see Table IV, page 103.

It is quite evident that while some approach has been made toward favorably editing school notes with reference to page location, there is still some improvement in such to be done and much more to reduce the probable number of pages on which the notes appear.

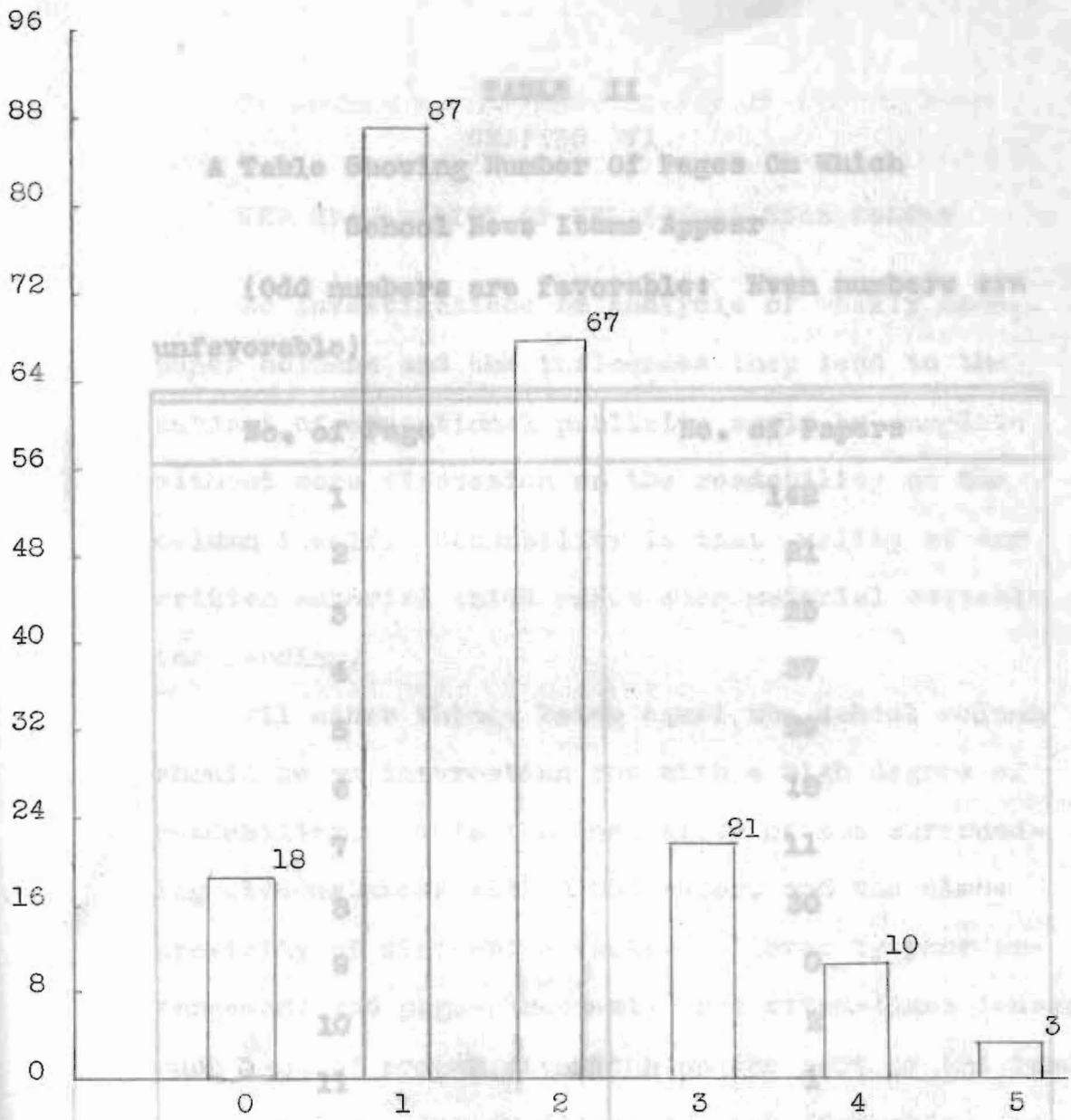
Graph VI

A GRAPH SHOWING FREQUENCY OF PAGES ON WHICH  
SCHOOL NEWS ITEMS APPEAR

TABLE II

A Table Showing Number Of Pages On Which  
School News Items Appear

(Odd numbers are favorable; Even numbers are  
unfavorable)



Graph VI

A GRAPH SHOWING FREQUENCY OF PAGES ON WHICH  
SCHOOL NEWS ITEMS APPEAR

TABLE II

A Table Showing Number Of Pages On Which  
School News Items Appear

(Odd numbers are favorable: Even numbers are unfavorable)

No. of Page	No. of Papers
1	142
2	21
3	25
4	37
5	29
6	18
7	11
8	30
9	0
10	2
11	1
12	1
13	0
14	0
15	0
16	1



In analyzing the readability of the various

CHAPTER VI

school information-service columns, two individuals

engaged THE READABILITY OF THE SCHOOL NEWS COLUMN were

asked to evaluate the reading material in each county

No investigations or analysis of weekly news- newspaper's column as to level of content (Vocabulary) paper columns and the influences they lend to the and composition. Having read the article each was subject of educational publicity would be complete asked to give the column a rating of: one -- Good; two without some discussion on the readability of the two -- Fair, and three -- Poor. Such ratings would column itself. Readability is that quality of any be an average reader's weighting of the interest of written material which makes such material suitable passed by a school column, or in other words the one, for reading.

two, or three days would be a readability index.

All other things being equal the school column should be an interesting one with a high degree of readability. It is the inequality of the surround- Additional to the two readers just mentioned, a third reader, many years older and having had experi- ence as a trustee, therefore, acquainted with school- ing circumstances within the paper, and the close publicity and the custom of consistently reading the proximity of disturbing factors allowed by poor ar- local school columns, was asked to weigh the various rangement and page-placement, that often-times causes columns by the same procedure as before. much lack of proper attention on the part of the read-

ers. We have already discussed such disturbing fac- Of the 100 papers read and watched (eighteen other papers carried no columns) Reader number one, a teacher tors and feel that with reasonable attention to their of the intermediate grades four, five, and six, rated avoidance that a new glamour and true appeal can be sixty-three papers as first; eighty-five as second and found for the school column among the weekly newspa- thirty-eight as third. Reader number two, a teacher of per readers.

special reading and grades one, two and three, gave

In analyzing the readability of the various school information-service columns, two individuals engaged in various levels of school instruction were asked to evaluate the reading material in each county newspaper's column as to level of content (Vocabulary and composition. Having read the article each was asked to give the column a rating of: one -- Good; two -- Fair, and three -- Poor. Such ratings would be an average reader's weighting of the interest possessed by a school column, or in other words the one, two, or three mark would be a readability index.

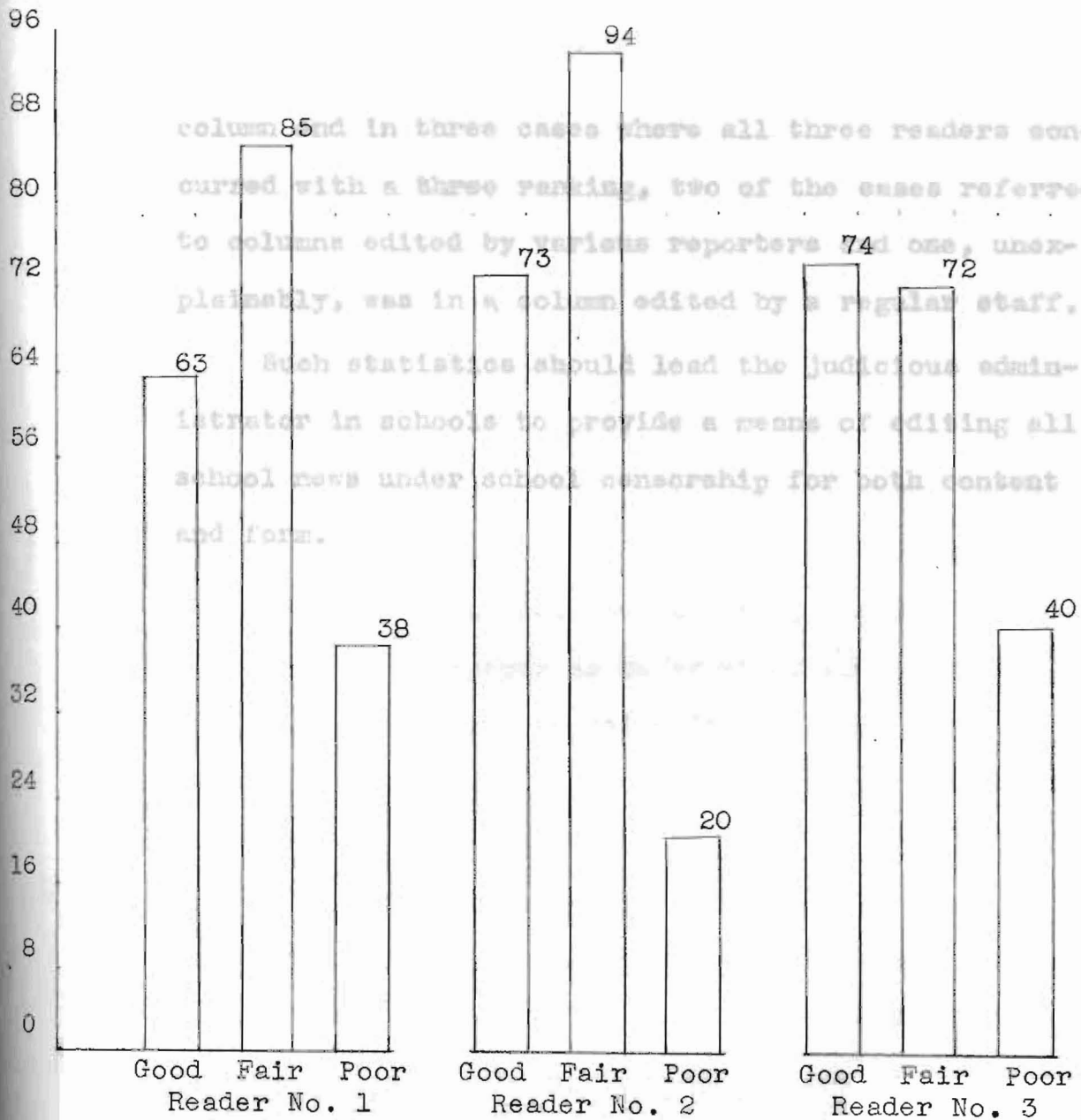
Additional to the two readers just mentioned, a third reader, many years older and having had experience as a trustee, therefore, acquainted with school publicity and the custom of consistently reading the local school columns, was asked to weigh the various columns by the same procedure as before.

