A CASE STUDY OF THE PRISON NEWSPAPER CONNER'S INSIGHT AT THE R.B. (DICK) CONNER CORRECTIONAL CENTER IN HOMINY, OKLAHOMA

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Bachelor of Science

Oklahoma State University

Stillwater, Oklahoma

1990

Submitted to the Faculty of the
Graduate College of
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
May, 1993

OKLAHOMA STATE UNIVERSITY

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ACKNOWLEDGEMENTS

I would like to thank Dr. Connie Lawry, my thesis advisor, who accepted a turtle's pace in the beginning and rabbit's speed near the end. Not only did Dr. Lawry provide direction and solutions, she also provided understanding. I would also like to thank the other members of my committee, Dr. Charles Fleming and Dr. Steve Smethers for their advice and support.

I would also like the thank Peter Iverson and Warden Ronald Champion at the R.B. (Dick) Conner Correctional Center for their support and encouragement. "Pete" not only answered every question, but he gave "insight".

Great thanks goes to the inmates who treated me with such kindness and accepted me into their world. Not only did the inmate staff provide vital information for this project, but they also taught me the grand importance of freedom.

I would also like to thank my present employers at the Edmon Low Library, Deborah Hull, David Robinson and Mary Helen Evans, for being tolerant of a panicked, exhausted graduate student.

I would also like to thank Scott Shortess for allowing me to use his lap top computer at my leisure. Without his

generousity, I would have gone insane a long time ago.

I would like to thank all the understanding friends who accepted "No, I just can't" time and time again as the thesis neared its completion. Thanks also goes to Karla Williams who help cut and paste and copy at the end.

Thanks are also extended to my family, both biological and spiritual, who always believed I would finish and gave support at just the right times.

And finally, I would like to thank Lee Southard, an amazingly accepting friend, for having an open mind to volunteering inside a prison, and encouraging me to ride her coat tails right into a wonderfully interesting thesis project.

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CHAPTER I

INTRODUCTION

Overview

According to Webster's New World Dictionary of the American Language, communication is "1. the act of transmitting 2. a) a giving or exchange of information, signals, or messages by talk, gestures, writing, etc. b) the information, message, etc." (2d college edition, 1984 p. 287). Communication can take many forms which fall generally into two broad categories: verbal and written/visual. On the verbal side one might consider chatter among friends, lectures from professors, administrative tips from employers during business meetings, and telephone conversations. On the written side, one might list road signs, letters, memos, newsletters, magazines, newspapers and books. Although these forms of communication are different in many ways, they are alike in that they all are used to disseminate information.

This study focused on a specific form of written communication found within many correctional systems in the United States. The communication is often referred to as

the prison newspaper or prison publication. However, while these prison publications might fit some definitions of a newspaper, they are unlike newpapers in many crucial ways. The purpose of this study was not to arrive at the appropriate label by which to call these prison publications. Instead, the purpose of the study was to provide a detailed description of one example of this form of written communication.

While correctional center publications have a limited circulation among the general public, they nonetheless serve a large population. According to the Department of Justice there are approximately 745,000 individuals in custody of state and federal institutions (Flanagan, 1992, 643). And although there is no recent statistical information available on just how many correctional centers have publications, Mr. Peter Iverson, Programs Director at R.B. (Dick) Conner Correction Center in Hominy, Oklahoma, speculates that approximately 85% of the United States Correctional Centers have an internal publication (Interview, August, 1992).

In 1969, Russell N. Baird, a professor of journalism at Ohio University, surveyed all state and federal correctional institutions in the United States through a questionnaire to determine the number of facilities in the United States which produced publications. Responses were received from 413 of the 452 institutions. Baird found that

more than half (53 percent) of the 91.3 percent of correctional institutions in the United States which responded had inmate publications (Baird, 1967, 11).

According to Baird (1967), the first penal newspaper was published on Monday, March 24, 1800, by William Keteltas, an inmate of the New York Prison. According to Baird (1967) Keteltas' purpose in founding the Forlorn Hope was advocacy (p. 22): "Ketektas established Forlorn Hope in an effort to bring an end to imprisonment for debt in the United States" (p. 19). More of the history of penal pubications will be discussed in Chapter Two.

Purpose of the Study

The purpose of the study was to conduct one specific descriptive case study of an example of a penal publication, the Conner's Insight, published at the R.B. (Dick) Conner Correctional Center located in Hominy, Ok, in order to obtain information and opinions which will document the history of the publication, analyze its format and content throughout the period of its publication, and identify areas which, in the opinion of the current publication staff and / or administration, could be improved. The study relied on archival analysis and voluntary interviews with persons currently associated with the publication or the facility. The primary unit of analysis was the forty-three available

issues of the publication itself. This singular descriptive case study was designed to produce one piece of the mosaic of an essential, yet overlooked, subgroup of written communication--prison publications.

Need for the Study

Although penal publications serve a large population, the amount of information pertaining to such forms of journalism is limited to the 1965-66 survey conducted by Baird, a handful of journal articles mostly pertaining to the legal aspect of prison publications, an annotated bibliography of specific published writing of inmates, and sparse sections within books discussing the alternative press. The most recent singularly descriptive piece was published in 1987 by People Weekly magazine to celebrate the centennial of the oldest penal publication still in existance, the Mirror. The Mirror is produced within the Territorial Prison in Stillwater, Mn. A search of available literature revealed no other published articles or studies which describe the function and format of specific penal publications.

As specific descriptive case studies pertaining to penal publications are published, a large mosaic of information about this unique form of written communication can be formed from which more general studies could be

completed. Penal publications as subjects for research provide information and insight applicable to the fields of journalism/mass communications as well as penology. Descriptive documentation of the content of a prison publication can help to provide a history of that specific institution, the changes within that institution over time, the concerns of the inmate population and the concerns of the institutional administration. Such histories not only document the past; they also provide insights that are applicable to the present and can help predict and shape the future. Finally, the information compiled by this study regarding the operation, design, and dissemination of the Conner Insight can be used not only by the publication staff and administration of Conner, but also by other institutions, to improve their publications.

Outline of Subsequent Chapters

The remainder of this thesis consists of four chapters. Chapter II presents a review of available literature relating to penal publications. Chapter III describes the methodology involved with this particular descriptive case study of Conner's Insight. A summary of the findings from the archival analysis and voluntary interviews with newspaper staff and administration comprise Chapter IV. Chapter V concludes the body of the thesis by offering

conclusions from the analysis.

CHAPTER II

REVIEW OF THE LITERATURE

This chapter begins with definitions that illustrate the relationship to print media of communication, mass communication and journalism. The discussion presents the legal restrictions which apply to print media and focuses on three specific forms of print media--newsletters, newspapers and magazines--and the characteristics they have in common as well as the characteristics that differentiate them. Factors considered include history, purpose, design, content, ownership or funding, and audience. Also, the characteristics of various forms of "alternative" print media are described in terms of history, purpose, design, content, ownership or funding, audience, restrictions (legal and institutional), and responsibilities. The last section of the chapter includes a review of available literature pertaining specifically to penal publications. The various aspects of print media were reviewed in order to suggest the appropriate contexts in which penal publications might be viewed.

Definition of Communication

William Schramm defines communication broadly as "the sharing of an orientation toward a set of informational signs" (Agree, 1982, p.9). According to Schramm, information is not limited to news or "facts" or what is taught in the classroom or contained in reference books: it also encompasses emotions and the concept of reading between the lines for underlying meanings (Agree, 1982, p.9). Schramm acknowledges individual levels of perception by saying that communication should be thought of as "entities coming to a given piece of information, each with his own needs and intentions, each comprehending and using information in his own way" (Agree, 1982, p. 10).

Although perception of information is one of the strongest factors in determining what is communicated, Harold D. Lasswell adds more tangible characteristics in describing the act of communication. Lasswell uses five sequential steps: "Who, Says what, In which channel, To whom, With what effect" (Agee, 1982, p.8). These components combined with the receivers' perceptions of the ideas and concepts being presented equate to communication. Frederick Whitney (1975) enforces this concept by saying that "the two principal factors in the communication process are a source and a receiver. Communication requires both" (p.3).

Joseph Dominick (1983) contends that the communication process is composed of the following elements:

(1) a source;
(2) a process of encoding;
(3) a message;
(4) a channel;
(5) a process of decoding;
(6) a receiver;
(7) the potential for feedback; and
(8) the chance for noise (p. 6).

Dominick (1983) summarizes the communication process in relation to print media in the following example: a source, New York Times, encodes (translates) an idea, that idea becomes the message (article), that message is channeled (distributed) by a print medium and then decoded (interpreted) by the receiver (reader). The message then has a potential for feedback (receiver reaction) and a chance for noise (semantical, mechanical or environmental interference) (p. 6-12).

According to Dominick (1983) the communication process can be divided into three settings: interpersonal communication, machine-assisted interpersonal communication and mass communication (p. 12).

Interpersonal communication is the interacting of one person (or group) with another person (or group) without the aid of a mechanical device (Dominick, 1983, 13).

Machine-assisted interpersonal communication occurs when one or more persons are communicating by means of a mechanical device with one or more receivers (Dominick, 1983, 14).

Definition of Mass Communication

According to Dominick (1983), mass communication refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, heterogeneous, and scattered audiences" (p. 19).

According to Whitney (1979) mass communication is "simply communication extended to a grand scale" (p.1).

In order for mass communication within media such as newspapers, magazines and television to occur, advancements in distribution and production have been essential.

Warren Agee (1982) reports that, according to Charles Wright, mass communication is composed of the following characteristics:

1. It is directed toward relatively large, heterogenous, and anonymous audiences.
2. Messages are transmitted publicly, often timed to reach most audience members simultaneously, and are transient in character.
3. The communicator tends to be, or to operate within, a complex organization that may involve great expense (Agee, 1982, 10).

Once these characteristics are in place the process involving mass communications performs four functions which are common to all communication: information, persuasion, entertainment and transmission of the culture (Whitney, 1975, p.18).

Definition of Journalism

According to Agee (1982) "journalism is the occupation in which news is reported based on the news one is given" (p.10). The elements which determine exactly what "composes" news is left to the perception of the sender and the interpretation of the receiver.

According to Frederick Whitney (1975) "journalism was the first of the social sciences to investigate in any depth the phenomenon of mass communications, and journalism's preoccupation with news is the heritage still dominating the discipline" (p.20).

Legal Restriction on Print Media

Although the First Amendment of the United States Constitution grants freedom of the press, it is not a blanket permission which allows the press free reign on publication of material. According to Bruce Itule (1991) "the courts have repeatedly held that the First Amendment is not an absolute" (p. 597). Thus, they constantly are called upon to decide whether actions taken by the press are legally permissible. The print media is held responsible if printed material is determined to be libelous. Bruce Itule (1991) defines libel as "the communication of information that damages an individual in his or her profession, business or calling" (p. 597). "Five requirements must be met before a libel action can be successfully brought

against a media outlet:

(1) publication (communication to a third party);
(2) identification (though not limited to calling an individual by name);
(3) harm to reputation;
(4) proof of falsity; and
(5) proof of fault" (Itule, 1991, 597).

Copyright laws are another legal restriction involving print media. "A copyright gives an author the exclusive right to material that she or he has written" (Williams, 1990, 40). This law applies to the copying of material from other publications. The copyright law does contain a fair use provision. According to Beach (1982) this provision allows for the reproduction of a small portion of copyrighted material without permission (p.24).

A legal restriction addressed by Myrick Land (1987) pertaining to print media involves photographs. According to Land (1987) "most (print media) will ask for a signed permission form from anyone who can be clearly identified in photographs" (p. 138-39).

Land (1987) also reminds writers of the fault of plagiarism which occurs when a writer does not cite sources when non-original items such as quotations or paraphrases are used (p. 143).

Newsletters

History/Purpose of Newsletters

According to Michael Emery (1988) the newsletter has been a common form of business communication for hundreds of years (p. 6). Emery (1988) traces the origin of the newsletter between the fifteenth and sixteenth centuries. According to Emery (1988) the most famous early newsletter was the Fugger newsletters from the Fugger banking house in Augsburg, Germany (Emery, 1988, 6). According to Emery (1988), this newsletter contained information on such historic events as the execution of Mary Queen of Scots, the defeat of the Spanish Armada and early voyages of Sir Francis Drake (p. 6). One could say that the basic memoranda produced within any corporation build the framework of newsletters. A history of the newsletter is much more easily understood when placed in the context of the general purposes of such publications.

According to Mark Beach (1982) the newsletter links leaders and members and can serve a multitude of purposes which each can be described in a word or two such as: teach, inform, announce, motivate, entertain, explain, recruit, report, analyze, clarify, advertise, praise, persuade, impress, illustrate, interpret, inspired, define and justify (p.2). From among these many possibilities, "only some purposes will apply to specific audiences: depending on the

goals established by the newsletter editor" (p. 2).

Physical Features of Newsletters

According to Patricia Williams (1990) there are several standard design characteristics to a "perfect" newsletter. "Most newsletters have 8 1/2-x-11-inch pages, a standard size for paper that is easy to obtain and also the standard for desktop publishing systems" (p.198-99). Mark Beach (1982) reports that almost eighty percent of all editors of newsletters use 8 1/2-x-11-inch pages (p.80).

"Most newsletters have either one, two, or three columns" (Williams, 1990, 199). The column choice depends on the number and size of illustrations and art involved within the newsletter. The one-column format has a business-like appearance and resembles a traditional personal letter. A drawback of the one-column layout is that "it makes it hard to work in illustrations and photos" (Beach, 1982, 80). According to Beach (1982) "a two-column format yields more flexibility for art and presents a somewhat formal tone" (p. 80). The three-column format is most conducive to those editors who prefer a large quantity of art and graphic design. And yet, the three-column format has its own limitation. "The three column format requires more careful design because of tight margins" (Beach, 1982, 80). Overall, the column format is determined by the editor's preference, the objectives of the newsletter, the

amount of art included and the type of equipment available.

Paper stock, grade and opacity are design qualities specific to each individual newsletter publication. The higher the paper grade and heavier the paper stock, the more expensive the publication is to produce (Williams, 1990, 208).

"Black ink is standard for body copy. Occasionally, you'll see a newsletter printed in dark blue, dark brown, or dark green ink" (Williams, 1990, 210).

Content of a Newsletter

A survey was conducted by the International Association of Business Communicators (IABC) in 1981 in order to determine the preferred content of a company newsletter based on the rankings of a list of possible topics. The IAC surveyed 45,000 employees from 40 businesses in eight industrial categories. The following 17 subjects were ranked in order of preferred content with #1 being the most preferred:

Rank	Subject
1.	Organization's plan
2.	Personnel policies and practices
3.	Productivity improvements
4.	Job-related information
5.	Job-advancement opportunities
6.	Effect of external events on job
7.	Organization's competitive position
8.	News of other departments
9.	How my job fits overall organization
10.	How organization uses its profits
11.	Organization stand on current events

12. Organization community involvement
13. Personnel changes/promotions
14. Financial results
15. Advertizing promotions/plans
16. Stories about other employees
17. Personal news (birthdays, etc)
(Beach, 1982, 10).

