

A READERSHIP SURVEY OF THE OKLAHOMA
STATE NEWS—THE NEWSLETTER FOR
THE FACULTY AND STAFF OF
OKLAHOMA STATE
UNIVERSITY

By

MARGARET STONE COOPER

Bachelor of Fine Arts in Graphic Design
Oklahoma State University
1986

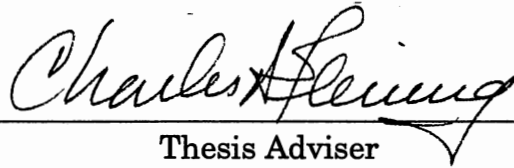
Bachelor of Science in Art Education
Oklahoma State University
1986

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
May 1992

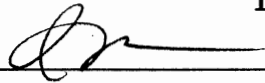
Shesis
1992
CT77r

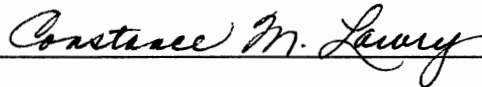
A READERSHIP SURVEY OF THE *OKLAHOMA*
STATE NEWS—THE NEWSLETTER FOR
THE FACULTY AND STAFF OF
OKLAHOMA STATE
UNIVERSITY

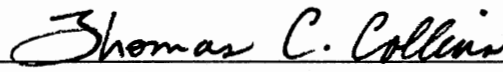
Thesis Approved:



Thesis Adviser







Dean of the Graduate College

PREFACE

This study examined interest in and usefulness of the *Oklahoma State News* as a tool of communication for Oklahoma State University employees. The main focus of the study concerned what types of news the audience preferred. In addition, the study sought to provide some insight into preferred method of distribution, format, reader demographics, and sources for information about OSU.

Readers were grouped by position level. Attitudes were compared between readers employed in various position levels and within the group as a whole.

Sincere gratitude is extended to Dr. Charles Fleming, my major thesis adviser and coordinator of graduate studies in mass communications, for his patience and guidance in the evaluation of this study.

Special recognition is due Dr. Robert B. Kamm, University President Emeritus, for providing helpful information about the *Oklahoma State News*. Appreciation is also due Dr. Ralph Hamilton, former Director of Public Information. Dr. Hamilton was most successful in creating a positive environment in which to learn and work.

Thanks to Ms. Carla Chlouber, Agricultural Communications' Managing Editor of Publications, for spotting those occasional typos, and to Ms. Dottie Witter for tolerating the late-night phone calls when I had questions about homework assignments.

This study would not have been possible without the moral and techni-

cal support of my husband, Scott Cooper. Without his computer expertise, I never would have been able to find all those files that somehow got “lost” on the hard drive. His patience is also appreciated for tolerating the stacks of paper all over our living room.

Finally, I would like to thank my parents, Dr. and Mrs. John F. Stone, for being the kind of people to lend solid support to their children in helping them achieve their goals—no matter how long it takes them!

This study is dedicated to those who are most likely to benefit from it: the readers of the *Oklahoma State News* and any mass communications students contemplating a similar study. It is my hope that someone out there finds this study helpful.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
Background	2
Problem Statement	3
Purpose of the Study	4
Objectives of the Study	4
Methodology	5
Significance of the Study	5
Scope and Limitations	6
Outline of the Study	7
II. REVIEW OF LITERATURE	9
The Importance of Readership Surveys	9
Communicating to an Internal Audience	10
Newsletter Studies in Industry	12
International Association of Business Communicators Survey	12
The Typical Corporate Employee Newsletter	13
Other Surveys of Internal Publications at Non-Academic Institutions	14
Reader Interest in <i>The Oklahoma Banker</i>	14
Utilities Company Employees' Reaction to the Company Newspaper	14
An Employee Newsletter Survey at Honeywell, Inc. . .	15
TVA <i>Today</i> Readership Study	15
Internal Publication Surveys Conducted at Institutions of Higher Education	16
Outlook 1989-1990 Readership Survey	16
Inside Lakeland Reader Telephone Survey	17
Campus Report Readership Survey	18
UA News Readership Survey	19
House Organ Readership Survey	19
A Readership Survey of <i>Upbeat</i>	20

Chapter	Page
Results of the <i>Messenger</i> Survey	20
Previous Studies of OSU Publications	21
A Readership Survey of <i>Oklahoma State Alumnus Magazine</i>	21
A Readership Survey of <i>Outreach Magazine</i>	22
A Readership Survey of the <i>Daily O'Collegian</i>	22
A Readership Survey of the <i>Stillwater NewsPress</i>	23
History of the <i>Oklahoma State News</i>	23
Description of the <i>Oklahoma State News</i>	29
III. METHODOLOGY	31
Overview of the Study	31
Research Questions	31
Sampling Method	32
Questionnaire Content	33
Distribution and Readership	33
Usual News Sources	34
Newsletter Appearance and Overall Opinions	34
News Topics	34
Demographics	36
Questionnaire Format	36
Survey Pre-test	37
Ensuring an Adequate Response	38
Schedule for Mailing	39
Statistical Analysis	39
IV. FINDINGS AND ANALYSIS OF DATA	40
Demographic Makeup of OSU Employees	43
Gender of Respondents	43
Age	44
Full-time and Part-time Employees	45
Number of Years Employed by OSU	46
Responses Concerning the <i>Oklahoma State News</i>	47
Proportion of Respondents Who Receive the <i>Oklahoma State News</i>	47
Proportion of Respondents Who Keep Copies of the Newsletter	48
Spouse Readership	50
Frequency of Publication	51

Chapter	Page
Method of Distribution	53
News Sources	55
Overall Opinions of the <i>Oklahoma State News</i>	57
Physical Appearance	59
Newsletter Content	61
Preferred News Topics	63
Interest in Proposed Topics	64
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	67
Summary	67
Conclusions	68
Recommendations to the Editor of the	
<i>Oklahoma State News</i>	69
Method of Distribution	70
Sources of Information	70
Newsletter Appearance	70
Overall Appeal	71
News Topics	71
Recommendations for Further Research	73
REFERENCES	75
APPENDICES	78
APPENDIX A - QUESTIONNAIRE	79
APPENDIX B - COVER LETTER FOR FIRST MAILING	84
APPENDIX C - FRONT PAGE OF THE <i>OKLAHOMA</i>	
<i>STATE NEWS</i>	86
APPENDIX D - REMINDER CARD	88
APPENDIX E - COVER LETTER FOR FOLLOW-UP	
MAILING	90
APPENDIX F - RESPONDENTS' COMMENTS	92

Chapter	Page
APPENDIX G - ANOVA SUMMARY TABLE FOR SOURCES OF INFORMATION ABOUT OSU	100
APPENDIX H - ANOVA SUMMARY TABLE FOR OVERALL OPINIONS OF THE <i>OKLAHOMA</i> <i>STATE NEWS</i>	102
APPENDIX I - ANOVA SUMMARY TABLE FOR REGULAR NEWS TOPICS	104
APPENDIX J - ANOVA SUMMARY TABLE FOR FOR INTEREST IN PROPOSED TOPICS	106

LIST OF TABLES

Table	Page
I. Respondents by Level of Employment	43
II. Gender of Respondents by Level of Employment	44
III. Age of Respondents by Level of Employment	45
IV. Employees with Full-time and Part-time Status by Level of Employment	46
V. Number of Years Respondents Have Worked for OSU by Level of Employment	47
VI. Respondents Who Receive the <i>Oklahoma State News</i> by Level of Employment	48
VII. Respondents Who Usually Keep Issues of the <i>Oklahoma State News</i> by Level of Employment	50
VIII. Whether the <i>Oklahoma State News</i> is Read by a Spouse by Respondents' Level of Employment	51
IX. Preferred Frequency of Publication by Respondents' Level of Employment	53
X. Preferred Method of Newsletter Distribution by Respondents' Level of Employment	55
XI. Mean Usefulness Score of 10 Local and Internal Media by Respondents' Level of Employment	57
XII. Mean Scores for 11 General Factors by Respondents' Level of Employment	59

Table	Page
XIII. Recommended Changes in Physical Appearance by Respondents' Level of Employment	61
XIV. Mean Usefulness Scores of Regular <i>Oklahoma State News</i> Topics by Respondents' Level of Employment	64
XV. Mean Interest Score for Proposed Newsletter Topics by Respondents' Level of Employment	66

CHAPTER I

INTRODUCTION

Effective internal communication is a key factor in the operation of any large business or agency. As a means toward this goal, most large organizations utilize a variety of media to communicate among their members, including departmental meetings, inter-office memoranda, and bulletin boards.

Perhaps one of the most common communication vehicles used in large companies and other institutions is an in-house newsletter. Organizational managers often decide to publish a newsletter because it is a relatively inexpensive way to reach a large group of people (Beach 1988, 3). For the newsletter to succeed as a communications tool, it is essential that it be read by as many people as possible. To ensure that the audience is adequately served by the medium, it is most important to know what readers want from the publication.

When planning publications for large, diverse groups of people, effective communication becomes a complicated and difficult process. Feedback cannot be measured by a few reader comments or letters, since they probably will not reflect the views of the entire group. Instead, formal methods of gathering feedback need to be established. A readership survey is a formal method and is the first essential step toward improved communication with any audience.

The Communications Services office at Oklahoma State University publishes a newsletter for university employees. This publication, the *Okla-*

homa State News, has been criticized as being ineffective, untimely, uninteresting, and unattractive. In light of the university's decreasing budget, it is crucial that no money be wasted. While a campuswide publication can be an efficient means of providing information to employees, the money spent to publish it is wasted unless the newsletter is read by the targeted audience.

This study is designed to provide reliable, objective information about the readership of the *Oklahoma State News* by OSU employees. The data collected through this research will give Communications Services staff members accurate information about the readers and nonreaders of the newsletter. Based on this data, a new "house organ" may be created which better suits the information needs and topic interests of its audience.

Background

The *Oklahoma State News*, first published in 1971, was developed by combining several existing campus publications. The first and only previous readership survey of the *Oklahoma State News* was conducted in 1975 by mass communications graduate students as a class project. While the results of this survey were never formally reported, revisions were made in the newsletter based on this study.

Recently, Communications Services staff members sensed that the *Oklahoma State News* needs to be revised to attract more readers. However, it is impossible to make changes in the newsletter's format and content without feedback from the present-day audience.

Many changes have taken place on the university campus in the 15 years since the last readership survey was conducted. The university has been headed by two new presidents. The "oil bust" of the early 1980s led to a recession in the Oklahoma economy, which in turn placed greater budget

restraints on all state-funded institutions. Enrollment at OSU, in general, has been on the decline since the baby-boom generation has grown older. With the reduction in the number of students and an ever-tightening budget came a down-sizing in faculty and staff.

In addition to the changes that affected the university, advances in technology have greatly increased the efficiency in the production of printed materials. Until recently, the *Oklahoma State News* was produced by traditional mechanical paste-up methods. Since Communications Services has recently purchased desktop publishing equipment, the redesign of the newsletter has become more feasible. With the purchase of the new computer equipment, the editor of the *Oklahoma State News* is beginning a reevaluation of the newsletter's format. Proposed changes include a more informal and open format in which photographs and graphic elements are used more extensively. In this atmosphere of change, then, a survey to measure the employees' content preference of the newsletter seems logical.