Of the 188 papers read and weighed (eighteen other papers carried no columns) Reader number one, a teacher of the intermediate grades four, five, and six, rated sixty-three papers as first; eighty-five as second and thirty-eight as third. Reader number two, a teacher of special reading and grades one, two and three, gave

seventy-three firsts; ninety-four seconds and twenty thirds. Reader number three, a rather elderly ex-trustee, gave seventy-four papers a rating of Good; seventy-two were rated as Fair and forty were rated as Poor.

As the reader will notice by a comparison of the various bars on the graph (Graph VII, page 107) there was no great variation in estimates of readability by the three readers of 186 weekly school columns. The greatest variation being in the third bracket between Reader one and Reader two. Such differences is perhaps due to special-content experience on the part of Reader two causing the difference of eighteen points.

With little difference of opinion all readers agreed that some consideration to reading level was needed in several instances, and consequently many of the papers graded as three were so graded because of terminology used that was felt to be above sixth to eighth grade reading level as mentioned in a former chapter. In the thirteen cases where two readers gave a rating of three, all cases, save one, were in papers where various reporters edited the school news



Graph VII

A GRAPH SHOWING READABILITY RANKINGS GIVEN 186

WEEKLY SCHOOL COLUMNS BY THREE READERS

column and in three cases where all three readers concurred with a three ranking, two of the cases referred to columns edited by various reporters and one, unexplainably, was in a column edited by a regular staff.

It has not been the purpose of this study to set up an ironclad policy for newspaper educational publicity. Such statistics should lead the judicious administrator in schools to provide a means of editing all school news under school censorship for both content and form.

of rural newspaper editing varying in separate locales. Rather, the purpose has been to study the work of the rural weekly newspaper as an agent of school publicity today and the extent to which it meets the public's demand and interest in presenting vital school propaganda and information.

Granting that the paramount consideration in evaluating the work of a printed school column should be the extent to which it functions educationally in meeting the need of a particular school, it is clearly evident that no single set of criteria can be applied in the same way to any two publications. So, in view of such influences it was felt best to discuss and expand this dissertation as has been done under --

I. Introduction CHAPTER VII

A. SUMMARY; CONCLUSIONS AND

B. RECOMMENDATIONS

II. Importance of School Column as Informant

It has not been the purpose of this study to set up an ironclad policy for newspaper educational publicity, since it is only logical to realize that each community is somewhat a law unto itself with conditions of rural newspaper editing varying in separate locales. Rather, the purpose has been to study the work of the rural weekly newspaper as an agent of school publicity today and the extent to which it meets the public's demand and interest in presenting vital school propaganda and information.

Granting that the paramount consideration in evaluating the work of a printed school column should be the extent to which it functions educationally in meeting the need of a particular school, it is clearly evident that no single set of criteria can be applied in the same way to any two publications. So, in view of such influence it was felt best to discuss and expand this dissertation as has been done under --

- I. Introduction
- On the basis of the data presented in this investigation of the Indian weekly school columns, certain conclusions, suggestions and recommendations offer:
- II. Importance of School Columns as Informants
- A. General limitations
1. Conclusions
- B. What items constitute the school column?
2. All communities in Indian, urban or rural.
- III. Attitudes of Administrators toward Publicity need to be regularly informed by means of a school column concerning the activities of their schools.
- A. Definite page space
- B. Attractive columns
- (See Graph VIII, page 115)
- IV. Types of Editorial Arrangements and Influence
1. The degree of efficiency of the school informational-service, it must be remembered, will be in direct proportion to the judiciousness and wisdom of the school's management and the insight of its administrator.
- V. Locating to Best Advantage
- A. Reader Interest
3. The school column must be constant, timely and purposeful; built on the assumptions and knowledge that a larger, expanding, more varied and beneficial development is to come than a "peak" origin only to become more purposeless later.
- B. Content
- VII. Conclusions and Recommendations of Journalism and English are the most desirable prospects for the information-service staff, but energetic students,

A. On the basis of the data presented in this investigation of the Indiana weekly school columns certain conclusions maybe deduced and recommendations offered.

The caliber of the staff is a matter of prime importance.

### 1 Conclusions

1. All communities in Indiana, urban or rural need to be regularly informed by means of a school column concerning the activities of their school. (See Graph VIII, page 115)

2. The degree of efficiency of the school informational-service, it must be remembered, will be in direct proportion to the judiciousness and wisdom of the school's management and the insight of its administrator.

3. The school column must be constant, timely and purposeful; built on the assumption and knowledge that a meager beginning with constant and beneficial development is far better than a "peak" origin only to become inert and purposeless later.

4. Outstanding pupils in the fields of Journalism and English are the most desirable prospects for the informational-service staff, but energetic students,



where scholarship will permit the devoting of ample time to editorial duties, are very acceptable. thought-

5. The staff is recognized and credited as the most efficient means of editing a school news column.

The caliber of the staff is a matter of prime importance. Associated features could oftentimes be offered

6. School informational columns in the majority of cases studied, except where handled by a staff,

lacked "reader-appeal" and were mediocre in quality: inferior to other news columns of the issue. which it

7. The equipment for printing that is available in the weekly newspaper office will determine the form and type of the school news-column.

8. Never allow the school-column to be manipulated as a "space filler". Such is a common editorial practice. school district and not publishing a school

9. Civic responsibility, loyalty and good fellowship are valuable inculcations secured from column-

editing experience. Training in English and Journalism is likewise secured from such a correlation. a school-

10. The subject of Athletics has utilized the entire school column in too large a percentage of cases; some adjustment and equalization is necessary. Lumn

11. The school column should guide social opinion, as much as possible, by offering logical, thought-provoking questions for public consideration.

12. Too direct Personal references in columns are many times the cause of animosity.

13. Associated features could oftentimes be offered more beneficially to the contributor and the reader, as a part of the school column.

14. In the final analysis the extent to which a school column reflects the life of the school which it represents must be the outstanding criterion by which it is judged.

2. Recommendations school administrator, is

1. Any weekly newspaper serving the needs of a particular school district and not publishing a school column should be contacted by the administrator of the local school and convinced on the idea of publishing a regular school informational-column.

2. Any school planning to inaugurate a school-news column in their weekly or daily newspaper should canvass its community situation in order to very definitely determine the aims towards which the column

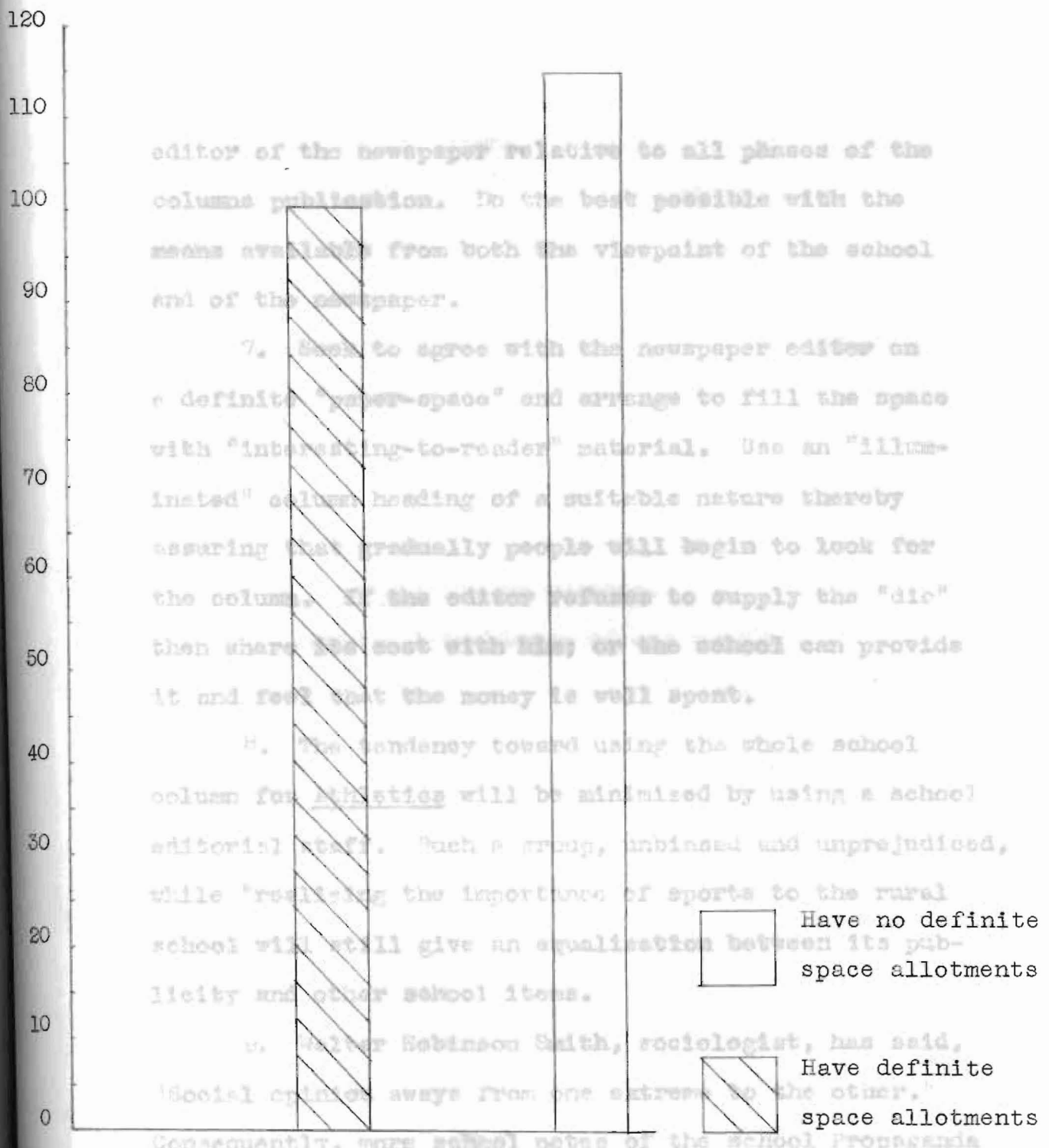
shall strive and the problems that must be met. In general the aims of the column should be to meet the community's needs by informing the public with a vocabulary of suitable reading level so as to inspire a good and wholesome school spirit and to justify the time, expense and effort incurred in its preparation through evaluating its worthwhileness to the community.