Patricia Williams (1990) took the results from the IAC survey and transformed them into six general categories:

1. News about the organization.
(Milestones, Accomplishments, Announcements of coming events, and Reports on events)
2. News about employees or members.
(Promotions, Retirements, New Personnel, Anniversaries, and Achievements)
3. News about the community at large.
(Relevant news about the immediate community, Relevant national and international news)
4. Articles about the organization.
(The organization's history, department division, or branch profiles)
5. Human interest features
(Personal accomplishments, Awards, Anniversary announcements, and Personality profiles)
6. Regular features (p. 14-15).
(A column representing the policy-making voice of the organization, A column with rotating or guest writers, A gossip Column, Calendar of coming events, Changes, Classified advertising) (p. 14-15).

Mark Beach (1982) also includes calendars and graphics such as photography and illustrations within the commonplace contents of a newsletter. According to Beach (1982) "readers often consider the calendar the most useful news presented" (p. 44). Beach (1982) defines graphics as "pieces of art used to express ideas" (p.49).

Other Features of a Newsletter

According to Patricia Williams (1991) newsletters are owned and financed by the corporation, business or outlet which they serve (p. 25).

The audience of a newsletter depends largely on the purpose of the publication. Patricia Williams (1990) provides a sampling of the types of audience members served by various newsletters. Her list includes: customers, potential customers, members, prospective members, leaders, employees, the media, and staffs of nationwide organizations (p. 5).

Newspapers

History/Purpose of the Newspaper

The history of the newspaper is an extensively detailed one, unlike that of the newsletter. The following discussion only touches the surface of newspaper history, highlighting major evolutions and key individuals.

According to Michael Emery (1988) "the first systematic attempt to collect and distribute information was Acta Divena, the hand written 'daily gazette' posted regularly in the Roman Empire between 59 B.C. and A.D. 222" (p. 1). With the introduction of the printing press by Gutenberg in 1450, mass publication and distribution became possible. Emery (1988) reports the oldest known and preserved copies of a

titled, regularly published newssheet were produced in Germany in 1609 (p. 6). According to Emery (1988) "newspapers first flourished in areas where authority was weak, as in Germany. A German newspaper begun in 1616, the Frankfurter Oberpostamtzeitung, became the first daily newspaper in the world" (p. 7). Benjamin Harris, an English printer, is purported to have produced the first American colonial newspaper on September 25, 1690. Harris' Publick Occurrences, Both Foreign and Domestick was banned after the first issue (Emery, 1988, 23).

Newspapers have undergone many transitions throughout their history. During the 1700's newspapers became the political voices of young America. James Revington published the New York Gazetteer in show of support for the Tories while the Boston Gazette supported the political concepts of the Radicals.

In the 1830's, press for the masses evolved with the introduction of the penny press. According to Michael Emery (1988) Benjamin H. Day founded the New York Sun in 1833 followed shortly thereafter by the New York Herald, published by James Gordon Bennett in 1835 (p.117-120). Both of these publications focused on inexpensive sensationalism to sell their product.

In 1841, Horace Greeley, one of the most influential editors in the history of American journalism, began publication of the New York Tribune. Emery (1988) considers

Greeley to be "one of the most 'radical' persons of the age" (p. 124).

As young America rotated through independence, civil war, slavery, women's liberation and industrialization, newspapers of each period rose to the surface. Margaret Fuller and Jane Grey Swisshelm became prominent women journalists and editors. African American Frederick Douglass gained freedom and began publishing the North Star in 1847 (Emery, 1988, 153). According to Emery (1988) the number of daily newspapers quadrupled and the number of copies sold each day increased almost six fold during the industrialization and urbanization of the United States (p. 188). Currently, approximately 1,650 daily and 7,500 weekly newspapers are being published in the United States (Itule, 1991, 4).

It becomes evident through the few examples cited that newspapers have undergone tremendous change throughout history. This is understandable since the newspaper is the voice of the community it serves. As America has evolved and expanded, so has its newspapers.

In 1851 Samuel Bowles pronounced the ideal purposes which newspapers serve and they are applicable today with little adjustment. According to Bowles:

> It is to be, the high priest of History, the vitalizer of Society, the world's great informer, the earth's high censor, the medium of public thought and opinion, and the circulating life blood of the whole human mind (Agree, 1982, 62).

Frederick Whitney (1975) adds a forum for education, entertainment and advertisement to Bowles' list of a newspaper's purposes (p. 171).

Physical Features of a Newspaper

Paper size has undergone many changes over the years. Size was increased with technological advancements and decreased with economic strife. Technological advancements enabled printers to increase the size of the page from 8 1/2 x 11 to 15 x 16 inches prior to the Civil War. Once the Civil War erupted, the supply of newsprint decreased and its price drastically increased, therefore causing a reduction in page size (Moen, 1984, 4). According to Daryl Moen (1984) "newspaper pages (currently) range in size from approximately 20 to 22 1/2 inches in height. Widths usually are expressed in picas and range from approximately 80 to 90 picas" (p. 24). Although design format varies widely, Mario Garcia (1981) states that "six columns seems to be the most readable and widespread format today" (p. 48). A basic element involved in newspaper column selection is the page alignment. The contents of newspaper columns may be placed in either a horizontal or vertical direction based on individual newspaper layout preference. According to Garcia (1981) horizontal column placement is more radical than the classic vertical placement (p. 33).

The paper weight and opacity varies only slightly among

newspapers. According to Moen (1984) newsprint is often composed of kenaf or pulp and as newsprint prices increase weight decreases (p. 5).

The use of color within illustrative content of newspapers has become a common practice since 1979. According to Moen (1984) "a survey by the American Newspaper Publishers Association found that 57 percent ran more color in 1979 than in 1978" (p. 243). Although color is not generally used in type, USA Today has greatly increased the use of color among newspapers by including color for mastheads, graphics, cartoons, and advertisements.

Content of a Newspaper

The content of a newspaper is imperative to the success of the publication. According to Whitney (1975) most newspapers are composed of the following basic elements: national and international news, features of all kinds, the comics and entertainment news, community news and local advertisements (p. 1688-69). Whitney (1975) also reports that the local, regional newspapers concentrate most of their news information on local news of the communities which they serve (p. 167).

Other Features of a Newspaper

Ownership of newspapers has shifted from family-owned businesses to executive corporations such as Gannett and

Knight-Ridder. Ellis Cose (1989) sees the current newspaper industry as a "chain business" controlled by organizations such as Gannett and Knight-Ridder (p. 306). According to Cose (1989) "the newspaper business, once run largely on ego and emotion, is being run more and more by hard-nosed calculations on investment of capital" (p. 343).

According to Frederick Whitney (1975) "newspapers are supported by advertising to the extent that about three-fourths of their revenue is so derived" (p. 176-77). The remaining one-quarter comes from a combination of subscriptions and newsstand sales.

The audience of the newspaper is determined by the population to which individual newspapers are distributed. According to Whitney, the audience is composed of "individuals who rely on the newspaper for most of their news and local advertising showcases" (p. 158). In order for a newspaper to fulfill the needs of its community, there must be a preoccupation with local news. "Newspapers cater to their communities, their merchants, and to local taste" (Whitney, 1975, 159).

Library shelves are filled with books pertaining to the ethical codes established for the media and the ways in which they and their employees can remain responsible to society, their readership and themselves. According to Itule (1991) the greatest responsibility of a journalist, working on a newspaper or in other contexts, is to their

readership. "Reporters should remember that they have a responsibility to their readership" (p. 638). In order to maintain this responsibility, codes of ethics have been developed by organizations such as The Associated Press Managing Editors Association; the American Society of Newspaper Editors; the Society of Professional Journalists, Sigma Delta Chi; the National Conference of Editorial Writers; and The Associated Press Sports Editors. The following are issues which editors must confront in maintaining an ethical position within society:

(1) Fairness and objectivity;
(2) Misrepresentation by reporters;
(3) Privacy versus the public's right to know;
(4) Conflicts of interest;
(5) Gifts; and
(6) Compassion versus policy. (Itule, 1991, 638-39).

Magazines

History/Purpose of Magazines

According to Joseph Dominick (1983) "the first magazines printed in the United States were designed to be storehouses of varied literary materials gathered from books, pamphlets, and newspapers bound together under one cover" (p. 68). Dominick (1983) cites Andrew Bradford and Ben Franklin as creating the first colonial magazines. "Bradford's American Magazine was published a few days before Franklin's General Magazine in 1741" (p. 68).

According to Frederick Whitney (1975) advertising in

the late nineteenth century provided a new impetus for newspapers and magazines alike. "Magazines profited from the large volume of advertising aimed at women, which in turn spawned a flurry of women's magazines: Ladies' Home Journal, Women's Home Companion, and McCall's" (p. 181).

"In 1860, there were approximately 260 magazines published in the United States; by 1900, there were 1,800. The primary factors for the growth of magazines were more available money, better printing techniques that lowered prices, and especially the Postal Act of 1879, which gave magazines special mailing rates" (Dominick, 1983, 83-84). According to Whitney (1975) magazine publishing flourished until the 1950's with the introduction of network television (p. 181). Magazines underwent several changes in order to compensate for network television. According to Whitney (1975) magazines began to economize, solicit subscriptions, and become more specialized in content (p. 184).

According to Myrick Land (1985) the purpose of a magazine is presentation of specialized information to a focus audience (p. 74).

According to Joseph Dominick (1983) " a magazine not only has to please its readers, but (it) also has to attract an audience that would be valuable to advertisers" (p. 88). Through example, the following four purposes of mass media described by Dominick (1983) are applied to magazines: cognition, diversion, social unity and withdrawal (p. 50).

Cognition as applied to magazines allows for the audience to obtain specialized information about subjects related to a person's general curiosity (Dominick, 1983, 50). An example of this would be an individual interested in fashion reading Cosmopolitan in order to gain knowledge of color schemes.

Magazine diversion allows for (1) relief from boredom of routine activities or everyday life; (2) relaxation; and (3) emotional release (Dominick, 1983, 52). People Weekly and Premiere are excellent examples of diversion.

Social unity through magazines occurs when individuals discuss topics published in magazines (Dominick, 1983, 55). These topics do not need to be controversial, only of interest to the individuals involved in the discussion.

A final purpose provided by mass media in relationship to magazines is withdrawal. According to Dominick (1983) "people use the mass media to create a barrier between themselves and other people or other activities. For example, people often scan the contents of magazines while awaiting appointments at the Doctor's office" (p. 55).

Physical Features of Magazines

According to Raymond Dorn (1986) "A 'spread' can have several definitions. The most commonly used in editorial layout is the 'double-page spread,' which means 'spread across two pages, left to right" (p. 51). The double-page

spreads, in most magazines, are of sufficient importance for either picture (halftones) or created art (Dorn, 1986, 53).

According to Dorn (1986) "there are three basic magazine formats generally accepted in America. They are two-column, three-column, and tabloid" (p. 63). A typical two-column format is published on 8 1/2 by 11 inch page and is between "book" measure and "news" measure. The two-column format limits the layout artist to either one or two columns (p. 63). A three-column format is also published on 8 1/2 by 11 inch page. The format allows for a great many picture placement variations (p. 63-64). The tabloid formats are more often half a newspaper size. Page size is generally 11 by 17 inches divided into three-, four-, five-, six-, or seven-column designs (p. 64).

Jan White (1982a) describes the physical properties of a magazine as "its size, shape, weight, stiffness, floppiness, fatness and the way it is bound--saddle-stitched (staples in fold), sidewire (staples from front to back), and perfect bound (glued sheets) (p. 15).

According to Dorn (1986), "the paper texture determines the 'feel' of its content" (p. 38). According to Jan White (1982) "a colored stock or a textured stock insert makes the start of a new section quite obvious. Material that is displayed on this paper is more special than average" (p. 159).

According to Raymond Dorn (1986) most magazines print

in four-color process colors. These colors consist of blue, red, yellow, and black. The combination of these four colors can give almost exact full-color reproductions when handled correctly (p. 26). The use of color is a vital element within magazine layout. According to Dorn (1986) color has impact, emphasizes movement, adds interest and creates a mood (p. 65).

Content of Magazines

The diversity of magazine content coincides with the numerous specialized magazine publications. According to Dominick (1983)

> there are probably around 12,000 to 14,000 magazines published in the United States. The number and diversity of these publications are staggering. For example, one survey done in the late 1970s found that there were 164 'girlie' or 'skin' magazines, 146 crossword-puzzle publications; 138 magazines about cars and vans, 65 magazines about boxing, wrestling and karate; 33 magazines on horses, riding and breeding; and 15 magazines devoted exclusively to monsters (p. 209-10).

Dominick (1983) employs two organizational schemes in order to categorize magazine content. The first classifies magazines into four main content categories:

(1) General consumer magazines;
(2) Business publications;
(3) Literary review and academic journals; and
(4) Public relations magazines (p. 210).

The second divides the magazine industry into three traditional components of manufacturing: production, distribution, and retailing (Dominick, 1983, 210).

Although the content of magazines is diverse, according

to Dorn (1986) a magazine generally contains the following elements: cover, mastheads, a table of contents, an editor's column, fillers, advertisements, and graphics (p. 64-66).

Other Features of Magazines

According to Dominick (1983) the magazine industry is characterized by several large group owners. In 1980, there were ten organizations that published ten or more consumer magazines each. The largest company was CBS, Inc., owner of thirty-six different magazines with a combined circulation of more than 26 million. In all, the top ten magazine group owners account for about 125 million in circulation (p. 213).

In relation to the phenomenal number of magazines and their diversity, the readership is grand. According to a survey by the Audit Bureau of Circulation in 1979, magazine circulation exceeded 266 million copies. Of these, 34 percent were bought from newsstands with the remaining 66 percent delivered by subscription (Dominick, 1983, 390).

Alternative Print Media

History/Purpose of Alternative Print Media

According to editor Elliott Shore (1982) the "alternative" press is defined as "those publications which offer alternative perspectives on issues that might

otherwise go unnoticed" (p. 4). Lauren Kessler (1986), author of the Dissident Press: Alternative Journalism in American History, uses alternative and dissident interchangeably. The term underground is often interchanged with alternative. And yet, according to David Armstrong (1981) underground is a specific form of alternative press from the 1960s. According to Armstrong (1981) alternative publications are liberal and left-liberal and underground papers are a far more "radical", "explosive", "outer-directed" form of activism (p. 258).

According to Armstrong (1981) the history of alternative print media began with Thomas Paine and Common Sense in 1776 (p. 15). Common Sense was a revolutionary political pamphlet exhorting the American colonies to declare their independence from England. Armstrong (1981) reports that Samuel and John Adams published a

> renegade weekly newspaper called the Boston Gazette from 1719 to 1798. The Gazette campaigned effectively for the repeal of portions of the hated Stamp Act pertaining to printers and published confidential letters written by the colonial governor of Massachusetts that led to the Governor's recall (p. 33).

"Alternative" papers were not only being formed as advocates of political difference; the "alternative" press was also establishing representation for cultural minorities.

According to Armstrong (1981) Freedom's Journal, published from 1827 to 1829 by Frederick Douglass, was the first black-owned, black-run newspaper which was launched to

counter editorial broadsides against blacks by white newspapers and to agitate for the end of slavery (p. 33).

Not all "alternative" papers were produced to advocate a single cause. According to Armstrong (1981) the Liberator, edited by William Lloyd Garrison, condemned slavery, advocated peace and temperance, came out in favor of women's rights and subscribed to the pacifism utopian communist principles of John H. Noyes (p. 34).

Utopian principles of nature, pacifism, equality, and a "pure existence" were being promoted by The Dial under the direction of Margaret Fuller and later Ralph Waldo Emerson from 1840 to 1844 (Armstrong, 1981, 35).

