

A STUDY OF SUBJECT-MATTER CONTENT AND SOURCE OF  
PHOTOGRAPHS ON THREE SMALL-CITY AND THREE  
METROPOLITAN TEXAS DAILY NEWSPAPERS

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This study was concerned with the subject-matter content and source of photographs at three small-city and three metropolitan Texas newspapers. An analysis was conducted over a fourteen-day period at six daily newspapers: The Dallas Morning News, The Fort Worth Star-Telegram, The Houston Chronicle, The Sherman Democrat, The Paris News, and The Midland Reporter-Telegram. The analysis was conducted to determine what types of subject-matter content, either hard news or soft news, appeared most frequently in newspaper photographs, and to determine whether or not there was any relationship between subject-matter content and the source of photographs. Emphasis was placed on determining the types of pictures taken most frequently by local staff photographers and the types of photographs used most frequently from news services. In addition, data were collected concerning the types of pictures used most frequently on page one, the frequency of color photographs, the frequency and

subject-matter content of picture pages and multi-picture combinations, and the frequency of pictures used with outlines only.

The study is divided into six chapters as follows: Chapter I provides an introduction; Chapter II presents information about the photographic staff and policies at the six newspapers; Chapter III presents an analysis of the data gathered from the three small-city newspapers; Chapter IV presents an analysis of the data gathered from the three metropolitan newspapers; Chapter V is a comparison of the data gathered from both the small-city and metropolitan newspapers, and Chapter VI presents conclusions and suggestions relating to the study.

The study found practices at all six newspapers supported the hypothesis that the majority of locally produced pictures depict soft-news events, rather than hard-news events. Practices at all six newspapers also supported the hypothesis that picture-page and multi-picture layouts primarily depict soft-news events. It was noted that picture-page layouts were confined mainly to the women's sections of the newspapers, whereas multi-picture layouts were distributed throughout the newspapers. Practices at all three metropolitan newspapers and one of the small-city dailies supported the hypothesis that news-service pictures provide the greatest number of hard-news pictures in newspapers. It appeared that editors at the two small-city

papers which did not support the hypothesis may pass over hard-news pictures from news services in order to publish more locally produced pictures of either the hard- or soft-news variety. Support was found in practices at all three metropolitan newspapers and two of the small-city dailies for the hypothesis that more hard-news pictures than soft-news pictures are used on page one. It appeared significant that the only paper which failed to support the hypothesis had limited access to news-service pictures. Data also showed that editors tended to use the greatest number of pictures in one-column widths and that as the column widths of pictures increased, the frequency of their use decreased. Data indicated that in all but one newspaper more pictures were published in section one than in other sections. It was noted that color photographs were used only to depict soft-news events and were confined to the women's section or entertainment section of the newspapers. Data showed that pictures used with cutlines only accounted for a small percentage of the total number of pictures published.

During the study, it was found that few examples of picture coverage occurred which showed hard-news events in normal, calm settings, such as city council or school board meetings, and that the majority of pictures published depicted soft news events. It appears that by not assigning more photographic coverage to such non-dramatic hard-news events editors are missing significant opportunities to present more hard-news pictures to readers.

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PHOTOGRAPHS ON THREE SMALL-CITY AND THREE  
METROPOLITAN TEXAS DAILY NEWSPAPERS

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## CHAPTER I

### INTRODUCTION

The photographic image presented by daily newspapers has often been viewed as having lesser importance than the word image presented through the work of reporters and editors. There is little justification for such attitudes, since MacLean, Stephenson, Hazard and others have demonstrated that photographs are more effective than words in attracting readers' attention, and, frequently, in forming a lasting impression of an event.

News photography has the potential to create a relevant visual image of a city or community if talented photographers are allowed to work with responsive editors who encourage their staff to be creative and enterprising. However, only a few newspapers have used photography with any degree of understanding of this potential, relying instead on the more stereotyped view of newspaper photography, viewing it basically as a medium of entertainment or decoration, and not as a potential conveyor of information or opinion.

It is evident that we are living in a highly visual age. The quality and impact of visual images is increasing rapidly in areas such

as television, motion pictures, video tape, magazines, and advertising. However, daily newspapers, on the whole, continue to use the same basic techniques and formulas that were developed during the early 1930's when photographs were first widely accepted in journalism. The visual image presented by most daily newspapers in news photographs is outdated and reflects an inadequate view of community events and issues.

#### Statement of the Problem

The problem of this study is to survey the subject-matter content and source of photographs used in six Texas daily newspapers over a period of fourteen days.

#### Purposes of the Study

The purposes of the study are to determine (1) what types of subject-matter content appear most frequently in newspaper photographs, (2) to determine if there is any relation between subject-matter content and the source of the photographs, and (3) to analyze the relationship of the subject-matter content and source findings to the total visual image presented by news photographs in daily newspapers.

### Hypotheses

To carry out the purpose of this study, the following hypotheses have been formulated:

1. There are no differences in subject matter content and source of photographs between metropolitan daily newspapers and small city daily newspapers.
2. Local news photographs depict more soft news events than hard news events.
3. News services provide the largest number of hard news pictures used in newspapers
4. There will be more hard news photographs used on page one than soft news photographs.
5. Newspapers devote picture-page and multi-picture layouts primarily to present soft news events rather than hard news events.

### Background and Significance of the Study

There is only a small body of research data which investigates how people react to pictures in newspapers. However, for many years journalists have been aware of the power of photographs in attracting reader response and interest. In an analysis of 130 daily newspapers by The Continuing Study of Newspaper Reading, two factors, visual form (cartoons, photographs, and photograph captions)

and subject matter, were singled out as most dominant in attracting readers.<sup>1</sup> Visual forms accounted for only 18 per cent of all items in the newspapers surveyed, but represented 51 per cent of total readership. The study also noted that readership increased as the size of a picture increased, ranging from a median of 37 per cent for a one-column picture to a median of 64 per cent for a four-column picture.

Several studies have attempted to determine what factors or appeals account for readers' interest in photographs. Hazard and MacLean, in a study of women's interest in pictures, found that six major subject groupings were dominant.<sup>2</sup> The groupings consisted of idolatry; social problems; picturesque scenes; war, blood and violence; and spectator sports. In a subsequent study, Hazard investigated the influence of internal organization and shape as determinants of reader interest.<sup>3</sup> He found that subject matter was of primary importance, but size and shape played important roles. He found that once subject matter was constant, shape became a major influence. It was found

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<sup>1</sup>Bert W. Woodburn, "Reader Interest in Newspaper Pictures," Journalism Quarterly, XXIV (Fall, 1947), 197-201.

<sup>2</sup>Malcolm MacLean and William Hazard, "Women's Interest in Pictures: The Badger Village Study," Journalism Quarterly, XXX (Fall, 1953), 139-162.

<sup>3</sup>William Hazard, "Responses to News Pictures: A Study in Perceptual Unity," Journalism Quarterly, XLVII (Fall, 1960), 515-524.

that certain pictures were rated as more effective in certain optimum sizes and less effective at other sizes, and by forcing pictures into inappropriate sizes viewer responses were often destroyed.

Stephenson has conducted research which demonstrated that persons do not "see" pictures in the same way.<sup>4</sup> In a study of the criteria used by ten judges in selecting the most memorable news pictures of the past half century, he found that they could be divided into three distinct groups based on their choice of pictures. The determining factor in forming the groupings seemed to be a person's job. It became apparent that judges involved with newspapers and magazines valued more "general" news photographs with the emotions of pity and compassion outstanding. Judges oriented toward wire service organizations placed more emphasis on the sensational or novel elements of photographs. The third and largest group was composed of professional men who were not involved in any way with producing news material. Stephenson found this group to represent itself idiosyncratically. The overall implication, according to Stephenson, is that even in the selection of so-called good photographs there may be motivations at work other than aesthetic principles.

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<sup>4</sup> William Stephenson, "Principles of Selection of News Pictures," Journalism Quarterly, XXXVII (Summer, 1960), 61-68.

In a study of the attitude-changing effect of news and photograph combinations, Mehling found photographs and words together were significantly more effective than words alone in changing evaluative judgments.<sup>5</sup>

In a philosophical analysis of pictorial communication, Fleming notes that English is taught at all grade levels, while pictorial media are generally considered specialized fields of study and require individuals to select them on an interest basis.<sup>6</sup> This concentration on the written word is further manifested in the language itself. We have words such as "illiterate" for persons who have an inability to read and "inarticulate" for persons who have an inability to speak. Fleming notes, however, that the English language has no word that suggests a person's inability to communicate pictorially, such as "impictorial" or "iniconic."<sup>7</sup>

He concludes that a person's preferred mode of interpersonal communication tends to be the easiest and quickest, and that if conditions were made so that the average man could become more visually

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<sup>5</sup>Seuben Mehling, "Attitude Changing Effect of News and Photo Combinations," Journalism Quarterly, XXXVI (Spring, 1959), 189-198.

<sup>6</sup>Malcolm Fleming, "Pictorial Communication: An Essay on Its Flight," AV Communication Review, X (Fall, 1962), 223-237.

<sup>7</sup>Ibid., p. 224.

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oriented he would do so naturally. Fleming goes so far as to assert that our lack of "pictorial interpersonal communication is responsible for much of the chronic mismatch between our conception of ourselves and our world, and the real objects and events of this world."<sup>8</sup>

#### Definition of Terms

Enterprise--used journalistically, this term applies to stories or photographs that grow from a reporter's or photographer's observation and imagination, and has no relation to current news.

Cutline--this term is used to denote descriptive text which accompanies a picture.

News Service Photograph--this term is used to denote a picture which is provided to newspapers from organizations such as the Associated Press or United Press International.

Content--this term is used to denote the general nature of the event depicted in a photograph.

Source--this term is used to denote the party which made the photograph; an exception will be a photograph which comes from the morgue or file of a newspaper.

Hard News--this term is used to denote an event which is both significant and timely to a large group of persons.

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<sup>8</sup>Ibid., p. 226.



Soft News--this term is used to denote an event which is primarily strong in human interest and relies on emotional or entertainment appeal; such an event need not be timely or significant to a large group of persons.

#### Limitations

This study was limited to three small-city daily Texas newspapers, selected at random, and three metropolitan area daily Texas newspapers, also selected at random. It is not assumed that the data gathered will be representative of all small-city or metropolitan daily newspapers.

#### Basic Assumption

The small-city and metropolitan newspapers chosen use the photographic services of either the Associated Press or United Press International. It is assumed that both services present the same basic picture coverage of news events and types of pictures to their subscribing members.

#### The Sample

The newspapers surveyed were The Dallas Morning News (circulation: 242,928), The Fort Worth Star-Telegram (circulation: 138,296), The Houston Chronicle (circulation: 303,041), The

Sherman Democrat (circulation: 16,272), The Paris News (circulation: 12,936), and The Midland Reporter-Telegram (circulation: 19,592).<sup>9</sup>

The newspapers selected for the survey were divided into two categories: small-city dailies and metropolitan dailies. Metropolitan newspapers were defined as those having a circulation of more than 100,000. Nine newspapers in the state qualified under this definition. The three metropolitan newspapers mentioned above were selected at random from those nine. Small-city newspapers were categorized as having a circulation under 25,000. Forty Texas newspapers fit that category and the three small-city dailies mentioned above were chosen at random from the forty.

In selecting three small-city and three metropolitan newspapers for the sample, it was felt that the study could better provide an opportunity to note any differences in coverage or emphasis which might be attributed to population or geographical factors.

The issues of the newspapers surveyed covered a fourteen-day period. In the case of the three metropolitan newspapers, the period was from August 16 through 22, 1972, and January 10 through 16, 1973. Because none of the three small-city newspapers is published on Saturdays, the survey period, in their case, was from

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<sup>9</sup>Ayer Directory: Newspapers, Magazines and Trade Publications (Philadelphia, Penn.: Ayer Press, 1971).