3. Pupil participation in editing with administrative oversight is recommended as the sine qua non of the successful school informational-service column.

4. Membership on the news-column staff could be on a competitive basis but staff members to be chosen by the heads of the English and Journalism departments, subject to the approval of the school administrator, is recommended for the small consolidated rural school.

5. More care in preparation of school-views columns is necessary if they are to compare favorably with the other columns of any issue. The recommendation is that through illustration, directed questioning, cleverly written items and enticing captions "reader-appeal" be fostered for each school column.

6. Survey the possibilities of the printing plant chosen to edit the school column and confer with the



Graph VIII

A GRAPH SHOWING RELATION BETWEEN PAPERS HAVING DEFINITE EDUCATIONAL SPACE ALLOTMENTS AND THOSE THAT DO NOT

editor of the newspaper relative to all phases of the columns publication. Do the best possible with the means available from both the viewpoint of the school and of the newspaper.

7. Seek to agree with the newspaper editor on a definite "paper-space" and arrange to fill the space with "interesting-to-reader" material. Use an "illuminated" column heading of a suitable nature thereby assuring that gradually people will begin to look for the column. If the editor refuses to supply the "die" then share its cost with him; or the school can provide it and feel that the money is well spent.

8. The tendency toward using the whole school column for Athletics will be minimized by using a school editorial staff. Such a group, unbiased and unprejudiced, while "realizing the importance of sports to the rural school will still give an equalization between its publicity and other school items.

9. Walter Robinson Smith, sociologist, has said, "Social opinion sways from one extreme to the other." Consequently, more school notes of the school Propaganda nature should be incorporated into all school columns. The same recommendation is made for items of "Civic Importance or Discussion."

10. Since an informed public is a more generous public, financial reports of school moneys should be published at logical seasons.

11. Pictures should be used to the extent that the facilities of printing, expense, value as means to an end will allow, and, as suitable picture subjects occur, native community progress, is read longer by more members of the family and constitutes, with  
 12. Items similar to those herein classified under General should be rewritten, whenever possible,

to serve a Specific aim or purpose.  
 13. Avoid all semblance of any openings for factionalism or strife in school columns.

14. Create through proper school publicity, especially in athletics, a splendid, controlled rivalry, inter-mural fellowship and good will.

15. Use extreme care in the wording of written announcements. Here is truly, "Haste makes waste". Use careful diction and pay particular heed to details.

16. Let the paper reflect the school and its departments; let there be no undue exploitation, but let there be maintained a nice balance between news and literary material. Let the publication secure good, more so than to criticize the bad. Keep the school informational-service column dignified; not artificial. As

Prof. John H. Casey, department of journalism, University of Oklahoma, says in The Country Newspaper might likewise be true in substance for the school column.

Without its newspaper the small-town American community would be like a school without a teacher or a church without a pastor. In the aggregate, the country newspaper determines the outcome of more elections, exerts a greater influence for constructive community progress, is read longer by more members of the family and constitutes, with its millions of circulation and quadrupled millions of readers, a better advertising medium than any other group of newspapers or periodical publications.

When properly conducted, it cultivates so intensively its home news field that city dailies, farm journals and general magazines circulating in the same territory become only secondary influences.

Through service to its community, the country newspaper will not merely survive; it will continue to flourish as the most representative, most distinctive, most wholesome type of journalism America has produced.

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TABLE A  
Table A

A TABLE OF ORIGINAL INFORMATION CONCERNING WINDY WEATHERS IN INDIANA

Locality	Name of Newspaper	Day of Publication	Year	Page	Volume	Number
Albany	Democrat	1880	1880	1	1	1
Albion	Albion Co. Democrat	1880	1880	1	1	1
Amoy	Independent	1880	1880	1	1	1
Angola	Republican	1880	1880	1	1	1
Barges	Warrior	1880	1880	1	1	1
Bethel	Anti-Slavery Times	1880	1880	1	1	1
Bluffton	Republican-Democrat	1880	1880	1	1	1
Bloomington	Journal	1880	1880	1	1	1
Bourbon	Warrior	1880	1880	1	1	1

APPENDIX

Table A

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1 Town	2 County	3 Name of Newspaper	4 Name of Editor	5 Day of Publication	6 Political Affiliation	7 Year of Founding	8 No. of Copies Circulated	9 Population of Town	10 Received for Analysis
Albany	Delaware	Chronicle	Lyle D. Smith	5	R	1887		1,413	Yes
Albion	Noble	Noble Co. Democrat	B. R. Mattison	4	D	1857	1700	1,108	Yes
Amboy	Miami	Independent	H. L. Melton	5	R	1902	820	431	Yes
Angola	Steuben	Republican	Not Listed	3	R	1857		2,665	Yes
Argos	Marshall	Reflector	L. O. McGriff	4	D	1881	1200	1,211	Yes
Ashley	DeKalb	Ashley-Hudson Times	Earl Deter	5	D	1929	500	500	Yes
Attica	Fountain	Fountain-Warren Demo.	J. F. McDurmond Jr.	4	D	1880		3,700	Yes
Aurora	Dearborn	Bulletin	Mrs. Robert B. Cass	4	D	1893	2640	4,386	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Aurora	Dearborn	Journal	William Fehran	4	R	1868	2850		No
Avilla	Noble	News	Guy E. Richards	4	D	1886	600	559	Yes
Batesville	Ripley	Herald-Tribune	Robert W. Terry	4	ID	1892	3150	2,838	Yes
Bloomfield	Greene	Democrat	James Law	4	D	1861	1514	2,298	No
Bloomfield	Greene	News	Paul Maddock	4	R	1876	3825		Yes
Bloomington	Monroe	Star	Paul Felters	5	D	1890	3820	19,800	Yes
Boonville	Warrick	Enquirer	William Carleton	5	D	1850	2250	4,208	Yes
Boonville	Warrick	Standard	C. Richard Johnson	5	R	1875	2331		Yes
Bordon	Clark	Clark Co. Sentinel	A. J. Perry	5	R	1893	800	250	No
Boswell	Benton	Enterprise	Edgar Burnett	5	R	1885	2400	817	Yes
Bourbon	Marshall	News-Mirror	G. B. Harris	4	R	1870	1600	1,193	Yes
Brazil	Clay	Gazette	Harry Diel	5	D	1922		8,744	Yes
Brimen	Marshall	Enquirer	James Correll	4	I	1885	1350	2,105	Yes
Bristol	Elkhart	Banner	H. H. Mosier	5	R	1877	700	699	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Brook	Newton	Reporter	George Denham	4	R	1898	1700	815	Yes
Brookston	White	Reporter	Mrs. Mabel Duncan	5	I	1873	575	844	Yes
Brookville	Franklin	American	E. W. Showalter	4	R	1832	1000	2,148	Yes
Brookville	Franklin	Democrat	D. P. Weilman	4	D	1838	1870		Yes
Brownsburg	Hendricks	Record	L. P. Anderson	5	R	1882		1,042	Yes
Brownstown	Jackson	Banner	A.J. & R.A. Brodhecker	3	D	1869	2510	1,758	Yes
Bunker Hill	Miami	Press	Fred Freeman	4	IR	1872		528	Yes
Burnettsville	White	News	Edward F. Newton	4	R	1907	400	402	Yes
Butler	DeKalb	Record-Herald	A. S. Powers	4	D	1885	1000	1,643	No
Cambridge City	Wayne	National-Road Traveller	Osar Peelle	5	I	1868	2600	2,113	Yes
Cambridge City	Wayne	Tribune	Roy Copeland	4	R	1868	1000		Yes
Camden	Calloll	Record-News	N. L. Warren	4	D	1879	800	538	Yes
Cannelton	Perry	Telephone	W. G. Minor	5	D	1891	2600	2,265	Yes



Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Carlisle	Sullivan	News	Edley Rogers	5	R	1905	900	852	No
Carthage	Rush	Citizen	Edward E. Bly	5	R	1907	475	931	Yes
Cayugo	Vermillion	Herald	L. S. Cole	5	ID	1895	600	968	Yes
Centerville	Wayne	Old Trails Echo	Robert Peelle	5	I	1915		993	Yes
Centerville	Wayne	Times	Robert Peelle	5	I	1923			No
Chesterton	Porter	Tribune	Warren Canright	4	R	1884	1000	2,231	Yes
Chrisney	Spencer	Sun	Warren Lindsey	5	D	1885		414	Yes
Churubuseo	Whitley	Truth	Gordon Mettler	4	R	1889	900	1,095	Yes
Clay City	Clay	News	Ella Grimes	5	R	1912	825	1,079	Yes
Clayton	Hendricks	Commercial	C. E. Mayhall	4	D	1928	2300	561	No
Cloverdale	Putnam	Graphic	G. R. Arendt	4	I	1894	665	627	Yes
Coatesville	Hendricks	Coatesville Herald	Harmon Hathaway	4	I	1899			Yes
Colfax	Clinton	Clinton Co. Review	Walter Rutter	4	D	1876	750	690	Yes
Columbus	Bartholomew	Herald	M. A. Locke	5	D	1881	1890	9,935	Yes

Table A (continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Columbus	Bartholomew	Star	M. A. Locke	5	R	1887			Yes
Connersville	Fayette	Tribune	R. V. Richardson	5	D	1933	2000	13,100	No
Converse	Miami	Journal	Charles B. Ryder	5	R	1883		931	No
Corydon	Harrison	Democrat	Low M. O'Bannon	3	D	1858	3274	2,009	Yes
Corydon	Harrison	Republican	Mrs. Frank Self	4	R	1868	3000		Yes
Covington	Fountain	Friend	George P. Schwin	5	R	1840		2,008	Yes
Covington	Fountain	Republican	C. C. Clifton	5	R	1847	870		Yes
Cromwell	Noble	Advance	D. C. & R. K. Robbins	4	R	1912	690	371	Yes
Crothersville	Jackson	Index	Noah Rogers*	4	IR	1923	1250	979	No
Crown Point	Lake	Lake Co. Star	Fred Wheeler	6	R	1873	2800	4,046	No
Crown Point	Lake	Register	A. A. Bibler	4	R	1857	1210		Yes
Culver	Marshall	Citizen	M. R. Robinson	3	I	1893	1249	1,502	Yes
Cynthiana	Posey	Argus	Floyd Oursler	5	R	1890	678	556	Yes

\* Paper discontinued. Editor deceased.