Women's suffrage was being addressed by Amelia Bloomer's Lily and Elizabeth Cady Stanton and Susan B. Anthony's Revolution in the mid-1800s (Armstrong, 1981, p. 36).

According to Armstrong (1981) the most popular radical publication of any kind in American history was a weekly newspaper published in Girard, Kansas called Appeal to Reason (1895-1917). Appeal combined folksy sermons on self-improvement with fire-breathing blasts at the 'ghoulish protocrats' (p. 38).

In 1917 The Masses, a monthly magazine in New York, began publication, combining art with politics. According to Armstrong (1981) this combination brought about great success for the publication (p. 38).

A present day alternative publication, the Village Voice, began publication in 1955. According to Armstrong (1981) the Voice was launched as a vehicle for stylish personal writing and Democratic Party reform politics (p. 41). Armstrong (1981) attributes the success of Voice not only to its taking 'alternative' political stands but also to its "cool, literate, witty, 'with-it' tone and its coverage of off-broadway theater, poetry, avant-garde cinema, and the day-to-day experiences of living in the historic American bohemia" (p. 41).

During the turbulent 60's, the alternative press blossomed. According to Abe Peck (1985) "by 1969 at least five hundred 'alternative' papers served communities and constituencies worldwide, with 500 to a 1000 more dissenting papers in high schools alone" (p. xv).

One of the leading publications during this time, the Berkeley Barb founded by Max Scherr, covered most of the turbulent happenings of the middle and late 60's from an instigator's point of view, according to Armstrong (1981, 46).

As the number of alternative papers increased, paper editors banded together and in June 1966 formed the Underground Press Syndicate (UPS). According to Armstrong (1981) UPS was formed to pursue national advertisers, give the underground papers a collective identity and allow members to reprint each other's material free of charge (p.

59).

After the propagation period of the alternative press, the economic strife of the 80's caused a pruning of the number of alternative publications. Major publications such as the Berkeley Barb, Boston's Real Paper and the Liberation News Service folded because of the lack of funding and repression (Armstrong, 1981, 332).

Other "alternative" publications such as Mother Jones, Big Mama Rag, Ms., Unte, and the Village Voice are still flourishing.

The purposes of the "alternative" press have been exemplified throughout its history. The following summary, taken from Armstrong (1981), lists various purposes served by the alternative press:

1. "Dig to the roots of issues as a means of clarifying problems and offering choices" (p. 16).
2. "Become the voice of minorities who are seldom permitted to speak for themselves" (p. 17).
3. Become tools for community action and organizing (p. 21-22).
4. Play a crucial role within the movements for social change in America by announcing new ideas; permitting activists to see the forms their work takes in society; providing party lines on which members of alternative social movements exchange information and impression; and providing perspectives on grass roots political efforts (p. 24).
5. Influence the formats and style of the commercial mass media (p. 26).

According to Lauren Kessler (1984) "most dissident (also known as alternative) publications attempt to communicate both internally to a group of believers and externally to those not converted to the cause" (p. 158).

Kessler expands on this by reporting that "in their role as external communicators, dissident journalists attempt to perform two major functions: educate the "unconverted" public by presenting a forum for ideas generally ignored by the conventional press, and persuade the unconverted that their cause was righteous and worth supporting" (p. 158).

Physical Features of Alternative Print Media

According to Armstrong (1981) "today's alternative media include active newspapers and magazines, small-press publishers, independent film and video, community access to cable TV, comics, news services, user-controlled computer networks--even, in two notable instances, quiltmaking and bread baking-with-a-message" (p. 21).

Content of Alternative Print Media

Since one of the main purposes of "alternative" publications as stated by Kessler (1986) is to "educate the 'unconverted' public by presenting a forum of ideas generally ignored by the conventional press" (p. 158) the content of "alternative" publications is designed to do just that through editorials, cartoons, poetry, investigative reports and special features (Armstrong, 1981, 93). David Armstrong (1981) reports that the content of the alternative media is not neutral. According to Armstrong "they are highly partisan media enterprises that make no attempt to

disguise their partisanship" (p. 22).

The presence or absence of advertising can also influence content. According to Armstrong (1981) publications such as the Berkeley Barb and the Village Voice incorporate advertising into their publications while the recent Ms. and the Los Angeles Free Press have taken a staunchly noncommercial stance (p. 23).

Other Features of Alternative Print Media

According to Armstrong (1981) "most alternative media get by (financially) with marginal budgets raised from supporters who are themselves often insolvent" (p. 23).

According to Kessler (1986) "alternative" publishers have three potential sources of revenue: support from groups or individuals, subscription and single-copy sales, and advertising income (p. 156).

According to Kessler (1986) most "alternative" publications are owned by individuals of limited or no wealth who depend on donations and joint efforts from the publication's following (p. 157). Kessler does note that there are "a handful of large newspapers and magazines located in major urban areas who can rely on single-copy sales for some income" (p. 157). "Alternative" publications start out generally as an individual project and expand to a "community" affair.

According to Armstrong (1981) the readership of

"alternative" publications is composed of special interest groups with concerns which are often excluded from conventional publications (p. 56).

Penal Publications

Most of the available information pertaining to penal publications comes from the results of a survey conducted by Russell Baird from 1963-1966. The results of this survey, plus additional historical information, was published in The Penal Press. This is the most recent and only descriptive study of the penal press available to date. At the time of publication (1967) Baird was a professor of journalism at Ohio University in Athens, Ohio. Baird's survey of penal publications in the United States provides a basis for this particular descriptive case study of Conner's Insight.

Baird's main source of data was obtained from responses to a survey questionnaire which was mailed to all state and federal correctional institutions in the United States in 1965. Responses were received from 413 out of 452 institutions (91.3 percent response). Of those responding, penal publications were being produced in 222 institutions and these publications served an additional 31 institutions for a total of 253 institutions. To evaluate the content of prison publications, Baird undertook a qualitative analysis of available publications. Copies of contemporary issues were sought during a three and one-half year period--

January, 1963, to June, 1966--and copies of 162 publications were obtained. The file for each publication ranged from one copy to a complete set of issues for more than three years. All copies were carefully studied, and this examination provided a basis for many qualitative judgements. As a check on these judgements, a structured content analysis was performed on a sample using the available publications from a major prison of each state, plus the federal penitentiaries (p. 199-200).

Within the study, Baird recorded frequency of publication, circulation to outside readers, total penal press circulation, format, popular size, printing press, administrative supervision of the publication, subscription practices, specialized publications, survey of administration and survey of publication staff.

In 1966 Charles Clayton defined the Penal Press as a loosely-knit family of newspapers and magazines of varied format, style and method of publication with their common denominator being that all are published in jails and prisons (p. 6). According to Clayton, the Penal Press does not have a formal organization and membership such as the Associated Press. "It is simply a name that various publications apply to themselves as a group out of a feeling of kinship and a certain unity of purpose" (Clayton, 1966, 6).

According to Baird (1967) the Penal Press "forms an

unusual grapevine of information" through an obligation of members to mutually exchange issues and to grant reprint rights (p. 72). Baird states that from this exchange of information an expansion in freedom for editors has occurred. According to Baird (1967) "many editors have found that subjects frowned upon by their censors if they originate locally, can be reprinted from other publications without complaint" (p. 72).

History/Purpose of Penal Publications

According to Russell Baird (1967) the first penal publication in the United States, the Forlorn Hope, was published in 1800 and survived less than a year (p. 19). As mentioned in the introduction, Forlorn Hope was founded by inmate William Keteltas on Monday, March 24, 1800. Within Forlorn Hope Keteltas crusaded for prison reform in general and concentrated on imprisonment for debt as a prime evil (Baird, 1967, 19). Baird (1967) notes that Keteltas was publishing on an entrepreneurial basis with strong concentration on a personal cause--crusading against imprisonment for debt (p. 21). According to Baird (1967), Keteltas' publication was different from current penal publications in that Forlorn Hope had no real connection with the prison administration and it was published for an outside audience, not for the inmate population (p. 22).

According to Baird (1967) no other records of penal

publications are found until the 1880s. The Summary (1883), Our Paper (1885), and the Prison Mirror (1887) all began publication in the 1880's. Baird attributes penal policy changes, such as a reduction in activity regulations and an increase in the emphasis on education, as a reason for the founding of penal publications (p. 22).

According to Baird (1967) Forlorn Hope consisted of four 10 x 17 pages with three columns per page which was published weekly and distributed on Saturday (p. 19). Summary, which was still being published in 1965, consisted of 9 1/2 x 13 inch pages and contained news of prison reform, reprints from outside newspapers, reprints on sociological subjects, editorials, a digest of the week's news, poetry, letters from inmates, foreign news and upcoming special events (Baird, 1967, 23).

Baird (1967) speculates that Summary was financed through the institution although no records are available containing financial information (p. 25). According to Baird (1967), little is known about the early history of Our Paper due to the lack of any existing copies of this particular publication (p. 25).

The one early paper which received coverage as recently as 1987 is the Prison Mirror produced in Minnesota Territorial Prison in Stillwater, Minnesota. According to Baird (1967) the Prison Mirror was founded on August 10, 1887 by 15 inmates, three of which were members of the

famous Jesse James gang: Coleman, James and Robert Younger (p. 25). The 1987 article in People Weekly celebrated the 100th anniversary of the Prison Mirror which is still publishing (1987, 66-71).

Penal publications prior to 1900 were not limited to state and federal men's correctional centers. According to Baird (1967) two juvenile institutions were also producing penal publications: The Boy's Messenger from the Montana State Industrial School (1889) and the Pendleton Reflector from the Indian Reformatory (1896) (p. 33-34).

According to Baird (1967) new penal publications between 1900-1940 surfaced largely within juvenile and federal institutions (p. 38). The New Era produced in Leavenworth, Kansas and the Atlantian from Atlanta, Georgia were two federal publication magazines which brought the penal press closer to significant journalism (p. 38). According to Baird (1967) "both of these publications were of unusual quality and gained reputations, not only for their deluxe appearance but also for their depth of treatment of important crime and punishment topics" (p. 38).

The Denson Tribune, and its predecessor the Communique, is a prison publication which is similar to other prison publications in that it was produced within a prison environment, and yet it differs in that the prison was a Japanese Relocation Camp, Jerome Relocation Center, located in Arkansas from 1942-44. According to Jay Friedlander

(1985) Jerome began producing a publication in 1942 to keep evacuees informed about the center and resettlement programs (Friedlander, 1985, 244). The initial Communique was a three column, mimeographed newspaper produced twice weekly by the War Relocation Authority (WRA). In March, 1943, the Communique became the Tribune under the editorial direction of 1941 honors journalism graduate Paul Yokota (p. 244). According to Friedlander (1985) the Tribune contained information "one might typically expect of a small-town newspaper, with coverage of accidents, social events, school activities and sports in addition to coverage of WRA regulations. There was little war coverage, because evacuees could learn of that from traditional news sources" (p. 246).

According to a graph presented by Baird (1967), over half of the 253 responding penal publications in existence in 1966 were founded between 1940 and 1966. Approximately 20 penal publications were in existence prior to 1940. Approximately 70 additional penal publications were established after 1960 (p. 47). According to Baird, of these, excellence within prison publications was represented within the contents and design of such publications as The Menard Time, the New Era, the Atlantian, and the Prison Mirror (p. 46).

James F. Fixx (1963), a writer for the Saturday Review, polled prison editors from coast to coast asking them to

rank the overall quality of selected prison journals. The articles examined in the study were selected from journals which were available, at a modest rate, upon inquiry to the editor of the publication in question. The following ranking of publications resulted from that study:

1. The Atlantian, United States Penitentiary, Atlanta, Georgia;
2. The Presidio, Iowa State Penitentiary, Fort Madison, Iowa;
3. The New Era, United States Penitentiary, Leavenworth, Kansas;
4. The Mentor, Massachusetts Correctional Institution, South Walpole, Mass.;
5. Lake Shore Outlook, Indiana State Prison, Michigan City, Ind.;
6. The Raiford Time, Florida State Prison, Raiford, Florida;
7. The Menard Time, Illinois State Penitentiary, Menard, Ill.;
8. The Spectator, South Michigan Prison, Jackson, Mich.;
9. The Pendleton Reflector, Indiana Reformatory, Pendleton, Ind.;
10. The Enchanted News, Penitentiary of New Mexico, Santa Fe, N.M. (p. 55).

Within his survey, Baird (1967) asked wardens or publication supervisors at the 222 institutions which produced publications to check, from a provided list, the objectives their publications tried to achieve and to identify any others not included in the list. The following were the most frequently cited:

Objectives:	Responses
1. To provide an outlet for creativity	147
2. To improve morale of inmates	128
3. To give inmates a constructive way to spend their time	88
4. To provide journalistic training	83
5. To give officials a means of communication with inmates	73

6.	To give officials and inmates an opportunity to make the public aware of penology problems	73
7.	To provide vocational printing training	53
8.	Other objectives	22

(p. 50).

In a 1945 article by Herman Spector, Joseph W. Stanford, Warden of the Federal Penitentiary in Atlanta, is quoted as saying that prison publications are designed to "entertain the inmate readers, to provide a medium for expression and the development of talent among the prisoner editorial staff, and to interpret to outside readers who are not aware of the many interesting items in institutional life, something of the actual facts with pathos and humor" (p. 54).

According to Charles Clayton (1966) "one of the great values of penal publications is that the prison paper has an important therapeutic value inside prison, both for those who work on the paper and for its readers" (p. 6).

James Fixx writes that prison publications function as a hometown paper, sounding board and resident philosopher to a captive audience (p. 54). Fixx (1963) also mentions that a remote purpose of penal publications is to communicate with readers outside the prison walls (p. 62). Fixx (1963) asked various penal publication editors to describe what they felt was the purpose of their specific publication. The following is a list of the most frequently cited purposes taken from the various editors' comments:

> Communication with the public (outside) to dispel misconceptions, traditional fear, and prejudice;
> Creation of descriptive picture of inmates and inmate life in order to propitiate a greater understanding from society and the prison population;
> Reduction of resentment from society and inmates;
> Public education and propaganda
> (Fixx, 1963, 63).

These four elements also agree with the opinions of editors included in Baird's study of the penal press, with the most frequently cited purpose being the desire to communicate with outsiders. Baird (1967) reports that there is variation in the emphasis of penal publications based on differences in institutions, personalities of the inmate staff and administrations, and publication format (p. 56).

Physical Features

According to Baird's 1967 study early penal publications varied in physical format. Forlorn Hope was published on four 10 x 17-inch pages (p. 19) and Summary consisted of eight 9 1/2 x 13-inch pages per issue (p. 23).

Later penal publications also have a large variation in physical format. As part of the Baird study, the physical format of 222 different penal publications was recorded. Baird grouped the various formats into three categories: magazines, newspapers and a combination of the two (newsmagazine) (p. 200). Of the 222 penal publications included in Baird's study, 108 were published in magazine format, 81 were newspapers, and 33 were a combination (p.

200) Baird did not include the criteria he used to differentiate what constitutes a magazine, newspaper, or newsmagazine.

Along with a description of the physical format of penal publications, Baird (1967) also recorded the paper size used by the individual publications. According to Baird (1967) the most popular paper size was 8 1/2 x 11 (120 publications) followed by tabloid newspaper (35 publications) and pocket magazines (12 publications) respectively (p. 200).

Among the 222 penal publications, Baird (1967) found the following publication frequencies: daily (1), weekly (21), bi-weekly (31), monthly (96), bi-monthly (18), quarterly (48), trice yearly (1), twice yearly (1), irregularly (3), and unreported (2) (p. 200).