Problem Statement

Research is the key to the unknown (Hsia 1988, 23). Once a set of problems has been defined, research becomes the link between the problems and the possible solutions (Hsia 1988, 22). Through research, the problem at hand systematically is investigated, information is gathered, and actions are taken based on the evidence, thus eliminating reliance on guesswork.

Research is an integral part of the function of Oklahoma State University. Yet, in spite of the vast amount of ongoing research being conducted on campus, studies concerning the university's internal newsletter have been nonexistent in recent years. Without communications research, the editor of the *Oklahoma State News* must rely on his or her best judgment when plan-

ning the content and the format of the newsletter. Precise and up-to-date information about the readers and their interests is essential to make the *Oklahoma State News* a better and more effective internal communications vehicle.

Purpose of the Study

The purpose of this study is to determine reader preferences for different areas of subject matter appearing in the *Oklahoma State News*. In addition, the study will seek to determine the type of format preferred by employees as well as sources most often used for information concerning university matters. Information about the readers themselves also will be collected to help learn more about this diverse group. Preferences for format, content, and usual sources for information about the university for respondents grouped by level of employment will also be of interest.

This research will be conducted in response to a need for a valid readership survey of the *Oklahoma State News*. As a result, Communications Services will provide partial funding to help defray the cost of printing questionnaires, letters, and reminder cards, and for mailing survey packets to emeritus staff at their home addresses.

Objectives of the Study

After lengthy discussion with Communications Services staff members, it was decided that this study should focus on six main objectives:

1. To determine reader preferences for regular editorial material included in each issue of the newsletter,
2. To determine other topics that usually are not covered in the newslet-

- ter but that would be interest of to readers in the future,
3. To determine preferences for the physical format of the newsletter,
 4. To determine which sources employees most often use for information about the university,
 5. To determine how the newsletter should be distributed and how often it should be published, and
 6. To determine the demographic make-up of university employees in order to compare preferences between groups within the diverse audience.

Methodology

Employee opinions concerning the *Oklahoma State News* will be gathered by surveying a sample of OSU employees who work on the Stillwater campus and retired staff living in the Stillwater area.

The sample group will include 500 randomly selected participants chosen from approximately 4,200 full-time and part-time faculty, professional, classified, and emeritus staff. The data for the study will be collected by means of a self-administered questionnaire mailed to each person selected for the sample. The questionnaire packets will include a cover letter explaining the purpose of the study, the survey instrument, a return envelope, and a small gift as a token of thanks. Reminder notices and a second questionnaire will be sent to those who do not respond to the first mailing.

Significance of the Study

This study is designed to provide reliable, objective information about the readers and nonreaders of the *Oklahoma State News*. The study will

attempt to determine the most desirable balance of editorial material appealing to the largest number of readers. The results of the study also will show the news topics preferred by specific segments of the audience.

Upon completion of the study, the editorial staff will be able to use the data in publication planning to help determine:

1. The effectiveness of the *Oklahoma State News*,
2. The content of future issues,
3. The physical format of future issues,
4. The nature of the audience,
5. The most effective method of distribution, and
6. The sources for news about OSU currently used by employees.

Based on these data, a new "house organ" may be created which better suits the needs and interests of the employees of Oklahoma State University. This study also can serve as a source for comparison for future *Oklahoma State News* readership studies. In addition, it is hoped that this study will be helpful to publications editors at other universities and institutions in planning their readership surveys.

Scope and Limitations

This study is designed to assess the readership of the *Oklahoma State News*. Results from this study cannot be generalized to other university publications or to the same audience at a different time.

Another limitation is that the concept of an attitude or opinion is abstract. The opinions of readers cannot be measured in the same way that we measure changes in temperature or barometric pressure. Reader preferences, in this case, only can be inferred from the responses that participants mark on their questionnaires (Henerson et al. 1978, 12). It also must be

assumed that the respondents answered the questions honestly.

There are also no guarantees that the audience will “stand still” long enough for a one-time measurement to be reliable. The complexion of the university community is constantly changing. A fluctuating attitude cannot be revealed by information gathered in one sampling (Henerson et al. 1978, 13).

Another limitation of the study is that ideas or comments cannot be explored. For most survey questions, a respondent must try to match his or her opinion to a pre-scaled response. In addition, if questionnaire items are interpreted differently from one respondent to the next, the validity of the study is jeopardized.

Outline of the Study

This study was designed to provide reliable information about the audience of the *Oklahoma State News*, and thus improve communication among the employees of Oklahoma State University.

Information concerning other in-house readership surveys, including studies conducted at private industries, at other colleges and universities, and at Oklahoma State University, is discussed in Chapter II. A brief history of the *Oklahoma State News* also is included in this chapter.

Chapter III describes the sampling methods used to select participants from the population of university employees and retired staff, the rationale for questionnaire items, and methods used to administer, distribute, and analyze the questionnaires.

The findings from the returned questionnaires are detailed in Chapter IV. This chapter also contains a statistical analysis of the responses from the survey participants.

A summary of the study is contained in Chapter V, along with recommendations to the editor of the *Oklahoma State News* concerning changes to be made in the newsletter's content and format. This chapter also lists topics for further research.

CHAPTER II

REVIEW OF LITERATURE

The Importance of Readership Surveys

Organizations, just like the individuals that comprise them, have a pulse. That pulse is the most accurate indicator available about the organization's most internal and significant resources—its human resources (York 1985, 70).

One of the most important tools for measuring the heartbeat of an organization is a survey of its members (York 1985, 70). Generalizations about the characteristics and interests of a large group of people require measurement of opinions, feelings, and beliefs. Once these attitudes have been tapped, researchers can better understand the basic orientation of the group's members (Backstrom 1963, 71). In addition, by periodically surveying members of the group, their ever-changing attitudes can be monitored over a period of time.

Communication is a two-way process. A person cannot effectively communicate with another person merely by sending messages. Rather, the communication process requires some sort of feedback. In interpersonal communication, it is known in an instant whether a message was received and understood. However, when communicating to a large group, the communication process is much more complex (Carter Smith 1983, *iii*).

Communicating to an Internal Audience

Most employee newsletters are designed to give specialized information to a limited audience on a regular basis. Since the readers are directly related to the goals and objectives of the newsletter, it is important to know what the readers want (Beach 1988, 2). Such knowledge can be obtained only to a limited extent by personal contact and direct observation. Letters to the editor and question-and-answer columns have proved to be effective features of a "house organ" (Cartier 1984, 24). However, a newsletter editor cannot measure the success of a publication through a handful of comments and letters, since these probably do not reflect the attitudes of the entire group. Instead, steps must be taken to formally gather feedback (Carter Smith 1983, *iii*).

Readership surveys can help confirm how the audience feels about a publication. The data gathered through such a study can give valuable information in the planning and improvement of publications by determining the types of information that the audience wants and needs. Instead of merely acting on hunches, the editor can substantiate the reasons for change (Haines 1981, 1).

Granted, then, that it is important to know about the readers' opinions, attitudes, and wants and to take them into account in making decisions, an editor must also know something about the readers themselves (Stephan and McCarthy 1958, 8). Publications editors must know who is reached by the medium and understand the relationship between the medium and the people it reaches (Erdos and Morgan 1970, 17).

Writing and preparing a newsletter would be easy if all readers shared the exact same interests and concerns. However, when the audience is made

up of a diverse group of people, the task of preparing a useful employee newsletter becomes more complex.

Not only can surveys be used to determine the basic demographics of the readers, but they also can reveal how groups of people think (Haines 1981, 1). The audience can be divided into parts on the basis of information about the characteristics of individuals and groups of individuals. Information about the characteristics of these various groups can explain people's reactions and responses. For example, hypothetically speaking, it may seem surprising that 90 percent of a group of classified staff members were very interested in information about child care, compared to only 10 percent of faculty members. However, if it was already known that nearly all of classified staff surveyed were women, and that most of the faculty were men, the viewpoints of the audience would be easier to understand.

Readership surveys often can help clarify an issue or identify a problem that no one has quite yet recognized. In 1981, for example, the communication staff of Portland State University had proposed changes in the format and the number of issues of the university's on-campus publication called the *Bulletin*. The results of a readership study showed no compelling reason to make these changes. However, it was discovered that the activities of the support staff and other non-faculty matters had not been receiving adequate coverage (Cartier 1984, 26).

A readership survey also can help create a sense of community (Cartier 1984, 31). A survey is a signal to employees that management is interested in knowing what they have to say (York 1985, 70). In addition, changes in attitudes can be documented over time and from group to group (Stephan & McCarthy 1959, 9). Noting such changes over time can indicate whether or not the revisions were effective.

It is the intent of most newsletter editors to serve readers by publishing the kinds of news and information that is of most interest. If this cannot be accomplished, the newsletter will not survive very long. A readership survey can be the first step in producing a successful publication. Employees will seek out weekly newspapers and monthly tabloids if those publications provide them with the information they want and need (Cartier 1984, 24).

While readership surveys are an integral part of the success of a publication, it seems that few editors take the time to formally report the results of such surveys. While much information is available as to why and how surveys should be conducted, a limited amount of information could be found concerning reader preferences. It would appear that the results of most readership surveys are kept within the organization. More than likely, most organizations act on the information gathered from surveying readers without formally publishing the results.

For assistance in locating previous survey results, the author contacted the Council for the Advancement and Support of Education (CASE) Reference Center in Washington, D.C. CASE provided more than a dozen samples of readership questionnaires, but was only able to locate a few brief articles which presented survey results. However, none of the articles discussed the significance of the findings of any of the surveys.

Newsletter Studies in Industry

International Association of Business

Communicators Survey

The International Association of Business Communicators conducted a series of studies to measure worker's attitudes toward the quality of commu-

nication within the work place. In 1984, a follow-up survey of 10,000 employees of 10 North American companies showed that employees were more negative about the honesty and accuracy of communication from senior management than they were in 1980. Respondents also felt that company publications were less timely and less newsworthy. Immediate supervisors, on the other hand, were considered good sources for information about the company (Rosenberg 1985).

The Typical Corporate Employee Newsletter

Researchers at the University of Wisconsin-Green Bay in 1985 conducted an exploratory survey of newsletter editors to determine the elements that makeup the typical employee newsletter. In this study, employee attitudes toward various publications were not addressed.

The results of this study found that the "typical" employee publication was published monthly, mailed to employees at their homes or handed out at work, primarily written by the editor, had the dimensions of 8-1/2 x 11 inches, used illustrations, had a length of 1 to 10 pages, and presented information in a newspaper format (Clampitt et al. 1986, 10). The most widely stated purpose for producing the publication was employee recognition and motivation. More than 90 percent of the editors who responded said that they printed employee recognition articles. Other frequently printed news items were "informational" in nature and included stories about company awards, personnel changes and promotions, benefits programs, recognition of departments or divisions, company policies, and the organization's involvement in the community (Clampitt et al. 1986, 15).