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Dale	Spencer	Reporter	O. J. Brooner	5	R	1885	678	770	No
Dana	Vermillion	News	Mrs. Edith Hutchinson	4	D	1895	600	859	Yes
Danville	Hendricks	Gazette	Alvin Hall	4	D	1880	1492	1,930	Yes
Danville	Hendricks	Hendricks Republican	Alvin Hall	4	R	1847	1325		Yes
Darlington	Montgomery	Herald	C. A. Marshall	4	R	1889	765	690	Yes
Delphi	Carroll	Citizen	Bailey & Johnson	4	D	1848	2176	1,929	Yes
Delphi	Carroll	Journal	Mayhill & Uln	4	R	1839			Yes
Denver	Miami	Tribune	L. H. Dice	4	ID	1897		472	Yes
Dunkirk	Lake	Lake Co. News	William Fortune	4		1899		2,583	Yes
Dyer	Lake	Globe-Ledger	R. L. Joiner	4	D	1929	1000	672	Yes
Edinburg	Johnson	Courier	E. C. Allison	4	I	1875		2,209	Yes
Ellettsville	Monroe	Farm	W. B. Harris, Sr.	4	R	1872	800	767	Yes
English	Crawford	Crawford Co. Democrat	A. H. Flannigan	4	D	1876		704	Yes

Table A (Continued)

A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
English	Crawford	News	John A. Blevins	5	R	1897			Yes
Fairmount	Grant	News	H. R. Bates	4	R	1877	950	2,056	Yes
Farmersburg	Sullivan	News	Oscar T. Allen	4	I	1898	640	993	Yes
Farmland	Randolph	Randolph Co. Enterprise	Roy Webster	3	R	1888		853	Yes
Ferdinand	Dubois	News	Henry Haake	5	D	1906	950	646	Yes
Flat Rock	Shelby	Journal	Edwin Allison	4	I	1924		408	Yes
Flora	Carroll	Carroll Co. Press	Keys & Sink	5	I	1912		1,449	Yes
Flora	Carroll	Hoosier Democrat	A. L. Moss	4	D	1897			No
Fowler	Benton	Benton Co. Tribune	Richard Stockholm	5	R	1881	1400	1,564	Yes
Fowler	Benton	Benton Review	J. R. McCullough	4	D	1874	2250		Yes
Francesville	Pulaski	Tribune	Herbert Ames	4	R	1897	675	712	Yes
Franklin	Johnson	Democrat	A. E. Crecraft	4	D	1859	1991	5,682	Yes
Franklin	Johnson	Republican	Raymond Sellers	3	R	1845	419		Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Fremont	Steuben	Eagle	Henry F. Wells	4	R	1892		802	Yes
French Lick	Orange	Spring Valley Herald	E. M. Greuber	4	D	1903		2,462	Yes
Fulton	Fulton	Leader	Robert L. Cribb	4	R	1901	515	397	Yes
Galveston	Cass	Leader	Sam E. Thurston	3	NP	1897	739	666	Yes
Gas City	Grant	Journal	Van Valer & Leach	5	R	1887	1300	3,087	Yes
Gaston	Delaware	News	Smith & Smith	5	D	1897	1000	654	No
Goodland	Newton	Herald	Will C. Logan	5	R	1874	1350	978	Yes
Gosport	Owen	Reporter	Charles Wampler	4	R	1897		722	Yes
Grand View	Spencer	Monitor	Charles T. Baker	4	R	1867	441	588	Yes
Greencastle	Putnam	Banner	S. R. Rairden	3	IR	1850		4,613	Yes
Greencastle	Putnam	Times-News	George E. Black	3	R	1882			No
Greenfield	Hancock	Hancock Democrat	John F. Mitchell	4	D	1859	2100	4,188	Yes
Greenfield	Hancock	Republican	Dale Spencer	4	R	1880	1121		Yes
Greensburg	Decatur	Times	Smiley Fowler	5	D	1910	385	5,702	Yes
Greentown	Howard	Gen. Co. Journal	Lee J. Noble	5	D	1894	1250	1,021	No

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Greenwood	Johnson	News	Herbert Harris	5	D	1896	1250	2,377	Yes
Griffith	Lake	Calumet Weekly News	Ora Riggs	4	I	1930		1,176	Yes
Hagerstown	Wayne	Exponent	Edwin O'Neel	4	IR	1876	884	1,262	Yes
Hamilton	Stauben	News	Cliff W. Johnson	5	D	1901	365	357	Yes
Hazelton	Gibson	White River News	H. L. Degenhardt	4	D	1887	400	507	Yes
Hebron	Porter	Porter Co. Herald	M. R. Tornquest	4	D	1929	900	693	Yes
Hillsboro	Fountain	Times	Mrs. Elwood Davidson	5	D	1899	350	448	Yes
Hobart	Lake	News-Gazette	Paul Pattee	4	D	1889	1695	5,787	Yes
Huntingburg	Dubois	Argus	Elmer Katter	5	I	1867	2000	3,440	Yes
Huntingburg	Dubois	Independent	Sadie Dufindach	5	R	1885	2275		Yes
Indianapolis	Marion	Marion Co. Mail	L. K. Pesler	5	R	1902	3265	380,717	Yes
Jamestown	Boone	Press	Harold Hiller	5	D	1878		552	Yes
Jasonville	Greene	Leader	Don Flater	4	R	1899	1350	3,536	Yes
Jasper	Dubois	Herald	Albert Rumbach	4	D	1895	2219	3,905	Yes
Jeffersonville	Clark	Clark Co. Journal		4	D	1854		12,300	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Jonesboro	Grant	Journal	Van Valer & Leach	5	R	1916	1300	1,496	Yes
Kentland	Newton	Democrat	Edward Steinbach	5	D	1884	700	1,355	No
Kentland	Newton	Newton Co. Enterprise	Joseph Fletcher	4	R	1856	1341		No
Kewanna	Fulton	Herald	W. H. Meyers	5	D	1912	700	682	Yes
Kingman	Fountain	Star	Edwin P. Baynes	4	I	1898		502	No
Knightstown	Henry	Banner	Roy Shipman	5	R	1867	1300	2,209	Yes
Knox	Starke	Starke Co. Democrat	Carroll Cannon	3	D	1852	1500	1,815	Yes
Knox	Starke	Starke Co. Republican	Claude Steele	3	R	1873	1550		No
LaCrosse	LaPorte	Sentinel	Gilbert Weinman	4	D	1915	1134	568	Yes
Ladoga	Montgomery	Leader	Wells Morehouse	4	I	1879		829	Yes
Lafayette	Tippecanoe	Democrat Leader	Norman F. John	5	D	1879		26,900	Yes
La Fontaine	Wabash	Herald	Earl Hamer	5	R	1895	1023	604	Yes
Lagrange	Lagrange	News	Harry Groat	4	D	1879	624	1,640	No
Lagrange	Lagrange	Standard	Paul Riddick	4	D	1857	2109		Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Lagro	Wabash	Press	Robert A. Warner	5	D	1925		467	Yes
Lapel	Madison	News-Journal	Clayton Miles	4	I	1928	600	1,140	Yes
Lawrenceburg	Dearborn	Press	J. R. Williams	5	IR	1825		4,072	Yes
Lawrenceburg	Dearborn	Register	Bernard McCann	4	D	1837	2336		Yes
Lebanon	Boone	Pioneer	E. C. Gullion	4	D	1852		6,445	Yes
Liberty	Union	Herold	Randolph Wedding	4	I	1851	1165	1,241	Yes
Ligonier	Noble	Banner	M. A. Cotherman	4	D	1867	1350	2,064	No
Ligonier	Noble	Leader	L. K. Thompson	4	R	1880	2000		Yes
		Linden and Crawfordsville							
Linden	Montgomery	Cooperative News	Wallace Wade	4	I	1930	1150	541	Yes
			(Tribune Publishing Co)						
Loggotee	Martin	Martin Co. Tribune	Low Harris	4	R	1865		2,203	Yes
Losantville	Randolph	Times	E. G. Gigg	5	R	1931	525	256	Yes
Lowell	Lake	Tribune	L. W. Ragan	4	R	1885	1005	1,274	Yes



Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Lynn	Randolph	Herald	C. V. Creek	5	R	1894	1100	936	No
Lyons	Greene	Herald	Vance Sappenfield	3	D	1901	250	806	Yes
Marengo	Crawford	Messenger	Charles Temple	4	IR	1929		806	Yes
Markle	Huntington	Journal	Marshall Stanley	4	R	1913		621	Yes
Martinsville	Morgan	Democrat	Fred Pinney	5	D	1845	2600	4,962	Yes
Martinsville	Morgan	Republican	H. J. Martin	4	R	1870	1400		No
Medaryville	Pulaski	Herald	Don P. Guild	4	R	1921	541	610	Yes
Middlebury	Elkhart	Independent	Fred Walker	4	I	1887		656	Yes
Middletown	Henry	News	Ida M. Anderson	5	R	1885	850	1,348	Yes
Milford	Kosciusko	Mail	Forbing & Barnes	4	D	1868		869	Yes
Mishawaka	St. Joseph	Enterprise	John Rhodes	4	I	1864	3370	30,800	Yes
Mitchell	Lawrence	Tribune	P. G. Cox	4	R	1898	1150	3,226	Yes
Monon	White	News	Ernest C. Foster	4	R	1889	2138	1,374	Yes
Monroeville	Allen	Breeze	William Allegor	3	D	1869	775	897	No
Montezuma	Parke	Enterprise	A. A. Hargrave	4	D	1912	900	1,292	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Monticello	White	Herald	Dewey Raper	4	R	1862		2,331	Yes
Monticello	White	White Co. Democrat	Lawrence D. Corey	5	D	1881	550		Yes
Mooreville	Morgan	Times	Margaret Moore	4	ID	1889	1582	1,910	No
Morocco	Newton	Courier	Allen Augustin	4	R	1876	934	1,006	Yes
Mt. Vernon	Posey	Republican	Floyd Oursler	5	R	1905	1450	5,035	Yes
Mt. Vernon	Posey	Western Star	Herbert Leffel	4	D	1876	2450	5,035	Yes
Mulberry	Clinton	Reporter	W. N. Clark	5	L	1890		880	No
Muncie	Delaware	Post-Democrat	George Dale	5	D	1921	5500	47,200	No
Nappanee	Elkhart	Advance-News	Harvey Field	4	R	1879	1150	2,957	No
Nashville	Brown	Brown Co. Democrat	Elmer Raider	4	D	1870	1189	569	Yes
New Albany	Floyd	Ledger	G. E. Weimann	5	D	1849	3000	26,000	Yes
New Albany	Floyd	Sentinel	William B. Tischendorf	5	I	1916	600	26,000	Yes
Newburgh	Warrick	Register	A. R. Burns	5	I	1916		1,262	No
New Castle	Henry	News-Republican	J. W. Parker	4	R	1931		14,027	No