Baird also recorded the printing process of the various penal publications. According to the survey, Baird (1967) found that mimeographs were the most frequently used printing process (99) followed respectively by the letterpress (49), offset printing (38), Spirit duplicating (18) and combinations of the above (18) (p. 200).

Content of Penal Publications

As part of his study, Baird conducted a content analysis of 56 selected penal publications, The 56 penal publications analyzed were chosen by Baird to represent each

state in the United States and federal penitentiaries of the United States which replied to the survey. Baird reduced content into six categories: fiction, poetry, official announcements, general news, humor and reprints. Baird did not identify the elements which defined each specific category. Measurements made by Baird were based on distribution of space devoted to the various types of content. The following percentages were drawn from Baird's survey of the 56 issues:

Fiction	0 - 30 percent of space
Poetry	0 - 10 percent of space
Official Announcements	0 - 20 percent of space
General News	26 -100 percent of space
Humor	0 - 25 percent of space
Reprints	0 - 25 percent of space

In an article from Liberty Digest (1937), an anonymous author reported that the content of penal publications was composed of sports, poetry, fiction, editorial pages and humor (p. 24). The Liberty Digest article also described Shadows, a penal publication magazine, as using color and slick pages and containing editorials, articles, fiction, cartoons, comics, an exchange department, a radio department called "Stir-Static", poetry and a page of letters (p. 25).

Within the Baird study, Baird drew parallels between the content of penal publications and the frequency of the publication. According to Baird (1967) quarterlies tended to stress creative writing and descriptive in-depth material, while weeklies had a greater amount of news

presentation (p. 57). Baird commented that the more often the publication, the greater the current news content.

Other Features of Penal Publications

One unique aspect of penal publications concerns their ownership and funding. State penal publications are owned and under the direction of the state; federal publications are owned by the federal government and under the direction of the federal institution in which they operate. As demonstrated by Baird's survey results and through the examination of the law, correctional centers are not obligated by law to establish penal publications. As reported by Baird (1967), under the law prisoners are to be fed, clothed, housed and provided with medical care; all other concessions are merely privileges granted by prison officials (p. 6). A more detailed discussion of the legal aspects pertaining to penal publications can be found near the conclusion of this chapter.

According to Baird (1967) the financing of penal publications is also different from commercial print publications. Baird (1967) reports that revenue from outside advertising is virtually impossible because the audience of penal publications (generally inmates) is financially limited (p. 170). Baird also reports that circulation revenue is also extremely limited. According to the Baird (1967) survey, the majority (81 percent) of penal

publications do not bother with subscriptions (p. 170). With advertising and subscription revenue basically minimal to non-existent, the primary source of revenue must come from inside each institution. According to Baird (1967) "the primary revenue sources of the penal press are the 'inmate benefit fund' and legislative appropriations" (p. 171). As Baird reports, the inmate fund is money accumulated from commissary sales, craft shop sales, inmate entertainment productions, and similar sources (p. 171).

According to an article written by John F. Fixx for the Saturday Review, penal publications are read mainly by prisoners, their families and a handful of other people who have, for one reason or another, taken an interest in penology (p. 54).

According to the information obtained by Baird (1967), "the total reported circulation of the publications from which data were gathered was 240,036. Of these publications, 80,416 copies were being sent to outside readers either by subscription or on a complimentary basis" (p. 12).

As mentioned earlier, an obligation of being part of the Penal Press is to disseminate your institutional publication to other institutions on a complimentary exchange basis with the only obligation being to cite the original author (p. 15). This "swapping" of publications increases the audience.

Legal Aspects of Penal Publications

While convicted prisoners do not retain the full panoply of constitutional rights normally enjoyed by those not convicted or incarcerated, their status as prisoners does not remove them entirely from the purview of the First Amendment. According to Sneed (1986), two 1974 Supreme Court decisions, Procunier v. Martinez and Pell v. Procunier, held that "a prison inmate retains all those First Amendment rights that are not inconsistent with his status as a prisoner or with the legitimate penological objectives of the corrections system" (p. 48). These decisions promoted the demise of the "hands-off" policy adopted by the Federal courts prior to 1974. Don Sneed (1986) gives an example of how the "hands-off" policy was interpreted. According to Sneed (1986) the Federal courts would show avoidance to any consideration of a prisoner's constitutional rights by denying jurisdiction to hear the claims (p. 108).

Christine Truter, in a University of San Francisco Law Review article, addressed the issue of the establishment of prison publications and the limitations on freedom of expression. According to Truter (1984) the California Supreme Court determined in Baily v. Loggins that the state is not required to establish a prison paper as a forum of inmate expression; but once it does, it cannot withdraw its support arbitrarily (p. 600).

Once the right to publish was established, courts were confronted with issues of censorship and freedom of expression within penal publications.

On the federal level, the courts have rendered relevant decisions in four cases. According to Sneed (1986), inmate journalists have won in three out of the four cases. However, the decisions rendered by the courts have neither given prison newspaper editors an absolute right of freedom of expression nor given prison officials total and arbitrary power to censor content in prison newspapers (p. 110).

In Luparar v. Stoneman (382 F. Supp. at 500 [D. Vt. 1974]) a Vermont district court ruled that the state cannot exercise prior restraint on publication of a prison newspaper because it objects to its content. Within Luparar the court also granted prison officials the right to enact regulations related to publication of a prison newspaper provided that the regulations were no broader than necessary to protect legitimate penological interests (382 F. Supp. at 501).

According to Sneed (1986), in Gray v. Creamer (465 F. 2d. 179, 186 [3d Cir. 1972]) the U.S. Court of Appeals held that once prison authorities allows a newspaper to exist within the prison, the newspaper cannot be suppressed without violating the First Amendment (p. 111). In Gary prison officials and inmate newspaper editors had agreed upon guidelines for publication and the establishment of a

three-member review board consisting of an inmate selected by the newspaper's editors, a prison staff member selected by the prison administration, and a professor from a local college or university selected jointly by the inmate editors and the prison administration (Sneed, 1986, 112).

In the third case, Burke v. Levi (Burke v. Levi, 391 F. Supp. At 186), inmates challenged prior review of the prison newspaper by prison officials as unconstitutional. According to Sneed (1986) "the Virginia district court held that only material that prison officials felt 'might lead to violence between racial or other groups within the prison' could be suppressed" (p. 112).

In Pittman v. Hutto (594 F. 2d 407 [4th Cir. 1979]) the federal court did not rule in favor of inmate editors. In Pittman the court held that "prison officials may limit First Amendment rights, whether of speech or association, whenever they reasonably conclude that the exercise of such rights possesses the likelihood of disruption of prison order or stability or otherwise interferes with penological objectives of the institution."

On the state level two court cases have been heard in California pertaining to prison publications. In Baily v. Loggins (187 Cal. Rptr. 575 [1982]) the Supreme Court of California held that a prison authority cannot censor inmate-authored articles "because it disagrees with the views presented, objects to inmate criticism of

administration policy, or seeks to avoid discussion of controversial issues" (187 Ca. Rptr. 584 [1982]). The court also reiterated two points made in previous prison press cases: the fact that "prison administrators do not have total and arbitrary power (of censorship), but that First Amendment values appropriate to expressive forums enter into balance" (187 Cal. Rptr. 583 [1982]) and the fact the corrections system may continue to regulate inmate newspaper content and may ban publication of particular articles if it perceives a threat to institutional security (187 Cal. Rptr. 583 [1982]).

In Huston v. Pulley (196 Cl Rptr. 155 [Cal. App. 1983]) the California Court of Appeals ruled that a cartoon and a photograph, neither of which was obscene or a threat to prison security, but at most were likely to subject the institution to censure or disrepute, could not be denied publication in deprivation of inmates' First Amendment speech rights. The court also rejected the claim that the Star News should be treated as a privately owned publication for First Amendment purposes, thereby vesting its publishers--prison authorities--with unbridled authority to control content (196 Cal. Rptr. 157 [Cal. App. 1983]). The court also reiterated that departmental regulations governing the content of prison newspapers must be applied "in a consistent and even-handed manner and with due regard for First Amendment values and provide a speedy method of

appealing and reviewing a department decision barring publication of an article" (187 Cal. rptr. at 585).

According to Sneed (1986) "the Huston and Bailey decisions further extend and enhance inmates' First Amendment freedom of expression rights while increasing the burden on prison officials to justify censorship" (p. 115).

In conclusion, it is clear that inmates do not have complete rights to publish all materials in a prison newspaper and that the state as publisher does not have unbridled authority to regulate content in the prison press.

CHAPTER III

METHODOLOGY

Overview

The purpose of this research was to conduct a case study of the publication produced by and distributed primarily to inmates of the R.B.(Dick) Conner Correctional Center in Hominy, Oklahoma. The study incorporated an analysis of 43 of the 53 issues printed by the facility as well as formal interviews with current administrators involved with the publication and the current staff of the publication, Conner's Insight. The analysis of the issues provided a detailed description of the publication, its content and format, over time. Interviews with administration were useful in determining the history of the publication, funding sources, staffing procedures, and legal limitations which apply to publications produced within a state correctional facility. Interviews with the publication staff were useful in determining the unwritten history of the publication and another perspective on its purpose.

The study was conducted as exploratory research intended to produce a detailed description of the

publication over time, through the categorizing of each item presented within the publication and a careful analysis of the physical format and make-up of the issues. The research also addressed the questions of how and why the publication changed over time through a comparison of the issues and through interviews with facility administration and current publication staff.

Robert K. Yin, author of Case Study Research: Design and Methods, defines a case study as "an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between the phenomenon and context are not clearly evident; and in which multiple sources of evidence are used" (p. 23). This research was a descriptive case study which focused on one specific publication within the context of the correctional institution in which it is produced and incorporated the examination of archival issues of Conner's Insight and open-ended interviews with the current Insight staff and Center administration involved with the penal publication. This triangulation of at least three different soucres of information made it more likely that an accurate representation of the publication would result.

Research Questions

Seven major questions form the foundation of this case study:

(1). What is the context in which the Conner's Insight exists? Examples of specific questions include: What are the characteristics of the prison facility? What is the history of the facility? What is the total inmate population of the facility?

(2). What is the history of Conner's Insight? For example, how was it formed? What was its purpose? Who made up the original staff? Were there other publications produced within Conner's for the inmate population prior to the publication of Conner's Insight?

(3). What are the benefits of Insight in the view of those who allow it to be published and those who produce it?

(4). What is the internal staff organization of the newspaper? Who determines the content? Who works on the publication? What is the education level of the publication staff?

(5). What are the general sectional headings and format of this particular penal publication (sections, length of items, length of publication, design of the publication and

graphics) and how have these changed over time?

(6). What is the overall content of Insight and how has the content changed since December, 1985? How has the publication rate and distribution of Insight changed over time?

(7). What future improvements are recommended by the publication staff and administration?

Preliminary Interview with Program Director

A preliminary interview was conducted with Mr. Peter Iverson, Program Director of the Center, in order to determine the viability of conducting a case study of Conner's Insight. During this particular interview, Mr. Iverson was informed of the purpose of the research and the intentions of the researcher to interview the inmate staff and administration at a later date. At this time, Mr. Iverson advised the researcher to gain volunteer status, through the Department of Corrections, in order to allow for the entering and exiting of the facility without an escort by himself or the Volunteer Coordinator, Mr. Bob Davis. During this open-ended interview, Mr. Iverson also reviewed the history of the facility, listed the number of inmates currently being housed within R.B. (Dick) Conner Correctional Center (D.C.C.C.), conducted a tour of the newsroom and provided the researcher with a copy of the latest issue of Insight.

The questions presented during this interview were designed to be open-ended in order to gain as much information as possible pertaining to the facility and the possibility of conducting thesis research. This interview was conducted in an exploratory manner in order to grant Mr. Iverson room to expand on the basic questions being asked and to allow for the introduction of issues and questions not anticipated in advance.

Preliminary Interview with Volunteer Coordinator

Following the preliminary interview with Mr. Peter Iverson, a meeting with the Volunteer Coordinator, Mr. Bob Davis, occurred. This interview was conducted to facilitate Mr. Davis' obtaining personal information regarding the researcher in order to establish her volunteer status. Facility regulations and policies regarding volunteers at the correctional center were discussed. Mr. Davis was also informed, at this time, of the researcher's proposed case study of Conner's Insight.

Archival Analysis

Forty-three archival issues of Insight were the main source of information for this descriptive case study. Although fifty-three issues of Insight have been published by the Center since December, 1985, there are no copies

extant of seven of the issues and, therefore, these issues were not included in the study. The remaining three issues were produced after the study began. The archival issues of Insight had been stored in boxes and file cabinets in various areas (closets, store rooms and the newspaper office shelves) of the facility. The archives were not stored in a systematic or chronological order.

Each issue was reviewed for its length, physical format, internal format and publication staff employment listing.

Each item in each issue was reviewed for its content, length (very short, short, medium, long or very long), authorship (attributed or non-attributed), and publication status (original or reprinted). An item was defined as any article, quotation, graphic, letter, memo, puzzle or calendar which was printed as a single unit within the issue. Often, items were distinguishable based on an existing bold headline and/or line sectioning within larger "sections" such as Letters to the Editor, Legal News or Sports, but each entry in such "sections" was considered as a single item regardless of visual distinctions.

Preliminary Review of Issues

Prior to the determination of the specific content categories that would be used for this study, a brief preliminary review of four issues of Insight was completed.

The January, 1987 and August, 1987 issues of Insight along with the February, 1988 and May, 1988 issues were briefly analyzed in order to determine the most effective categorization system for this particular descriptive case study. The issues were also used in order to determine the average word length of the items. The preliminary review consisted of reading the issue and noting any designated sections within the publication. The individual items were grouped into broad categories based on their content, using the publication's own headings and Baird's (1967) categories as preliminary content categories for this study. Further adjustments and refinements of the content categories were made in subsequent re-orderings of the items to define a final set of content categories to use in the review of all extant issues.

Content Categories

When the preliminary review was completed, nine specific content categories were established: 1) Announcements: activity, club or organization, 2) Administrative (equivalent to Barid's Official announcements, 3) General News, 4) Religious, 5) Special features, 6) Editorial, 7) Poetry, 8) Graphics and 9) Other.

The content categories were designed to provide a description of the type of communication being presented

within each item. A single item was placed in only one category, and the categories were designed not to overlap in order to produce a more exact description of the contents of each issue and how the content of the issues might have changed over time.

Three of the content categories used in this study (poetry, official announcements and general news) were used by Russell Baird (1967) in his 1965-66 survey. Baird also included fiction, humor and reprints as part of his categorical breakdown; these three categories were not included individually within this study, but instead, because they did not appear that frequently in Insight, were grouped into a category which contained all "Special feature" items.

Nine Major Content Categories

Announcements. For the most part, the "Announcements" category contained items which dealt with the activities of the clubs and organizations within Conner's (e.g., Jaycees, Northeastern Confined Intertribal Council, Straight Up, Toastmasters International and D.C.C.C. Veterans Club). This category also contained announcements of upcoming activities such as dances, banquets, dinners and musical activities which were to occur within the facility. All announcements which were in a graphic form (e.g., regarding magic shows, incoming evangelists, musical instrument

lessons) were placed within the graphics category.

Those announcements authored by the administration were included within the "administrative" category. Announcements which pertained to a religious activity such as a revival, church meeting, or gospel sing-a-long, or those written by various religious organizations, were placed within the category of "religious" in order to make a more meaningful distinction of the content's emphasis.