August 16 through 23, 1972, and January 10 through 17, 1973. The number of days, in both cases, is equal and both include two Sunday editions. The two survey periods were chosen at random to represent approximately six months between survey periods. No national or state holidays occurred during the survey periods which might have tended to influence the daily pattern of operations.

#### Collection of Data

The survey concerned itself only with photographs used in news sections of the papers. It did not include advertising photographs. The final edition of each issue of the six papers surveyed during the fourteen-day period was analyzed, and each picture was classified on a log form according to eight factors (see Appendix A). The eight categories were designed to provide information on subject matter content of the photographs, the source of photographs, the size of photographs, and the location of photographs. In addition, data were gathered concerning the frequency of picture-pages and multi-picture layouts, color photographs and pictures which are displayed with cut-lines only.

The categories are not independent of one another. A picture which is classified according to subject matter content for one purpose of analysis can also be classified in another category. For

example, a picture about an armed conflict may be classified as a hard-news picture in the category of subject matter, but it is also classified as a local picture, a news-service picture, or a picture from other sources in the category of source of photographs. Each picture may be classified according to the eight categories.

A discussion of the eight categories follows:

1. Subject-Matter Content--this category is divided into two groups: hard-news pictures and soft-news pictures.

A. Hard-News Pictures--photographs are classified as hard news if they depict any type of armed conflict, social or political conflict, catastrophe or if they depict politics, governmental action, unarmed defense, court proceedings, economics, education, science, religion, or culture.

B. Soft-News Pictures--photographs are classified as soft news if they depict any type of sports event, social event, human interest story, or if they are connected with business promotions, award presentations, obituaries, or notice of club meetings.

2. Source of Photographs--the following types of classifications were used:

A. Local Photograph--any photograph taken by an employee of the newspaper.

B. News-Service Photograph--any photograph supplied by the services of the Associated Press or United Press International.

C. Other--any photograph provided by a public relations firm, freelancers, or any photograph which comes from a newspaper's morgue, or is supplied by the subject himself.

3. Size--all photographs were classified according to column width:

A. One-column pictures

B. Two-column pictures

C. Three-column pictures

D. Four-or-more-column pictures

4. Placement--this category was divided into five groupings:

A. Section one

B. Sports section

C. Women's section

D. Local section

E. Other sections--this group includes all other sections not listed above (real estate, entertainment, business, agriculture, etc.).

5. Multi-Picture Use--this category was designed to determine the number of pictures used in connection with a single story.

Pictures were grouped according to their number:

- A. Two
  - B. Three
  - C. Four or more
6. Color Photographs--all color photographs were recorded.
  7. Picture Pages--all picture pages were recorded.
  8. Use of Cutline Only--this category recorded each instance of a picture displayed with a cutline only, and not in conjunction with a story.

In addition to classifying pictures by the above eight categories, interviews were conducted with key personnel at each newspaper, in order to obtain information about the size and composition of the photographic staff, a paper's picture policy, and any other information which might contribute to an understanding of the paper's photographic operation. Information was also sought in the type of news service used, the type of emphasis placed on page-one pictures, multi-picture and picture page use, and the use of color photographs (see Appendix B).

#### Analysis of Data

The data for each individual newspaper were first tabulated according to the eight basic categories listed on the survey form.

Comparison was first made to determine the percentage of hard news and soft news pictures used at each paper during the survey period. Comparison was then made to determine the percentage of news-service pictures, local pictures, and pictures from other sources.

To test hypotheses two and three, the percentage of hard news and soft news pictures was determined in relation to local and news-service pictures.

To test hypothesis four, analysis was made to determine the percentage of hard news and soft news pictures used on page one. In addition, analysis was made to determine the percentage of local and news-service pictures on page one and the average number of pictures used on page one.

To test hypothesis five, picture-page and multi-picture displays were analyzed to determine the percentage of soft news and hard news pictures. In addition, analysis was also made to determine the source of photographs used for multi-picture and picture-page layouts.

To test hypothesis one, the results of hypotheses two and three were analyzed to determine similarities or differences in subject matter content and the source of photographs among the six newspapers.

The categories of picture placement and size were tabulated to determine the most frequently used size of photograph and the percentage of distribution of pictures within the five placement classifications.

Analysis also was made to determine the percentage of pictures which appeared in each paper with a cutline only, rather than in conjunction with a story. The use of color photographs was analyzed to determine the percentage of color pictures used to depict soft and hard news events, in addition to the placement and source of color photographs.

The data were also analyzed in an effort to determine any similarities or differences in the use of pictures at small-city and metropolitan newspapers.

#### Organization of the Study

Chapter II of this thesis presents information about the policies and staff structures of the six newspapers surveyed; Chapter III is an analysis of the data gathered from the three small-city newspapers, including a summary; Chapter IV is an analysis of the data gathered from the three metropolitan newspapers, including a summary; Chapter V is a comparison of the data gathered from both the small-city and metropolitan newspapers, and Chapter VI is a



conclusion in which are discussed the results of the data and their implications on the role of photography in daily newspaper journalism.

## CHAPTER II

### POLICIES AND STAFF STRUCTURE OF THE SIX NEWSPAPERS

This chapter contains information about the policies and photographic staff organization of the six daily newspapers surveyed. Information about the three small-city newspapers is presented first, followed by information about the three metropolitan newspapers.

#### The Sherman Democrat

With a circulation of 16,272, The Sherman Democrat serves a city of 29,061 population in North Central Texas. The Democrat is published every evening except Saturday. A Sunday morning paper is published.

One full-time photographer is employed, but a large portion of his duties involves the processing and printing of films shot by staff reporters, who take the majority of the pictures which appear in the paper.<sup>1</sup>

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<sup>1</sup> Interview, Dana Blocker, Managing Editor, Sherman, Texas, March 22, 1973. All subsequent information on The Democrat is based on the Blocker interview without footnote attribution.

The Democrat subscribes to United Press International wire-photo service and receives approximately one hundred pictures per day.

According to managing editor Dana Blocker, The Democrat relies heavily on news-service pictures to fill the picture needs of the paper. The heavy use of news-service pictures is a result of not having a "well-defined" photography department and a broader, general philosophy of the newspaper, Blocker said.

"We consider ourselves the major source of print news for the area," he said. As a result, The Democrat presents the news with a heavy emphasis on international and national events and attempts to run related photographs whenever possible.

Blocker said he was not satisfied with local picture coverage and that local pictures are provided mainly by five reporters. "You couldn't call these persons journeymen or professionals," he said, assessing their photographic capabilities. "They're all basically novices." Blocker attributed the poor quality of local picture coverage to the inexperience of his staff. He said:

All small papers have a difficult time attracting staff with ability. We've had to take bright people here who've had no real training and try to teach them how to write and use a camera. As a result, the professional quality is not near as good as I'd like it to be.

The one full-time photographer is assigned to events that are given picture coverage only. If the assignment includes writing and pictures, reporters are responsible for the pictures.

Blocker said he seeks a balance between hard- and soft-news pictures on page one. He noted, however, that hard-news pictures are difficult to obtain locally.

Our best local picture coverage is in feature pictures. There's just more opportunity to cover feature pictures here than hard news, although we would be getting more local hard-news pictures if we had somebody with more experience.

Because of the poor quality and the difficulty in obtaining local pictures, the majority of pictures used at The Democrat is from the news service, Blocker said. He said multi-picture combinations are used "fairly often, but not as often as I'd like if I had good copy." Picture pages, he said, are used "infrequently," and color photographs are never used in news sections, but only on specially prepared ads.

#### The Paris News

The News serves a city of 23,441 population in East Texas, and has a circulation of 12,436. It is published every evening except Saturday. A Sunday morning edition is published.

The News does not have a full-time photographer. It employs one person part-time, approximately twenty-five hours per week, whose main duties are stocking supplies for the darkroom and processing and printing films which are shot by six reporters.<sup>2</sup>

The paper subscribes to a special package of Associated Press wire-photo pictures which are sent by bus daily from Dallas. It receives an average of ten news-service pictures per day. As a result, the number of news-service photographs depicting national and international events is extremely limited at The News. However, according to editor John Thomas, even ten news-service pictures per day are "more than we can use." He said:

We have a large number of local pictures which stack up. We concentrate on local coverage. If the people want a metropolitan newspaper, then they get The Morning News or The Times Herald. Our focus is to use our manpower as fully as we can to get local coverage. We prefer a local picture above a wire service picture even when the wirephoto is, in many cases, much better.

Thomas said that he would run more news-service pictures only if advertising revenue increased and more pages were to be printed.

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<sup>2</sup>Interview, John Thomas, managing editor, Paris, Texas, March 21, 1973. All subsequent information on The Paris News is based on the Thomas interview without footnote attribution.

He said he was dissatisfied with the photography structure of The News. "I think it is highly inefficient and we get poorer quality pictures than we might otherwise," he said. Rating the abilities of his reporter-photographers, Thomas said, "Three would have to be considered as good as professionals on many newspapers, and then we have three who take just atrocious pictures."

He said his staff stresses the need for hard news pictures locally.

I think we do a pretty good job on hard news, but I think we're lacking in feature news sometimes. We do exceptionally well on crime pictures, things of that sort, because we have police radios in the homes of most of our reporters. Our feature pictures are lacking, because we don't have the time to devote to them.

Thomas said he believed the concentration on local pictures at The News was a limitation, but it was a reality his paper had to face. "I would love to have good local coverage and much more adequate state and national coverage, but we don't have the capabilities. If we're going to cover the local scene in any kind of depth or quantity, we have to continue as we are."

The policy of The News is to use hard news pictures on page one if they are available. If no hard news photographs are available, Thomas said he preferred to use strong, human interest pictures in multi-picture combinations. The use of picture pages was infrequent

in the past, he said, but since January, 1973, The News has used a picture page almost every Sunday on the first page of section two, which is devoted to women's news and amusements.

The News does not run color pictures in news sections, but only in specially prepared ads.

#### The Midland Reporter-Telegram

The Reporter-Telegram has a circulation of 19,576 and serves a population of 59,463 in West Texas. It is published every evening except Saturday. A Sunday morning edition is published.

The paper has two full-time photographers who take the majority of the local pictures. In addition, three staff reporters take photographs, although the number of their combined pictures accounts for less than 10 per cent of the local pictures published each week.<sup>3</sup>

The paper subscribes to the wirephoto service of the Associated Press and receives approximately one hundred pictures per day.

La Doyse Lambert, managing editor, said he considered a two-man photographic staff and the news-service wire sufficient for

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<sup>3</sup> Interview, La Doyse Lambert, Managing Editor, Midland, Texas, March 21, 1973. All subsequent information on The Reporter-Telegram is based on the Lambert interview without footnote attribution.

the picture needs of a paper the size of The Reporter-Telegram. He said that local and news-service pictures competed equally for space in the newspaper. In addition, the paper subscribes to Newspaper Enterprise Association, but an average of fewer than two pictures per week are used from the syndicate.

Lambert said his editors, in selecting pictures, are conscious of what non-local, competing morning newspapers have used in news-service pictures. Two morning newspapers, The Lubbock Avalanche-Journal and The San Antonio Light, circulate in Midland heavily. As a result, "we feel our responsibility is to be a bit more local, since we've found most of our readers take two papers," Lambert said. "But that doesn't keep us from using a good news-service picture even if they used it, if it has a good bearing on what the news is."

He said selection of page-one pictures is based primarily on the impact of a photograph, but between equal news service and local photographs, local pictures would take precedence. Lambert also said hard news photographs would take precedence over soft news photographs on page one.

He also cited the difficulty of smaller newspapers in keeping trained photographic personnel. "I imagine," he said, "that is our greatest weakness in upholding the quality of photographs."



Another problem, he said, is that

We bog down into some routine photographs that are sort of mandatory . . . a lot of women's club things and civic clubs, and, of course, that takes a lot of time, and the time photographers could spend on incentive or enterprise-type pictures is rather limited.

Multi-picture combinations present a space problem at

The Reporter-Telegram, Lambert said. He said:

Space, of course, is always at a premium on a medium-sized daily. We don't generally try to squelch our picture space. If we have good pictures we try to run them, but on the other hand, space is limited, so we don't try to do as much multi-picture layouts as perhaps some others do.