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
New Harmony	Posey	Times	Clarence Wolfe	5	D	1892		1,022	Yes
New Haven	Allen	Allen Co. Times	F. H. Weber	4	D	1910	1100	1,702	Yes
Newport	Vermillion	Hoesier State	Donald Collings	3	R	1855	1190	777	No
New Washington	Clark	Courier	Annie Smith	4	R	1896	756	337	Yes
Noblesville	Hamilton	Times	Daily Hudler	4	D	1895	2915	4,811	Yes
North Judson	Starke	News	Louis J. Kern	4	I	1889		1,348	Yes
North Liberty	St. Joseph	News	Charles M. Finch	4	I	1895	1125	823	Yes
North Vernon	Jennings	Plain Dealer- Republican News	F. F. Oursler	4	R	1850	3400	2,989	No
North Vernon	Jennings	Sun	Miller & Miller	4	D	1872			Yes
Oaktown	Knox	Press	C. E. Mitton	4	R	1926	560	771	No
Odon	Daviess	Journal	John B. Stets	5	IR	1873	1001	991	Yes
Orleans	Orange	Progress-Examiner	C. H. Busick	4	D	1879	2900	1,422	Yes
Osgood	Ripley	Journal	Peter Holzer	4	D	1866	1545	1,173	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Ossian	Wells	Journal	W. E. Hostetter	5	I	1914	600	788	Yes
Otwell	Pike	Star	Beulah Gray	5	I	1903	635	357	Yes
Owensville	Gibson	Star-Echo	James P. Cox	5	R	1896	650	1,056	Yes
Oxford	Denton	Gazette	Mrs. Ruby Crew	5	R	1908	500	853	No
Palmyra	Harrison	Gazette	B. Britton Boston	4	I	1894	1200	288	Yes
Paoli	Orange	News	H. E. Smith	3	D	1875	1500	2,016	No
Paoli	Orange	Republican	Mrs. Mary Robinson	4	R	1874	1600		No
Pekin	Washington	Banner	Victor Green	4	I	1923	475	200	Yes
Pendleton	Madison	Times	George Rohm	4	R	1905	1200	1,538	Yes
Petersburg	Pike	Pike Co. Democrat	L. J. Early	5	D	1856	2120	2,609	No
Pierceton	Kosciusko	Record	Squires & Smith	3	R	1879	1076	878	Yes
Plainfield	Hendricks	Messenger	C. E. Mayhall	4	R	1881	2300	1,617	No
Plymouth	Marshall	Democrat	Roland B. Metsher	4	D	1855	2240	5,290	No
Poseyville	Posey	News	Edythe Y. Kilroy	5	D			810	No

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Red Key	Jay	Times-Journal	Don Coble	4	R	1889	1980	1,370	Yes
Remington	Jasper	Press	H. J. Barten	5	R	1880	972	879	No
Rensselaer	Jasper	Republican Leader	H. B. Clark	4	R	1858	1600	2,798	No
Ridgeville	Randolph	Randolph Co. News	Walter L. Thompson	5	R	1889		909	Yes
Rising Sun	Ohio	Ohio Co. News	Perry & Ralph Faceaire	4	I	1879	2000	1,379	Yes
Rising Sun	Ohio	Recorder	C. A. Livingston	5	NP	1833	2297		Yes
Roachdale	Putnam	Times Democrat	Not Listed	4		1882		631	Yes
Roann	Wabash	Clarion	Arthur A. Warren	5	R	1877		395	No
Rockport	Spencer	Journal	W. F. Lindsey	5	R	1877	2000	2,896	Yes
Rockport	Spencer	Democrat	Not Listed	5	D	1855	1550		No
Rockville	Parke	Republican	A. A. Hargrave	4	R	1854	1440	1,832	Yes
Rockville	Parke	Tribune	George Schwin, Jr.	3	D	1870	1350		Yes
Royal Center	Cass	Record	Mary E. Hand	5	D	1889	800	777	Yes
Russelville	Putnam	News	William T. Rutledge	4	R	1904		411	No

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Russiaville	Howard	Observer	George L. Woody	4	D	1897	2020	305	No
Salem	Washington	Democrat	Charles E. Morris	3	D	1827	2471	3,194	Yes
Salem	Washington	Republican Leader	Walter H. Crim	5	R	1878	1843		Yes
Scottsburg	Scott	Chronicle	Murl H. Hancock	3	R	1880	604	1,702	Yes
Scottsburg	Scott	Scott Co. Journal	Mrs. S. B. Wells	3	D	1882	900		Yes
Seymour	Jackson	Republican	John H. Conner	4	R	1879	850	7,508	Yes
Shelburn	Sullivan	Sullivan Co. Democrat	A. G. McGuire	4	D	1907	1800	1,548	No
Shelbyville	Shelby	Democrat	Ralph Chesire	4	D	1848	3197	10,800	No
Sheridan	Hamilton	News	I. H. McMurtry	5	D	1882	1450	1,763	Yes
Shoals	Martin	News	H. G. Strange	5	D	1889		1,128	Yes
Silver Lake	Kosciusko	Record	Charles R. Lenoree	4	R	1883	575	442	Yes
South Whitley	Whitley	Tribune	Hubert A. Stump	4	D	1884	1045	1,102	Yes
Spencer	Owen	Owen Co. Democrat	Myrth M. Griffin	4	D	1876	1500	2,179	No
Spencer	Owen	Owen Leader	Carl Anderson	4	R	1852	1100		Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
St. Joe	DeKalb	News	Fred B. Leighty	4	R	1887	500	407	Yes
Sullivan	Sullivan	Times-Democrat	Paul Poynter	4	D-	1854	3061	5,306	Yes
Sullivan	Sullivan	Union	R. P. White	4	R	1866	1800		Yes
Summittville	Madison	News	K. T. Sullivan	4	I	1919	390	1,017	Yes
Swayzee	Grant	Press	O. D. Milton	4	R	1892	500	604	Yes
Sweetser	Grant	Sweetser News-Exchange	Robert E. Williamson	4	D	1932	525	738	No
Syracuse	Kosciusko	Journal	Ira Howard	4	R	1908	450	1,190	Yes
Tell City	Perry	News	U. B. Comings	5	R	1890	2250	4,873	Yes
Terre Haute	Vigo	Saturday Spectator	N. C. Williams	6	R	1903	3900	62,810	Yes
Thorntown	Boone	Times	Jas. E. Alleecon	4	R	1908	1000	1,325	No
Topeka	LaGrange	Journal	C. W. Mattingly	4	I	1905		489	No
Upland	Grant	Community Courier	E. H. DePoy	4	R	1895	665	906	No
Van Buren	Grant	News-Eagle	E. H. DePoy	4	D	1896	874	766	Yes

Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Vudersburg	Fountain	News	W. I. Boggs	5	I	1890	1440	1,606	No
Versailles	Ripley	Republican	Harry W. Thompson	4	R	1856	2000	523	Yes
Vevay	Switzerland	Reveille-Enterprise	Jas. K. Danglade	4	I	1816		1,163	Yes
Vevay	Switzerland	Switzerland Democrat	Jas. K. Danglade	4	D	1868			Yes
Wakarusa	Elkhart	Tribune	D. A. Rhuebottom	3	I	1892		973	Yes
Walkerton	St. Joseph	Independent	Charles M. French	4	I	1875	1175	1,157	Yes
Wanatah	LaPorte	Mirror	William F. Hunt	4	D	1895	1000	654	Yes
Warren	Huntington	Tribune	Monroe Wiley	5	R	1898	845	1,177	No
Waterloo	DeKalb	Press	Herbert C. Willis	4	R	1859	925	1,244	Yes
Waveland	Montgomery	Independent	T. E. Rustoh	5	R	1886	400	542	No
Waynetown	Montgomery	Dispatch	G. M. Eissler	5	D	1892	600	664	No
West Lebanon	Warren	Gazette	S. G. Pomeroy	4	R	1883	600	595	Yes
Westville	LaPorte	Indicator	Burdette E. Slater	4	R	1882	1293	496	Yes



Table A (Continued)

## A TABLE OF GENERAL INFORMATION CONCERNING WEEKLY NEWSPAPERS IN INDIANA

1	2	3	4	5	6	7	8	9	10
Whitestown	Boone	Dispatch	B. P. Woffakin	4	I	1903		820	Yes
Williamsport	Warren	Pioneer	B. O. Hudler	4	D	1915	1600	1,053	Yes
Williamsport	Warren	Review-Republican	I. W. Cripe	4	R	1854	600		Yes
Winamac	Pulaski	Pulaski Co. Democrat	E. C. Gorrell	4	D	1888	2150	1,679	Yes
Winamac	Pulaski	Republican	Arden Rearick	4	R	1867	965		Yes
Wingate	Montgomery	News	Mildred Cheek	5	L	1901		408	Yes
Winslow	Pike	Dispatch	A. J. Huering	5	D	1898	2274	1,175	Yes
Wolcott	White	Enterprise	John R. Abner	5	I	1892	500	747	No
Wolcottville	LaGrange	Herald	R. H. Taggart	3	R	1894	595	646	Yes
Worthington	Greene	Times	Mrs. Robert F. Weems	4	R	1853	750	1,687	Yes
Zionsville	Boone	Times	Bernard Clayton	4	R	1857	859	1,131	Yes

## Legend For Table A

A TABLE OF GENERAL INFORMATION CONCERNING  
WEEKLY NEWSPAPERS IN INDIANA

(Taken from Ayer, N. W., and Son, Inc., Review of Newspapers in the United States, Ayer, Publishers; Philadelphia, 1936, pp. 250-275.)

Population figures are based on the Census of 1930.