The study also found that only about 36 percent of the respondents had taken steps to formally evaluate the effectiveness of their publication. The

majority of the editors relied on verbal feedback from employees and managers (Clampitt et al. 1986, 15).

Other Surveys of Internal Publications at Non-Academic Institutions

Reader Interest in *The Oklahoma Banker*

As a part of a master's thesis at Oklahoma State University, John H. Beard conducted a survey of reader interest in *The Oklahoma Banker* magazine, an organizational publication of the Oklahoma Bankers' Association. The primary purpose of his study was to determine reader preferences for subject matter that was regularly featured in the magazine and to identify topics that may be of interest to readers in the future (Beard 1976, 1).

Of the 1,400 questionnaires that were sent, 89 percent were returned. Of the categories that were regular features of the magazine, an item called "People and Places" was rated the highest by respondents. The group also favored "Dates to Remember," "President's Message," and "Letters to the Editor." Preferences for proposed subject matter included "Topics Peculiar to Oklahoma," "Legislation and Regulatory Changes," and "Managerial Innovations" (Beard 1976, 43).

Utilities Company Employees' Reaction to the Company Newspaper

A 1984 survey of 734 employees of a large Midwestern utility company sought to examine the credibility of the company newspaper and to compare groups with respect to their tendencies to read it. The study found that those

employees who had worked for the company for many years, particularly those who had worked for the company 20 years or more, read the newspaper more regularly than those employees with fewer years of service. However, the newspaper's credibility rating did not vary significantly between the two groups. Persons in management positions read the newspaper most frequently and had a greater confidence in the newspaper's credibility. In addition, employees who worked in the city where the company headquarters was located had more confidence in the newspaper's honesty and accuracy (Quate 1984).

An Employee Newsletter Survey at Honeywell, Inc.

Honeywell, Inc., conducted a survey in 1980 to investigate the interactions between level of integration within the organization and the extent to which and reasons why employees read the company's newsletter.

Of the 320 questionnaires circulated, 95 were considered usable for the purpose of this study. The results showed little proof that those employees who were highly integrated into the organizational hierarchy tended to have a higher readership of the newsletter than those who were not as highly integrated into the system. However, the results did show a relation between reasons for reading the newsletter, overall readership, and career aspirations (Pavlik 1980).

TVA Today Readership Study

A study of *TVA Today*, the newsletter for the Tennessee Valley Authority, conducted in 1980 sought to determine the optimum mix of editorial content and the minimum number of stories required to provide the greatest

amount of audience appeal. The survey questionnaire was designed to assess employee demographics and reading interests and to determine the amount of interest generated by 33 news story titles.

Responses from 421 employees showed that eight stories, in the proper editorial mixture, would account for nearly as many readers as a mix with more stories. The eight categories of stories included 1) personal help (financial, domestic, and work); 2) leisure and outdoor; 3) people, philanthropy, and nostalgia; 4) company progress and power; 5) employee education; 6) company innovations; 7) history; and 8) social change. The results showed that an editorial mix of stories covering these eight areas would reach more than 77 percent of readers. This percentage was only six percent less than the number of readers who would be reached by using all of the 33 stories (Johnson 1980).

Internal Publication Surveys Conducted at Institutions of Higher Education

Outlook 1989-1990 Readership Survey

In the summer of 1990, the Office of Public Information at the University of Maryland sent out approximately 9,000 questionnaires to the readers of *Outlook*, the newspaper for the university's faculty and staff. Only about 1,000 surveys were returned.

As a result of that survey, more stories were added to each issue and the length of news items was shortened, since more than half of the respondents indicated that they spent 5 to 15 minutes reading selected articles each week. More room was allotted for artwork and photos, and the amount of white space was increased in the overall design of the newsletter (Hiebert

1990).

Readers of *Outlook* said that they particularly enjoyed reading stories about administrative actions, including parking fees, campus construction, and the budget process. Respondents also indicated that they read the weekly "close up" page about staff members, the research page, the arts page, the news in brief, letters to the editor, and the calendar of university events.

Eighty-five percent of those who responded to the *Outlook* survey rated the publication as good or excellent. Areas needing improvement included timeliness, copy editing, and subject matter (Hiebert 1990).

Inside Lakeland Reader Telephone Survey

The Communications Office at Lakeland College (Sheboygan, Wisconsin) conducted an eight-question telephone survey of the college's monthly internal newsletter, *Inside Lakeland*, in May of 1990. Interviewers randomly selected 50 respondents from the campus phone directory, which listed 300 faculty and staff members (Gleason 1990, 29).

Of those who responded, 24 (47 percent) were support staff members, 15 (29 percent) were faculty members, 11 (22 percent) were managers or supervisors, and one person stated job classification as "other." Approximately half said that they read all of *Inside Lakeland*, while the other half indicated that they read only the articles that interested them. Thirty-three respondents (65 percent) said that the information presented in the newsletter was "usually" helpful. Fourteen respondents (27 percent) indicated that the newsletter "always" provided useful information (Anon. 1990).

A monthly publication schedule was preferred by 90 percent of the respondents, and 10 percent thought that the newsletter should be published more frequently. This halted the controversy about reducing the frequency of

publication (Gleason 1990, 30). In addition, nearly all respondents agreed that the newsletter was easily available and said that the current size was “about right” (Anon. 1990).

Future plans of the college, personnel changes, and staff member profiles were the most highly rated topics. Because of the interest in these topics, Cathi Bishop, communications officer, said that she would work at providing more information concerning these areas (Gleason 1990, 30). Respondents said that they were least interested in reading about news from other institutions, the financial status of the college, personnel policies and practices, and benefits information (Anon. 1990).

Most of the respondents commented that they enjoyed reading *Inside Lakeland*. Suggestions for improving the newsletter included shorter, more numerous staff profiles and a separate newsletter for personnel benefits (Anon. 1990).

Campus Report Readership Survey

In 1989, the news and information staff members at Emory University (Atlanta, Georgia) conducted a readership survey of the university's internal newspaper, *Campus Report*. The survey instrument focused on questions about the newsletter's format and content as well as employees' attitudes about the university (Gleason 1990, 27). Of the university's 12,500 employees, 1,600 people were selected at random to receive a mail survey. Of those surveys sent, 488 (30 percent) were returned.

Eighty-six percent of the respondents thought that the newspaper was “a valuable source of information.” In addition, nearly all of those surveyed indicated that they “always” or “occasionally” read the front page of the paper.

The least read items included those that covered university committees and accounting and budget procedures. However, no more than five percent thought any current news categories should be eliminated.

When asked about proposed topics that were not currently covered, 85 percent of the respondents thought that a campus job listing should be reinstated and that more attention should be given to staff accomplishments and contributions. Respondents also suggested the addition of a classified section (Gleason 1990, 29).

UA News Readership Survey

The University of Akron conducted a telephone readership survey and completed 175 interviews to find out what employees thought of *UA News*, the university's bimonthly newspaper for faculty, staff, and retirees. As a result of the survey, editors of the *UA News* began featuring a "person on the street" poll in each issue in which selected employees comment on various issues. Laura Bell Beck, *UA News* editor, believed that this type of column helped to unite employees despite diverse backgrounds and interests. The *UA News* staff also began printing letters to the editor in an attempt to make the newsletter more controversial, timely, and relevant (Gleason 1990, 30).

House Organ Readership Survey

A survey of the readers of *House Organ*, the internal newsletter of Vanderbilt University Medical Center, revealed a great deal of interest in articles specifically about the medical center. As a result, the editor discontinued "news you can use" features, including tax tips and ways to reduce electric bills, and began including more stories about employees and benefits.

The survey also showed that while most employees regularly picked up a copy of the newsletter, some employees, mainly those on the night shift, said that they never saw it. To solve this problem, changes were made in the newsletter's method of distribution (Gleason 1990, 30).

A Readership Survey of *Upbeat*

A 1988 survey of the University of Portland's *Upbeat* showed that only 15 percent of the 100 randomly selected faculty and staff considered the newsletter to be a primary source for information about the university. After changes were made in the newsletter's design and content, a 1989 follow-up survey showed that *Upbeat* was the primary campus news source for 50 percent of respondents (Gleason 1990, 30). The 1989 study also showed an increase in the number of readers who felt that the newsletter was effective in communicating university news, the goals and plans of the university, and information about available services (Anon. 1989).

Results of the *Messenger* Survey

Public Information officers at the University of Texas conducted a readership survey of the *Messenger*, the newsletter of the M. D. Anderson Cancer Center, in 1988. The study consisted of a telephone survey of 180 employees selected from a random sample of a list of all employees (Davis 1988).

Of the 180 who responded to the survey, nearly all said that they were familiar with the newsletter and that they read most or all of the issues they received. Publications such as the *Messenger* were considered the major source for information about the M. D. Anderson Center for 47 percent of the

respondents. This represented a sizable increase over a 1980 survey of the *Messenger* in which 32 percent said that they considered the newsletter to be a main source for information. Other important sources for information in the 1988 study included coworkers and supervisors (Davis 1988).

Readers said that they were most interested in benefits information, followed by stories concerning advances in research and medicine. Thirty-nine percent said that they were not interested in a feature called "Bank On It," which listed grants and contracts (Davis 1988).

When asked for future story ideas, many respondents said that they would like to read stories about their own department. Other suggestions included more articles about benefits, research and pediatrics, and a listing of job openings (Davis 1988).

Previous Studies of OSU Publications

At Oklahoma State University, only a handful of studies have been conducted through the years specifically designed to assess the attitudes of the audiences of the various sources of news. While none of these studies includes a readership survey of an internal publication, several studies are relevant to this research, since OSU faculty and staff presumably are readers of many publications.

A Readership Survey of Oklahoma State Alumnus Magazine

The first documented readership study of a university publication was completed in September 1968 for *Oklahoma State Alumnus Magazine*. Part of the questionnaire that was distributed was designed to obtain information

for a national advertising promotion. The second half of the questionnaire dealt specifically with the content and format of the *Oklahoma State Alumnus Magazine*. One of the most important findings of this early study was that readers said they found "Class Notes," a regular column that lists activities of alumni, the most interesting item in the magazine. "OSU Research" and "Campus Developments" also were highly rated by respondents (Dollar 1974, 5).

A Readership Survey of *Outreach* Magazine

In 1974, Doug Dollar completed a more in-depth readership survey of *Outreach*, the magazine for alumni and friends of OSU, as a part of his master's thesis. Dollar's study was specifically designed to improve the readership of *Outreach*, in part by making it more attractive in content and appearance to a broader audience. Dollar's study showed that "Class Notes" remained the most interesting feature in the magazine. Other highly ranked topics included "Alumni Achievements" and "OSU Contributions to Community." Story topics that were of least interest to readers included "Honors and Awards Banquets," "OSU Administrative Programs," and "Staff and Faculty Changes" (Dollar 1974, 41).