Picture-page use occurs semi-regularly on the first page of the women's section on Sundays, Lambert said. No color pictures are used in news columns

#### The Fort Worth Star-Telegram

The morning edition of The Fort Worth Star-Telegram has a circulation of 138,296 and serves a city of 393,476 in North Central Texas. The Star-Telegram is published seven days a week.

Eight full-time photographers are employed, and the paper subscribes to the wirephoto service of the Associated Press. The local photography staff is on duty in two shifts from 7:00 a. m. to 11:00 p. m. daily. The staff also is assigned radio-equipped cars,

which allow photographers to communicate with the city desk from any location in the county.

The Star-Telegram prides itself on the number of local, community-oriented photographs it publishes, according to news editor David Tipton.<sup>4</sup> He said:

I feel like we do a great deal of civic good from photographs like this. We strive for more local pictures. The wire budget doesn't offer too much for our needs, although we do use a lot of human interest pictures from the wire.

At the Star-Telegram, there is a tendency for editors to favor soft news pictures over hard news pictures on page one, Tipton said. He said,

I love a good hard news picture and also a good human interest picture. I think both are effective. But if I had to choose and there was no tremendously fatal news event involved, I'd probably go with the human interest picture. I just believe they catch more attention. Kids or animals or anything like that is of more interest to more people.

He said he favored human interest pictures over hard-news pictures because "as a rule, we see too many pictures of plane crashes, car wrecks and the like, and unless there really is something outstanding about the event, I think human interest is better."

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<sup>4</sup>Interview, David Tipton, News Editor, Fort Worth, Texas, March 22, 1973. All subsequent information on The Star-Telegram is based on the Tipton interview, without footnote attribution.

Tipton said he preferred to run photographs as large as possible on page one, including at least one picture of four-column width, as a general rule. He also noted that emphasis is placed on one-column photographs of persons to illustrate stories. He said,

Many times a mug shot is all you need. There's no requirement for anything more than that. It's not a matter of space, though. If a picture is good, we'll run it five or six columns.

Tipton evaluated The Star-Telegram photographic staff as "very professional" and noted that it has a small amount of turnover. However, he said the number of photographic assignments given to each photographer per day is sometimes a handicap. Each photographer receives an average of four assignments per day, he said, which limits their opportunity to produce enterprise photographs or in-depth projects.

Multi-picture combinations are "rare," he said, mainly because of a lack of opportunity to get pictures which might qualify for special display. "Space is no particular problem," he said.

Picture-page layouts also are rare, he said, except on the first page of the women's section and amusement section on Sundays. Both sections also use color photographs on a semi-regular basis, which are taken by the local staff. Tipton estimated that the local staff

averages two color pictures per week for the women's or amusement sections.

The women's section also runs specially prepared color photographs supplied by the Women's News Service. The majority of this material involves illustrations of fashions or food. The amusement section also uses a smaller number of color photographs of entertainment personalities which are supplied by public relations organizations.

He said color pictures are rarely used as illustrations for news events, except on special occasions.

#### The Houston Chronicle

The Chronicle serves a city of 1,232,802 population in South Texas and has a circulation of 303,041. It is published every morning.

The paper employs a staff of twelve photographers and subscribes to the wirephoto services of the Associated Press and United Press International. The paper also subscribes to Copley News Service, Newsweek Feature Service, Field Enterprises, and Women's News Service, which all provide photographs to illustrate selected stories.

The Chronicle also has employed a picture editor for the past twelve years, who works closely with the photographic and editorial staffs and is responsible for determining the size of the majority of the pictures which are published in the paper.<sup>5</sup> The exceptions are photographs used on page one and on the first pages of the women's, sports, and amusement sections. Photographs on these pages are sized by the respective section editors. In most cases, however, the picture editor works with the individual section editors to determine the sizes on these pages also.

Chief photographer George Hunnycutt supports the idea of a picture editor on a large newspaper, calling it "absolutely necessary." Hunnycutt credited the picture editor with keeping "a fresh flow of ideas for pictures" and representing the needs of photographers to editors.

The staff photographers work in two shifts from 7:00 a. m. to 12:00 p. m., and are assigned radio-equipped cars. Assignments are made in two ways. The normal channel is through individual editors. In addition, a police radio is monitored in the photography department by a secretary. "Many times," said Hunnycutt, "we dispatch

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<sup>5</sup> Interview, George Hunnycutt, Chief Photographer, and George Bartholomew, Picture Editor, Houston, Texas, March 23, 1973. All subsequent information on The Chronicle is based on the Hunnycutt-Bartholomew interviews, without footnote attribution.

assignments directly from here; we won't work through the city desk. This way we get information faster and are able to get more news pictures." Hunnycutt said photographers may be dispatched to cover accident fatalities or murders if they are near the vicinity, but such pictures are not used as often now as in the past.

The normal pattern of assignments involves Hunnycutt, picture editor George Bartholomew, and two assistant city editors, who determine the major photographic assignments of the day based on an analysis of stories. Said Bartholomew,

We try to find out what's going on that needs illustrations. Even if it's determined that a story doesn't warrant any more than a mug shot, at least the people will know who you're talking about, and sometimes it will work into multi-picture displays.

Bartholomew said he gives priority to local pictures over news-service pictures, but that he prefers hard-news pictures on page one, regardless of the source. He said he consciously tries to display photographs as large as space will permit. "On Wednesdays, Thursdays, and Fridays it's fairly easy to run most pictures in three column," he said. "But on Mondays, Tuesdays, and Saturdays it's almost impossible."

Picture-page use is rare, Bartholomew said, but half-page picture layouts are fairly common. Multi-picture combinations are used frequently throughout the paper, he said. He noted that most

stories which would normally be used as a picture page are used instead in the paper's Texas Magazine, a Sunday supplement.

"We prefer to do it this way, because it will often allow us to use color photographs also," Bartholomew said. He noted, however, that the women's section frequently used picture-page layouts on Sundays.

The women's section, sports section, and amusement sections also frequently use color photographs which are produced both locally and from other sources. Color news photographs are rarely used, said Bartholomew, except for special occasions.

#### The Dallas Morning News

The Morning News has a circulation of 242,928 and serves a city of 860,732 population in North Central Texas. The paper is published every morning.

Eleven full-time photographers are employed, and the paper subscribes to the Associated Press wirephoto service. In addition, it uses a smaller number of pictures provided by the Copley News Service. The local photographic staff is on duty in two shifts from 8:00 a. m. to 12:00 p. m. daily. Photographers are provided with car radios so that they may communicate with the city desk when on

assignment. The average number of assignments for each photographer is one to three per day.

The basic photographic policy at The News, according to Terry Walsh, assistant managing editor, is "to go more often than not with a feature picture rather than something tied directly to one of the news stories."<sup>6</sup> He said,

My own feeling is that this is a result of television having a lot to do with the changing emphasis on news pictures. You can see an action shot of many events on the news at 6:00 or 10:00 p. m., and this can have a negative impact on news pictures when you're following up later with a still photograph. It doesn't have the punch.

Walsh said local pictures and news-service pictures compete equally for use on page one, although "probably the scales are tilted a little bit toward local pictures, because you know you're the only one who has it."

Both Walsh and Tom Dillard, chief photographer, said that some editors at The News fail to use pictures to the fullest extent in their respective sections. "I don't think we have a proper picture sense in many cases," said Walsh. He said,

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<sup>6</sup>Interview, Terry Walsh, assistant managing editor, and Tom Dillard, chief photographer, March 30, 1973. All subsequent information on The Morning News is based on the Walsh-Dillard interview, without footnote attribution.



There's a feeling sometimes that pictures aren't as important as getting more type in. As an example, the sports section sometimes has ten to twelve pages of solid type, when there would be room for pictures or at least mug shots, but they don't seem to think in these terms.

Space for pictures at The News fluctuates considerably, according to Walsh. "It's either a case of feast, or famine." Multi-picture use occurs frequently in the sports and women's section, Walsh said, and "semi-regularly" in the general news sections. He said picture-page use had been rare in the past, but recently special picture pages have been prepared in advance to place in the paper's general news sections when extra pages are available. All of the prepared picture pages depict soft news events, Walsh said.

Both Walsh and Dillard said that the photographic staff's strongest area was in feature pictures. Dillard said,

We've almost quit covering hard-news events. The great majority of assignments are human interest pictures. We've quit covering spot crime, auto accidents, fire, murder, and thefts as a general rule. We'll cover hard-news events only if they're really big. Naturally we'll go all out on anything big, and we'll ride it pretty hard, but it's got to be a good hard-news story before we'll fiddle with it now.

Walsh said The News uses an average of one to two color pictures per week, which are shot by the local staff. Color pictures are used primarily in the women's and entertainment section, he said. Both sections, in addition, use a smaller number of color pictures

from syndicates. Walsh said color photographs are used in general news sections only on special occasions, such as holidays.

CHAPTER III  
SUBJECT-MATTER CONTENT AND SOURCE ANALYSIS OF  
PHOTOGRAPHS IN THREE SMALL-CITY  
DAILY NEWSPAPERS

This chapter contains information about the subject-matter content and source of photographs for the three small-city newspapers. The data are first discussed for each individual paper; a summary of the combined results follows.

The Sherman Democrat

The Democrat published a total of 215 pictures during the survey period. The majority of the pictures depicted soft-news events. Of the 215 pictures used, 123 pictures (57 per cent) were classified as soft news, whereas 92 pictures (43 per cent) were classified as hard-news pictures.

Analysis of the source of the 215 pictures showed that the majority were news-service pictures. Of the 215 pictures, 117 pictures (54 per cent) were news-service, 58 pictures (27 per cent) were local, and 40 pictures (19 per cent) were from other sources. The Democrat used the smallest number of local pictures among the

six newspapers surveyed, averaging approximately four pictures per issue during the survey period.

The percentage of hard-news pictures and soft-news pictures in relation to individual sources showed that more soft-news pictures were used in the local picture and "other" source classifications. However, under the news-service classification, more hard-news pictures were used.

Of the 117 news-service pictures, 70 pictures (60 per cent) were classified as depicting hard-news events, whereas 47 pictures (40 per cent) depicted soft-news events. Of the 58 pictures taken by the local staff, 46 pictures (79 per cent) depicted soft-news events, whereas 12 pictures (21 per cent) depicted hard-news events. Of the 40 pictures from other sources, 30 pictures (75 per cent) depicted soft-news events, whereas 10 pictures (25 per cent) depicted hard-news events.

Analysis of the source of the photographs according to soft- and hard-news classifications showed that the greatest number used under both categories were news-service pictures.

Of the 123 pictures classified as soft news, 47 pictures (38 per cent) were news service, 46 pictures (37 per cent) were local, and 30 pictures (25 per cent) were from other sources. Of the 92 pictures classified as hard news, 70 pictures (76 per cent) were news

service, 12 pictures (13 per cent) were local, and 10 pictures (11 per cent) were from other sources.

Analysis of the use of pictures on page one showed that during the survey period 61 pictures were used, the highest number among the six papers surveyed. The total averages approximately four pictures on page one per issue. Hard-news pictures slightly outnumbered soft-news pictures on page one. Of the 61 pictures, 42 pictures (69 per cent) depicted hard-news events, whereas 19 pictures (31 per cent) depicted soft-news events. News-service pictures were used as the source of all pictures but one. The only non-news-service picture, was a local soft-news photograph. Editors at The Democrat appear to have relied on the news service as the major source of both hard- and soft-news pictures for page one during the survey period. A factor in the large number of page-one pictures was the use of 30 one-column pictures. The majority of the one-column pictures were used in a special page-one column devoted to persons mentioned in news briefs.

Analysis of the category of multi-picture use showed that a total of four instances were recorded during the survey period. Of the four, 3 (75 per cent) depicted soft-news events and 1 depicted a hard-news event. The single hard-news instance was based on news-service pictures. Of the 3 soft-news instances, 1 was news service,

1 was local, and 1 was from other sources. Placement of the multi-picture combinations occurred 2 times in section one, and 2 times in "other" sections. Of the 4 instances of multi-picture use, 3 were two-column combinations, and 1 involved the use of four or more pictures.