## Columns:

## 5. Day of Publication

- 1 - Monday
- 2 - Tuesday
- 3 - Wednesday
- 4 - Thursday
- 5 - Friday
- 6 - Saturday

## 6. Political Affiliation

- I - Independent
- R - Republican
- D - Democrat
- L - Local
- IR - Independent Republican
- ID - Independent Democrat
- NP - Non-partisan

City	Day of Publication	Political Affiliation	Population	Number of Copies	Number of Subscribers	Number of Circulation
Albany Chronicle	1	R	10,000	10,000	10,000	10,000
Albany Co. Democrat	2	D	10,000	10,000	10,000	10,000
Albany Independent	3	I	10,000	10,000	10,000	10,000
Angola Republican	4	R	10,000	10,000	10,000	10,000

Table B

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
	Athletics	Propaganda	Finance	General	Personal	Organizations	Special Items	Pictures	Civic Discussions	Associated Items	Announcements	No Items	Number of Educational Columns
Argos Reflector	.015			.045			.01						
Elkhart Herald Times	.04			.04			.01						
Ellettsville Democrat													
Evansville Journal													
Greensburg Daily													
Albany Chronicle	.03			.10									2.00
Albion; Co. Democrat	.04	.05								.04			2.75
Amboy Independent	.01			.025									0.70
Angola Republican	.02			.02		.005		.01					2.75

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Argos Reflector	.015			.045			.01						2.33
Ashley; Hudson Times	.03			.03			.01						1.75
Attica; Fountain Democrat	.01							.14*					7.50
Aurora Bulletin	.01			.075			.01				.005		4.75
Aurora Journal													
Avilla News						.01	.02			.04			1.75
Batesville; Herald - Tribune	.03					.005				.005			4.50

\* Tourney Advertising Special Pages

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Bloomfield Democrat												x	0.00
Bloomfield News	.03	.0175		.0075				.0225					2.66
Bloomington Star	.06											x	4.00
Booneville Enquirer	.02	.01									.005		1.75
Booneville Standard	.05	.02				.01							4.00
Borden; Clark Co. Sentinel	.01												1.00
Boswell Enterprise												x	0.00
Hourbon News Mirror	.015			.06					.015		.0025		3.25

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Brazil Gazette												x	0.00
Bremen Enquirer	.005	.0175		.02									2.00
Bristol Banner - Herald												x	0.00
Brook Reporter	.04			.01									2.50
Brookston Reporter	.04			.05		.01		.04		.02	.02		4.50
Brookville American	.01					.01							1.00
Brookville Democrat	.01			.05						.0075	.0075		2.75
Brownsburg Record	.02							.02		.02	.005		2.25
Brownstown Banner	.02									.005	.005		2.50

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Bunker Hill Press	.0125				.0125	.0125							0.75
Burnettsville News		.02					.03						0.50
Butler Record - Herald													
Cambridge City Road Traveller	.01			.04						.01			3.00
Cambridge City Tribune	.04	.02								.02			2.00
Camden Record - News											.01		0.20
Cannelton Telephone	.03						.02				.02		2.33
Carlisle News													

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Carthage Citizen	.0675										.005		2.50
Cayugo Herald				.025				.01					1.00
Centerville; Trails Echo				.01									0.50
Centerville Times													
Chesterton Tribune	.03			.04		.01	.01			.005			4.75
Chrisney Sun				.02									0.25
Churubusco Truth												x	0.00
Clay City News	.01			.06			.02			.01			2.50
Clayton Commercial													



Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Cloverdale Graphic				.03						.06			1.50
Coatesville Herald	.06			.02		.005		.01					3.50
Celfax; Clinton Co. Review	.04						.03						0.875
Columbus Herald											.025		0.50
Columbus Star											.025		0.50
Connersville Tribune													
Converse Journal													
Corydon Democrat	.07								.02				4.50

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Corydon Republican	.07						.015	.03			.005		6.00
Covington Friend				.02			.01						1.00
Covington Republican												x	0.00
Cronwell Advance	.02			.02									1.00
Crothersville Index												*	0.00
Crown Point; Lake Co. Star													

\* Editor deceased.

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Crown Point Register	.055			.05			.01		.01		.025		1.40
Culver Citizen	.0175			.04	.005		.005			.0025	.005		5.50
Cynthiana Argus	.01			.08							.01		2.25
Dale Reporter	.005			.01									0.75
Dana News	.015			.005			.02				.02		1.00
Danville Gazette	.03	.01									.01		2.50
Danville; Hendricks Co. Republican	.04			.005			.01		.01				3.00
Darlington Herald				.04									1.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Delphi Citizens	.01						.01		.01				1.50
Delphi Journal	.03			.02			.01				.005		1.36
Denver Tribune										.01	.01		0.40
Dunkirk; Lake Co. News	.005			.01									0.75
Dyer; Globe - Ledger	.015			.005									1.00
Edinburg Courier											.015		1.25
Ellettsville	.015			.03									0.75
English; Crawford Co. Democrat										.025			0.66

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
English News										.025			0.66
Fairmount News				.01			.01						0.66
Farmersburg News	.07												0.875
Farmland; Randolph Co. Enterprise	.02			.04									0.875
Ferdinand News							.01					x	0.00
Flat Rock Journal							.01					x	0.00
Flora; Carroll Co. Press	.02		.005	.01							.005		2.00
Flora; Hoosier Democrat													

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Fowler; Benton Co. Tribune				.03						.03			1.00
Fowler; Benton Review	.01			.0175			.0025			.005	.0025		2.66
Francesville Tribune	.02			.02									1.00
Franklin Democrat	.005										.0225		1.20
Franklin Republican		.005			.005		.02				.01		2.00
Fremont Eagle							.03				.01		1.00
French Lick; Springs Valley Herald	.02	.01											1.20

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Fulton Leader	.02												0.50
Galveston Leader	.01												0.25
Gas City Journal	.045		.0075	.015	.0075	.0075							5.50
Gaston News													
Goodland Herald				.03									1.00
Gosport Reporter	.04	.01					.01	.04			.02		3.00
Grand View Monitor				.06									1.00
Greencastle Banner	.04				.01		.005		.02		.01		4.25
Greencastle Times - News													

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Greenfield; Hancock Democrat	.06						.0025			.04	.01		2.50
Greenfield Republican	.04								.005	.03			3.75
Greensburg Times	.06		.02			.01	.02				.02		6.50
Greentown Gem													
Greenwood News	.01				.005		.01	.035	.01				3.66
Griffith; Calumet Weekly News							.02			.01	.03		1.25



Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Hagerstown Exponent	.04						.0025				.01		1.30
Hamilton News												x	0.00
Hazelton; White River News	.025			.03									1.36
Hebron; Porter Co. Herald				.06			.01						1.75
Hillsboro Times	.03									.01			1.00
Hobart News - Gazette	.02										.01		1.50

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Huntingburg Argus	.03			.04		.01	.02						3.25
Huntingburg Independent	.05					.005		.02					3.75
Indianapolis; Marion Co. Mail	.02						.01						1.50
Jamestown Press	.03					.01							2.25
Jasonville Leader											.0025		0.06
Jasper Herald	.05			.01					.025				3.80
Jeffersonville; Clark Co. Journal				.01		.01	.01						0.75

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Jonesboro Journal	.035		.0075	.0225	.0075	.0075							5.00
Kentland Democrat													
Kentland; Newton Co. Enterprise													
Kewanna Herald				.02			.01						0.75
Kingman Star													
Knightstown Banner	.01			.03	.015	.02		.01					4.50
Knox; Starke Co. Democrat	.02					.01							1.50

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Knox; Starke Co. Republican	.025			.05		.025							.100
La Crosse Sentinel												x	0.00
Ladoga Leader	.01					.03							0.80
Lafayette Leader - Democrat	.025						.005					x	0.00
La Fontaine Herald										.02			0.75
La Grange News													
La Grange Standard	.015												1.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Lagro Press	.025			.05		.025							2.00
Lapel News - Journal	.05						.01			.015	.01		1.75
Lawrenceburg Press	.03						.01			.015			1.80
Lawrenceburg Register	.02												1.00
Lebanon Pioneer	.0225						.005				.005		2.16
Liberty Herald	.03			.02									2.50
Ligonier Banner													
Ligonier Leader	.015												0.75

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Linden - Crawfordsville Cooperative News				.02			.01			.01			1.00
Loogootee; Martin Co. Tribune	.05						.005						2.75
Losantville Times				.10						.14			3.50
Lowell Tribune				.015		.0075					.0025		0.80
Lynn Herald													
Lyons Herald				.02									0.25

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Marengo Messenger										.01			0.25
Markle Journal									.02				0.25
Martinsville Democrat	.02										.0075		0.50
Martinsville Republican													
Medaryville Herald	.025												0.50
Middlebury Independent				.03						.015	.01		1.80
Middletown News											.0025		0.12
Milford Mail	.03			.045							.045		2.40

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Miskawaka Enterprise	.02			.02									2.00
Mitchell Tribune	.04			.04		.01	.005						4.75
Monon News	.01			.01									1.00
Monroeville Breeze													
Montezuma Enterprise	.02			.06		.01							2.25
Monticello Herald	.045		.005				.03			.0025	.005		4.60
Monticello; White Co. Democrat	.04						.03				.02		4.50
Mooreville Times													



Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Morocco Courier	.03	.005		.145				.01			.01		1.80
Mt. Vernon Republican		.01					.01				.01	x	0.00
Mt. Vernon Western Star	.03				.005		.005				.005		2.25
Mulberry Reporter													
Muncie Post - Democrat													0.50
Nappanee Advance - News													
Nashville; Allen Co. Times	.01										.01		0.50
Brown Co. Democrat	.03			.01		.01							1.25

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
New Albany Ledger	.03	.005						.01			.01		3.00
New Albany Sentinel		.01					.01				.01		0.75
Newburgh Register	.03									.01			1.00
New Castle News - Republican	.03										.01		1.00
New Harmony Times				.02									0.50
New Haven; Allen Co. Times	.01						.01				.01		0.50
Newport Hoosier State													

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
New Washington Courier	.01			.02	.02						.01		0.20
Hoblesville Times	.01										.01		0.33
North Judson News	.03									.015			1.50
North Liberty News	.03										.01		1.00
North Vernon; Plain Dealer -	.01		.01	.01									0.75
Republican News - Keokuk	.01												1.00
North Vernon Sun	.04						.02						1.50
Oaktown Press													0.50

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Oden Journal	.01			.02	.02								1.00
Orleans Progress Examiner	.045												1.50
Osgood Journal	.035			.015							.0025		2.50
Ossian Journal												x	0.00
Otwell Star	.015		.01	.125									0.75
Owensville Star - Echo	.04												1.00
Oxford Gazette											.01		1.00
Palmyra Gazette												x	0.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Paoli News													
Paoli Republican	.02			.02									1.00
Pekin Banner	.01										.02		1.20
Pendleton Times							.015				.065		2.80
Petersburg; Pike Co. Democrat	.06						.02						1.50
Pierceton Record											.04		1.00
Plainfield Messenger													0.00
Plymouth Democrat													0.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
 A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
 OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Poseyville News - Democrat							.02						0.30
Red Key Times - Journal	.02			.02									1.00
Remington Press	.02			.02		.02	.005						0.30
Rensselaer Republican													
Ridgeville, Republican	.02			.02									0.30
Randolph Co. News	.06						.02						1.33
Rising Sun; Ohio Co. News Record	.02					.02					.02	x	0.00
Rising Sun Recorder												x	0.00
Russellville Observer													

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Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Roachdale Times - Democrat							.02						0.50
Roann Clarion													
Rockport Journal	.02			.05		.01	.005	.04					3.25
Rockport Democrat													
Rockville Republican	.02			.03									3.25
Rockville Tribune	.03			.005			.005						2.00
Royal Center Record	.03					.02					.02		1.16
Russellville News													
Russellville Observer													

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Salem Democrat											.0075		0.50
Salem Republican Leader	.01										.005		0.33
Scottsburg Chronicle	.05							.04					1.12
Scottsburg Tribune	.04												0.66
Scott Co. Journal	.02												0.66
Seymour Republican	.04						.01						2.50
Shelburn Democrat	.03												0.36
Shelbyville Democrat *													0.12
Sullivan Times - Democrat	.04	.01					.03	.02		.01	.02		7.00

\* Now a daily paper.