A Readership Survey of the *Daily O'Collegian*

Several studies related to the *Daily O'Collegian*, the university's student newspaper, have been conducted. However, only one dealt specifically with audience news preferences for and feedback on the content of the newspaper. This study, conducted by Roger Klock in 1975 as a master's thesis, revealed that "Editorial Cartoons," "Administrative Policies," "Editorials,"

“Letters to the Editor,” “News in Brief,” and news about university faculty were the most frequently read news items by nonstudent survey participants (Klock 1975, 19). The study also showed that the nonstudent group had a lower level of interest in the *Daily O’Collegian* than students (Klock 1975, 23). It should be noted that since students make up the largest portion of the readers of the *Daily O’Collegian*, it is difficult to draw any conclusions concerning the interests of the university’s faculty and staff members based on this study.

A Readership Survey of the *Stillwater NewsPress*

Robert Cox conducted another relevant study in 1968 with the assistance of the university’s Public Information Office. His study concerned reader preferences for news about higher education in the *Stillwater NewsPress*. While Cox’s study involved only Stillwater residents, his study dealt with the same types of news that appeared in *Outreach*. Thus, both studies arrived at similar conclusions (Dollar 1974, 6). Survey participants expressed the most interest in stories about students. Stories about faculty, departmental, and administrative news were the least popular items. Overall, the study found low interest in stories about higher education, even within Stillwater—the location of a large university (Cox 1968, 54).

History of the *Oklahoma State News*

The newsletter that is now called the *Oklahoma State News* had its beginning in the *Memo From the Office of the President*, a biweekly newsletter created in September 1968 by university president Robert B. Kamm. Prior to the publication of this newsletter, there was no regularly produced

house organ designed to reach all Oklahoma State University employees.

According to Kamm, the turbulent period between the late 1960s and early 1970s marked a change in management styles at colleges and universities across the country. "The traditional style of management in colleges and universities had been authoritarian, with the president being the ultimate authority in all matters. Everything funneled up to the top, with not too much involvement of others," Kamm said. "People operated pretty much in the dark. Everyone did his or her own job" (Kamm 1991).

Kamm, then, in a sense represented a new breed of administrator. The university moved into a period of participative governance and management—seeking the input of students, faculty, alumni, and the people throughout the administrative family. An essential key to Kamm's plan for Oklahoma State University involved communication. Specifically, he wanted to open the channels of communication between the president's office and the faculty and staff of OSU (Kamm 1991).

Two years after he began his term as university president, Kamm created the *Memo From the Office of the President* in an effort to facilitate a more personal approach to communication on the university campus. News items for each issue were compiled and written by the president. In the first issue of the *Memo*, dated September 13, 1968, Kamm wrote:

We are grateful to the Office of Public Information for their several efforts to improve communications among all of us who share the life of this changing, developing university....

I have felt the need for some time to have a more direct means of communicating with the increasing number of members of our faculty and staff. I plan to periodically send to you a printed piece from the Office of the President, in which I will discuss matters of common

concern.... Your comments and suggestions are invited.

The *Memo* was printed in an 8-1/2 x 11-inch, two-color format. The first few issues of the school year ranged from four to eight pages, and subsequent issues were usually one to two pages.

In addition to the *Memo*, several other on-campus newsletters were being printed and distributed by various departments and university organizations. The most prominent of these included:

- *The Faculty News*, the first of many campus newsletters. Published since 1955, this was a typewritten newsletter that contained essentially a calendar of information.
- *Thrust*, a typeset publication designed to promote teaching improvement programs, sponsored by the Office of the Vice President for Academic Affairs.
- *Scope*, which contained news of graduate and research activities. It was issued jointly by the Graduate College and the Office of the Vice President for Academic Affairs.
- *Research Reports*, a four-page, 8-1/2 x 11-inch newsletter that covered one research story per issue.
- *Agriculture at OSU*, a publication of the Agricultural Experiment Station.
- *ASITIS*, a typewritten, internal newsletter for the College of Arts and Sciences.
- *The Computer Center Newsletter*, which was issued in a typewritten form on a preprinted masthead.

(Eby 1971)

In spite of the numerous newsletters printed on campus, many felt that various groups of university employees were neglected. In the fall of

1970, Oris V. Barber, Associate Director of Personnel Services, contacted Welden Barnes, Director of Public Information, about the possibility of producing a newsletter of primary interest to the employees on campus who were not reached by *The Faculty News* or the *Memo*. In a memorandum dated November 12, 1970, Barber wrote:

The newsletter would probably be distributed monthly, and it would contain information regarding, among other things, rights, privileges, benefits, interpretations, and other matters involving conditions which affect their employment....

As we envision it, the primary contributor would be this office, although we would certainly welcome and solicit contributions from other areas on campus....

In the spring of 1971 at the suggestion of Barber, Edward E. Davidson (Vice President for Business and Finance), members of the Faculty Council, and others, Welden Barnes and Gerald Eby, Managing Editor of University Publications, developed a proposal to combine some of the existing on-campus publications in an effort to improve communication among university employees. In a memorandum dated May 3, 1971, Eby wrote:

I propose that we begin publication of a four-page, tabloid newspaper under title such as *State Reports*, *Oklahoma State!*, *Dimensions of OSU*, or the *State Scene*....

The basic rationale for the new publication is that we should be able to improve communication for an amount less than we currently are spending in such effort. Further, a publication which is university-wide in scope would tend to promote a spirit of "oneness" in the community which is counter to the effect of many separate organizations doing separate publications. Perhaps staff people would gain a better

understanding of the faculty role and vice-versa if they were treated in print as members of the same team rather than as “faculty” and as “staff.” We should be able to show a desire to fully integrate the teaching, research, and service functions of the university.

In spite of the move to combine as many of the university newsletters as feasibly possible, Kamm wanted to keep the *Memo From the Office of the President* separate from the publication produced by the Public Information Office. For Kamm, the *Memo* was an important part of his personal approach to management. However, Kamm reluctantly agreed to discontinue publishing his own separate *Memo From the Office of the President* and instead decided to submit items to the new newsletter under a regularly featured column with the same name (Kamm 1991). The column “Memo From the President” was a regular feature of the *Oklahoma State News* through Kamm’s tenure. It was discontinued in 1977 under new university president Lawrence L. Boger.

The *Oklahoma State News*, then, was developed as a combination of the *Memo* and the *Faculty News* and was first published in August 1971. The newsletter was published in a tabloid size on newsprint on a biweekly schedule. During the first two years that the *Oklahoma State News* was published, a great deal of controversy between university leaders existed as to what the specific functions of the newsletter should be. In spite of the fact that the editor, Allen Pryor, had welcomed opening the pages of the *Oklahoma State News* to sizable groups of employees (Barnes 1972), Richard Poole (Vice President for University Relations and Public Affairs), Edward Davidson, and Oris Barber still felt that classified employees were overlooked.

Finally, in March of 1975, Ralph L. Hamilton, who succeeded Barnes as Director of Public Information, initiated steps toward conducting the first

readership survey of the *Oklahoma State News*. According to Hamilton, the survey was conducted by mass communications graduate students as a class project led by Journalism Professor Walter Ward. Unfortunately, the students ran out of time at the end of the semester, and the results of the study were never formally reported. However, Ward did relay some of the major findings of the study to Hamilton by telephone (Hamilton 1991). In a personal interview, Hamilton said:

I remember one of the things that the survey showed was that people were wanting more information on benefits and other personnel items. It also showed that people felt that the *Oklahoma State News* was too faculty and administration oriented—and frankly, it was. The faculty material walks in the door. The staff material doesn't. Pryor had tried to make the staff's activities known, but that kind of information is often hard to get (Hamilton 1991).

Hamilton said that he and Pryor noted the results of the graduate students' study, and the *Oklahoma State News* was revised the following year based partly on suggestions made by Ward. In spite of changes in content and in format, an ever-tightening budget led a few administrators to question the need for such a publication.

In 1983, Vice President Poole suggested that another study be conducted concerning alternative methods of internal communication, particularly printed methods. Administrators decided against doing another readership survey and assumed that the content of the *Oklahoma State News* was acceptable (Hamilton 1983). However, in an effort to reduce production costs, the newsletter was printed in an 8-1/2 x 11-inch format on white offset paper. The use of photographs was also discontinued. After that time, the format of the *Oklahoma State News* changed very little.

Description of the *Oklahoma State News*

The *Oklahoma State News* was an internal newsletter aimed at one audience—Oklahoma State University employees. The newsletter was originally published twice a month. However, when the university's Public Information Office (which is now called Communications Services) experienced extensive budget cuts and a reduction in staff in 1989, the regular publication schedule was abandoned and the newsletter was produced every four to six weeks.

The newsletter usually contained four pages printed on an 11 x 17-inch sheet, folded to 8-1/2 x 11 inches. The paper stock was white, 70-pound offset printed with black ink. No photos or halftones had been used in recent years, and only a few illustrations, graphs, charts, or other graphic elements had been used.

The format and content of the *Oklahoma State News* had varied little from issue to issue. Regular features appeared in virtually the same location in each issue of the newsletter. Story items often included such topics as personnel policies and procedures, retirement and health insurance information, educational television's videoconference schedule, and "Professional Notes," which briefly mentioned accomplishments of several faculty and staff members. In addition, the Faculty Advisory Council, Lahoma, and the emeritus faculty organization were frequent contributors.

Communications Services' operating budget had been the chief financial support for the newsletter. Approximately 6,500 copies of each issue had been printed at a cost of approximately \$225 to \$275. The *Oklahoma State News* was distributed to departments on the Stillwater campus in bulk and to the branch campuses in Oklahoma City, Tulsa, and Okmulgee. Additional

copies were sent to the members of the Board of Regents, state legislators, the Stillwater Chamber of Commerce, and other civic organizations.

CHAPTER III

METHODOLOGY

Overview of the Study

The overall purpose of this study was to determine the most desirable balance of editorial material and format for the *Oklahoma State News* to appeal to the greatest number of readers and to specific groups of readers. It was also hoped that the study would help determine the method of distribution and publication schedule that would best serve the audience, given the budget limitations of Communications Services. In addition, the survey was designed to determine the news sources most often used by university employees.

Since the goal of the study was to determine the opinions of university employees toward the campus newsletter, a mail survey of the newsletter's audience seemed to be the most logical research approach.

Research Questions

The objective of this study was to answer the following research questions:

1. What do employees think about the *Oklahoma State News* overall?
2. Do most employees believe that a campuswide newsletter is needed?
3. How often would readers like to see a newsletter published?

4. What are the primary sources most often used by employees for information about the university?
5. What improvements in appearance could be made to make the newsletter more attractive to its readers?
6. Which of the regularly covered news topics are most often read? Which are read the least?
7. What other topics would readers like to see covered by the newsletter?
8. How should the *Oklahoma State News* be distributed?
9. Are emeritus faculty and staff members regular readers of the *Oklahoma State News*?
10. Is news about emeritus faculty and staff of concern to those who are currently working for the university?

Sampling Method

Since the Director of Communications Services was most interested in examining reader interest by employment level, it was decided that a stratified random sample would be ideal for this study. However, University Personnel Services was unable to create a mailing list for employees grouped according to the position levels that had been specified. Personnel Services was also reluctant to include emeritus staff in the listing, claiming that retired staff members often complained about receiving too much "junk mail" from the university.