The Democrat had no instances of picture-page use during the survey period.

Analysis of the size-of-photograph category showed that the greatest number of pictures were displayed in one-column size. Of the 215 pictures, there were 96 pictures (45 per cent) in one-column widths, 63 pictures (29 per cent) in two-column widths, 38 pictures (18 per cent) in three-column widths, and 18 pictures (8 per cent) in widths of four columns or more.

Analysis of the placement-of-pictures category showed the greatest number of pictures appeared in section one with 94 pictures (44 per cent), followed by 21 pictures (10 per cent) in the sports section, 38 pictures (17 per cent) in the women's section, and 62 pictures (29 per cent) in "other" sections. The Democrat did not run a section devoted primarily to local news, so no data were available under that classification.

During the survey period, there were 54 pictures used with cutlines only, representing 25 per cent of the pictures used.

There were no color photographs published at The Democrat during the survey period.

#### The Paris News

The News published a total of 157 photographs during the survey period, the lowest total recorded among all the newspapers surveyed.

A major factor in the relatively low number of pictures was the news-service photograph distribution system in use at The News. The paper received an average of only 8 to 10 news-service pictures daily, which were delivered by bus from Dallas.

Of the 157 total, 130 pictures (83 per cent) were classified as soft news, and 27 pictures (17 per cent) were classified as hard news.

Analysis of the source of the 157 pictures showed that 105 pictures (67 per cent) were produced locally. Only 10 news-service pictures (6 per cent) were used during the survey period. Other sources provided 42 pictures (27 per cent).

A breakdown of the percentage of hard-news pictures and soft-news pictures according to individual sources showed that soft-news pictures were in the majority among all three sources.

Of the 105 local pictures, 84 pictures (80 per cent) were classified as soft news, whereas 21 pictures (20 per cent) were classified as hard news. Of the 10 news-service pictures, 6 pictures (60 per cent) were classified as soft news, whereas 4 pictures (40 per cent) were classified as hard news. Of the 42 pictures classified in the "other" category, 40 pictures (95 per cent) were classified as soft news, whereas 2 pictures (5 per cent) were classified as hard news.

A breakdown of the sources of the 130 soft-news photographs showed that 84 pictures (65 per cent) were taken locally, 6 pictures (4 per cent) were news service, and 40 pictures (31 per cent) were from "other" sources.

A breakdown of the sources of the 27 hard-news pictures showed that 21 (78 per cent) were taken locally, 4 pictures (15 per cent) were news service, and 2 pictures (7 per cent) were from "other" sources.

Analysis of the use of pictures on page one showed that 28 photographs were used during the survey period, averaging 2 pictures on page one per issue. Of the 28 pictures, 18 pictures (64 per cent) were classified as soft news and 10 pictures (36 per cent) were classified as hard news. The News was the only paper of the six surveyed which did not have a majority of hard-news pictures on page one. The



drastically limited use of news-service pictures appears to be a major factor in accounting for the high percentage of soft-news pictures on page one, although the editor of The News indicated that many times he would run a local photograph before a news-service photograph regardless of whether it was hard or soft news. The limited use of news-service pictures was the most serious weakness found in The News' picture coverage. Photographic illustrations for stories at the state, national, and international level were almost non-existent. The News divided page-one stories approximately even between local and news-service stories, but only two news-service pictures appeared on page one during the survey period. Of the two, both were classified as hard news.

Under the category of multi-picture use, 5 instances were recorded. Of the 5, 2 were classified as hard news and 3 were classified as soft news. Two-picture combinations were used 3 times, whereas three-picture and four-picture combinations were used once each. Two of the instances of multi-picture use occurred on page one, 2 occurred in section one, and 1 occurred in the sports section.

Under the category of size of pictures, there were 35 pictures (22 per cent) used in one-column widths, 63 pictures (40 per cent) used in two-column widths, 44 pictures (28 per cent) used in three-column widths, and 15 pictures (10 per cent) used in widths of four

columns or more. The News was the only paper of the six surveyed which did not have the greatest number of pictures displayed in one-column widths.

Under the placement-of-pictures category, 68 pictures (44 per cent) were used in section one, 18 pictures (11 per cent) were used in the sports section, 38 pictures (24 per cent) were used in the women's section, and 33 pictures (21 per cent) were used in "other" sections. The News did not devote a section entirely to local news, so no data were recorded for that classification.

The use of outline-only pictures occurred 15 times during the survey period, representing 9 per cent of the total number of pictures used. Of the 15, 9 caption-only pictures were used on page one.

There were no instances of the use of color photographs or picture pages during the survey period.

#### The Midland Reporter-Telegram

The Reporter-Telegram published a total of 309 pictures during the survey period, the largest number among the three small-city newspapers surveyed. A major factor in the relatively higher number of pictures was The Reporter-Telegram's two full-time photographers, rather than the reporter-photographer system used at the other small-city newspapers.

Of the 309 pictures, 258 pictures (83 per cent) were classified as soft-news pictures, whereas 51 pictures (17 per cent) were classified as hard news.

Analysis of the source of the 309 pictures showed that the majority, 179 pictures (58 per cent), were produced locally. The news service accounted for 91 pictures (29 per cent), and "other" sources accounted for 39 pictures (13 per cent).

A breakdown of the percentage of hard-news pictures and soft-news pictures according to individual sources showed that soft-news pictures were in the majority in all three classifications.

Of the 179 pictures taken by the local staff, 153 (85 per cent) were of soft-news events, whereas 26 pictures (15 per cent) were of hard-news events. Of the 91 news-service pictures, 68 pictures (75 per cent) were of soft-news events, whereas 23 pictures (25 per cent) were of hard-news events. Of the 39 pictures from "other" sources, 37 pictures (95 per cent) were of soft-news events, whereas 2 pictures (5 per cent) were of hard-news events.

Analysis of the source of the photographs under the categories of hard- and soft-news pictures showed that the local staff was responsible for the majority of the pictures in both categories.

Of the 258 soft-news pictures, 153 pictures (60 per cent) were taken locally, 68 pictures (26 per cent) were news service, and

37 pictures (14 per cent) were from "other" sources. Of the 51 hard-news pictures, 26 pictures (51 per cent) were taken locally, 23 pictures (45 per cent) were news service, and 2 pictures (4 per cent) were from "other" sources.

Analysis of the use of pictures on page one showed that 25 photographs were used during the survey period, averaging slightly less than 2 per issue. Of the 25 pictures, 17 pictures (68 per cent) were hard news, and 8 pictures (32 per cent) were soft news. A breakdown of the source of photographs used on page one showed that 13 pictures were news service, and 12 were taken locally. The majority of both news-service pictures and local pictures used on page one were of hard-news events, however. These figures appear to indicate that editors at The Reporter-Telegram attempted to present an even balance between local and news-service pictures on page one, although hard-news photographs were consistently given priority regardless of the source.

Under the category of multi-picture use, 7 incidents occurred during the survey period. Of the 7, 6 were soft-news events, and 1 was a hard-news event. Of the 7 examples of multi-picture use, 4 were produced locally and 3 were news-service pictures. Two-picture combinations occurred 4 times, three-picture combinations occurred 2 times, and a four-picture combination occurred 1 time.

The use of picture pages occurred 2 times at The Reporter-Telegram during the survey period. Both picture pages occurred on page one of the women's section in Sunday issues. Both pages involved soft-news events and were taken by the local photographic staff.

Under the category of size of pictures, there were 101 pictures (33 per cent) used in one-column widths, 96 pictures (31 per cent) used in two-column widths, 82 pictures (26 per cent) used in three-column widths, and 30 pictures (10 per cent) used in widths of four columns or more.

Under the placement-of-pictures category, there were 124 pictures (40 per cent) used in section one, 53 pictures (17 per cent) used in the sports section, 68 pictures (22 per cent) used in the women's section, and 64 pictures (21 per cent) used in "other" sections. The Reporter-Telegram, like The Paris News and The Democrat, did not devote a section entirely to local news, so no data were recorded under that classification.

The use of pictures with cutlines only occurred 42 times during the survey period, representing 19 per cent of the total number of pictures used. Only 1 outline-only picture appeared on page one.

There were no instances of the use of color photographs during the survey period.

## Summary

A total of 681 photographs were published during the survey period by the three small-city dailies.

Hypothesis two, that local-news pictures depict more soft-news events than hard-news events, is supported in the case of all three small-city dailies.

A total of 342 pictures were taken by the three local staffs during the survey period. Of these, 283 pictures (83 per cent) depicted soft-news events, whereas 59 pictures (17 per cent) depicted hard-news events (see Table I).

TABLE I  
DISTRIBUTION OF LOCAL PICTURES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total Pictures
	No.	%	No.	%	
<u>The Paris News</u>	84	80	21	20	105
<u>The Reporter-Telegram</u>	153	85	26	15	179
<u>The Democrat</u>	46	79	12	21	58
Totals	283	83	59	17	342

Of the 105 local pictures at The Paris News, 80 per cent depicted soft-news events. Of the 58 local pictures at The Sherman Democrat, 79 per cent depicted soft-news events. Of the 179 local pictures at The Midland Reporter-Telegram, 85 per cent depicted soft-news events.

Hypothesis three, that news-service pictures would provide the greatest number of hard-news pictures used in the newspapers is supported by practices at The Democrat, but was not supported by practices at The News and The Reporter-Telegram.

A total of 170 hard-news pictures were used at the three small-city dailies during the survey period. Of these, 97 pictures (57 per cent) were news service, 59 pictures (35 per cent) were local photographs, and 14 pictures (8 per cent) were from other sources. However, the news service was the source for the majority of hard-news pictures only at The Democrat. The local staffs accounted for the majority of the hard-news pictures at the other two papers (see Table II).

Of the 92 hard-news pictures at The Democrat, 75 per cent were news-service pictures. Of the 27 hard-news pictures at The News, 78 per cent were local pictures. Of the 51 hard-news pictures at The Reporter-Telegram, 51 per cent were local pictures.

TABLE II  
DISTRIBUTION OF HARD-NEWS PHOTOGRAPHS ACCORDING  
TO SOURCES

	News Service		Local		Other		Total
	No.	%	No.	%	No.	%	
<u>The Paris News</u>	4	15	21	78	2	7	27
<u>The Reporter-Telegram</u>	23	45	26	51	2	4	51
<u>The Democrat</u>	<u>70</u>	<u>76</u>	<u>12</u>	<u>13</u>	<u>10</u>	<u>11</u>	<u>92</u>
Totals	97	57	59	35	14	8	170

Hypothesis four, that there would be more hard-news pictures used on page one than soft-news pictures, is supported by practices at The Democrat and The Reporter-Telegram, but is not supported by practices at The News.

A total of 114 pictures were used on page one during the survey period. Of these, 69 pictures (60 per cent) depicted hard-news events, whereas 45 pictures (40 per cent) depicted soft-news events (see Table III).

Of the 61 pictures used on page one at The Democrat, 69 per cent were of hard-news events. Of the 25 pictures used on page one at The Reporter-Telegram, 68 per cent were of hard-news events.



Of the 28 pictures used on page one at The News, 64 per cent were of soft-news events.

TABLE III  
DISTRIBUTION OF PAGE-ONE PICTURES ACCORDING  
TO SUBJECT-MATTER CONTENT

	Hard News		Soft News		Total Pictures
	No.	%	No.	%	
<u>The Paris News</u>	10	36	18	64	28
<u>The Reporter-Telegram</u>	17	68	8	32	25
<u>The Democrat</u>	42	69	19	31	61
Totals	69	61	45	39	114

The News was the only paper of the six surveyed which used more soft-news than hard-news pictures on page one. Analysis of the source of the hard-news pictures on page one showed that The News relied on its local staff to provide the majority of pictures used on page one, whereas The Democrat and The Reporter-Telegram both used more news-service pictures than local pictures or pictures from other sources on page one.