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Table B (Continued)

A TABLE SHOWING PERCENTAGE OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Sheridan News											.005		0.25
Shoals News	.01			.02									0.75
Silver Lake Record	.01										.01		0.40
South Whitley Tribune	.06			.02		.005							4.25
Spencer; Owen Co. Democrat													0.50
Spencer; Owen Leader	.03												0.50
St. Joe News				.05									0.12
Sullivan Times - Democrat	.04	.01		.02			.02	.02		.01	.02		7.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES  
 OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Sullivan Union												x	0.00
Summittville News	.01			.01						.02	.005		2.25
Swayzee Press			.015	.025									0.84
Sweetser News - Exchange													
Syracuse Journal				.05			.025	.015					2.66
Tell City News													0.00
Terre Haute Saturday Spectator													0.00
Thorntown Times													0.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Topeka Journal	.08			.02							.02		1.30
Upland Community Courier	.02										.02		
Van Buren News - Eagle											.01		0.25
Veedersburg News													
Versailles Republican	.03			.005			.0025			.01			2.36
Vevay and Independence Reveille - Enterprise	.08												4.00
Vevay; Switzerland Democrat	.095												4.00
Vesterville Indicator	.015			.01			.015			.02			3.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Wakarusa Tribune	.02			.02							.02		1.50
Walkerton Independent	.02										.015		1.25
Wanatah Mirror												x	0.00
Warren Tribune													
Waterloo Press	.04												1.00
Waveland Independent													1.00
Waynetown Dispatch													1.00
West Lebanon Gazette	.015												0.25
Westville Indicator	.015			.07			.015			.02			5.00

Table B (Continued)

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Whitestown Dispatch				.025			.025						1.00
Williamsport Pioneer	.04			.02						.01			3.50
Williamsport Review - Republican	.065			.015			.01						4.75
Winamac; Pulaski Co. Democrat	.0225						.01	.01		.0075			2.00
Winamac Republican	.02			.05		.01	.01			.0025			4.60
Wingate News	.04												1.00

Table C

A TABLE SHOWING PERCENTAGES OF COLUMNAR SPACE DEVOTED TO VARIOUS TYPES OF INFORMATIONAL MATERIAL IN INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Winslow Dispatch											.0025		0.20
Wolcott Enterprise													
Wolcottville Herald				.01							.01		0.40
Worthington Times				.12		.01	.01				.01		5.00
Zionsville Times	.03						.02	.02			.01		2.00
Amoy Independent	X		X				X	X			X	X	
Angola Republican	X					X				X	X	X	
Argos Reflector	X		X					X		X	X	X	

Table C

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	Page Space		Attractive-ness		Types of Editing			Location		Readability Estimate			Total Columns
	1. Def. Page	2. Prom. Page	3. Attractive	4. Non. Attra.	5. Reg. Staff	6. Administr.	7. Various	8. Favorable	9. Unfavorable	10. Reader I	11. Reader II	12. Reader III	
Albany Chronicle	X		X		X				X	1	2	2	16
Albion; Co. Democrat	X		X				X	X		2	2	1	24
Amboy Independent	X		X				X	X		1	1	3	20
Angola Republican	X			X		X			X	1	1	1	42
Argos Reflector	X		X		X			X		2	2	1	32

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Ashley; Hudson Times	X		X			X		X		2	2	1	24
Attica; Fountain Democrat	X		X				X		X	2	2	3	49
Aurora Bulletin	X		X		X			X		1	1	1	56
Aurora Journal													
Avilla News	X	X	X	X			X	X		2	2	3	14
Batesville; Herald-Tribune	X		X				X	X		1	2	1	64
Bloomfield Democrat	X		X				X	X					
Bloomfield News	X	X	X		X			X		2	2	2	64
Bloomington Star	X		X		X			X		2	3	1	64
Booneville Enquirer	X	X	X	X			X		X	1	1	1	42
Booneville Standard	X			X			X		X	2	1	2	48



Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Bordine; Clark Co. Sentinel	X	X	X				X	X					
Boswell Enterprise	X	X	X				X	X		*	*	*	24
Bourbon News Mirror	X		X	X		X		X	X	2	2	1	32
Brazil Gazette							X	X		*	*	*	48
Bremen Enquirer	X		X			X			X	1	1	2	56
Bristol Banner	X		X		X			X		*	*	*	24
Brook Reporter	X	X	X	X		X	X	X		2	3	2	48
Brookston Reporter	X	X	X	X	X		X	X		1	1	2	26
Brookville American	X		X				X	X		2	2	2	46
Brookville Democrat	X		X				X	X		2	3	3	48

\* Carries no columns

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Brownsburg Record	X	X	X				X	X		2	2	3	30
Brownstown Banner	X	X	X				X	X		1	2	1	58
Bunker Hill Press	X	X	X			X		X		2	3	2	22
Burnettsville News							X	X		3	3	2	8
Butler Record-Herald								X					
Cambridge City Road Traveller	X		X		X			X		2	2	1	52
Cambridge City Tribune		X		X		X		X		1	2	2	28
Camden Record-News		X	X	X			X	X	X	3	2	2	18
Cannelton Telephone	X		X				X	X		2	1	1	30
Carlisle News			X										
Carthage Citizen	X	X	X		X			X		2	2	1	56

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Cayuga Herald		X		X		X			X	2	2	3	40
Coatesville Herald		X		X			X	X		1	2	1	24
Centerville; Trails Echo		X		X			X		X	2	3	2	42
Centerville Times													
Chesterton Tribune	X		X		X			X		2	2	1	48
Chrisney Sun	X			X	X			X		2	3	3	12
Churnbusoc Truth										*	*	*	24
Clay City News	X		X		X			X		2	1	1	28
Clayton Commercial													
Cloverdale Graphic	X		X			X			X	2	3	1	18
Colfar; Clinton Co. Review		X	X				X	X		1	1	1	14

Editor Approved

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Columbus Herald		X		X			X	X		2	2	5	26
Columbus Star		X		X			X	X		2	2	5	26
Connersville Tribune													
Converse Journal													
Corydon Democrat	X		X				X	X		2	1	2	46
Corydon Republican	X		X				X	X		1	2	1	46
Covington Friend	X		X			X		X		2	2	1	30
Covington Republican										2	2	3	28
Crownwell Advance	X			X		X		X		2	3	2	25
Crothersville Index													*

\* Editor deceased

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Crown Point; Lake Co. Star		X					X	X					
Crown Point Register	X		X		X			X		2	1	1	40
Culver Citizen	X	X	X		X			X		2	1	1	80
Cynthiana Argus	X		X		X			X		1	1	1	24
Dale Reporter		X						X					
Dana News		X		X			X	X		2	2	1	23
Danville Gazette	X		X				X	X		1	1	1	48
Danville; Hendricks Co. Republican	X		X				X	X		1	1	1	48
Darlington Herald		X	X				X	X		2	1	1	24

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Delphi Citizen		X	X	X			X	X		2	2	1	56
Delphi Journal	X	X	X		X				X	1	1	1	28
Denver Tribune	X	X	X	X			X	X		3	3	2	20
Dunkirk; Lake Co. News	X		X				X		X	2	2	2	46
Dyer; Globe-Ledger		X		X			X	X		1	3	1	32
Edinburg Courier <sup>1</sup>		X		X			X	X		3	3	2	20
Ellettsville Farm	X			X			X	X		3	3	3	16
English; Crawford Co. Democrat		X	X				X	X		*	*	*	39
<sup>1</sup> Has now become a daily		X	X				X	X		2	1	1	16

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
English News	X	X	X			X	X	X		*	*	*	37
Fairmount News		X	X			X	X	X		2	1	1	32
Farmersburg News	X	X	X		X		X	X		2	2	2	12
Farmland; Randolph Co. Enterprise	X	X	X	X			X	X		1	3	1	24
Ferdinand News		X	X				X	X		*	*	*	24
Flat Rock Journal		X		X			X	X		*	*	*	24
Flora; Carroll Co. Press		X		X			X	X	X	1	2	2	56
Flora; Hoosier Democrat		X		X			X	X		1	2	1	64
Fewler; Benton Co. Tribune		X		X		X		X		2	3	2	18
Fowler; Benton Review	X	X	X		X		X	X		1	1	2	64

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Francesville Tribune	X	X	X			X		X		2	3	2	28
Franklin Democrat		X	X				X	X		1	1	1	42
Franklin Republican		X	X				X	X		1	1	1	48
Fremont Eagle		X		X			X	X		2	3	1	28
French Lick; Springs Valley Herald		X	X				X	X		1	1	1	40
Fulton Leader		X		X			X	X		2	3	3	24
Galveston Leader		X		X			X		X	3	3	3	24
Gas City Journal		X		X		X		X		1	1	1	64
Gaston News													
Goodland Herald	X	X	X		X		X	X		2	2	1	36



Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Gosport Reporter		X	X				X	X		1	1	3	28
Grand View Monitor	X		X				X	X		2	3	3	16
Greencastle Banner	X		X			X		X		1	1	1	56
Greencastle Times-News								X					
Greenfield; Hancock Democrat		X					X	X	X	2	2	2	27
Greenfield Republican		X					X	X	X	1	1	1	56
Greensburg Times		X					X	X	X	1	1	1	48
Greentown Gem													
Greenwood News	X						X	X		1	1	1	64
Griffith;													
Calumet Weekly News		X					X	X		3	3	1	28