It was then decided that an alphabetical listing of all employees from Personnel Services could be combined with the list of active emeritus staff located in the back of the university directory. It was assumed that a systematic random sampling would include employees from all position levels and that the percentages of those from the various positions would approximate

the percentages in the total population.

It was also assumed that any emeritus staff wishing to have his or her name published in the university directory probably would not object to receiving a questionnaire packet in the mail. The list of emeritus staff was then added to the back of the alphabetical listing of university employees, thus creating a total population of 4,207. Using a computer program for generating random numbers, the number 3,781 was selected as the starting point. Starting with the 3,781st name, every eighth name was selected (to the end of the alphabetical listing, through the emeritus directory listing, and back to the beginning of the alphabetical listing) until 500 names had been drawn for the sample. Employees from the branch campuses at Okmulgee, Tulsa, and Oklahoma City, and Communications Services were omitted.

Questionnaire Content

A great deal of consideration was given to the construction of the questionnaire. Communications Services staff members and employees who worked in other offices were asked to list their topic preferences and to suggest format changes. These people also were interviewed to discuss any other concerns they had about the newsletter.

Distribution and Readership

A primary point of concern was whether employees read or even received copies of the *Oklahoma State News*. In addition, several Communications Services staff members agreed that whether an employee saves issues of the newsletter or passes along issues to a spouse could indicate the value that readers placed on the newsletter's content. Along with this, questions

were added to find out how often the newsletter should be published and the preferred method of distribution.

Usual News Sources

It was frequently mentioned that information currently published in the newsletter was often available from other sources. A section was included in the questionnaire for respondents to list their sources for information about the university. It was hoped that this information could help staff members avoid repeating stories that had already been reported by other news sources.

Newsletter Appearance and Overall Opinions

A section was included in the questionnaire to find out how employees felt about the *Oklahoma State News* in general. In addition, Communications Services staff members listed a few possible changes that could be made in the newsletter's appearance. It was also decided to leave a space for respondents to make their own suggestions.

News Topics

A content analysis of all issues of the *Oklahoma State News* published during the previous two years was conducted to determine what subjects were most often reported. The most common items carried through those issues were categorized into 11 broad topics as follows:

1. Lahoma, University Club, and other club activities,
2. Faculty Council and Women's Council reports;
3. University health insurance and flexible benefits information;

4. Oklahoma Teachers Retirement information;
5. University payroll policies and procedures;
6. Classes and programs offered by Personnel Services;
7. Allied Arts programs, music and theater department performances, and Gardiner Gallery exhibitions;
8. Guest lecturers and Friends of the Forms Lecture Series;
9. ETS videoconference class schedules;
10. Emeritus staff meetings and planned events; and
11. Professional notes.

Since these items were frequently covered in the newsletter, it was believed that respondents could recognize and rate these topics based on a scaled value of how useful they felt the subject was to them.

Communications Services staff members were then asked to list topics that were not addressed in the newsletter, but that they believed would be of interest to readers. In addition, five university employees who work in other departments, including two faculty, one classified, and two administrative and professional staff members, were asked to list their topic interests. Their interests, combined with the list provided by Communications Services staff members, included:

1. A message from the university's president;
2. Progress on United Way, Red Cross blood drives, and other campus-wide campaigns;
3. Research grants awarded to faculty members;
4. Papers presented or art exhibitions of faculty members;
5. Books and articles recently published by faculty members;
6. Developments in higher education that affect OSU;
7. Human interest and other feature stories about employees;

8. KOSU radio program schedule;
9. Job openings on campus;
10. Health and fitness;
11. Personal money management;
12. Personal safety and security;
13. Travel tips;
14. Calendar of future campus events;
15. Humorous incidents occurring on campus; and
16. A listing of personal items for sale by employees.

Demographics

In order to compare responses of the survey participants by groups, several questions concerning demographics were added to the questionnaire. Communications Services staff members were most concerned about responses by employment level. However, questions concerning gender, age, and length of time employed by OSU were added in case it was decided at a later date to compare responses by these categories as well.

Questionnaire Format

Several persons holding various positions within the university also made recommendations concerning the layout and format of the questionnaire.

A research professor suggested that the front page of the questionnaire be made to look as simple to complete as possible. His thought was that participants would begin marking the first page because the questions would be general in nature and would be surrounded by white space. The questions

on the inside of the questionnaire could require more time and thought, but participants would continue because they had already started.

Another faculty member suggested that a picture of the *Oklahoma State News* be printed on the front of the questionnaire form. He commented that he had trouble distinguishing one campus publication from another and that others probably had trouble with this as well.

Upon reviewing a draft of the questionnaire, another faculty member recommended that the numbers be removed from the rating scales. His comment was that participants would be too concerned with the number values and would ignore the terms that were associated with the numbers.

All of the comments and suggestions were considered, and final drafts of the questionnaire (Appendix A) and cover letter (Appendix B) were completed.

The questionnaire was organized in six sections. Respondents were asked to give information about the manner in which they preferred the newsletter be distributed and to rate sources for information about OSU. In addition, they were asked to give their overall opinions of the content of the newsletter and indicate ways in which they would change its physical appearance. Finally, respondents were asked to rate regular and proposed news story topics and to provide general information about their age, gender, and employment status.

Survey Pre-test

Five employees holding various positions agreed to participate in a pre-test. Survey packets with a cover letter and commemorative centennial stickers were hand-delivered to these five people on September 3. At that time, they were each asked to return the questionnaire through campus mail

by September 7. The participants were given no additional instructions for completing the questionnaire. None of the pre-test participants reported any problems or concerns during the survey pre-test.

Ensuring an Adequate Response

To boost the return rate, several precautionary steps were taken. To give advance notice, the study was briefly mentioned in the September 4, 1990, issue of the *Oklahoma State News* in a brief, front-page story (Appendix C).

To help prevent questionnaires from becoming "lost" in stacks of paper-work, questionnaires were printed on bright, salmon-colored paper. A cover letter written on official university letterhead bearing the name and signature of the Director of Communications Services was included in the survey packets. In addition, an addressed return envelope was included for on-campus respondents. The envelope was stamped for emeritus staff who received their questionnaire packet at their home address. The packets for all respondents included several university centennial stickers which pictured a watercolor illustration of the university's historic "Old Central."

Questionnaire forms were coded so that those who did not respond to the first mailing could be identified. As explained in the cover letter, these code numbers were clipped from the forms once they were returned and the respondent's name was removed from the master mailing list.

Reminder notices also were printed on salmon-colored card stock in hopes of attracting more attention (Appendix D).

Schedule for Mailing

Survey packets were sent in two mailings. The first set of packets was mailed September 17. Reminder cards were sent three days later. As the questionnaires were returned, the names of participants were deleted from the master mailing list and the corresponding code numbers were removed from the forms.

On September 26, follow-up packets, which included a questionnaire and a revised cover letter (Appendix E), were sent to those who had not yet returned their questionnaire. Again, reminder cards were sent on September 29, three days after the follow-up mailing.

Statistical Analysis

The basic tools of analysis for this study included descriptive statistics, chi-square, and analysis of variance. The data were compiled using SYSTAT on a personal computer.

Descriptive statistics were used to report the average score for topics for groups of respondents by position level and for the group as a whole. Chi-square was used to measure differences in overall opinions about the newsletter and for sources of information about the university. Simple chi-square was used to determine if a statistically significant relationship existed among respondents grouped by employment level. Analysis of variance combined with Tukey tests was used to determine differences in interest in topics among groups of employees.

CHAPTER IV

FINDINGS AND ANALYSIS OF DATA

The overall purpose of this study was to determine reader interest in and usefulness of the news topics covered in the *Oklahoma State News*. In addition, the study addressed other areas of concern, including employees' preferences for distribution, newsletter appearance and format, and usual news sources for information about university matters.

Five hundred surveys were mailed to employees on campus and to emeritus staff living in the Stillwater area. Participants were selected by means of a systematic random sample using a list of OSU employees provided by University Personnel Services and a campus phone directory.

Questionnaires were sent out in two waves. A survey packet was first sent to participants. This included the questionnaire, a cover letter, and commemorative university centennial stickers. Three days later, reminder cards were sent. A second survey was sent four days later to participants who failed to return their original questionnaire.

From the 500 questionnaires initially mailed, 417 were returned by employees, or 83 percent of the sample population. Of those, five were returned with only the distribution and demographic items marked (pages one and four). Three respondents completed most of the survey, but failed to mark the demographic information listed on page four, and thus were not usable. This left 409 usable returns, or 82 percent of the total number initially mailed.

Reader interest was computed on a five-point scale for each of the 11 most frequent news topics. A similar scale was used to measure the usefulness of 16 proposed topics. Further, information concerning the newsletter's appearance, method of distribution, respondents' overall opinion of the newsletter, and audience demographics was grouped into several categories to answer the following questions:

1. What do employees think about the *Oklahoma State News* overall?
2. Do most employees want a campus-wide newsletter?
3. How often would readers like to see a newsletter published?
4. What are the primary sources for information about OSU used by university employees?
5. What improvements or changes in appearance could be made to make the newsletter more attractive to its readers?
6. Which regularly covered news topics are read the most? Which are read the least?
7. What other topics would readers like to see covered?
8. How should the *Oklahoma State News* be distributed?
9. Are emeritus faculty and staff members regular readers of the *Oklahoma State News*? Is news about emeritus faculty and staff of concern to those who are currently working for the university?
10. What is the general demographic makeup of university employees?

After the first mailing, 11 participants called with questions concerning the completion of the survey. Four of these people were confused about how they should respond to Section III. In this section, respondents were asked to give their overall opinion of the newsletter using a semantic differential scale. Most of the confusion seemed to stem from the fact that this scaling system differed from those in all other sections. With a small amount

of explanation, all respondents seemed confident that they could adequately complete the questionnaire.

Three respondents called with complaints about the fact that they had been selected to participate. These people reported that they had only worked for the university for a short time and that they did not feel qualified to complete the questionnaire. When they were told that the survey design allowed for this and that they should skip the section they did not feel comfortable completing, all respondents said that they would complete the questionnaire the best that they could.

In addition, four calls were received from employees who had not been selected to participate in the study, but who wanted to complete a questionnaire. To avoid any hurt feelings, questionnaire packets were sent to these people. These forms were specially coded so they could be easily recognized and pulled from the others before final statistical tabulation. However, their responses were read and their comments were noted.

Since Communications Services staff members were most concerned with responses of participants by their level of employment (i.e., classified, administrative and professional, faculty, administration, emeritus), responses were grouped by the level of employment as stated in the questionnaire. Responses were then analyzed by each level of employment and for the overall group.

When the data were compiled using SYSTAT, it was noticed that one group, "Administration," was too sparse in number to meet the recommended cell frequencies for chi-square analysis. Since fewer than five respondents listed themselves as being in "Administration," these people were combined with those calling themselves "Department Head/Directors" to avoid error messages for cells numbering less than five. This reduced the total number

of employment levels from six to five.