Administrative. The "Administrative" category contained items authored by representatives of the administration (e.g., the Warden's column, and memos from the Pardon and Parole Board, State Legislature and the state director of the Department of Corrections). Items authored by other facility staff, such as the Deputy Warden, the Programs Director, the Sports Director, the Volunteer Coordinator, and the Librarian, were also included within this category.

General News. The third category, "General News," consisted of non-fictional information and included articles on health, sports, legal matters, news reprints from other institutions and newspapers, interviews with inmates and facility staff and administration, coverage of internal events (e.g., The Battle of the Bands, Thanksgiving Dinner, benefit athletic events, and dances).

Religious. The "Religious" category consisted of articles produced by the various religious denominations within the Center. This category also contained items which were submitted by external religious organizations and evangelists. Cited passages from the Bible and quotations from Eastern and Western religious philosophers, as well as other reprinted religion-oriented materials, were also considered as items appropriate to this category.

Special Features. The "Special Features" category included fictional short stories, satirical pieces, holiday messages, submissions from other institutions which were not placed within another more specific category such as "General News," puzzles (i.e., word search, cross-words, cryptoquotes and brain teasers), short sayings and quotations. The short stories were broken down into sub-categories of action, drama, humor and science-fiction.

Editorial. The sixth category consisted of "Editorial" pieces. Those items in which the majority of the text was based on opinion instead of fact or interview were considered editorial. Editorial items included "gripes" from the population concerning the facility, the law or other members of the population; letters to the editor and responses from the editor; motivational and self-help items. Items which were specifically designated with a sectional heading as editorial were easily distinguished.

Poetry. The "Poetry" category contained items which were either listed in the "Poetry" section of an issue or contained poetical elements such as rhymes and couplets. The emphasis of a poetical piece was also broken down into subcategories of either religion, inspiration, love, incarceration or other.

Graphics. "Graphics" were included within the eighth category. This category was divided into photographs, illustrations (including cartoons), advertisements, and front and back cover art. Illustrations accompanied fictional short stories, club news or general news. Advertisements were divided into internal and external advertisements, depending on the source. The number of ink colors used on each "graphic" was also recorded.

Other. The final category was the catch-all category for items such as lists, mailing addresses of the members of the Pardon and Parole Board and state government officials, and other items which could not be placed in one of the more specific categories.

Other Categories

Items were also broken down as: (1) attributed or non-attributed; (2) original, reprinted, or indeterminate. Attributed items were those which identified an author. Non-attributed items were those which identified no author

or identified the author as "anonymous." Original was defined as those items which were written specifically for Insight and had not been published before. Items which were reprinted were further broken down into categories of : (a) reprints from other penal publications or (b) reprints from non-penal publications such as from books, magazines, newspapers, tabloids, television shows, law journals, etc. Occasionally items were reprinted without the source of the original publication cited; the researcher was aware of reprints from the Associated Press because of the city listing at the beginning of the item. All items which were attributed to the AP wire were considered reprints because Insight does not subscribe to the Associated Press information line.

Another variable by which each item was categorized was length. Items which were twenty-five words or less were considered very short. Those which were between twenty-six words and 150 words were recorded as short. Items between 151 and 350 words were listed as medium. Those items which were between 351 words and 1,500 words were documented as long, and all items which were greater than 1,500 words were cited as very long.

Formal Interviews with Center Administration

Interviews with current members of the prison administration were conducted in order to determine the

history of Insight and administrative background such as source of funding, publication staff selection, guidelines, restrictions, and purposes. One of the primary sources consulted from the administrative team was Program Director, Mr. Peter Iverson.

Interviews with Program Director

Mr. Peter Iverson was interviewed both informally and formally on several occasions throughout the research project. The first formal interview was the preliminary interview. The second formal interview, which occurred in August, 1992 was conducted in order to gain background information about Insight. This hour-long interview occurred in Mr. Iverson's office at Conner's. During this interview, Mr. Iverson responded to specific questions pertaining to the establishment of Insight, prior Conner's publications, his involvement with the publication as "Gatekeeper", legal restrictions on the publication and an overview of the thesis proposal. All the questions were asked in an open-ended manner in order to allow for elaboration by Mr. Iverson. Responses to the questions were recorded on paper. While the interview was frequently interrupted in order for Mr. Iverson to take necessary telephone calls, to respond to inmates with questions concerning activities within the center and for administrative duties, all questions were thoroughly

answered by the conclusion of the second interview. Mr. Iverson was also consulted throughout the study as the prime prison contact who assured that this research abided by the regulations for research involving a State correctional facility.

A third hour-long interview with Mr. Iverson was conducted on September 21, 1992. This interview was designed as a follow-up interview and included questions on the effectiveness of Insight, the benefits of a prison publication in the opinion of Mr. Iverson, the selection of the publication staff, and the types of newspaper equipment available to the newspaper staff.

Informal conversations between the researcher and Peter Iverson occurred on a regular basis throughout a six-month period. Mr. Iverson was willing to help provide any available information concerning the publication. He is the member of the administration who works closest to the publication staff and is regarded as the publication supervisor. As Program Director, Mr. Iverson is responsible for reviewing all articles (items) before their publication in order to protect the institution from libel suits and misrepresentation of the facility, its staff and the inmate population.

Formal Interview with Current Warden Ron Champion

Ronald Champion, the current warden of Dick Conner Correctional Center, was formally interviewed in February, 1993. Warden Champion became Warden of Conner Correction Center immediately following Thomas White transfer to the Connecticut Department of Corrections in 1987. The interview was conducted in his office without the aid of a tape recorder. During this hour-long interview, notes were taken and then typed into manuscript form with their correlating questions. Warden Champion was asked to speculate on what purpose(s) Insight served, what he felt were the benefits of Insight, what restrictions were applied to the publication, why such restrictions were established, and what his expectations of Insight were. The interview with Warden Champion provides a perspective on the functions of Insight from the person who is legally responsible for the publication.

Interview Attempts with Former Wardens

Attempts were made to interview former Wardens Thomas White and John Markowski. Both of these former Wardens of R.B. (Dick) Conner Correctional Center have relocated and were unavailable for this study. Former Warden Markowski is currently serving within the Michigan Department of Corrections and Former Warden White is currently serving within the Connecticut Department of Corrections. Mr. John

Markowski served as Warden of D.C.C.C. until April, 1986. Mr Thomas White served as Warden of D.C.C.C. from May, 1986 through September, 1987. While these perspectives were not obtained, the prison Program Director, Peter Iverson, who currently acts and acted as Insight publication supervisor from its founding in 1985, is the primary source of historical information on the publication and Mr. Iverson was interviewed extensively.

Formal Interview with Insight Staff

The interview process among the current members of the Insight staff was done on a voluntary basis. The staff was told the reasons for the case study and asked to sign up for interview times. Each individual who agreed to participate in the study was required, by the State Department of Corrections, to fill out a consent form. A copy of each signed consent form was retained by the researcher and the original was given to the Program Director, Mr.Peter Iverson. A list of questions asked of the staff was also given to Mr. Iverson as a precautionary measure in order to assure that no individual rights were violated during this study. Each staff member was asked the same set of questions.

Interviews were conducted on a one-to-one basis in either the breakroom of the publication department or the Center's chapel. Although the interviews with the

publication staff were often interrupted by other individuals, the responses to questions were uninhibited. Handwritten notes were made and later typed into manuscript form. During the hour-long interviews, each individual was told of the purpose of the case study and asked if he would object to publication of his name within the text of the study. If more than one staff member wanted to remain anonymous, all staff would be referred to by numbers within the thesis. If only a single individual wanted to remain anonymous, then that particular interview would be deleted from the study because of the high likelihood that the individual would be unable to remain anonymous. The researcher considered making all interview responses anonymous, but decided not to do this because 90% of the staff were adamant in their desire to have their names published.

Although the interviews consisted of a standard list of questions, each member of the staff was allowed to respond in an open-ended manner. This allowed for the introduction of relevant information which had not been anticipated by the researcher.

The interview process of the staff occurred over a two-week period in January, 1993.

Methodological Assumptions

This study assumed that the researcher analyzed the forty-three publications of Insight in a consistent manner. The study also assumed that the research conducted by Russell Baird was accurate and applicable to this singular descriptive case study. It was also assumed that no major changes occurred in the seven missing issues or the three additional issues, published after the researcher became involved at the prision. Another assumption was that all interviews were conducted on a voluntary basis and that there was limited diffusion and response influence among Insight staff. It was assumed that interviewees were candid and truthful in their responses and that they remembered past events accurately. The researcher tried to remain unbiased in the recording of information gathered from both interviews and archival analysis. A final assumption was that the communication skills of the researcher were adequate in interpreting the responses given by the administration and the publication staff.

Methodological Limitations

One of the common limitations associated with a case study is the inability to make generalizations from the information gathered. Although this is a gunuine limitation, it does not negate the importance of a case study which produces a single specialized piece of a massive

puzzle of understanding. This study presents a historical description of a singular prison publication which may be later elaborated on by other such studies.

A second criticism of all case studies is the possibility for subjective bias on the part of the researcher. The researcher selected Insight for study because of a personal interest in penal publications and their rehabilitative properties and because of the unique opportunity it presented for study. Although the research by Russell Baird provided a comprehensive overview of various penal publications, the researcher found no other singular descriptive case studies on this topic within the literature, allowing this case study to be an opportunity to lay an exploratory foundation in the definition of the field of penal publications.

Researcher bias was reduced within this particular study through a systematic archival analysis of Insight, through formal interviews with administration and staff and through the acknowledgement of the biases which the researcher may have had toward the project. Including interviews with present administration allowed for the comparison of their responses with those of the current publication staff. These multiple sources of evidence, combined with the researcher's first-hand observations of the issues themselves, minimized the subjective bias that might have influenced an individual's responses.

The third criticism or limitation of a case study is the large amount of material typically amassed in the effort and the difficulty of distilling this to a meaningful core that can be communicated to the reader. The researcher, in presenting the results, was required to determine what elements of the information obtained were most applicable to the study. Although this limits the findings, it does leave room for future studies of various prison publications.

A personal limitation of the researcher was her involvement with the publication during her tenure as a volunteer. This limitation was minimized by not including in the study the issues of Insight which were produced after the researcher became a volunteer of R.B. (Dick) Conner Correctional Center.

CHAPTER IV

ANALYSIS OF DATA

Archival Units of Analysis

Forty-three of the fifty issues of Conner's Insight which were published between December 1985 and June 1992 were included in the analysis. The following seven issues were not analyzed because copies of them could not be located: March, 1986, Nov. 1986; Dec. 1986; Jan. 1987; Oct. 1989; Dec. 1989; and Feb. 1990. A total of 53 issues have been produced by the publication staff within R.B. (Dick) Conner Correctional Center since its initial publication in December, 1985. Three issues, which were available to the researcher, were not analyzed because these issues were produced while the research was involved with the publication. The analysis included a majority of the issues published each year. The following table (Table I) lists the number of issues analyzed per year, the number published during that year, and the percentage of issues analyzed for the year.

TABLE I

PUBLICATION RATE OF INSIGHT

Year	# Analyzed	# Published	% Analyzed
1985	1	1	100
1986	9	12	75
1987	11	12	92
1988	7	7	100
1989	4	6	67
1990	5	5	100
1991	5	6	83
1992	2	4	50

Only two of the four issues from 1992 were analyzed by the researcher because the last two issues were produced after the researcher became involved with the publication and were therefore excluded from the study.

Participants in Study

Program Director Peter Iverson provided most of the administrative background and history of Conner's Insight. Mr. Iverson has acted as the publication's supervisor since its initial issue. Current Warden Ronald Champion provided information regarding the purpose of the publication, its sources of funding, restrictions on publication staff and suggestions for improvement.

Voluntary interviews were conducted with 10 of the current inmate publication staff. According to Iverson, the publication staff currently consists of 15 members (Iverson,

Interview, 1992). Of the 15 staff members, 12 were able to be contacted; 2 declined to participate, and 10 agreed to be interviewed. Three of the publication staff were not contacted because of conflicting and erratic time schedules on the part of both researcher and staff members. Of the 10 inmates interviewed, 9 wished for their names to be published and 1 did not. The individual who requested that his name be removed from these interviews was excluded from the results. The information acquired from these interviews is incorporated into the suggestions for improvement and the discussion of the publication's benefits. Information acquired from publication staff who have served with the publication for an extended period of time was also relevant to the explanation of how and why changes occurred within the publication.

Research Question 1

What is the context in which the Conner's Insight exists?

Conner's Insight is published within the R.B. (Dick) Conner Correctional Center in Hominy, Oklahoma. The R.B. (Dick) Conner Correctional Center is a medium and minimum security state correctional center. The Center was built in 1979 as a medium security facility designed to house approximately 160 inmates. In 1981, the minimum security building was added and designed to house approximately 160

inmates. The medium security facility is currently stretched beyond its original capacity: the census at the medium security facility averages approximately 960 inmates, while the census at the minimum security unit averages approximately 160 inmates for a total of approximately 1120 inmates.

The medium security sector of R.B. (Dick) Conner Correctional Center consists primarily of five housing units, a law library, a leisure library, a visiting center, an education building, a chapel, a "newspaper" room, a hospital, an in-house incarceration unit, administrative offices, a gymnasium, a cafeteria, a canteen, and an industrial metal workshop. The minimum security sector of the Center consists primarily of one housing unit, administrative offices and a visiting center. The facility was named after R.B. (Dick) Conner, a former warden of the federal penitentiary at McAlester, Oklahoma.

According to Iverson, the criminal charges of the inmates housed on the medium security sector are 55 percent violent charges and 45 percent nonviolent charges, with an average sentence of 22 years. The criminal charges of the individuals housed within the minimum security sector are 45 percent violent and 55 percent nonviolent, with an average sentence of 10 years (Iverson, Interview, 1993). The following list is a partial breakdown of the violent and nonviolent charges for which inmates at Conner are serving

time. Note: Some inmates are serving time on more than one charge.

TABLE II

CHARGE DESCRIPTION OF CONNER INMATE POPULATION

Charge	# of inmates	Charge	# of inmates
Violent		Non-Violent	
Burglary one	(78)	Drug Distribution	(195)
Murder one	(112)	Drug Possession	(115)
Murder two	(51)	Forgery	(65)
Manslaughter	(32)	Fraud	(34)
Kidnapping	(49)	Embezzlement	(15)
Theory Rapist	(170)	Larceny	(344)
Sex Offenders other than rape	(134)	Escape	(151)
		Burglary two	(224)
Assault	(157)		
Armed Robbery	(268)		
Arson	(8)		

Although a recent survey by the Literacy Council had not been completed at the time of the study, Mr. Iverson speculated that greater than 80 percent of incoming inmates (medium and minimum combined) do not have a high school diploma and many of those individuals are illiterate (Iverson, Interview, 1992). According to Iverson, "literacy and education are two of the biggest programs within Conner Correctional Center" (Iverson, Interview, 1992). According to Iverson, the education program consists of the Center requiring all inmates to work except those who do not have a

high school diploma or equivalent who may instead study for a General Education Degree (GED) or participate in an adult basic education (ABE) program within the Center. GED and ABE courses are offered within and provided by the institution. Instructors for the education programs are either education professionals who are volunteering at the center or educators who are employed by the institution. The literacy program consist of six inmates within each of the five housing units who volunteer to teach reading skills.

Research Question 2

What is the history of Conner's Insight?