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Hagerstown Exponent		X					X	X		2	2	2	24
Hamilton News							X			*	*	*	12
Hazilton; White River News		X					X		X	1	3	3	24
Hebron; Porter Co. Herald	X	X				X		X		1	1	1	24
Hillsboro Times		X					X	X		1	3	2	24
Hobart News-Gazette		X					X	X		1	2	2	56
Huntingburg Argus	X						X	X		2	2	2	24
Huntingburg Independent	X				X			X		2	1	3	48
Indianapolis; Marion Co. Mail	X						X		X	1	1	1	56
Janestown Press	X					X		X		1	3	1	28

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Jasonville Leader		X		X			X		X	1	3	2	28
Jasper Herald	X		X		X			X		1	2	1	60
Jeffersonville; Clark Co. Journal		X		X		X		X		1	2	1	25
Jonesboro Journal	X	X		X			X		X	1	1	2	64
Kentland Democrat													
Kentland; Newton Co. Enterprise		X		X				X					
Kewanna Herald	X		X				X	X		2	2	2	24
Kingman Star													
Knightstown Banner	X		X		X			X		2	1	1	48

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Know; Starke Co. Democrat		X		X		X			X	2	2	1	48
Knox; Starke Co. Republican													
LaCrosse Sentinel		X					X	X		*	*	*	14
Ladoga Leader	X		X		X				X	3	1	2	20
Lafayette Leader-Democrat		X					X	X		*	*	*	48
La Fontaine Herald		X		X				X	X	2	2	2	40
LaGrange News													
LaGrange Standard	X	X	X				X		X	3	1	1	64
Lagro Press	X	X	X				X	X		2	2	2	20
Lapel News-Journal		X	X		X			X		2	1	3	20

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Lawrenceburg Press		X		X			X	X		1	1	2	38
Lawrenceburg Register		X		X		X		X		2	2	2	48
Lebanon Pioneer		X		X			X	X		1	2	2	60
Liberty Herald		X		X			X	X		1	1	2	55
Ligonier Banner													
Ligonier Leader		X		X			X	X		2	2	2	56
Linden-Crawfordsville Cooperating News		X		X			X	X		3	2	3	29
Loogootee; Martin Co. Tribune		X		X			X		X	1	2	2	55
Losantville Times	X		X			X		X		2	2	2	14
Milford Mail	X		X					X		X	2	2	

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Lowell Tribune	X		X		X			X		2	1	3	30
Lynn Herald	X		X		X			X					
Lyons Herald		X		X			X	X		2	2	3	12
Maringo Messenger		X		X			X	X		2	1	1	26
Markle Journal	X	X		X			X	X		3	2	2	12
Martinsville Democrat	X	X		X			X		X	2	3	2	64
Martinsville Republican													
Medaryville Herald		X		X			X		X	3	1	1	20
Middlebury Independent	X		X		X			X		3	1	2	36
Middletown News		X		X			X		X	3	3	1	48
Milford Mail	X		X		X			X		2	1	2	20

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Mishawaka Enterprise		X	X		X			X		2	2	2	48
Mitchell Tribune	X		X		X		X	X		1	1	1	48
Monon News		X	X			X			X	2	2	2	48
Monroeville Breeze													
Montezuma Enterprise	X		X		X			X		2	1	2	24
Monticello Herald	X		X			X		X		2	1	2	56
Monticello; White Co. Democrat		X		X			X	X	X	2	2	3	42
Mooreville Times		X					X	X					
Morocco Courier	X		X		X			X		2	1	2	36
Mt. Vernon Republican										*	*	*	12
See Summary Table													

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Mt. Vernon Western Star		X		X			X		X	1	3	1	48
Mulberry Reporter													
Muncie Post-Democrat													
Nappanee Advance-News													
Nashville; Brown Co. Democrat		X		X			X	X		1	2	3	28
New Albany Ledger		X		X			X	X		3	2	1	64
New Albany Sentinel		X		X			X	X		2	2	2	28
Newburgh Register													
Newcastle News-Republican													
New Harmony Times		X	X			X		X		1	3	3	28



Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
New Haven; Allen Co. Times		X		X			X	X		2	2	2	24
Newport Hoosier State													
New Washington Courier		X		X			X	X		3	3	3	18
Noblesville Times		X		X			X	X		1	2	3	34
North Judson News		X		X			X	X		1	3	3	36
North Liberty News	X		X				X	X		2	2	1	25
North Vernon; Plain Dealer-Republican News													
North Vernon Sun	X		X				X		X	2	2	3	24
Oaktown Press													
Odon Journal	X		X			X		X		2	1	2	22

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	12
Orleans Progress Examiner		X		X			X	X		1	2	1	32
Osgood Journal		X		X			X		X	1	2	2	64
Ossian Journal										*	*	*	28
Otwell Star	X		X			X		X		2	1	2	20
Owensville Star Echo		X		X			X	X		3	2	3	24
Oxford Gazette													
Palmyra Gazette										*	*	*	16
Paoli News													
Paoli Republican													
Pekin Banner	X		X				X	X		2	2	2	42
Pendleton Times	X		X				X	X		3	2	2	36

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Petersburg; Pike Co. Democrat													
Pierceton Record		X	X				X	X		2	2	3	24
Plainfield Messenger													
Plymouth Democrat	X						X	X					
Poseyville News													
Red Key Times-Journal	X		X		X			X		1	2	1	28
Remington Press													
Rensselaer Republican													
Ridgeville; Randolph Co. News	X		X				X	X		2	2	2	18
Russellville News													

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Rising Sun; Ohio Co. News										*	*	*	24
Rising Sun-Recorder										*	*	*	24
Roschdale Times-Democrat		X	X				X	X		2	1	1	24
Roann Clarion													
Rockport Journal	X	X	X				X	X		2	1	2	48
Rockport Democrat													
Rockville Republican	X		X			X		X		1	2	3	64
Rockville Tribune	X			X				X	X	1	3	2	48
Royal Center Record		X		X			X	X		2	2	3	18
Russiaville Observer													
Russillville News													

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Salem Democrat		X	X				X	X		2	1	2	64
Salem Republican Leader		X	X				X	X		2	1	2	64
Scottsburg Chronicle		X	X				X	X		1	2	5	12
Scottsburg; Scott Co. Journal		X	X				X	X		1	1	2	30
Seymour Republican	X		X			X		X		1	1	3	48
Shelburn Democrat													
Shelbyville Democrat <sup>1</sup>													
Sheridan News	X			X			X	X		2	2	3	56
Shoals News	X		X			X		X		1	2	1	28

<sup>1</sup> Now a daily paper .

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Silver Lake Record		X		X			X	X		2	2	3	21
South Whitley Tribune		X		X			X		X	1	1	1	48
Spencer; Owen Co. Democrat													
Spencer; Owen Leader		X	X				X	X		2	3	1	15
St. Joe News	X		X				X	X		1	1	1	24
Sullivan Times-Democrat		X		X		X			X	1	2	1	48
Sullivan Union		X	X			X		X		*	*	*	28
Summittville News		X	X			X		X		2	2	3	42
Swaysee Press		X		X		X		X		2	3	2	24
Sweetser News-Exchange	X												

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Syracuse Journal		X		X		X		X		1	1	1	50
Tell City News										*	*	*	42
Terre Haute Saturday Spectator								X		*	*	*	66
Thorntown Times													
Topeka Journal													
Upland Community Courier													
Van Buren News-Eagle		X		X			X	X		2	1	3	28
Veedersburg News													
Versailles Republican	X		X		X			X		1	2	2	56

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Vevay Reveille-Enterprise	X		X		X				X	2	2	1	50
Vevay; Switzerland Democrat	X		X		X			X		2	2	2	42
Wakarusa Tribune	X	X		X			X	X	X	3	2	2	28
Walkerton Independent	X	X	X				X	X		2	2	2	28
Wanatah Mirror										*	*	*	21
Warren Tribune													
Waterloo Press	X		X				X	X		1	1	1	28
Waveland Independent													



Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Waynetown Dispatch													
West Lebanon Gazette		X		X			X	X		2	3	2	21
Westville Indicator	X		X		X			X		1	1	1	36
Whitestown Dispatch	X		X				X	X		2	2	2	21
Williamsport Pioneer	X		X			X		X		1	2	2	43
Williamsport Review - Republican	X	X	X		X		X	X		1	2	1	49
Winamac; Fulaski Co. Democrat	X		X				X	X		2	2	2	64
Winamac Republican	X		X		X			X		1	1	1	49

Table C (Continued)

A TABLE SHOWING TYPES OF INFORMATIONAL MATERIALS THAT COMPOSE THE  
SCHOOL NEWS COLUMNS OF INDIANA'S WEEKLY NEWSPAPERS

	1	2	3	4	5	6	7	8	9	10	11	12	13
Wingate News	X		X		X			X		2	5	3	24
Winslow Dispatch		X		X			X	X		1	3	3	42
Wolcott Enterprise													
Wolcottville Herald		X	X				X	X		3	3	1	21
Worthington Times	X		X		X			X		1	1	1	36
Zionsville Times		X	X				X		X	1	2	1	20

## Appendix D

REQUEST CARD FORM SENT TO ALL PUBLISHERS OF WEEKLY  
NEWSPAPERS IN INDIANA

(H. B. Cards were sent February 1, 1939, from New Albany, Indiana.)

(H. B. Following cards were sent February 10, 1939, from New Albany, Indiana.)

2204 Reno Avenue

New Albany, Indiana

February 1, 1939

(Mr. or Mrs.) \_\_\_\_\_, Editor

\_\_\_\_\_ (Name of Paper)

Dear \_\_\_\_\_ (Sir or Madam)

I am engaged under the Research Department of Butler University in making a comparative survey of all weekly newspapers in Indiana. I would appreciate your issue of the week of February 5 - 11 being included. Due credit for your assistance will be given in the finished work.

Respectfully yours,

(Signed) \_\_\_\_\_

## Appendix E

FORM FOR FOLLOW-UP CARD SENT TO ALL PUBLISHERS  
WHO FAILED RESPONSE TO FORM D

(N. B. Follow-up cards were sent February 10, 1939, from New Albany, Indiana)

2204 Reno Avenue  
New Albany, Indiana  
February 10, 1939

(Mr. or Mrs.) \_\_\_\_\_, Editor

\_\_\_\_\_ (Name of Paper)

Dear \_\_\_\_\_ (Sir or Madam)

If, perchance, my former request for a copy of your paper has been overlooked, will you kindly forward me a copy of your issue of on or about February 9, 1939.

Respectfully yours,

(Signed)