Hypothesis five, that picture-page and multi-picture layouts would be devoted primarily to soft-news events rather than to hard-

news events, is supported by practices at all three of the small-city dailies surveyed.

A total of 16 instances of multi-picture use occurred during the survey period. Of these, 12 instances (75 per cent) depicted soft-news events, whereas 4 instances (25 per cent) depicted hard-news events (see Table IV).

TABLE IV  
DISTRIBUTION OF MULTI-PICTURE USE ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The News</u>	3	60	2	40	5
<u>The Reporter-Telegram</u>	6	86	1	14	7
<u>The Democrat</u>	3	75	1	25	4
Totals	12	75	4	25	16

Of the 5 instances of multi-picture use at The News, 60 per cent depicted soft-news events. Of the 7 instances of multi-picture use at The Reporter-Telegram, 86 per cent depicted soft news events. Of the 4 instances of multi-picture use at The Democrat, 75 per cent depicted soft-news events.

Only one of the three small-city dailies surveyed, The Reporter-Telegram, published picture pages during the survey period. Of the 2 picture pages it used, both depicted soft-news events (see Table V).

TABLE V  
DISTRIBUTION OF PICTURE PAGES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The Paris News</u>	0		0		0
<u>The Reporter-Telegram</u>	2	100	0		0
<u>The Democrat</u>	0		0		0
Totals	2		0		0

Analysis of the source-of-photograph data on the three small-city dailies indicated that more local pictures were used than news-service pictures or pictures from other sources at The News and The Reporter-Telegram. The Democrat, however, used more news-service pictures, although its editor indicated that the paper's reliance on news-service pictures was more a result of an inexperienced staff than that of choice.

Of the 681 photographs published at the three small-city dailies, 342 pictures (50 per cent) were local pictures, 218 pictures (32 per cent) were news service, and 121 pictures (18 per cent) were from other sources (see Table VI).

TABLE VI  
DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO SOURCES

	Local		News Service		Other		Total
	No.	%	No.	%	No.	%	
<u>The Paris News</u>	105	67	10	7	42	26	157
<u>The Reporter-Telegram</u>	179	58	91	29	39	13	309
<u>The Democrat</u>	58	27	117	54	40	19	215
Totals	342	50	218	32	121	18	681

Of the 157 pictures used at The News, 67 per cent were taken locally. Of the 309 pictures used at The Reporter-Telegram, 58 per cent were taken locally. Of the 215 pictures used at The Democrat, the greatest number, 54 per cent, were news-service pictures.

In the size-of-photograph category, a definite direction appeared at The Reporter-Telegram and The Democrat. On both papers, as the size of a picture increased, the frequency of its use

decreased. This direction was supported in all four sizes on the papers mentioned above. This direction also appeared at The News in all but the one-column classification, where fewer one-column pictures were used than either two-column or three-column pictures. The totals of the three small-city dailies were 232 one-column pictures (34 per cent), 222 two-column pictures (32 per cent), 164 three-column pictures (25 per cent), and 63 pictures of four column widths or more (9 per cent) (see Table VII).

TABLE VII  
DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO  
COLUMN WIDTHS

	One Column		Two Column		Three Column		Four Column		Total
	No.	%	No.	%	No.	%	No.	%	
<u>The Paris News</u>	35	22	63	40	44	28	15	10	157
<u>The Reporter-Telegram</u>	101	32	96	31	82	27	30	10	309
<u>The Democrat</u>	96	45	63	29	38	18	18	8	215
Totals	232	35	222	32	164	24	63	9	681

Analysis of the placement-of-photograph category showed that all three small-city dailies used the greatest number of pictures in section one. The combined totals for picture placement on the three small-city dailies showed that 296 pictures were used in section one (43 per cent), 92 pictures (13 per cent) were used in the sports sections, 144 pictures (21 per cent) were used in women's sections, and 159 pictures (23 per cent) were used in other sections (see Table VIII).

TABLE VIII  
DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO PLACEMENT

	Section One		Local		Sports		Women		Other		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
<u>The Paris News</u>	68	43	-		18	11	38	24	33	21	157
<u>The Reporter-Telegram</u>	124	40	-		53	17	68	22	64	21	309
<u>The Democrat</u>	94	44	-		21	10	38	17	62	29	215
Totals	296	43	-		92	13	144	21	159	23	681

The use of pictures with cutlines only occurred a total of 111 times during the survey period, representing 16 per cent of the pictures published. Cutline-only use did not occur heavily on any of the

papers surveyed. Of the 215 pictures used at The Democrat, 24 per cent were outline-only. Of the 309 pictures used at The Reporter-Telegram, 13 per cent were outline-only. Of the 157 pictures used at The Paris News, 9 per cent were outline-only (see Table IX). There appeared to be no discernable direction in the use of outline-only pictures on the three small-city dailies. They occurred throughout the papers, and were not a dominant characteristic of any single section of the newspapers.

TABLE IX  
DISTRIBUTION OF PHOTOGRAPHS USED WITH CUTLINES ONLY

	Outline Only		With Story		Total
	No.	%	No.	%	
<u>The Paris News</u>	15	10	142	90	157
<u>The Reporter-Telegram</u>	42	14	267	86	309
<u>The Democrat</u>	54	25	161	75	215
Totals	111	16	570	84	681

The use of color photographs in news sections did not occur at any of the small-city dailies during the survey period. Editors at

all three newspapers indicated that they did not use color photographs except in the case of specially prepared ads.



CHAPTER IV

SUBJECT-MATTER CONTENT AND SOURCE ANALYSIS OF  
PHOTOGRAPHS IN THREE METROPOLITAN  
DAILY NEWSPAPERS

This chapter contains information about the subject-matter content and source of photographs for the three metropolitan newspapers. The data are first discussed for each individual newspaper; a summary of the combined results follows.

The Fort Worth Star-Telegram

The Star-Telegram published a total of 560 photographs during the survey period.

Of the 560 pictures used, the majority depicted soft-news events. A total of 455 pictures (81 per cent) were classified as soft news, whereas 105 pictures (19 per cent) were classified as hard-news pictures.

Analysis of the source of the 560 photographs showed that 245 pictures (44 per cent) were produced by the local staff. The news service accounted for 174 pictures (31 per cent), and "other" sources accounted for 141 pictures (25 per cent).

A breakdown of the percentage of hard-news pictures and soft-news pictures according to individual sources showed that soft-news pictures were in the majority among all three sources.

Of the 245 pictures taken by the local staff, 232 pictures (95 per cent) depicted soft-news events, whereas 13 pictures (5 per cent) depicted hard-news events. Of the 174 news-service pictures, 89 pictures (51 per cent) depicted soft-news events, whereas 85 pictures (49 per cent) depicted hard-news events. Of the 141 pictures from "other" sources, 134 pictures (95 per cent) depicted soft-news events, whereas 7 pictures (5 per cent) depicted hard-news events.

Analysis of the source of the photographs under the soft- and hard-news classification showed that the local staff was responsible for the greatest number of soft-news pictures, and the news service was responsible for the greatest number of hard-news pictures.

Of the 455 pictures classified as soft news, 232 pictures (51 per cent) were taken by the local staff, 89 pictures (20 per cent) were from the news service, and 134 pictures (29 per cent) were from "other" sources.

Of the 105 pictures classified as hard news, 13 pictures (12 per cent) were taken by the local staff, 85 pictures (81 per cent) were from news services, and 7 pictures (7 per cent) were from "other" sources.

Analysis of the use of photographs on page one during the survey period showed that 26 pictures were published, averaging slightly fewer than 2 pictures on page one per issue. Hard-news pictures slightly outnumbered soft-news pictures on page one during the period. Of the 26 page-one pictures, 14 pictures (54 per cent) depicted hard-news events, whereas 12 pictures (46 per cent) depicted soft-news events. The source of the greatest number of pictures used on page one was the news service with 16 (61 per cent). Of these, 13 were classified as hard-news pictures, whereas 3 were classified as soft-news pictures. The local staff accounted for 6 pictures on page one (23 per cent). Of the 6, 5 depicted soft-news events, and 1 depicted a hard-news event. Four pictures (16 per cent) came from other sources. Of the 4, all depicted soft-news events. Editors at The Star-Telegram appeared to rely on news-service pictures as the source for the majority of the hard-news pictures used on page one during the survey period.

Under the category of multi-picture use, a total of 17 instances were recorded during the survey period. The majority of the instances of multi-picture use depicted soft-news events. Of the 17 instances of multi-picture use, only one multi-picture combination depicted a hard-news event, whereas 16 depicted soft-news events. The single hard-news event was based on news-service pictures. Of

the 16 remaining soft-news instances, 12 were taken by local photographers and 4 were based on news-service pictures. Placement of the multi-picture combinations occurred 8 times in the women's section, 5 times in the sports section, and 4 times in general news sections. Concerning size of the multi-picture combinations, there were 7 instances of two-picture use, 5 instances of three-picture use, and 5 instances of the use of four or more pictures.

There were 2 instances of the use of picture pages during the survey period. Both instances depicted soft-news events. Both picture pages occurred in Sunday newspapers, 1 on the first page of the amusement section, and the other on the first page of the women's section.

During the survey period there were 3 instances of the use of color photographs in news sections. All of the instances depicted soft-news events and occurred in the women's section. Two of the three instances involved multi-picture use and were produced by local photographers, whereas the third was produced by "other" sources.

Analysis of the size-of-pictures category showed that the greatest number of pictures were displayed in one-column widths. Totals for the four classifications of size are: one-column pictures, 305 (54 per cent); two-column pictures, 113 (21 per cent); three-column pictures, 101 (18 per cent); and pictures in sizes of four

columns or more, 41 (7 per cent). A major factor in the greater number of pictures in one-column sizes appeared to be The Star-Telegram's heavy use of one-half-column pictures in a column devoted to news briefs on personalities in the news, which was run regularly on page two or three of each issue. This feature may include as many as 12 one-half-column pictures.

Analysis of the placement category showed that the greatest number of pictures, 187 (33 per cent), appeared in section one, followed by 162 pictures (29 per cent) in the women's section, 72 pictures (13 per cent) in the sports section, and 139 pictures (25 per cent) in "other" sections.

The use of pictures with captions only occurred 54 times during the survey period, representing 9 per cent of the total number of pictures used.

#### The Houston Chronicle

The Chronicle published a total of 740 pictures during the survey period. The majority of the pictures depicted soft-news events.

Of the 740 total, there were 581 pictures (79 per cent) classified as soft news, and 159 pictures (21 per cent) classified as hard news.

Analysis of the source of the 740 photographs showed that the news services were the source of the greatest number of pictures. Of the 740 pictures, 307 pictures (42 per cent) were produced by news services, 237 pictures (32 per cent) were local, and 195 pictures (26 per cent) were from "other" sources. The Chronicle was the only paper among the three metropolitan newspapers which used more news-service pictures than pictures produced by its local staff.

A breakdown of the percentage of hard-news pictures and soft-news pictures according to individual sources showed that all three sources produced more soft-news pictures than hard-news pictures.

Of the 237 pictures produced by the local staff, 206 pictures (87 per cent) depicted soft-news events, whereas 31 pictures (13 per cent) depicted hard-news events. Of the 307 news-service pictures, 196 pictures (64 per cent) depicted soft-news events, compared with 111 pictures (36 per cent) which depicted hard-news events. Of the 195 pictures from "other" sources, 179 pictures (91 per cent) depicted soft-news events, whereas 17 pictures (9 per cent) depicted hard-news events.

Analysis of the source of the photographs under the categories of soft and hard news showed that the local staff was responsible

for the greatest number of soft-news pictures, and the news services were responsible for the greatest number of hard-news pictures.

Of the 581 pictures classified as soft news, 206 pictures (35 per cent) were taken by the local staff, 196 pictures (34 per cent) were produced by news services, and 179 pictures (31 per cent) were from other sources.