According to Peter Iverson, Insight began publication in December of 1985. Prior to Insight's publication, the medium security sector of Conner had published Visions from 1979 until 1983. Visions was a monthly mimeographed paper run primarily by inmate Milton Dangerfield (Iverson, Interview, 1992). While Iverson was unable to locate any extant copies of Visions, he recalled that the publication contained information similar to that found in the early issues of Insight, such as general news, editorials, and announcements. Visions ceased publication in August, 1983, after a major disturbance occurred at Conner. Visions was not connected to the disturbance, but was stopped as part of program cuts which occurred after the disturbance (Iverson,

Interview, 1992). According to Iverson, the disturbance was a result of the increase in the number of inmates housed within the medium security sector, a shortage of food, and hot summer temperature (Iverson, Interview, 1992).

In December, 1985, R.B. (Dick) Conner Correctional Center began publishing the monthly publication, Conners Monthly Insight (CMI) (whose title was later changed to Conner's Insight) following the donation to the prison of an ABDICK 626 printing press from Hominy High School. Prior to the donation of the ABDICK 626 printing press, administration and inmates had both shown an interest in producing an internal publication. Mr. Iverson then proposed the idea of restarting an internal publication to Warden Markowski. According to Iverson, Warden Markowski agreed with the idea and instructed Iverson to begin organizing a publication staff (Iverson, Interview, 1992). Iverson then selected approximately five inmates based on their writing abilities, enthusiasm and technical skills as initial members of Insight staff. Case Manager Lorraine Cope, who is no longer with Conner, acted as the initial sponsor of the publication, providing writing advice and direction on content (Iverson, Interview, 1993). Prior to late 1986, Insight was written on a Smith-Corona Selectric electric typewriter. In late 1986, the Selectric was replaced by a Panasonic electronic typewriter with 3-column capabilities. This typewriter was used by the publication

staff until 1991, when Oklahoma University donated three used Tandy computers and two hard drives to Conner's Insight. In addition to making the production of Conner's Insight possible, the printing press was also used to produce administrative forms for the Center and the Lilly Correctional Center publication, The Lilly.

A complete list of the initial staff of Insight is unavailable because the publication did not contain a staff listing, or a masthead, and Peter Iverson does not have a record of former Insight staff. Bobby Vaughn, writing in the December, 1985, Insight, did provide a partial listing of the initial staff. According to Vaughn (1985) this first issue of the "institutional newspaper was put together by the team of Peter Kearney, Clinton Clark, Bobby Vaughn and Case Manager, Lorraine Cope (p. Editor's page).

As reported by Vaughn in that same issue, "the publication was designed to help keep all inmates and staff informed about upcoming events and serve as a forum for the open exchange of ideas and opinions from all viewpoints" (p. Editor's page).

According to Iverson, Conner's Insight was initially designed to promote creativity, act as a creative outlet, teach a vocational trade, promote responsibility, increase writing skills and education and provide entertainment (Iverson, Interview, 1992).

According to Warden Champion Insight serves three

purposes: 1). it provides communication among inmates (institutional news, sports, penology, and an opportunity to express opinions within the institution); 2). it acts as a vehicle for staff to communicate with inmates (philosophically or institutionally); and 3). it provides job skills which require the inmate writers to look at things more objectively as well as improves writing skills, technical skills and layout design (Champion, Interview, 1993). The current Insight staff points out different purposes for the publication. According to the publication staff, the current purpose of Insight is to 1). act as a public relation tool, 2). be a disseminator of selected information, 3). provide current legal information, 4). and provide a creative outlet (Staff Interviews, 1993).

The first issue of Insight consisted of eight 8 1/2 x 11 pages and 32 items. Of the 32 items, 8 (25 percent) were announcements, 5 (16 percent) were general news, 1 (3 percent) was religious, 4 (13 percent) were special feature items, 11 (34 percent) were editorial, 1 (3 percent) was poetry and 2 (6 percent) were graphics. The majority of the items, 58 percent, measured between 26 and 150 words (short). The researcher was provided with the original issue of the first Insight publication and was able to see that the publication staff had limited resources. The cover illustration was a blue pen drawing of a Christmas sleigh, the contents were formatted by hand layout, and items were

sectioned off and boxed in with ink pen boarders. Cartoon illustrations for the first issue were clipped from National Enquirer and an unidentified publication. According to Iverson, the early period of the publication had meager supplies: paper, one electric typewriter, writing pens and the ABDICK 626 printing press.

Research Question 3

What are the benefits of Insight in the view of those who allow it to be published and those who produce it?

According to Warden Ron Champion "one of the main benefits (of a correctional publication) is the dissemination of information among inmates, inmates and staff, and inmates and the outside community" (Champion, Interview, 1993). Another benefit according to Champion is the teaching of vocational skills to the inmates. "Working on the newspaper teaches them a useful trade along with objectivity and responsibility" (Champion, Interview, 1993). During the interview, Warden Champion recalled a former Conner inmate who worked on the Insight staff and later gained ground level employment with a local radio station in part because of his work experience with Insight (Champion, Interview, 1993). Warden Champion could not recall the individual's name or the radio station he went to work for.

According to Program Director Peter Iverson, Insight not only acts as an outlet for creativity, information and

entertainment, but it also teaches a vocational trade, responsibility, objectivity, and teamwork (Iverson, Interview, 1992). Iverson hopes to get the jobs of the publication staff recognized as a form of vocational training within the institution.

During the publication staff interviews, the inmates were asked to describe both the personal and institutional benefits associated with Insight. Of the nine respondents included in this study, five (55 percent) considered a personal benefit to be the learning of a new skill and increasing their own personal education. According to Production Manager Russell Calhoun, who has worked on Insight since 1990, working on Insight has given him the opportunity to teach himself how to operate computers, rebuild computers and design computer programs. Calhoun also feels that he has had the opportunity to improve his writing abilities and learn the publication production process (Staff Interviews, 1993). Publication Artist Kevin Randall, who has worked on Insight since 1989, feels that he benefits from Insight because he is "learning to enhance (his) knowledge about art, color layout, and graphic design" (Staff Interviews, 1993). Randall also feels that he is learning a useful outside trade. Current Insight editor Mike Lawson feels that he is learning a lot about computers and typesetting and improving his writing ability along with making the days go by faster (Staff Interviews, 1993). Mike

Lawson has worked on Insight approximately nine months. Staff writer Shaheed Wallace said that working on Insight has helped him in learning the English language and has increased his creativity, education, experience and communication skills" (Staff Interviews, 1993). Staff writer Leonard Roberts who began writing for Insight in 1986, then was released and returned in July of 1992, said that by working on Insight he has learned how to operate computers and has to constantly read to keep up on current events for the publication (Staff Interviews, 1993). For three (33 percent) of the respondents, Joel Benbow, Jerry Pelley, and Jerry (Red) Lanning, a personal benefit to working on Insight is the lack of supervision and a flexible time schedule (Staff Interviews, 1993). Senior Consultant Wayne Taylor, who has worked on Insight since 1987, feels that he benefits from working on Insight because it provides him a place where he can "write, learn about electronics, and be creative" (Staff Interviews, 1993). Of the nine respondents, five individuals stated that the main benefit of Insight to the "yard" was the dissemination of information on subjects such as legal issues, upcoming activities, policy changes and current sports news. Russell Calhoun also said that Insight gave the yard something to laugh about, breaking up the monotony and providing entertainment (Staff Interviews, 1993). Editor Mike Lawson said that Insight provides the population with something new

to read (Staff Interviews, 1993).

Overall, it would seem from the interviews that the institutional benefits associated with Insight are: information dispersal, entertainment, and communication between administration and the inmate population. The personal benefits acquired by the publication staff include the learning of a new skill, the ability to be creative and increase one's education, and the lack of supervision.

Research Question 4

What is the internal staff organization of Insight? Do any of the staff inmates have prior journalism experience or publication skills? What is the education level of Insight staff? Who determines the content of Insight?

According to Program Director Peter Iverson, the publication staff at the time of the study consisted of 15 members (Iverson, Interview, 1992). A review of the issue mastheads does not reveal the actual number of Insight employees because only those individuals who actively worked on the publication or contributed an item for a specific issue were listed within that issue. The researcher asked Senior Consultant of Insight, Wayne Taylor, if he knew of the other inmates who currently worked on Insight. Taylor reported that because of the lack of supervision and interest, only a few individuals show up on a regular basis and that the institution has a high "shipping" rate in which

inmates are frequently transferred to other state institutions (Staff Interviews, 1993). During the researcher's term with the institution, three members of the publication staff were relocated to other correctional centers.

While working on Insight the staff is encouraged to use any skills acquired prior to their incarceration. Although the majority of the staff respondents (6 of 9) had no prior journalism or publication production skills, Editor Mike Lawson had knowledge concerning layout design and paste-up and Jerry Lanning has published articles for Fanzines, a magazine for games, and Leonard Roberts had prior paste-up experience from being involved in a family business, Northside Connection. An interesting aspect of employment with Insight is that the publication staff is encouraged by one another to try all the various aspects involved in producing the publication. For instance an individual may at one time act only as a staff writer and then alter his position to include both production and writing. One example of this is Russell Calhoun who in 1992 was listed as both Insight Editor and Production Manager. (Conner's Insight, June, 1992, p. x).

The education level of the publication staff is higher than for the rest of the facility. According to Iverson, one of the requirements for gaining employment on Insight is either a high school diploma or a GED. Other requirements

are an ability to be creative and submission of a short article to Iverson for review.

The results of the publication staff interviews showed that all nine either had a high school diploma or a GED. Eight of the nine individuals had either attended vocational school or college. Prior to his incarceration, Mike Lawson, Editor, had taken courses at a Vo-Tech with an emphasis in medical technology. Russell Calhoun, Production Manager, has taken night courses from Rogers State College during his incarceration at Conner. Shaheed Wallace, Staff Writer, has taken courses in business management and plans to enroll in courses offered through Rogers State College. Leonard Roberts, Staff Writer, is a certified paralegal. Joel Benbow, puzzles, completed his junior year in college with an undecided major prior to his incarceration. Jerry (Red) Lanning, copy editor, is two college hours shy of completing a B.S. degree in Aeronautic Engineering. Senior Consultant, Wayne Taylor, is one semester short of completing a B.A. degree in philosophy. One of the newest staff members, Jerry Pelley, has a high school diploma and has completed forty-two hours of college general studies. (Staff Interviews, 1993).

The content of Insight is determined by the writing staff who then must submit their completed articles to Mr. Iverson for approval. According to Iverson, the Warden has to exercise content control because if false, inflammatory,

slanderous or derogatory information is printed, the Warden is held responsible since the inmates are wards of the state and under his jurisdiction (Iverson, Interview, 1992). According to Iverson, the staff is encouraged to be creative and informative within the articles they write. (Iverson, Interview, 1992). Warden Champion feels that anything can be published as long as it is "responsible journalism" and is well written. Champion defines "responsible journalism as substantiating facts with cross-references" (Champion, Interview, 1993). Champion feels that the editorial page could be utilized for institutional criticism more than it is now, but that points-of-view should be substantiated by fact (Champion, Interview, 1993).

According to the current publication staff, the content of Insight is limited to "surface" information, upcoming events, and feature stories (Staff Interview, 1993). The publication staff uses the term "surface" in two ways. According to the interviews, the staff feels the information which they publish only touches the surface of real issues. Members of the staff consciously censor themselves in order to keep from getting into trouble with the administration or the yard population. In one respect, members of the staff are aware that certain aspects of prison life are not allowed to be published and are censored by the administration. One incident of this occurred when Insight published an article about drug testing and urine analysis.

After the article was printed, Insight was shut down for one month (Staff Interviews, 1993). The inmates feel that if you threaten the administration, then you will be shipped to another yard. Self censorship also occurs for reasons of physical self-preservation. Joel Benbow wrote an article in 1992 about the cleanliness of the "chow hall" which offended other members of the inmate population. According to Benbow and other inmates, "the yard is a dangerous place to offend people" (Staff Interview, 1993). Another way in which the staff feels that information is "surface" is that the writers must take information from other sources as fact because they are unable to investigate the information or pursue new angles on stories, unlike other journalists (Staff Interviews, 1993). The publication staff is able to gather information from newspapers, magazines and television newscasts. The institution has basic cable available to those inmates who have televisions, and the leisure library subscribes to the Tulsa World, USA Today, the Daily Oklahoman, the Stillwater Newspress, the Lawton newspaper, the Muskogee newspaper, and the Bartlesville paper. These papers are available for all inmates to read on an in-house, library check-out basis. According to Library Supervisor Peggy Dunlap, approximately 50 t0 60 inmates check-out the various newspapers daily with the most popular being the Daily Oklahoman and the Tulsa World (Dunlap, Interview, 1993).

Research Question 5

What are the general sections (departments) and the format of this particular penal publication and how have these changed over time?

General sections are those sections which were printed on a regular basis and given major graphic headings and sub-headings. Table III is a listing by year of the general sections found in at least two issues of Insight for that particular year. The general sections of Insight which have persisted since March, 1986 are "Legal News," "Letters to the Editor", "Cobra Sports", and "Club News". These sections were found within all issues from January, 1986 until October, 1991. The warden's column was called "White's Word" during Thomas White's term at Conner as Warden. This was changed to "Champion's Comments" and "The Warden Page" since Ronald Champion began his term at Conner. "Chapel Expressions" contained religious articles. "Question and Answers was a section which contained interviews with inmates and administration which were conducted by the publication staff. "Mickey the Rat" was a full page, full color cartoon created by Program Director Peter Iverson which often contained value lessons for the inmate population; and an original cartoon called "Mickey the Rat".

The largest number of clubs represented in "Club News" occurred during 1986 and 1987. During this time there were

10 active clubs represented in the pages of the publication, such as: Alcoholics Anonymous-Narcotics Anonymous, New Moves Chess Club, U.S. Jaycees, Vietnam Veterans of America, Northeastern Confined Inter-tribal Council, Role Playing Game Association, Masuda Jewish Community, Inmate Advisory Council, Unique Toastmasters, and the Islamic/Muslim News. From 1988-1992 club news was reported for only four organizations: Northeastern Confined Inter-tribal Council, Inmate Advisory Council, Unique Toastmasters, and the Islamic/Muslim News.

The researcher asked Wayne Taylor why there was a reduction in the amount of club news and Taylor reported that the number of clubs has been reduced and the number of club submissions has also been reduced (Staff Interviews, 1993). According to editor Mike Lawson, club news is either directly solicited from the different clubs or voluntarily turned in by club members (Staff Interviews, 1993).

"From the Library" was a section written by Library Supervisor, Peggy Dunlap, which contained book reviews and notification of book arrivals. "Prose and Cons" contained original and reprinted poetry from inmates.