Demographic Makeup of OSU Employees

Of those respondents who returned usable questionnaires, 42 percent were classified staff; 24 percent, administrative and professional (A&P); 23 percent, faculty; 4 percent, administrators, department heads, and directors; and 7 percent, emeritus (Table I). Unfortunately, University Personnel Services was unable to provide a breakdown of demographic information for employees according to the levels that had been specified. As a result, it is impossible to determine how closely the sample group represented the entire group.

TABLE I
RESPONDENTS BY LEVEL OF EMPLOYMENT

N = 409					
Classified	A&P	Faculty	Administration	Emeritus	Total
42% (173)	24% (98)	23% (95)	4% (16)	7% (27)	100% (409)

() Frequency

Gender of Respondents

Males and females were represented equally within the total group, with a 50:50 ratio between men and women. Similarly, when grouped by employment level, A&P staff was composed of 49 percent men and 51 percent

women. However, Table II shows that in the other employment levels, the ratio between men and women was very different. Seventy-one percent of classified staff were women, while the greatest percentages of the faculty, administration, and emeritus staff were men. Men dominated these ranks with ratios of 75:25 in faculty positions, 88:12 in administrative positions, and 85:15 for retirees.

TABLE II
GENDER OF RESPONDENTS BY
LEVEL OF EMPLOYMENT

N = 408						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Male	29 (50)	49% (48)	75% (71)	88% (14)	85% (22)	50%(205)
Female	71% (123)	51% (50)	25%(24)	12% (2)	15% (4)	50%(203)
Total	100% (173)	100% (98)	100%(95)	100% (16)	100% (26)	100%(408)

() Frequency

Age

For the entire group, the largest percentage of respondents were between the ages of 30 to 39. Though more diverse in age, the largest percentage of A&P staff fell within this age group as well. While also showing a wide range of ages, the greatest percentage of faculty indicated that they were between 50 and 65 years of age. One hundred percent of the administrative group reported that they were older than 40, and 69 percent said they were

older than 50. All emeritus staff reported that they were at least 50 years old, with 89 percent of this group being 65 or older (Table III).

TABLE III
AGE OF RESPONDENTS BY LEVEL
OF EMPLOYMENT

N = 407						
	Classified	A&P	Faculty	Administration	Emeritus	Total
29 Years or Younger	28% (48)	16% (16)	4% (4)	0% (0)	0% (0)	17% (68)
30-39 Years	30% (52)	39% (38)	30% (28)	0% (0)	0% (0)	29% (118)
40-49 Years	19% (33)	24% (23)	29% (28)	31% (5)	0% (0)	2% (89)
50-65 Years	23% (39)	20% (20)	35% (33)	69% (11)	12% (3)	26% (106)
65 Years or Older	0% (0)	1% (1)	2% (2)	0% (0)	88% (23)	6% (26)
Total	100% (172)	100% (98)	100% (95)	100% (16)	100% (26)	100% (407)

() Frequency

Full-time and Part-time Employees

Ninety-seven percent of the respondents surveyed indicated that they were full-time employees of OSU. When grouped by employment level, the percentages of employees with full-time status were 96 percent for classified staff; 99 percent for A&P; 98 percent for faculty; and 94 percent for administrative staff (Table IV). Obviously, this information was not applicable to emeritus staff, since they are no longer employed by the university.

TABLE IV
EMPLOYEES WITH FULL-TIME AND
PART-TIME STATUS BY LEVEL
OF EMPLOYMENT

N = 381					
	Classified	A&P	Faculty	Administration	Total
Full-time	96% (166)	99% (97)	99% (93)	94% (15)	97% (371)
Part-time	4% (7)	1% (1)	1% (1)	6% (1)	3% (10)
Total	100% (173)	100% (98)	100% (94)	100% (16)	100% (381)

() Frequency

Number of Years Employed by OSU

For the entire group, the largest percentage (37 percent) of respondents indicated that they had been employed by OSU for fewer than five years. When grouped by employment level, the results showed that nearly half (47 percent) of classified staff, 42 percent of A&P, and 31 percent of faculty had worked for OSU for five years or less. Of the administrators surveyed, 56 percent reported they had a 10- to 19-year tenure. Fifty-nine percent of the emeritus staff had worked for the university for 30 years or more—89 percent for at least 20 years (Table V).

TABLE V
NUMBER OF YEARS RESPONDENTS
HAVE WORKED FOR OSU BY
LEVEL OF EMPLOYMENT

N = 409						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Less Than 5 Years	47% (82)	42% (41)	31% (29)	6% (1)	0% (0)	37% (153)
5-9 Years	27% (47)	26% (25)	21% (20)	0% (0)	4% (1)	23% (93)
10-19 Years	20% (34)	22% (22)	24% (23)	56% (9)	7% (2)	22% (90)
20-29 Years	5% (9)	8% (8)	21% (20)	32% (5)	30% (8)	12% (50)
30 Years or More	1% (1)	2% (2)	3% (3)	6% (1)	59% (16)	6% (23)
Total	100% (173)	100% (98)	100% (95)	100% (16)	100% (27)	100% (409)

() Frequency

Responses Concerning the *Oklahoma State News*

Proportion of Respondents Who Receive the *Oklahoma State News*

Table VI shows the percentage of respondents by employment level, according to whether they reported that they receive or do not receive the *Oklahoma State News*.

Chi-square analysis of the data showed that the difference in groups of respondents is not due to chance at a 99.9 percent level of confidence. The calculated chi-square of 24.078 is greater than the tabled value of 18.5 at the 99.9 percent level with 4 degrees of freedom. This means that a relationship exists between whether the newsletter is received and the respondent's employment level. The differences in the table are probably genuine. However,

a contingency coefficient of .236 indicates that this is a weak relationship. Simple chi-square tests were performed to determine where the differences occur among the groups.

As Table VI indicates, all of the administrators surveyed indicated that they receive the *Oklahoma State News*. The newsletter is least likely to be received by emeritus staff. Of the total group who indicated that they receive the *Oklahoma State News*, 39 percent identified themselves as classified staff; 26 percent A&P; 25 percent, faculty; 5 percent, administration; and 5 percent, emeritus.

TABLE VI
RESPONDENTS WHO RECEIVE THE
OKLAHOMA STATE NEWS BY
LEVEL OF EMPLOYMENT

N = 409						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Receive	76% (131)	91% (89)	89% (85)	100% (16)	63% (17)	83% (338)
Do Not Receive	24% (42)	9% (9)	11% (10)	0% (0)	37% (10)	17% (71)
Total	100% (173)	100% (98)	100% (95)	100% (16)	100% (27)	100% (409)

() Frequency

Proportion of Respondents Who Keep Copies of the Newsletter

The *Oklahoma State News* often publishes information concerning university policies, health benefits, and retirement information that could be

kept as reference material. The Communications Services staff was interested in knowing if readers of the newsletter kept issues for future reference. Table VII shows the responses to this item according to position level, by percent.

Of the group that responded and individuals who indicated that they receive the *Oklahoma State News*, 79 percent said they do not keep their copy of the newsletter. Ninety-three percent of the faculty members surveyed indicated that they were more likely to discard their copy of the newsletter than to keep it for future reference. Six respondents wrote that they "sometimes" or "occasionally" keep copies of the newsletter if it contains information that they want to save. Two others noted that they frequently clip and save articles.

Chi-square analysis of the data concerning the numbers of readers who usually keep their copies of the newsletter is not significant. The overall chi-square of 15.187 is less than the tabled value of 15.5 with 4 degrees of freedom at the 95 percent confidence level. Therefore, whether the newsletter is kept is not related to the respondent's level of employment.

TABLE VII
RESPONDENTS WHO USUALLY KEEP ISSUES
OF THE *OKLAHOMA STATE NEWS*
BY LEVEL OF EMPLOYMENT

	N = 335					
	Classified	A&P	Faculty	Administration	Emeritus	Total
Keep Issues	29% (38)	20% (18)	7% (6)	25% (4)	19% (3)	21% (69)
Do Not Keep	71% (93)	80% (70)	93% (78)	75% (12)	81% (13)	79% (266)
Total	100% (131)	100% (88)	100% (84)	100% (16)	100% (16)	100% (335)

() Frequency

Spouse Readership

Information concerning retirement, health benefits, and university program schedules are of value not only to employees, but to their spouses as well. Communications Services staff members believed that whether an OSU employee takes his or her copy of the newsletter home for a spouse to read would give an indication of the value the reader places on the *Oklahoma State News*.

Of those who receive the *Oklahoma State News*, 73 percent indicated that they were married. Twenty-four percent of married respondents reported that their spouse usually reads the newsletter. Of all the groups, administrators were the most likely to pass along copies of the *Oklahoma State News*, even though the chance of their spouse reading the newsletter was only 50:50. Table VIII shows the percentage of married respondents by employment level, according to whether they usually pass along a copy of the *Oklahoma State News* to their spouse.

Analysis of this data showed that the relationship between employment level and spouse readership is significant, and the differences in the table are probably genuine. This means that administrators are most likely to pass along a copy of their newsletter to their spouse, while faculty members are the least likely to do so. The calculated chi-square of 10.180 is greater than the predicted chi-square of 9.5 at a 95 percent level of confidence, with 4 degrees of freedom. A contingency coefficient of .204 indicates that the relationship is weak.

TABLE VIII
WHETHER THE *OKLAHOMA STATE*
NEWS IS READ BY A SPOUSE
BY RESPONDENTS' LEVEL
OF EMPLOYMENT

N = 249						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Spouse Does Read	23% (22)	23% (14)	17% (11)	50% (8)	46% (6)	24% (61)
Spouse Does Not Read	77% (74)	77% (47)	83% (52)	50% (8)	54% (7)	76% (188)
Total	100% (96)	100% (61)	100% (63)	100% (16)	100% (13)	100% (249)

() Frequency

Frequency of Publication

The timing of publication influences how well a newsletter meets its objectives. The Communications Services staff was well aware of the fact

that the *Oklahoma State News* needed to be published frequently enough to report information while it was still "news." They had hoped to print the newsletter on a biweekly schedule. A limited number of staff members and a lack of funds made it impossible to print the newsletter more than twice a month.

While there was little flexibility in the printing schedule, Communications Services staff members still wanted to know how often readers believed the *Oklahoma State News* should be published. Respondents' opinions concerning the frequency of publication are shown in Table IX.

A monthly publication schedule was preferred by all groups. Sixty percent of the total group indicated that they would like to see the newsletter published once a month. Comments noted under "Other" included, "one per quarter (every three months)," "it depends," and "stop publication."

Chi-square analysis of this information showed that the agreement between groups of employees was significant. The computed chi-square of 32.669 was larger than the tabled value of 28.8 at a confidence level of 97.5 percent with 16 degrees of freedom. This means that a relationship exists between preferred frequency of publication and employment level, and differences in the table are probably genuine. A contingency coefficient of .274 indicates that the relationship is weak. In addition, the small number of responses in some categories makes this test of significance questionable. Simple chi-square tests showed a significant relationship between employment level and those who preferred that the newsletter be published every two months.