Of the 159 pictures classified as hard news, 31 pictures (19 per cent) were taken by the local staff, 111 pictures (70 per cent) were from news services, and 17 pictures (11 per cent) were from other sources.

Analysis of the use of pictures on page one showed that 36 photographs were used during the survey period. The majority of the pictures on page one depicted hard-news events. Of the 36 pictures used, 23 pictures (64 per cent) were classified as hard-news pictures, whereas 13 (36 per cent) were classified as soft-news pictures. The source of the greatest number of pictures used on page one was the news service with 20 pictures (55 per cent). Of the 20 news-service pictures, 15 (75 per cent) were hard-news and 5 were soft news. The local staff accounted for 11 pictures (31 per cent). Of the 11 pictures, 6 were classified as soft news and 5 were classified as hard-news. Five pictures (14 per cent) used on page one were from "other" sources. Of the 5 pictures, 3 were

hard news and 2 were soft news. Editors at The Chronicle appeared to rely on news-service pictures for the majority of the hard-news photographs used on page one during the survey period.

Analysis of the use of multi-picture combinations showed that there were 56 instances during the survey period. The majority depicted soft-news events. Of the 56 instances of multi-picture use, 50 (89 per cent) involved soft news events, whereas 6 (11 per cent) depicted hard-news events. Of the 6 hard-news instances, 4 were produced by the news service and 2 were local. Of the 50 remaining instances, 22 were local, 13 were news-service pictures, and 11 were from other sources. The greatest number of multi-picture combinations occurred in the women's section with 19. There were 16 instances of multi-picture use in general news sections, 15 instances in the sports section, and 6 in other sections. Concerning the number of pictures used, there were 27 instances of two-picture combinations, 12 instances of three-picture combinations, and 17 instances of combinations using 4 or more pictures.

During the survey period, there were no instances of the use of picture pages at The Chronicle.

The use of color pictures in news sections occurred 5 times, all the the women's section and all depicting soft-news events. Four



of the 5 instances of color pictures were taken by the local staff, and 1 was from other sources.

Analysis of the category of picture size showed that the majority of photographs were displayed in one-column widths. There were 306 pictures (41 per cent) in one-column widths, 182 pictures (25 per cent) in two-column widths, 188 pictures (25 per cent) in three-column widths, and 64 pictures (9 per cent) in widths of four columns or more. The Chronicle was the only paper among the three metropolitan papers which used more three-column pictures than two-column pictures. A major factor in the use of more three-column pictures appears to be the role played by the full-time picture editor, who determines the size for the majority of pictures in the paper, and who indicated he preferred to run pictures as large as possible whenever space permitted.

Analysis of the placement-of-pictures category showed that the majority of pictures appeared in "other" sections of the paper, the only newspaper among the six surveyed which did not have the majority of pictures used in section one. A major factor in the use of more pictures in the "other" category may be attributed to The Chronicle's substantially greater number of pages per issue than the other two metropolitan newspapers. The Chronicle failed to devote an

individual section to local news, so no data were available for that classification.

The use of pictures with captions only occurred 200 times during the survey period, representing 27 per cent of the total number of pictures used. This was the highest percentage among the six newspapers surveyed.

#### The Dallas Morning News

The Morning News published a total of 594 pictures during the survey period. The majority of the pictures were classified as soft-news pictures.

Of the 594 pictures, there were 491 pictures (83 per cent) classified as soft-news pictures and 103 pictures (17 per cent) classified as hard-news pictures.

Analysis of the source of the 594 pictures showed that the greatest number of pictures came from "other" sources. There were 235 pictures (40 per cent) classified as coming from other sources, 186 pictures (31 per cent) by the local staff, and 173 pictures (29 per cent) from the news service.

Analysis of the percentage of hard-news and soft-news pictures according to individual sources showed that all three sources produced more soft-news pictures than hard-news pictures.

Of the 186 pictures taken by the local staff, 166 pictures (89 per cent) depicted soft-news events, whereas 20 pictures (11 per cent) depicted hard-news events. Of the 173 news-service pictures, 96 (55 per cent) depicted soft-news events, whereas 77 pictures (43 per cent) depicted hard-news events. Of the 235 pictures from "other" sources, 229 pictures (97 per cent) depicted soft-news events, whereas 6 pictures (3 per cent) depicted hard-news events.

Analysis of the source of photographs under the individual categories of soft and hard news showed that the "other" category contributed the greatest number of soft-news pictures, and the news service contributed the greatest number of hard-news pictures.

Of the 491 pictures classified as soft news, 229 pictures (47 per cent) came from "other" sources, 166 pictures (34 per cent) were local, and 96 pictures (19 per cent) were news service.

Of the 103 pictures classified as hard news, 77 pictures (75 per cent) were from news services, 20 pictures (19 per cent) were local, and 6 pictures (6 per cent) were from "other" sources.

Analysis of the use of pictures on page one showed that 25 pictures were published during the survey period, the lowest of the three metropolitan newspapers surveyed. The majority of the page-one pictures depicted hard-news events. Of the 25 pictures, 14 (56 per cent) were classified as hard-news pictures, whereas 11 pictures

(44 per cent) were classified as soft-news pictures. The source of the greatest number of pictures used on page one was the news service, which accounted for 14 pictures (56 per cent). Of the 14 news-service pictures, 10 were classified as hard-news pictures, and 4 were classified as soft-news pictures. The local staff accounted for 11 pictures on page one. Four were classified as hard news, whereas 7 were classified as soft news. Editors at The News appeared to rely on the news service to provide the greatest number of hard-news pictures on page one during the survey period.

Analysis of the multi-picture category showed that there were 35 instances of multi-picture use during the survey period. The greatest number of instances, 31 (89 per cent), depicted soft-news events, whereas there were 4 instances (11 per cent) depicting hard-news events. Of the 4 hard-news instances, 3 were taken by the news service, and 1 was by the local staff. Of the remaining 31 soft-news instances, the greatest number, 16 (51 per cent) were from "other" sources, 11 were local, and 4 were news-service pictures. The greatest number of multi-picture combinations occurred in the women's section with 16. There were 10 instances of multi-picture use in section one, 4 in the sports section, 3 in "other" sections, and 2 in the local section. The most frequently used multi-picture combination was the three-picture combination which occurred 6 times.

Two-picture combinations occurred 5 times, and combinations of four pictures or more occurred 4 times.

The use of picture pages occurred three times during the survey period. Two of the instances, both produced by "other" sources, occurred in the women's section and depicted soft-news events. The third picture page occurred in a general-news section and was based on news-service pictures.

During the survey period, there were 4 instances of the use of color pictures, all in the women's section. All 4 instances depicted soft-news events. Three of the instances involved pictures from "other" sources, whereas the fourth was by the local staff.

Under the category of picture size, the greatest number of pictures, 258 (43 per cent), were of one-column width. There were 180 pictures (31 per cent) in two-column widths, 113 pictures (19 per cent) in three-column widths, and 43 pictures (7 per cent) in widths of four columns or more.

Analysis of the placement-of-pictures category showed that the greatest number of pictures, 191 (32 per cent), were used in section one. There were 71 pictures (12 per cent) in the local section, 69 pictures (12 per cent) in the sports section, 139 pictures (23 per cent) in the women's section, and 124 pictures (21 per cent) in "other" sections.

There were 109 instances of the use of pictures with captions only during the survey period, which represented 18 per cent of all the pictures used.

#### Summary

A total of 1,894 pictures were published during the survey period by the three metropolitan newspapers.

Hypothesis two, that local-news pictures depict more soft-news events than hard-news events, is supported in the case of all three metropolitan newspapers.

A total of 668 pictures were produced by the three local staffs during the survey period. Of these, 604 pictures (90 per cent) depicted soft-news events, whereas 64 pictures (10 per cent) depicted hard-news events (see Table X).

Of the 245 pictures taken locally at The Fort Worth Star-Telegram, 95 per cent were of soft-news events. Of the 237 pictures taken locally at The Houston Chronicle, 87 per cent were of soft-news events. Of the 186 pictures taken locally at The Dallas Morning News, 89 per cent were of soft-news events.

Hypothesis three, that news-service pictures would provide the greatest number of hard-news pictures used in the newspapers, is supported in the case of all three metropolitan newspapers.

TABLE X  
DISTRIBUTION OF LOCAL PHOTOGRAPHS ACCORDING  
TO SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	232	95	13	5	245
<u>The Chronicle</u>	206	87	31	13	237
<u>The Morning News</u>	<u>166</u>	<u>89</u>	<u>20</u>	<u>11</u>	<u>186</u>
Totals	604	90	64	10	668

A total of 367 hard-news pictures were used at the three metropolitan newspapers during the survey period. Of these, 273 pictures (75 per cent) were classified as news-service pictures, 64 pictures (17 per cent) were local photographs, and 30 pictures (8 per cent) were from other sources (see Table XI).

Of the 105 hard-news pictures at The Star-Telegram, 80 per cent were news-service pictures. Of the 159 hard-news pictures at The Chronicle, 70 per cent were news-service pictures. Of the 103 hard-news pictures at The Morning News, 75 per cent were news-service pictures.

TABLE XI  
DISTRIBUTION OF HARD-NEWS PICTURES ACCORDING  
TO SOURCES

	News Service		Local		Other		Total
	No.	%	No.	%	No.	%	
<u>The Star-Telegram</u>	85	81	13	11	7	8	105
<u>The Chronicle</u>	111	70	31	19	17	11	159
<u>The Morning News</u>	<u>77</u>	<u>75</u>	<u>20</u>	<u>19</u>	<u>6</u>	<u>6</u>	<u>103</u>
Totals	273	75	64	17	30	8	367

Hypothesis four, that there would be more hard-news pictures used on page one than soft-news pictures, is supported in the case of all three metropolitan newspapers.

A total of 87 pictures were used on page one during the survey period on the three metropolitan newspapers. Of these, 51 pictures (59 per cent) depicted hard-news events, whereas 36 pictures (41 per cent) depicted soft-news events (see Table XII).

Of the 26 pictures used on page one at The Star-Telegram, 53 per cent depicted hard-news events. Of the 36 pictures used on page one at The Chronicle, 63 per cent depicted hard-news events. Of



the 25 pictures used on page one at The Morning News, 56 per cent depicted hard-news events.

TABLE XII  
DISTRIBUTION OF PAGE-ONE PICTURES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Hard News		Soft News		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	14	54	12	46	26
<u>The Chronicle</u>	23	64	13	36	36
<u>The Morning News</u>	<u>14</u>	<u>56</u>	<u>11</u>	<u>44</u>	<u>25</u>
Totals	51	59	36	41	87

Analysis of the source of the hard-news pictures on page one showed that all three metropolitan newspapers relied on news-service pictures for the greatest number of hard-news pictures on page one. The percentage of hard-news and soft-news pictures used on page one at all three newspapers was approximately evenly distributed between hard- and soft-news pictures, indicating that possibly editors at the metropolitan papers attempted to present a more balanced combination of hard- and soft-news pictures to readers. At the three small-city

dailies, the distribution of hard- and soft-news pictures was more widely divided.

Hypothesis five, that picture-page and multi-picture layouts would be devoted primarily to soft-news events rather than hard-news events, is supported at all three metropolitan newspapers.

A total of 108 instances of multi-picture use occurred at the three metropolitan newspapers. Of these, 97 instances (90 per cent) depicted soft-news events, whereas 11 instances (10 per cent) depicted hard-news events (see Table XIII).

TABLE XIII  
DISTRIBUTION OF MULTI-PICTURE USE ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	15	94	1	6	17
<u>The Chronicle</u>	50	89	6	11	56
<u>The Morning News</u>	<u>31</u>	<u>89</u>	<u>4</u>	<u>11</u>	<u>35</u>
Totals	97	90	11	10	108

Of the 17 instances of multi-picture use at The Star-Telegram, 94 per cent depicted soft-news events. Of the 56 instances of multi-

picture use at The Chronicle, 89 per cent depicted soft news events. Of the 35 instances of multi-picture use at The Dallas Morning News, 89 per cent depicted soft-news events.