TABLE III

SECTIONS APPEARING IN AT LEAST
TWO ISSUES PER YEAR

1986	1987
Legal News	Legal News
Letters to the Editor	Letters to the Editor
Cobra Sports	Cobra Sports
White's Word	White's Word
Club News	Club News
Puzzle Page	Puzzle Page
Chapel Expressions	Chapel Expressions
Question and Answers	Questions and Answers
Mickey the Rat	Mickey the Rat
	From the Library
	Prose and Cons
1988	**1989**
Legal News	Legal News
Letters to the Editor	Letters to the Editor
Cobra Sports	Cobra Sports
---	---
Club News	Club News
Puzzle Page	Puzzle Page
Chapel Expressions	Chapel Expressions
Questions and Answers	Questions and Answers
Mickey the Rat	---
From the Library	From the Library
Prose and Cons	---
Cathy's Corner	---
Music Shop	Music Shop
	Horrorscope
	Humblescope
	Dear Bucket
	Champion Comments

TABLE II (continued)

1990	1991
Legal News	Legal News
Letters to the Editor	Letters to the Editor
Cobra Sports	Cobra Sports
---	---
Club News	Club News
Puzzle Page	Puzzle Page
Chapel Expressions	Chapel Expressions
---	---
---	---
From the Library	---
---	---
---	---
---	---
Horrorscope	---
Humblescope	---
Dear Bucket	---
---	---
Weight Pile	---
	Warden's Page

1992

Club News

"Cathy's Corner", added in 1988, was an editorial section co-authored by Jacki Lyden and Paula Schiller, employees of Conner. This section was designed to present editorial comments to articles written by the Insight staff. The "Music Shop" section, containing items on upcoming music events, prison bands, and a top twenty album list from Rolling Stone, Jet, and the Inmates, was also added in 1988.

In 1989, the Warden's column was reduced in length and became formal memorandums from the Warden whereas previously the warden's column had been more of an informal conversational letter to inmates.

"Horrorscope", "Humblescope" and "Dear Bucket" were three sections authored by humorist inmate Charles Bradley. According to Wayne Taylor, Bradley had a strange sense of humor and was very creative (Staff Interviews, 1993). "Horrorscope" and "Humblescope" included original works which gave astrological sayings for the next month. "Humblescope" was different from "Horrorscope" in that it made light of the predictions. "Dear Bucket" resembled the Ann Landers column and answered personal questions of the inmates. An example of an entry from "Dear Bucket" deals with an inmate writing in for advice on what to do about his cell partner who is a "true blue country music fanatic" (Conner's Insight, June, 1989, p. 27). Bucket replies by suggesting that the writer get a pair of earplugs or request a cell change (Conner's Insight, June, 1989, p. 27).

"Horrorscope", "Humblescope", and "Dear Bucket" continued until author Charles Bradley was relocated to another facility in 1991.

In 1990, the number of organizations represented within "Club News" was reduced to coverage of Unique Toastmasters, Northeastern Confined Inter-tribal Council and Vietnam Veterans of America and no new general section headings were added.

From the two issues analyzed for 1992, the sectional content had dramatically decreased and was replaced with individual items. The only sectional category which persisted for 1992 was club news. The other items published within these particular issues were not categorized although the items dealt with issues found in former sections of "Legal News", "Cobra Sports", and "Chapel Expressions". The change here is that the items were no longer place into specific sections within Insight.

The format of Insight has remained fairly constant since its initial publication. Insight is printed on 8 1/2 x 11 inch white paper, front and back. The following table is a breakdown by year which shows the average number of pages per issue, the binding style, and column layout.

TABLE IV

INSIGHT PHYSICAL FORMAT

Year	# of issues Analyzed	Avg Pages	Binding Style	Column Layout
1985	1	32	Rt. Corner Staple	Two-Column
1986	9	33	Rt. Corner Staple	Two-Column
1987	11	55	Rt. Corner Staple	Two-Column
1988	7	41	Rt. Corner Staple	Three-Column
1989	4	33	Rt. Corner Staple	Three-Column
1990	4	39	Three Staple Bind	Three-Column
1991	5	42	Three Staple Bind	Three-Column
1992	2	45	Full Rubber Bind	Three-Column

The table shows that there was a fluctuation in the average number of pages printed per issue. Senior Consultant Wayne Taylor reported that there was an increase in the number of pages per issue once the publication became bi-monthly in 1988 (Staff Interview, 1993). The researcher also asked Taylor why 1987 had such a large average number of pages per issue. Taylor suggested that during that period, Thomas White was the Warden and the publication staff felt as if they had more freedom in determining content. Taylor also added that during 1987, the inmate staff was more interested in writing than they currently are (Staff Interview, 1993).

Production Manager Russell Calhoun was asked why Insight had switched from one staple binding to three staple binding and currently to a full rubber spine bind.

Calhoun suggested that the changes were made from one to three staple binding in order to hold the publication together more securely and that the rubber spine binding was added as a way of giving Insight a more professional, magazine appearance (Staff Interview, 1993).

Wayne Taylor attributes the two-column to three-column layout change to the installation of computers in 1991. According to Mr. Iverson, Oklahoma University donated three Tandy computers and two hard drives to Insight in 1991. Insight has also recently acquired, in early 1992, two additional terminals, a new ABDICK 8820 printing press and a plate maker. According to Iverson the new printing press and the plate maker were funded by the Parent Canteen Fund of the Oklahoma Department of Corrections. According to Iverson, the Parent Canteen Fund is composed of funds from a percentage of the canteen sales from all Oklahoma correctional centers (Iverson, Interview, 1993). The items were purchased after the Insight staff had shown the Pardon and Parole Board their abilities to produce a high quality publication and administrative forms (Iverson, Interview, 1993).

The type most often used for Insight is the standard 12 pica. This is adjusted for article titles and emphasis. From December, 1985 to October, 1986, items were generally printed in black ink with the use of color (red, blue, green, brown, and yellow) limited to borders, section

headings and the cover page. In 1987, color was intermixed within the items as part of both text and advertisements and continued to be used for borders, section headings and the cover page.

Prior to June, 1989, the cover art of Insight consisted of pen and pencil art work, detailed with single blocks of color. The detail of the cover art work depended largely on the particular publication artist and his previous skills. R.S. Yocham, a former Insight cover artist, produced some very detailed pencil drawings for Insight from mid-1987 through 1988. Yocham's covers included concepts of good and evil within a single individual, freedom and "Father Time". According to Iverson, Yocham was a tatoo artist prior to his incarceration (Iverson, Interview, 1993). In 1989, Kevin Randall and Wayne Taylor began using a four-color run system in which four separate plates were made of one image. Each plate is designed to hold one specific color. Primary colors of red, black, yellow and blue are used. The cover page is then passed through the printing press, one color at a time, until all the colors necessary for that particular publication have been applied. Randall has been the cover and cartoon artist since June, 1989. During the interview, Randall said that he enjoys drawing people and his covers tend to focus on individuals such as Elizabeth Taylor, Martin Luther King Jr., Bill Cosby, Oprah Winfrey, and various individuals who are interesting to draw (Staff

Interviews, 1993).

The length of the individual items has changed slightly throughout the publication's history. Table V gives a breakdown of the length of the items by year, showing the number and the percentage of items in each category. By comparing the percentages presented in Table V, the data shows that there was a reduction in the number of items which were very short (25 words or less) from 1985 through 1991. Very short items did show an increase in 1992 to 22 percent. The percentage of short items (26 to 150 words) fluctuated only slightly between 1986 and 1991, with a range between approximately 35 percent to 45 percent. The most noticeable change occurred in 1992 when the percentage of short items decreased from 41 percent in 1991 to 5 percent in 1992. Medium length (151 to 350 words) items remained the most constant throughout the publication's history, ranging from 25 percent to 35 percent. No year shows drastic change in the percentage of medium length items when compared with other years. Table V also shows that the length of items has tended to increase over time. Long items (351 to 1500 words) have continually shown a percentage increase, from 3 percent of total items in 1985 to 32 percent in 1992. Very long items have also shown a continuous increase since 1985 according to the percentages presented in Table V. In 1986 only 2 percent of the items were considered to be very long; this increased to 6 percent

in 1987, fluctuated to 2 and 3 percent in 1988 and 1989, respectively, and increased again to 5 percent in 1990, 7 percent in 1991 and 13 percent in 1992. The increase in item length can be found within the general news category of 1992 where the percentage of medium length general news items was 44 percent (17/44 items), the percentage of long general news items was 36 percent (14/39) and the percentage of very long general news was 20 percent (8/39).

TABLE V

LENGTH OF ITEMS PER YEAR

Year	Total Items	Very Short	Short	Med-ium	Long	Very Long
1985	32	06 (19%)	17 (53%)	8 (25%)	1 (3%)	- -
1986	653	72 (11%)	238 (36%)	216 (33%)	113 (17%)	14 (2%)
1987	1013	61 (6%)	368 (36%)	353 (35%)	169 (17%)	61 (6%)
1988	477	32 (7%)	167 (35%)	162 (34%)	101 (21%)	15 (3%)
1989	342	17 (5%)	164 (48%)	88 (26%)	66 (19%)	07 (2%)
1990	294	18 (6%)	112 (38%)	81 (28%)	69 (23%)	14 (5%)
1991	324	17 (5%)	134 (41%)	75 (23%)	74 (23%)	24 (7%)
1992	109	24 (22%)	06 (5%)	30 (28%)	35 (32%)	14 (13%)
G.Tot	3246	247 (8%)	1209 (37%)	1013 (31%)	628 (19%)	149 (5%)

Research Question 6

What is the overall content of Insight and how has the content of Insight changed since its original publication in December, 1985? How has the publication rate and distribution of Insight changed over time?

Content

Table VI is a representation of the total items per content category found within the various years analyzed.

Announcements. The largest percentage of announcements occurred within the December, 1985 issue, which contained 8/32 announcement items, 25 percent. As shown in Table V, the percentage of announcement items then decreased from 8 percent (49/653 items) in 1986 to 5 percent (5/109 items) in 1992. This reduction in announcements is attributed to the reduction in club entry submissions and a decrease in the number of active clubs within Conner. The overall percentage of items which were announcements was found to be 6 percent (197/3246 items). Announcements largely consisted of "Club News". The "Club News" usually contained information on upcoming club events, club projects, club involvements in fund raisers and the accomplishments of inmate club members. Some clubs represented within club news also had membership with national organizations such as the Vietnam Veterans of America, the Jaycees, and Alcoholic

the Vietnam Veterans of America, the Jaycees, and Alcoholic Anonymous-Narcotics Anonymous.

TABLE VI

CONTENT CATEGORY BREAKDOWN
BY YEAR

Year	Tot.# Items	Number and Percentage in Each Category								
		An	Ad	GN	Rl	SF	Ed	P	O	G
1985	32	08	00	05	01	04	11	01	00	02
		25%	0%	16%	03%	13%	34%	03%	0%	06%
1986	653	49	17	203	40	113	96	46	11	78
		08%	03%	31%	06%	17%	14%	07%	02%	12%
1987	1013	71	37	431	57	63	151	31	39	136
		07%	04%	43%	06%	06%	14%	03%	04%	13%
1988	477	14	21	168	32	43	68	15	25	91
		03%	04%	35%	07%	09%	14%	03%	05%	19%
1989	342	22	08	99	19	29	34	20	14	97
		06%	02%	29%	05%	08%	09%	06%	04%	28%
1990	294	12	09	80	06	25	41	10	09	103
		04%	03%	27%	02%	09%	14%	03%	03%	35%
1991	324	16	09	78	11	15	49	13	11	122
		05%	03%	24%	03%	05%	15%	04%	03%	38%
1992	109	05	09	39	01	04	17	03	01	30
		05%	08%	36%	01%	04%	15%	03%	01%	28%
Grand Total	3246	197	110	1114	167	296	456	139	110	659
Grand Total Percentage		06%	03%	34%	05%	09%	14%	04%	03%	20%

An-Announcement
Ad-Administration
GN-General News
Rl-Religious
SF-Special Features
ED-Editorial
P-Poetry
O-Other
G-Graphics

Administration. Administrative items generally consisted of policy items and directives from the Warden to the inmates. During holidays, such as Christmas and Thanksgiving, Warden Champion and former Warden Thomas White would write uplifting messages to the inmate population. The April, 1992 issue profiled the volunteers working within R. B. (Dick) Conner Correctional Center. Overall 3 percent of the item total of Insight was administrative.

General News. The "General News" consisted of current events (both internal and external), legal news, interviews with administration, interviews with inmates, institutional news and other. Content analysis of the 1985-1992 issues showed that the general news tended to focus overall on current events (58 percent) followed by legal news (21 percent), other items such as health (9 percent), institutional news (6 percent), interviews of administration (4 percent) and interviews with inmates (1 percent). Examples of current events are sporting events; world political events, such as the removal of the Berlin Wall; and special happenings like the Jessica McClure story. Health issues provided information on AIDS, heart attacks and the flu. This breakdown showed little variation within the individual years.

Religious. The percentage of items pertaining to religion ranged from 3 to 7 percent with an overall average

of 5 percent (167/3246 items). The religious category contained items regarding the Protestant, Jewish, and Muslim faiths. Protestant items made up 56 percent (94/167 items) of the overall religious items, with Jewish items constituting 19 percent (32/167 items) of the religious total. Jewish items were printed in Insight until the beginning of 1989 when the author John Mosier was transferred from Conner. No other Jewish individuals have submitted items since then. Muslim items comprised 25 percent (41/167 items) of the overall religious content.

Special Features. Overall, special feature items comprised an overall of 9 percent (296/3246 items) of the content of Insight. The number of items within the Special feature category showed a gradual percentage decrease through the years. From 1985-1992 special features consisted primarily of fictional stories, humorous anecdotes and short sayings. The number of fictional stories increased when Conner Correctional Center established a creative writing class under the direction of inmate and published author Mike Conroy. Conroy encouraged the inmates participating in the creative writing class to submit stories to Insight. Conroy also submitted a large number of short stories focusing on military conflict. Other fictional stories involved drama, science-fiction and fantasy.

Editorials. The editorial content of Insight has remained close to 15 percent since 1986. The initial issue of Insight did contain more editorial material , 34 percent, than did the following issues based on percentage and as grouped by year in Table 3. Generally, the editorial category was composed of a publication disclaimer; letters to the editor; editorial responses; health issues; self-inspirational articles; and comments on censorship, the death penalty, homosexuality in prison, conjugal visits, marriage while incarcerated, musical bands within Conner, "self-help" inspirational articles, and health issues. These items, with the exception of the disclaimer, did not appear within each issue of Insight, but were topics which were addressed repeatedly.

Poetry. Items found in the poetry category of Insight showed little fluctuation throughout the publication's history. Overall, poetry comprised 4 percent (139/3246 items) of the content of Insight. The poetry showed an emphasis in either love (31 percent), inmate inspiration (24 percent), humor (8 percent), or religious spirituality (37 percent).

Graphics. The "Graphics" category of Insight has increased continuously over time since the initial issue of Insight, from December, 1985 to April, 1992. Table VI shows that the percentage of graphics increased from 6 percent of

the total number of items in 1985 to 38 percent in 1991. The amount of graphics in 1992 decreased to 28% percent of the total number of items. "Graphics" was divided into photographs, illustrations, advertisements and cover art. Photographs were not used in Insight until 1987 and were the least used of the graphic mediums. Overall, 22 of the 659 graphics (3.5 percent) were photographs. All photographs were black and white prints. Of the 136 graphic items for 1987, 4 were photographs. The photographs of 1987 consisted of a group photo of the Conner's Cobra basketball team used on the cover of the March, 1987 Insight; a reprinted photograph of the Prison Art Exhibition in the May, 1987 Insight; a cover photograph of the "Speak Out" organization of Conner on June, 1987; and an inmate weight lifter on the cover of the July, 1987 issue of Insight. Seven photographs were used in 1988. Of the seven total photographs for 1988, six were contained in the May/June issue. Of these 6 photographs, 4 were original group photographs of inmates who had participated in the musical event "Battle of the Bands" within Conner's. The remaining two were photographs of Conner's inmates who were participating in the building of the institutional chapel. The June/July 1988 issue contained a photograph of a volunteer receiving an award for supporting the literacy program at Conner's. During 1989 a total of 10 photographs (10% of the graphic items for 1989) were published within

the four issues analyzed. The two photographs printed in April, 1989 were reprinted from other publications, the New York Times and the Tulsa World. The June, 1989 issue of Insight contained photographs illustrating the "Speak-Out" program which introduces prison life to juveniles as a means of education and criminal lifestyle prevention. The August, 1989, issue of Insight contained a reprinted human interest photograph of a dog chasing a duck from the Tulsa World and reprinted photographs from an article on mosquitoes. Photographs were not used in 1990 or 1991. Two reprinted photographs were used in June, 1992 as illustration for an original article written about death by lethal injection.