TABLE IX
PREFERRED FREQUENCY OF PUBLICATION
BY RESPONDENTS' LEVEL
OF EMPLOYMENT

	N = 401					
	Classified	A&P	Faculty	Administration	Emeritus	Total
Every 2 Months	7% (12)	9% (9)	20% (18)	0% (0)	19% (5)	11% (44)
Every Month	63% (108)	69% (67)	45% (41)	64% (10)	69% (18)	60% (244)
Twice a Month	13% (23)	6% (6)	11% (10)	12% (2)	4% (1)	10% (42)
Weekly	9% (16)	5% (5)	6% (5)	12% (2)	0% (0)	7% (28)
No Opinion	8% (13)	11% (10)	18% (16)	12% (2)	8% (2)	11% (43)
Total	100% (172)	100% (97)	100% (90)	100% (16)	100% (26)	100% (401)

() Frequency

Method of Distribution

The method of distribution can become a considerable portion of a newsletter's budget. The least expensive method of distribution would be to deliver the newsletter to the various departments in bulk. But, many employees may never have a chance to read a copy of a newsletter if there is no central location for distribution. A more effective means of distribution would be to deliver the newsletter to each individual employee. However, if an outside delivery system such as the U.S. mail is used, a considerable portion of the budget would be spent in postage. The campus mail service is a less expensive way of circulating a newsletter. While an added expense of mailing labels would be incurred, the cost of postage would be eliminated.

Again, even though the available funds more or less dictate the means

of newsletter distribution, the Communications Services staff wanted to know what method of distribution the readers preferred.

Table X shows that 69 percent of respondents would prefer that the newsletter be mailed to them at their campus mailing address. Classified, A&P, faculty, and administrators all indicated that they would prefer to receive the *Oklahoma State News* at their campus address. It was not surprising to find that 81 percent of the emeritus staff surveyed said that they would prefer that the newsletter be mailed to their home address.

The relationships between the employment groups and the preferred means of distribution are significant, with a computed chi-square of 156.904 compared to the tabled chi-square value of 32.9 at a 99.9 percent level of confidence with 12 degrees of freedom. A contingency coefficient of .528 shows that this relationship is moderate. However, because of the low frequency count in some cells, significance tests are suspect. According to the results of simple chi-square tests, the agreement between groups was significant except for those who indicated that they had no opinion concerning the newsletter's distribution.

Several respondents suggested routing the newsletter within the department. Others noted that the method of distribution should be determined by cost.

TABLE X
PREFERRED METHOD OF NEWSLETTER
DISTRIBUTION BY RESPONDENTS'
LEVEL OF EMPLOYMENT

	N = 406					
	Classified	A&P	Faculty	Administration	Emeritus	Total
Campus Mailing Address	67% (115)	77% (75)	80% (76)	88 (14)	11% (3)	69% (283)
In Bulk to Department	17% (30)	15% (14)	5% (5)	6% (1)	4% (1)	13% (51)
Home Address	10% (18)	5% (5)	3% (3)	0% (0)	81% (22)	12% (48)
No Opinion	5% (9)	2% (2)	12% (11)	6% (1)	4% (1)	6% (24)
Total	100% (172)	100% (96)	100% (95)	100% (16)	100% (27)	100% (406)

() Frequency

News Sources

The Communications Services staff believed that the newsletter should publish information concerning the university that is not readily available from city and state news media. It was also believed that the *Oklahoma State News* should not reprint news items that have appeared in campus newsletters or interdepartmental memos. With this in mind, Communications Services staff members wanted to know which news sources the employees consulted for information about university matters.

The *Stillwater NewsPress* ranked as the top source of information about OSU. Most groups, with the exception of administrators, ranked the *NewsPress* as one of the top three news sources. Other important sources for news included fellow employees, departmental meetings, and memos. Over-

all, KKND Radio was rated as the least useful source of news concerning the university and was ranked low by all groups.

Table XI reports a mean usefulness score and rank for news sources for each employment level and for the total group. The results of statistical tests showed that the agreement between groups concerning the usefulness of sources were significant, with the exception of the *Stillwater NewsPress*, KOSU Radio, departmental meetings, and administrative memos. A summary of tests of significance and post hoc (gap) tests is shown in Appendix G.

Respondents also listed several other sources for information, including students, Tulsa and Oklahoma City newspapers, bulletin boards, television news, and departmental newsletters.

TABLE XI
MEAN USEFULNESS SCORE OF 10 LOCAL AND
INTERNAL MEDIA BY RESPONDENTS'
LEVEL OF EMPLOYMENT

N = 409							
	Classified	A&P	Faculty	Administration	Emeritus	Total	
<i>Daily O'Collegian</i>	4.024 (3)	3.802 (5)	3.708 (6)	3.750 (7)	4.000 (3)	3.883	(5)
<i>NewsPress</i>	4.181 (1)	3.931 (2)	3.953 (3)	3.813 (6)	4.440 (1)	4.069	(1)
<i>Oklahoma State News</i>	3.888 (4)	3.739 (6)	3.379 (7)	4.000 (5)	4.118 (2)	3.744	(6)
KOSU Radio	3.440 (8)	3.345 (8)	3.757 (5)	3.067 (9)	3.583 (5)	3.494	(7)
KSPI Radio	3.484 (7)	3.400 (7)	3.094 (8)	3.091 (8)	3.800 (4)	3.388	(8)
KKND Radio	3.192 (9)	2.841 (10)	2.583 (10)	2.286 (10)	2.667 (10)	2.948	(10)
College/Deans' Meetings	2.829 (10)	3.217 (9)	3.041 (9)	4.000 (5)	2.875 (8)	3.056	(9)
Departmental Meetings	3.917 (5)	3.900 (3)	4.055 (2)	4.231 (1)	2.833 (9)	3.944	(3)
Memos	3.912 (6)	4.022 (1)	3.769 (4)	4.067 (2)	3.667 (6)	3.902	(4)
Fellow Employees	4.067 (2)	3.895 (4)	4.125 (1)	4.000 (5)	3.333 (7)	4.000	(2)
Mean	3.693	3.609	3.546	3.630	3.531	3.642	

() Rank Position by Group

Scale of Usefulness: 5) Extremely Useful; 4) Somewhat Useful; 3) Undecided; Neutral; 2) Not Very Useful; 1) Useless; 0) Do Not Receive/Use.

Overall Opinions of the *Oklahoma State News*

Communications Services staff members listed 11 general factors or qualities of the *Oklahoma State News*. It was hoped that a measure of these qualities would reveal areas of strengths and weaknesses, and thus would help in making improvements. Using a five-level semantic differential scale, with a 5 being the most positive response and a 1 being the most negative, respondents rated the newsletter as to whether they felt the newsletter was:

1. needed or not needed,
2. interesting or uninteresting,

3. accurate or inaccurate,
4. timely or untimely,
5. believable or not believable,
6. valuable or worthless,
7. attractive or unattractive,
8. diverse in coverage or narrow in coverage,
9. unbiased or biased,
10. complete or incomplete, and
11. whether they read all or read none.

Mean scores for overall opinions, listed by employment level and for the total group, are shown in Table XII. Emeritus staff held the highest overall opinion of the newsletter, while the lowest scores were given by the faculty members. The *Oklahoma State News* received the highest marks from the total group for being believable, accurate, and needed. Scores were lower for such factors as the diversity of coverage, completeness, lack of bias, and timeliness.

The results of statistical tests showed that not all the differences between the groups are significant. Differences between the groups of respondents by employment level are not significant concerning the newsletter's believability, attractiveness, and lack of bias. An ANOVA summary is shown in Appendix H.

TABLE XII
MEAN SCORES FOR 11 GENERAL FACTORS BY
RESPONDENTS' LEVEL OF EMPLOYMENT

N = 409						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Needed	4.164	3.943	3.370	4.267	4.267	3.917
Interesting	3.808	3.368	3.060	3.400	4.313	3.506
Accurate	4.017	4.172	3.829	4.000	4.714	4.045
Timely	3.500	3.092	3.165	2.867	4.214	3.305
Believable	4.145	4.253	3.937	4.267	4.429	4.141
Valuable	3.811	3.368	3.061	3.667	4.063	3.506
Attractive	3.303	3.241	3.076	3.200	3.933	3.255
Diverse	3.143	3.023	2.823	2.933	3.857	3.051
Unbiased	3.294	3.264	3.269	3.800	3.000	3.292
Complete	3.350	2.989	2.792	3.000	3.846	3.115
Read All	3.792	3.598	2.976	4.067	4.000	3.554
Mean	3.666	3.482	3.214	3.588	4.057	3.517

Scale: 5 - most positive; 1 - most negative.

Physical Appearance

It was the opinion of the Communications Services staff that the newsletter's appearance needed to be "revamped." For many years, the *Oklahoma State News* had been put together by traditional means of paste-up. However, since the department had recently purchased desktop publishing equipment, the editor of the *Oklahoma State News* wanted to change the way in which the newsletter was prepared for printing. Because of this improvement in technology, changes in the appearance of the newsletter had become

possible. But before changes could be made, the staff needed to know how readers felt about the appearance of the newsletter.

A summary of the recommended changes is shown in Table XIII. Of all the groups, the emeritus staff appeared to be the most content with the physical format of the newsletter, with 41 percent recommending that no changes be made. Forty percent of the faculty reported that they had no opinion, which seems to indicate that this group is the most indifferent to the newsletter's appearance.

Of all the suggested changes in the newsletter's appearance, the use of photographs was the most often recommended. Forty percent of those who receive the *Oklahoma State News* said that they would recommend using photographs. The use of photographs was the most popular among classified staff, with nearly half of the respondents in this group advocating their use.

Other suggested changes included using colored paper, color photos, a new heading or title, a new layout, more white space, more pages, section titles, and a different typeface.

TABLE XIII
RECOMMENDED CHANGES IN PHYSICAL
APPEARANCE BY RESPONDENTS' LEVEL
OF EMPLOYMENT

N = 409						
	Classified	A&P	Faculty	Administration	Emeritus	Total
Larger Page	10% (13)	8% (7)	5% (4)	25% (4)	0% (0)	8% (28)
Include Photos	49% (64)	43% (38)	24% (20)	44% (7)	41% (7)	40% (136)
Colored Ink	33% (43)	37% (33)	19% (16)	19% (3)	18% (3)	29% (98)
Include Charts	28% (37)	27% (24)	28% (24)	38% (6)	18% (3)	24% (80)
No Change	24% (31)	22% (20)	21% (18)	25% (4)	41% (7)	24% (80)
No Opinion	23% (30)	21% (19)	40% (34)	19% (3)	24% (4)	27% (90)
Total Comments	(131)	(89)	(85)	(16)	(17)	(338)

() Frequency

Newsletter Content

The content of the newsletter was, of course, the primary concern of the Communications Services staff. Without knowing which topics employees find most interesting and useful, it would be impossible to meet the needs of the audience that the newsletter was meant to serve.