A total of 5 picture pages were used at the three metropolitan newspapers during the survey period. Of these, all 5 depicted soft-news events (see Table XIV).

TABLE XIV  
DISTRIBUTION OF PICTURE PAGES ACCORDING TO SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	2	100	0		2
<u>The Chronicle</u>	0		0		0
<u>The Morning News</u>	<u>3</u>	<u>100</u>	<u>0</u>		<u>3</u>
Totals	5	100	0		5

Analysis of the source-of-photograph data on the three metropolitan newspapers indicated that only one paper, The Star-Telegram, used more local pictures than pictures from the other two sources. The Chronicle showed the greatest number of pictures in

the news-service category, whereas The Morning News showed the greatest number of pictures in the "other" category (see Table XV).

TABLE XV

## DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO SOURCES

	Local		News Service		Other		Total
	No.	%	No.	%	No.	%	
<u>The Star-Telegram</u>	245	44	174	31	141	25	560
<u>The Chronicle</u>	237	32	307	41	196	27	740
<u>The Morning News</u>	<u>186</u>	<u>31</u>	<u>173</u>	<u>29</u>	<u>235</u>	<u>40</u>	<u>594</u>
Totals	668	35	654	35	572	30	1894

A combined total of 1,894 pictures were used by the three papers. Of these, 668 pictures (35 per cent) were classified as local pictures, 654 pictures (35 per cent) were news-service pictures, and 572 pictures (30 per cent) were from other sources.

Of the 560 pictures used at The Star-Telegram, local pictures accounted for 44 per cent of the total. Of the 740 pictures used at The Chronicle, news-service pictures accounted for 41 per cent of the total. Of the 594 pictures used at The Morning News, pictures from "other" sources accounted for 40 per cent of the total.

In the category of photograph size, a definite practice appeared at The Star-Telegram and The Morning News. On these two papers, as the size of a photograph increased, the frequency of its use decreased. This practice also appeared on The Chronicle in all but the three-column size. At The Chronicle, three-column pictures outnumbered two-column pictures. The increased use of three-column sizes at The Chronicle is probably a result of the paper's having a full-time picture editor, who is responsible for determining the size of the majority of the pictures in the paper, and who indicated that he preferred to display pictures as large as possible whenever space permitted (see Table XVI).

TABLE XVI

## DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO COLUMN WIDTHS

	One Column		Two Column		Three Column		Four Column		Total
	No.	%	No.	%	No.	%	No.	%	
<u>The Star-Telegram</u>	305	54	113	21	101	18	41	7	560
<u>The Chronicle</u>	306	41	182	25	188	25	64	9	750
<u>The Morning News</u>	258	43	180	32	113	18	43	7	594
Totals	869	46	475	25	402	21	148	8	1894

Of the 1,894 pictures used at the three metropolitan papers, there were 869 pictures (46 per cent) used in one-column sizes, 475 pictures (25 per cent) used in two-column sizes, 402 pictures (21 per cent) used in three-column sizes, and 148 pictures (8 per cent) used in sizes of four columns or more.

Analysis of the placement of photographs showed that the greatest number of pictures appeared in section one at The Star-Telegram and The Morning News, but at The Chronicle the greatest number of pictures appeared in "other" sections. The combined totals for picture placement at the three metropolitan papers showed that 601 pictures (31 per cent) appeared in section one, 71 pictures (4 per cent) appeared in local sections, 263 pictures (14 per cent) appeared in sports sections, 413 pictures (22 per cent) appeared in women's sections, and 546 pictures (29 per cent) appeared in other sections (see Table XVII).

The use of pictures with outlines only occurred 363 times during the survey period on the three metropolitan dailies, representing 19 per cent of the total number of pictures published. Of the 560 pictures published at The Star-Telegram, 54 pictures (10 per cent) occurred with outlines only. Of the 740 pictures published at The Houston Chronicle, 200 pictures (27 per cent) occurred with

TABLE XVII  
DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO PLACEMENT

	Section One		Local		Sports		Women		Other		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
<u>The Star-Telegram</u>	187	33			72	13	162	29	139	25	560
<u>The Chronicle</u>	223	30			122	17	112	15	283	38	740
<u>The Morning News</u>	<u>191</u>	<u>32</u>	<u>71</u>	<u>12</u>	<u>69</u>	<u>11</u>	<u>139</u>	<u>24</u>	<u>124</u>	<u>21</u>	594
Totals	546	31	71	4	263	14	413	22	546	29	1894

cutlines only. Of the 594 pictures published at The Morning News, 109 pictures (18 per cent) occurred with cutlines only (see Table XVIII).

There appeared to be no discernable direction in the use of cutline-only pictures on the three metropolitan dailies.

The use of color pictures in news sections occurred a total of 12 times during the survey period at the three metropolitan dailies. All 12 of the instances depicted soft-news events and occurred in the women's section of the newspapers (see Table XIX).

TABLE XVIII

## DISTRIBUTION OF PHOTOGRAPHS USED WITH CUTLINES ONLY

	Cutlines Only		Pictures With Stories		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	54	10	506	90	560
<u>The Chronicle</u>	200	27	540	73	740
<u>The Morning News</u>	<u>109</u>	<u>18</u>	<u>485</u>	<u>82</u>	<u>594</u>
Totals	363	19	1531	81	1894

TABLE XIX

## DISTRIBUTION OF COLOR PHOTOGRAPHS ACCORDING TO SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
<u>The Star-Telegram</u>	3	100	0		3
<u>The Chronicle</u>	5	100	0		5
<u>The Morning News</u>	<u>4</u>	<u>100</u>	<u>0</u>		<u>4</u>
Totals	12	100	0		12



CHAPTER V

COMPARISON OF SMALL-CITY AND METROPOLITAN  
NEWSPAPERS

This chapter contains a discussion of the small-city and metropolitan newspapers based on the collected data and the five hypotheses stated in the introduction. A discussion of hypotheses two, three, four, and five is presented first. Analysis of additional data is then presented, followed by a discussion of hypothesis one.

Discussion of Hypotheses

Hypothesis two, that local-news pictures depict more soft-news events than hard-news events, is supported by practices at the three metropolitan papers and the three small-city papers. A total of 1,010 local pictures were published at the six newspapers during the survey period. Of these, 887 pictures (88 per cent) depicted soft-news events, whereas 123 pictures (12 per cent) depicted hard-news events.

Of the 668 pictures published at the three metropolitan dailies, 604 pictures (90 per cent) were soft-news pictures. Of the

342 pictures published at the three small-city dailies, 283 pictures (83 per cent) were soft-news pictures (see Table XX).

TABLE XX

DISTRIBUTION OF LOCAL PICTURES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
Metropolitan Dailies	604	90	64	10	668
Small-City Dailies	<u>283</u>	<u>83</u>	<u>59</u>	<u>17</u>	<u>342</u>
Totals	887	88	123	12	1010

Hypothesis three, that news-service pictures would provide the greatest number of hard-news pictures used at the newspapers, is supported by practices at the three metropolitan newspapers and The Sherman Democrat. The hypothesis was not supported by practices at The Paris News and The Midland Reporter-Telegram, which both used more local hard-news pictures than hard-news pictures from the news service. An important factor in the two papers' use of more local hard-news pictures appears to be the individual philosophies of the editors. At both papers, editors said they considered one of their major functions to be the presentation of local news and pictures,

since larger, competing papers had a relatively high readership in their respective cities.

A total of 537 hard-news pictures were published by the six newspapers during the survey period. Of these, 370 pictures (69 per cent) were news service, 123 pictures (23 per cent) were local pictures, and 44 pictures (8 per cent) were from other sources (see Table XXI).

TABLE XXI  
DISTRIBUTION OF HARD-NEWS PICTURES ACCORDING TO  
SOURCES

	News Service		Local		Other		Total
	No.	%	No.	%	No.	%	
Metropolitan Dailies	273	75	64	17	30	8	367
Small-City Dailies	<u>97</u>	<u>57</u>	<u>59</u>	<u>35</u>	<u>14</u>	<u>8</u>	<u>170</u>
Totals	370	69	123	23	44	8	537

Of the 367 hard-news pictures used at the three metropolitan dailies, 273 pictures (75 per cent) were from news services, 64 pictures (17 per cent) were local pictures, and 30 pictures (8 per cent) were from other sources. Of the 170 hard-news pictures used at the three small-city dailies, 97 pictures (57 per cent) were from

news services, 59 pictures (35 per cent) were local pictures, and 14 pictures (8 per cent) were from other sources.

Hypothesis four, that there would be more hard-news pictures used on page one than soft-news pictures, is supported by practices at the three metropolitan newspapers, The Sherman Democrat and The Midland Reporter-Telegram. The hypothesis was not supported by practices at The Paris News, which used more soft-news pictures on page one. A major factor in the paper's limited use of hard-news pictures on page one might be the paper's limited access to news-service pictures. However, another important factor appears to be the preference of the editor, who indicated that he would stress a local picture, either hard news or soft news, over a news-service picture most of the time.

A total of 201 pictures were used on page one at the six newspapers during the survey period. Of these, 120 pictures (60 per cent) depicted hard-news events, whereas 81 pictures (40 per cent) depicted soft-news events (see Table XXII).

Of the 87 pictures used on page one at the three metropolitan papers, 51 (59 per cent) were hard news. Of the 114 pictures used on page one at the three-small city newspapers, 69 pictures (61 per cent) were hard news.

TABLE XXII  
DISTRIBUTION OF PAGE-ONE PICTURES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Hard News		Soft News		Total
	No.	%	No.	%	
Metropolitan Dailies	51	59	36	41	87
Small-City Dailies	<u>69</u>	<u>61</u>	<u>45</u>	<u>39</u>	<u>114</u>
Totals	120	60	81	40	201

Analysis of the source of pictures on page one showed that the news service was the major source for the three metropolitan papers, The Sherman Democrat and The Midland Reporter-Telegram. The Paris News used more local pictures.

Hypothesis five, that picture-page and multi-picture layouts would be devoted primarily to soft-news events rather than hard-news events is supported by practices at the three metropolitan papers and the three small-city papers.

In the case of picture pages, a total of seven instances occurred at the six papers during the survey period. Of these, all seven depicted soft-news events (see Table XXIII). There were

5 instances of pictures pages at the metropolitan newspapers, and 2 instances at the small-city dailies.

TABLE XXIII  
DISTRIBUTION OF PICTURE PAGES ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
Metropolitan Dailies	5	100	0		5
Small-City Dailies	<u>2</u>	<u>100</u>	<u>0</u>		<u>2</u>
Totals	7	100	0		7

In the case of multi-picture use, a total of 124 instances occurred on the six newspapers during the survey period. Of these, 109 instances (88 per cent) depicted soft-news events, whereas 15 instances (12 per cent) depicted hard-news events. Of the 108 instances at the metropolitan papers, 97 instances (90 per cent) were soft-news events. Of the 16 instances at the small-city papers, 12 instances (75 per cent) were soft-news events (see Table XXIV).

Analysis of the source-of-photograph data for the three metropolitan and three small-city dailies indicated that there were major differences within the two groups. Among the three metropolitan

newspapers no direction appeared to develop; the source of the greatest number of photographs occurred at all three sources: local, news service, and other. However, among the three small-city dailies a direction appeared at The Paris News and The Midland Reporter-Telegram; both papers used local photographs as the source for the greatest number of pictures. At The Sherman Democrat, the news service was the source for the greatest number of pictures.

TABLE XXIV

## DISTRIBUTION OF MULTI-PICTURE USE ACCORDING TO SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
Metropolitan Dailies	97	90	11	10	108
Small-City Dailies	<u>12</u>	<u>75</u>	<u>4</u>	<u>25</u>	<u>16</u>
Totals	109	88	15	12	124

A total of 2,575 pictures were published by the six newspapers during the survey period. Of these, 1,010 pictures (39 per cent) were by the local staffs, 872 pictures (34 per cent) were news service, and 693 pictures (27 per cent) were from other sources.