Illustrations made up 50 percent (328 of the 659 items) contained in "Graphics". The illustrations were either original cartoons or original illustrations for articles and fictional stories. During the first three years of Insight, the illustrations were generally one color (blue, red, yellow, or green). From 1989 to 1992, the illustrations and cartoons ranged from two colors to multi-colored, resembling comic book cartoons.

Advertisements comprised 34 percent of the overall graphic content of Insight. Although 75 percent of the advertisements (168/225) were for internal events such as music lessons and art class, the publication did publish advertisements from 1986 through 1992 for Hominy, Oklahoma businesses Willis Furniture and Stationery and Hilltop

Drive-In Restaurant. External advertising was "sold" to these businesses by Peter Iverson with the businesses receiving space in exchange for product donations such as printing material and stationary. The advertisements varied in the amount of color used. Generally, the advertisements for internal products were one color (blue, red, yellow or green). The advertisements for Willis Furniture and Stationery and Hill-Top Drive in were generally a combination of 2 colors (blue, red, green and yellow).

Original and Reprinted

The content analysis reveals that in the first years of publication (1985-1987) a large quantity of the items were original works as opposed to reprinted materials. In 1985, 81 percent of the items in the single published issue (26/32) were original. Original items comprised 72 percent of the content in 1986 (469/653 items) and 82 percent (835/1013 items) in 1987. As shown in Table VII, the proportion of original items declined in 1989 to 69 percent, while the number of items of unknown origin increased to 15 percent, reprints from institutional publications comprised 2 percent and the reprints from commercial publications totaled 13 percent. The largest amount of reprinted material occurred in 1989 when 20 percent of the items were reprinted from commercial publications. Original material increased in 1990 to 85 percent and again in 1991 to 86

percent while reprints decreased to 5 percent in 1990 and 9.5 percent in 1991. In 1992 Insight staff produced an average of 72 percent of the material while using reprints for 22 percent of the contents. Overall, for the period 1985-1992, original material comprised 76 percent of the content, 10 percent was of unknown origin, 1 percent was reprinted from the publications of other penal institutions and 13 percent was reprinted from commercial publications.

TABLE VII

ORIGINAL VS REPRINTED ITEM BREAKDOWN BY YEAR

Year	Total Items	Original	Unknown	Reprint Institutions	Reprint Other Publications
1985	32	26 (81%)	5 (16%)	- -	1 (3%)
1986	653	469 (74%)	77 (12%)	09 (1%)	98 (15%)
1987	1013	835 (82%)	52 (5%)	09 (1%)	121 (12%)
1988	477	331 (69%)	17 (15%)	09 (2%)	64 (13%)
1989	342	199 (58%)	70 (20%)	04 (1%)	69 (20%)
1990	294	251 (85%)	28 (9%)	- -	15 (5%)
1991	324	278 (86%)	15 (5%)	01 (.5%)	30 (9%)
1992	109	78 (72%)	7 (6%)	04 (4%)	20 (18%)
Grand Total	3246	2467 (76%)	327 (10%)	36 (1%)	418 (13%)

Attributed and Not Attributed Items

Table VIII shows the number and percentage of items attributed and not-attributed by year. Attributed items were those items which listed the author. Not-attributed items were those items which did not list the item's author or listed "unknown" as the author. Overall, Insight attributed 63 percent of its contents and did not give attribution to 37 percent. From 1986 through 1988 attribution was given more often than from 1989 through 1992. From 1986 through 1988 between 74 percent and 60 percent of all items were attributed, while from 1989 through 1992 between 47 percent and 59 percent were attributed.

TABLE VIII

OVERALL ATTRIBUTED VS NOT-ATTRIBUTED BY YEAR

Year	Total Items	Attributed Items	Not Attributed Items
1985	32	18 (51%)	14 (49%)
1986	653	485 (74%)	168 (26%)
1987	1013	747 (74%)	266 (26%)
1988	477	286 (60%)	191 (40%)
1989	342	162 (47%)	180 (53%)
1990	294	138 (47%)	156 (53%)
1991	324	155 (48%)	169 (52%)
1992	109	65 (59%)	44 (41%)
G.Tot	3246	2058 (63%)	1188 (37%)

Publication Rate

One change in Insight is the number of issues published per year. As seen in Table I Insight has reduced the number of issues published per year. At the onset of Insight, the publication rate was monthly. This was decreased to bi-monthly in 1988 and 1989 and reduced again in 1991 and 1992 to 5 and 4 issues per year respectively. In relation to the publication rate, the title of the publication was changed from Conners Monthly Insight to Conner's Insight in 1988.

TABLE I

PUBLICATION RATE OF INSIGHT

Year	# Analyzed	# Published	% Analyzed
1985	1	1	100
1986	9	12	75
1987	11	12	92
1988	7	7	100
1989	4	6	67
1990	5	5	100
1991	5	6	83
1992	2	4	50

Members of Insight staff who have been with the publication several years attribute the publication rate decrease to an increase in the amount of print work being done for the institution, a decrease in story ideas and creativity, and a general reduction in publication staff

enthusiasm (Staff Interviews, 1993).

Publication Distribution

Although the publication rate has decreased, the number of issues printed and distributed has remained constant throughout Insight's publication. According to Peter Iverson, the facility produces approximately 600 copies of Insight per issue. Of the 600 copies, approximately 500 are distributed within the medium security sector, 50 are distributed to the minimum security sector and 50 are mailed out as either institutional trades or subscriptions (Iverson, Interview, 1992). According to Mike Lawson, after the issues are hand collated by the staff, one copy is delivered to the door of every occupied cell in the medium security sector by a designated member of the publication staff. The minimum security sector receives their portion in bulk. The administration receives copies of Insight through local mail distribution (Staff Interview, 1993).

Research Question 7

What suggestions for improvement of Insight were given by the publication staff and administration?

Several suggestions were made by the publication staff for improving Insight. According to Wayne Taylor, Insight could be improved by introducing regular journalism training seminars for staff conducted by professional journalists and

instructors from various universities (Interview, 1993). It was suggested by Jerry Lanning that the publication could be improved by printing more news which was of interest to the general population within the institution. Lanning suggested that a survey should be done in order to determine exactly what the population would be interested in reading (Staff Interview, 1993). Shaheed Wallace, Leonard Roberts, Joel Benbow, and Jerry Pelley suggested that the publication could be improved by reducing the amount of administrative control placed on content and increasing the investigative ability of the publication staff (Staff Interview, 1993). Artist Kevin Randall suggested that the graphic portion of Insight could be improved with the addition of a light table, a drafting table, better artistic equipment and the addition of more production space (Staff Interview, 1993). Production Manager Russell Calhoun agreed with Randall on the need for more production space and also suggested an upgrade in production equipment (Staff Interview, 1993). Editor Mike Lawson suggested that Insight could be improved by establishing a dark room for photography, incorporating black and white halftone printing and gaining access to a typesetter.

Warden Champion suggested that Insight could be improved by increasing the amount of photography within the publication and increasing the amount of editorial material which addressed issues which the general population finds

important (Interview, 1993). Warden Champion also felt that he should try and increase the number of administrative submissions to Insight.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

In summary, the inmates of the R.B.(Dick) Conner Correctional Center have produced the Conner Insight since December, 1985. Although the publication has undergone changes in content, administration and staff, Insight has produced 50 substantial issues which have reflected the ideas of the times and the concerns of the publication staff, the Center's administration and, it would seem through letters to the editor, article submissions and club news submissions, the Center's inmate population. Insight has persisted on a limited budget extracted from inmate canteen sales; has been produced and written primarily with used, donated, out-dated equipment; and has been created and composed of thousands of articles, stories, advertisements, poetry and cover illustrations from an ever fluctuating publication staff with little to no journalistic background. These obvious limitations have not kept Insight from being a useful publication to both the inmates of Conner and the Conner administration.

Conclusions

Insight is commonly called a newspaper by both the administration and the publication staff. Insight does resemble a newspaper in that it is used by the staff and administration to disseminate information, perpetuate editorial ideas, facilitate a community atmosphere, and provide entertainment--functions also performed by more traditional commercial newspapers. And yet, Insight differs from newspapers in the additional legal restrictions which are applied to penal publication content, the 8-1/2-x-11 format, staff journalistic limitations through self-censorship and administrative censorship, and the characteristics of some of the content, such as the inclusion of poetry, fiction, administrative letters and memorandums and the overall conversational tone of the publication.

One might consider Insight to be more of an in-house newsletter. This descriptive term would also be accurate in that Insight is designed in part as a public relations tool in which the content is reviewed by the administration. And yet, Insight also contains material which is not always positive toward the institution, and Insight is not designed to promote the Oklahoma Department of Corrections. Insight also differs from newsletters in that the administration does not pay for the publication. The majority of Insight funding is through a percentage of product sales from the

facility canteen fund. Insightalso receives material donations from advertisers and a minimal amount of funding from subscription sales.

Can one describe Insight as a magazine? This descriptive term could be applied to Insight on first glance. The format of Insight resembles a typical 8 1/2 x 11 magazine, with an illustrative cover, publication schedule, complete rubber binding and a large amount of editorial commentary and entertainment. The description of Insight comes closest to fitting a magazine and yet it cannot be limited to a magazine because the content of Insight does not contain articles which focus solely on news, like Time and Newsweek, or articles which focus solely on entertainment or health such as Esquire, Cosmopolitan, and Psychology Today. Insight incorporates a wide variety of information, news and entertainment. Insight is a combination of several different types of magazines. Insight also tries to reflect the journalistic skills and aspirations of the publication staff.

Although the majority of the Insight staff has not been educated in journalism or mass communications, the writers understand and feel the need to be objective, timely, accurate and present news which the population is interested in, and in this respect they can appropriately be called journalists. As cited in Chapter II, "journalism is the occupation in which news is reported based on the news one

is given" (Agee, 1982, p. 10). This is the occupation of the Insight staff.

Recommendations

A recommendation for the future would be to undertake a readership survey of the entire population, present and past, of Conner Correctional Center, along with interviews with all former publication staff members and former members of the administration. These aspects were not incorporated into this particular study for two reasons: 1). This study was modeled after the 1965-67 Baird study which did not include a readership survey of the correctional centers studied and 2). This study was designed to focus primarily on a description and analysis of the publication issues themselves.

Another recommendation for future studies would be to conduct a comparison of the content and format of the publications produced by the various medium security correctional centers in Oklahoma. Not only would this provide additional descriptive case studies of penal publications, but it would also help to establish whether or not penal publications can be considered a form of mass communication by describing the large population being served by penal publications.

A third recommendation would be to survey administration and penal publication staff within Oklahoma

to determine the various purposes of their penal publications. It would also be interesting to see if the purposes of the administration and the staff were being served by the Correctional Center publications based on a content analysis of a sample of the issues.

A final recommendation would be to compare the content and format of an Oklahoma correctional center publication with a California correctional center publication. The comparison with a California correctional center publication would be interesting because the state cases involving penal publications and the First Amendment were heard and decided in California. This would be an interesting study to determine if California allows their penal publications to contain more liberal content than those in Oklahoma.

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APPENDIXES

APPENDIX A

UNIVERSITY APPROVAL FORM

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
FOR HUMAN SUBJECTS RESEARCH

Proposal Title: A CASE STUDY OF THE PRISON NEWSPAPER AT THE CONNERS CORRECTIONAL FACILITY AT HOMINY

Principal Investigator: CONSTANCE LAWRY/ DENISE CASPERSEN

Date: 11-10-92 **IRB #** AS-93-023

This application has been reviewed by the IRB and

Processed as: **Exempt** [XX] **Expedite** [ ] **Full Board Review** [ ]

Renewal or Continuation [ ]

Approval Status Recommended by Reviewer(s):

Approved [XX] **Deferred for Revision** [ ]

Approved with Provision [ ] **Disapproved** [ ]

Approval status subject to review by full Institutional Review Board at next meeting, 2nd and 4th Thursday of each month.

Comments, Modifications/Conditions for Approval or Reason for Deferral or Disapproval:

MODIFICATIONS RECEIVED

Signature: Marvin D. Tilley **Date:** 11-16-92
Chair of Institutional Review Board

APPENDIX B

INTERVIEW CONSENT FORMS

Interview
Consent Form
Case study of Dick Conner's Correctional Center newspaper--CMI (CI)

This form is to verify that I have informed you, prior to the interview, of the purpose for the interview. As a graduate candidate in Mass Communications at Oklahoma State University, my thesis requirement involves a case study of the Dick Conner's Correctional Center newspaper, Conner's Insights. All answers to the following questions will be recorded by hand and utilized within the body of the thesis to help formulate a history of the paper, how the paper functions, and the staffs/ administrations concerns with CI. A copy of the final thesis will be given to the administration. A copy will also be given to newpaper staff. The questions are not designed to cause any form of disturbance or manipulate the individual being interviewed. All questions have been submitted to the University Research Council prior to this interaction. All interviews will be conducted on a voluntary basis. If you, the interviewee, would prefer that your name be exempt from the interview responses then this will be done without any complications. Instead of your name being placed on the interview form, a number will be assigned to your responses and all material, pertaining to the interview, which holds your name will be destroyed immediately after completion of the thesis.

_____
I have read the above information and agree to allow Denise Caspersen to print my name.

_____
I have read the above information and agree to be interviewed but would rather a number replace my name during the interview section.

Designed Nov. 15, 1992. Denise Caspersen OSU Master's Candidate

Attachment A
OP-091501

INFORMED CONSENT TO PARTICIPATE IN RESEARCH

I, _____, _____, _____
(Name) (DOC Number) (Date Form Signed)

do hereby consent to participate in research by:

_____ (Name or title and address of person conducting the research)

_____

_____

_____

Expiration date (if applicable) _____

AUTHORIZATION: I certify that this consent has been made freely, voluntarily, and without coercion, after a fair and understandable explanation of the nature of the research activity, the purpose, and the procedures to be followed.

_____ _____
(Offender Signature) (Witness)

VITA

DENISE M. CASPERSEN

Candidate for the Degree of

Master of Science

Thesis: A CASE STUDY OF THE PRISON NEWSPAPER CONNER'S INSIGHT AT THE R.B. (DICK) CONNER CORRECTIONAL CENTER IN HOMINY, OKLAHOMA

Major Field: Mass Communications

Biographical:

Personal Data: Born in Rapid City, South Dakota February 01, 1968; the daughter of Larry and Diana Caspersen.

Education: Graduated from Altus High School, Altus, Oklahoma in May, 1986; received Bachelor of Science Degree in Zoology from Oklahoma State University in May, 1990; completed requirements for the Master of Science degree at Oklahoma State University in May, 1993.

Professional Experience: Teaching Assistant, Department of Journalism, Oklahoma State University, June, 1992 to August, 1992.