Of the 1,894 pictures published at the three metropolitan dailies, 668 pictures (35 per cent) were taken locally, 654 pictures (35 per cent) were news service and 572 pictures (30 per cent) were from other sources. Of the 681 pictures published at the three small-city dailies, 342 pictures (50 per cent) were taken locally, 218 (32 per cent) were news service, and 121 pictures (18 per cent) were from other sources (see Table XXV).

TABLE XXV  
DISTRIBUTION OF PICTURES ACCORDING TO SOURCES

	Local		News Service		Other		Total
	No.	%	No.	%	No.	%	
Metropolitan Dailies	668	35	654	35	572	30	1894
Small-City Dailies	<u>342</u>	<u>50</u>	<u>218</u>	<u>32</u>	<u>121</u>	<u>18</u>	<u>681</u>
Totals	1010	39	872	34	693	27	2575

In the size-of-photograph category, a direction appeared to develop at both the three metropolitan papers and the three small-city papers. In the case of both groups of newspapers, as the size of photographs increased in column widths the frequency of their use decreased.



Of the 2,575 pictures used by the six newspapers during the survey period, 1,101 pictures (43 per cent) were displayed in one-column widths, 697 pictures (27 per cent) were displayed in two-column widths, 566 pictures (22 per cent) were displayed in three-column widths, and 211 pictures (8 per cent) were displayed in widths of four columns or more.

A total of 1,894 pictures were used at the three metropolitan dailies. Of these, 869 pictures (46 per cent) were in one column, 475 pictures (25 per cent) were in two columns, 402 pictures (21 per cent) were in three columns, and 148 (8 per cent) were in widths of four columns or more. Of the 681 pictures used at the three small-city dailies, 232 pictures (34 per cent) were in one column, 222 pictures (33 per cent) were in two columns, 164 pictures (24 per cent) were in three columns, and 63 pictures (9 per cent) were in widths of four columns or more (see Table XXVI).

Analysis of the placement-of-photograph data for the six daily newspapers indicated that more pictures were displayed in section one than in any other section at all three of the small-city dailies and on two of the metropolitan dailies, The Star-Telegram and The Dallas Morning News. At The Houston Chronicle, the greatest number of pictures were displayed in "other" sections.

TABLE XXVI  
DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO COLUMN  
WIDTHS

	One Column		Two Column		Three Column		Four Column		Total
	No.	%	No.	%	No.	%	No.	%	
Metropolitan Dailies	869	46	475	25	402	21	148	8	1894
Small-City Dailies	<u>232</u>	<u>34</u>	<u>222</u>	<u>33</u>	<u>164</u>	<u>24</u>	<u>63</u>	<u>9</u>	<u>681</u>
Totals	1101	43	697	27	566	22	211	8	2575

The combined totals of placement for both the metropolitan and small-city dailies showed that the "other" category produced the second greatest number of pictures, followed by the women's section and the sports section.

Of the 2,575 pictures displayed in the six dailies, 897 pictures (35 per cent) appeared in section one, 71 pictures (3 per cent) appeared in local sections, 355 pictures (14 per cent) appeared in sports sections, 557 pictures (21 per cent) appeared in women's sections, and 705 pictures (27 per cent) appeared in other sections (see Table XXVII).

TABLE XXVII

## DISTRIBUTION OF PHOTOGRAPHS ACCORDING TO PLACEMENT

	Section One		Local		Sports		Women's		Other		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
Metropolitan Dailies	601	32	71	4	263	14	413	22	546	28	1894
Small-City Dailies	<u>296</u>	<u>43</u>	<u>0</u>	<u>—</u>	<u>92</u>	<u>13</u>	<u>144</u>	<u>21</u>	<u>159</u>	<u>23</u>	<u>681</u>
Totals	897	35	71	3	355	14	557	21	705	27	2575

The distribution of photographs used with cutlines only was about equal between the metropolitan papers and the small-city papers. Neither group appeared to use pictures with cutlines only in any discernable pattern or in any particular section of the newspaper. Of the 2,575 pictures used by the six daily newspapers during the survey period, 475 pictures (18 per cent) were used with cutlines only (see Table XXVIII).

The use of color pictures occurred only at the three metropolitan dailies during the survey period. There were no instances of the use of color photographs at any of the three small-city dailies. Of the 12 instances of color pictures at the metropolitan papers, all depicted soft-news events (see Table XXIX).

TABLE XXVIII

## DISTRIBUTION OF PHOTOGRAPHS USED WITH CUTLINES ONLY

	Cutlines Only		Pictures With Stories		Total
	No.	%	No.	%	
Metropolitan Dailies	363	19	1531	81	1894
Small-City Dailies	<u>111</u>	<u>16</u>	<u>570</u>	<u>84</u>	<u>681</u>
Totals	474	18	2101	82	2575

Hypothesis one, that there are no basic differences in subject matter content and source of photographs between metropolitan newspapers and small-city newspapers, was not supported by the data gathered.

Among the metropolitan newspapers, all four of the hypotheses dealing with the subject-matter content and the source of photographs were supported by practices at the papers. Practices at the small-city newspapers supported hypotheses two and five, but failed to support hypotheses three and four.

Hypothesis three, that news-service pictures provide the largest number of hard-news pictures, was supported by only one of the small-city dailies.

TABLE XXIX

DISTRIBUTION OF COLOR PHOTOGRAPHS ACCORDING TO  
SUBJECT-MATTER CONTENT

	Soft News		Hard News		Total
	No.	%	No.	%	
Metropolitan Dailies	12	100	0		12
Small-City Dailies	<u>0</u>	<u>—</u>	<u>0</u>		<u>0</u>
Totals	12	100	0		12

Hypothesis four, that there will be more hard-news pictures used on page one than soft-news pictures, was supported by practices at two of the small-city dailies.

The differences found among the small-city dailies in connection with hypotheses three and four appear to be related to the editors' view of the paper's role as local news media, which are in competition with larger, metropolitan dailies. As a result, editors at the papers appear to stress local pictures over news-service pictures whenever possible. Consequently, local soft-news pictures appear to be used more frequently than hard-news pictures from the news service. Editors at two papers which failed to support hypotheses three and four, The Paris News and The Midland

Reporter-Telegram, both characterized the papers as locally oriented. On the other hand, at the single small-city paper which supported all four hypotheses, The Sherman Democrat, the editor characterized the paper as being broader in scope, viewing it as the major source of print news in the area. This difference in concept of the role of small-city papers appears to be the major factor in the differences expressed in the use of hard- and soft-news photographs and the use of local photographs over news-service photographs.

## CHAPTER VI

### CONCLUSIONS AND SUGGESTIONS

As explained in Chapter V, hypotheses two and five were totally supported by data gathered in this study, hypotheses three and four were partially supported, and hypothesis one was not supported. It seems appropriate to discuss further the significance of these findings, and to make suggestions for more imaginative and productive use of photography in daily newspapers.

Although it is assumed that the findings of this study apply only to the six newspapers surveyed, it should be noted that, in some cases, the conclusions may apply to other small-city and metropolitan newspapers.

The support of hypothesis two, that local-news pictures depict more soft-news events than hard-news events, appears to confirm that editors tend to view the role of photography on daily newspapers as basically a human-interest or entertainment medium, and do not view it as a serious communication technique which may provide a type of information difficult to present with words. If young photographers are looking for opportunities to get involved with meaningful

problems in local communities, they may well be disappointed. Instead, the majority of their efforts would likely be directed toward providing more-or-less cliché photographs of the soft-news variety.

The support for hypothesis five, that picture-page and multi-picture layouts are devoted primarily to soft-news events, also appears to confirm that many editors view photography as primarily an entertainment or decorative medium. There were no instances of picture-page layouts depicting hard-news events. The majority of the picture pages appeared in the women's section of the newspapers. The majority of the multi-picture layouts also depicted soft-news events, but they were found distributed throughout all sections of the newspapers.

Hypothesis three, that news-service pictures provide the largest number of hard-news pictures in newspapers, was not supported by practices at two of the small-city newspapers. It may, however, be significant that the hypothesis was supported by practices at all three metropolitan newspapers. A possible cause of the variance may be that editors at small-city dailies consciously pass over many relevant hard-news pictures from news services in order to publish local pictures. The more limited amount of space at many small-city newspapers would make such a choice necessary. Another factor may be that of proximity, or the value of local news in a unified community,



which is often the case in smaller cities compared to metropolitan cities. Editors at metropolitan newspapers may tend consciously to use more hard-news pictures from news services for the reverse reason: the lack of a unified sense of community identity. A study investigating simply the source of pictures on a large number of metropolitan and small-city dailies might be conducted to determine if the direction indicated by this study would be continued.

Hypothesis four, that there will be more hard-news pictures used on page one than soft-news pictures, was supported by practices at all three metropolitan dailies and all but one of the small-city dailies. It appears significant that the single small-city daily which did not support the hypothesis had only limited access to news-service pictures, and its editor indicated that hard-news pictures were often hard to obtain locally. Among newspapers with full access to news-service pictures, hypothesis four might be totally supported.

Hypothesis one, that there are no differences in subject-matter content and source of photographs among metropolitan and small-city newspapers, was not supported by the findings of this study. Major differences were demonstrated by practices which failed to support hypotheses three and four. In addition, major differences were found between the metropolitan and small-city dailies in the number of pictures used from the three source classifications. The data showed

that one metropolitan paper carried more pictures from local sources than any other, one metropolitan paper had more news-service pictures than any other, and the third metropolitan paper published more pictures from the "other" source. It appears significant that among the three small-city dailies, two papers had local pictures as the source for the greatest percentage, whereas the third had news-service pictures as the greatest source. This data may also support the premise that editors at many small-city papers often pass over pictures from news services or other sources in order to publish more locally produced pictures. Findings of this study also indicated that editors tended to use the greatest number of pictures in one-column widths, and that as the column widths of photographs increased, the frequency of their use decreased. With slight variation, this direction held in practices at both small-city and metropolitan newspapers. Data also indicated that more pictures were being used in section one of most papers, and that color photographs were being used primarily to depict soft-news events and were confined to women's or entertainment sections of newspapers.

Although this study is unable to provide reasons why editors may tend to assign more photographic coverage for soft-news events than hard-news events, a cause may be found in most editors' definition of a hard-news picture. Although none of the editors interviewed

in this study were asked to provide such a definition, many indicated that they viewed hard-news pictures as those which showed some type of dramatic action, such as a fire, explosion, or car wreck (any event which contained dramatic movement or the consequences of dramatic movement). It was noted during this study that few examples of picture coverage occurred which showed hard-news events in normal, calm settings, such as city council or school board meetings. Editors do not appear to be using the same criteria for assigning picture coverage as they are for assigning coverage of news stories. Although many hard-news stories may not include dramatic action, it is frequently such stories which have the most significance to the citizens of a community, and which should receive more photographic coverage by daily newspapers. By assigning more photographic coverage to such hard-news events, and by displaying the pictures more imaginatively, editors might also improve readership for such stories, since pictures would add an element of importance to the stories in the eyes of the general public.



## APPENDIX B

### STAFF STRUCTURE AND POLICY QUESTIONNAIRE

The following questions were used as a basis for discussion with key personnel at the six newspapers surveyed; personnel were asked to elaborate and expand on related areas whenever applicable.

1. What types of sources for photographs do you have available for non-local pictures?
2. How many photographers do you employ full-time or part-time? Describe the photographic department structure.
3. Do you consider your photographic staff adequate?
4. Do you have a policy for the use of local photographs over news-service photographs?
5. Describe any policy or philosophy your newspaper may have concerning the use of pictures on page one, especially as it relates to local and news-service pictures.
6. How frequently do you use multi-picture combinations or picture-page layouts?
7. Do editors at your paper tend to prefer certain types of news pictures over others, such as soft news over hard news?
8. How would you describe the geographical area which your newspaper serves? Does this view affect your choice in the selection of photographs?
9. Do space considerations affect the use of photographs at your newspaper?

10. What do you believe to be your newspaper's strongest area photographically? its weakest area?
11. Do photographers at your paper use color photographs regularly?

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