A content analysis of issues of the *Oklahoma State News* from the previous two years was used to determine what subjects were regularly featured in the newsletter. In addition, Communications Services staff members suggested 16 topics that could be included in future newsletters. Respondents were asked to rate the usefulness of each regular topic and their interest in each proposed news topic.

Regular story topics rated by participants represented the most fre-

quent types of stories covered by the *Oklahoma State News*. They were:

1. Club activities,
2. Council reports,
3. Health insurance and flexible benefits information,
4. Oklahoma Teachers Retirement information,
5. Payroll policies and procedures,
6. Personnel Services programs,
7. Fine arts program schedules,
8. Videoconference schedules,
9. Lecture series,
10. Emeritus activities, and
11. Professional notes.

Proposed story items were drawn from a list of suggestions made by Communications Services staff members and other university employees.

These suggested topics included:

1. President's message,
2. Campuswide campaigns (e.g., United Way),
3. Research grants,
4. Papers presented, faculty exhibitions, etc.,
5. Books and articles published by employees,
6. Developments in higher education that affect OSU,
7. Feature stories about employees,
8. KOSU program log,
9. Job openings on campus,
10. Health and fitness,
11. Personal money management,
12. Personal safety and security,

13. Travel tips,
14. Calendar of events,
15. Humorous campus occurrences, and
16. "Trading Post" (personal items for sale).

Preferred News Topics

A total of 409 employees (173 classified, 98 administrative and professional, 95 faculty, 16 administrators, and 27 emeritus staff members) indicated their degree of interest in regular *Oklahoma State News* story topics. On a scale of 1 to 5, the mean score of 3.230 from emeritus staff for usefulness for news topics was highest overall, while the faculty's mean score of 2.866 was the lowest.

Overall mean scores ranked health insurance and flexible benefits information as the most useful topics featured in the *Oklahoma State News*. Other highly ranked topics included payroll policies, Oklahoma Teachers' Retirement information, and Personnel Services programs. News stories concerning emeritus activities scored the lowest for the entire group, but were highly rated among retired employees. Other low-scoring topics included club activities and videoconference schedules.

Table XIV shows mean scores for usefulness of regular *Oklahoma State News* story topics for respondents grouped by level of employment and for the respondents overall.

An analysis of variance, however, showed that not all differences between groups and preferred news topics were significant. Appendix I summarizes the differences between the groups of respondents and the critical range of scores.

TABLE XIV
MEAN USEFULNESS SCORES OF REGULAR
OKLAHOMA STATE NEWS TOPICS
BY RESPONDENTS' LEVEL
OF EMPLOYMENT

	N = 409					
	Classified	A&P	Faculty	Administration	Emeritus	Total
Club Activities	2.677 (10)	2.726 (10)	2.571 (10)	2.500 (11)	3.182 (11)	2.686 (10)
Council Reports	3.340 (6)	3.354 (6)	3.078 (7)	3.188 (9)	3.455 (9)	3.282 (6)
Health Insurance	4.491 (2)	4.258 (1)	3.833 (1)	4.286 (1)	4.615 (2)	4.283 (1)
Retirement Information	4.091 (4)	4.113 (3)	3.744 (2)	4.250 (2)	4.667 (1)	4.059 (3)
Payroll Policies	4.515 (1)	4.165 (2)	3.674 (3)	3.933 (3)	3.810 (6)	4.173 (2)
Personnel Services	4.282 (3)	3.990 (4)	3.384 (4)	3.750 (7)	3.762 (7)	3.955 (4)
Fine Arts	3.358 (5)	3.542 (5)	3.264 (5)	3.750 (7)	3.857 (5)	3.425 (5)
Videoconference Schedules	2.750 (9)	2.990 (9)	2.678 (9)	3.375 (8)	3.278 (10)	2.845 (9)
Lecture Series	2.786 (8)	3.292 (7)	3.124 (6)	3.875 (4)	3.706 (8)	3.082 (7)
Emeritus Activities	2.373 (11)	2.411 (11)	2.239 (11)	3.000 (10)	4.480 (3)	2.514 (11)
Professional Notes	2.969 (7)	3.011 (8)	3.000 (8)	3.800 (5)	3.947 (4)	3.069 (8)
Mean	3.467	3.143	2.866	2.949	3.230	3.224

() Rank Position by Group

Scale of Usefulness: 5) Extremely Useful; 4) Quite Useful; 3) Somewhat Useful; 2) Not Very Useful; 1) Useless.

Interest in Proposed Topics

For the 16 proposed news story topics, employees showed the most interest in a calendar of events. Other highly ranked subjects included developments in higher education that affect OSU, feature stories about employees, and health and fitness information. Respondents expressed the least interest in a KOSU program log, papers presented by colleagues, and a campuswide "trading post." While research grants ranked very low with the

group as a whole, this topic ranked third highest among the faculty and administrators.

Table XV shows the mean interest score and rank of proposed news topics for respondents by employment level and for the total group. While interest in news topics varied among the groups of employees, not all differences were significant. Results of tests of significance and critical range are summarized in Appendix J.

TABLE XV
MEAN INTEREST SCORE FOR PROPOSED
NEWSLETTER TOPICS BY
RESPONDENTS' LEVEL
OF EMPLOYMENT

N = 409						
	Classified	A&P	Faculty	Administration	Emeritus	Total
President's Message	3.310 (11)	3.153 (9)	2.968 (6)	3.533 (5)	3.550 (4)	3.211 (9)
Campuswide Campaigns	3.212 (12)	2.939 (11)	2.558 (13)	3.267 (9)	3.087 (11)	2.985 (11)
Research Grants	2.679 (14)	2.694 (14)	3.319 (3)	4.000 (3)	3.042 (13)	2.908 (12)
Papers Presented	2.593 (15)	2.633 (15)	3.032 (5)	3.500 (6)	3.080 (12)	2.773 (15)
Books and Articles Published	2.700 (13)	2.714 (12)	3.095 (4)	3.438 (7)	3.200 (10)	2.856 (13)
Developments in Higher Education	3.812 (7)	3.867 (2)	4.042 (1)	4.313 (1)	4.074 (1)	3.916 (2)
Features	3.953 (5)	3.531 (3)	2.800 (8)	3.688 (4)	3.692 (3)	3.554 (3)
KOSU Program Log	2.442 (16)	2.388 (16)	2.606 (11)	2.067 (15)	2.54 (14)	2.460 (16)
Job Openings	4.059 (2)	3.316 (7)	2.242 (15)	2.467 (14)	2.136 (16)	3.280 (8)
Health and Fitness	3.988 (4)	3.485 (4)	2.937 (7)	2.933 (11)	3.304 (8)	3.538 (4)
Money Management	3.876 (6)	3.418 (5)	2.558 (13)	3.33 (8)	3.500 (6)	3.409 (6)
Safety and Security	4.070 (3)	3.173 (8)	2.695 (9)	2.714 (13)	3.500 (6)	3.447 (5)
Travel Tips	3.482 (9)	2.959 (10)	2.495 (14)	3.067 (10)	3.261 (9)	3.093 (10)
Calendar of Events	4.082 (1)	3.990 (1)	3.691 (2)	4.133 (2)	3.962 (2)	3.963 (1)
Humor	3.782 (8)	3.351 (6)	2.663 (10)	2.867 (12)	3.478 (7)	3.360 (7)
Trading Post	3.435 (10)	2.694 (14)	2.161 (16)	1.867 (16)	2.273 (15)	2.832 (14)
Mean	3.467	3.143	2.866	2.949	3.230	3.224

() Rank Position by Group

Scale of Interest: 5) Extremely Interested; 4) Quite Interested; 3) Average Interest; 2) Somewhat Interested; 1) Not Interested.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

This study examined the attitudes and preferences of readers concerning the *Oklahoma State News*, the newsletter for Oklahoma State University employees. The main purpose of the study was to determine the news topics in which readers were most interested. The study also addressed other areas of concern, including the preferred method of distribution, format and appearance of the newsletter, usual sources for information about the university, and audience demographics.

A sample of 500 persons was selected from personnel listings and the university telephone directory. Even though not every item was marked by every person, 409 respondents, or 82 percent of the surveys that were mailed, provided enough information so that their opinions could be recorded and tabulated.

Responses were compared with the respondents' employment level (i.e., classified, A&P, faculty, administration, emeritus). Demographic information and recommended changes in the newsletter's appearance were recorded as percentages. Chi-square analysis was used to evaluate the newsletter's readership and distribution. Mean scores for sources for information about OSU, overall opinions of the newsletter, and both interest in regular news

story topics and usefulness of proposed topics were designated on a five-point scale, ranging from a high of 5 to a low of 1. Analysis of variance combined with Tukey tests were used to compare interest and usefulness of news topics by the respondents' employment level.

Conclusions

According to the results of the survey, 83 percent of the total group of participants receive the *Oklahoma State News*. However, the responses also show that emeritus and classified staff are much less likely to receive the newsletter than A&P staff, faculty, and administrators.

The results also showed that most employees do not keep copies of the newsletter for future reference, nor are they likely to take a copy of the newsletter home for their spouse to read.

The largest percentage of respondents indicated that they would prefer that the *Oklahoma State News* be published once a month. With the exception of emeritus staff, it is also clear that respondents would prefer that the newsletter be mailed to their campus mailing address.

The *Stillwater NewsPress* was an important source for information about the university for all groups except administrators. The administrators who responded indicated that they rely more on meetings and memos for news concerning OSU.

The *Oklahoma State News* rated slightly above average in all categories of general appeal. The newsletter's lowest scores were given for diversity, completeness, attractiveness, bias, and timeliness. The highest average score by group for the 11 general factors was given by the emeritus staff, while the lowest score was given by the faculty.

Most of the participants in this study indicated that they would like to see revisions made in the newsletter's appearance. Forty percent of the respondents said that they would like to see photographs in the *Oklahoma State News*. However, 41 percent of the emeritus staff said that they would recommend that no changes be made in the appearance of the newsletter. In addition, 40 percent of the faculty stated that they had no opinion regarding the appearance of the *Oklahoma State News*.

Of the news topics that were regular features of the *Oklahoma State News*, health insurance, retirement, and payroll policies were reported to be the most useful. With the exception of the emeritus staff, stories that concerned emeritus activities were said to be the least useful. The videoconference schedule and stories about club activities also were not considered to be very useful by the total group.

Of the topics proposed by the Communications Services staff, a calendar of events was considered to be the most interesting. Most groups, with the exception of the classified staff, said that they also would be very interested in stories about developments in higher education that affect OSU. The results of the survey also indicated that employees are least interested in a KOSU program log and a classified ads section. Stories about papers presented at meetings and books and articles published were also low-scoring topics, except among the faculty and administrators.

Recommendations to The Editor of the *Oklahoma State News*

The following would be recommended to the editor of the *Oklahoma State News*, based on the results of this study:

Method of Distribution

- The majority of employees would prefer receiving a newsletter once a month. This is probably a useful suggestion, in light of budget limitations. However, since the amount of copy generated by Communications Services staff members usually had been enough to maintain a biweekly printing schedule, the number of pages in a monthly newsletter could be increased from four to eight.
- Readers also would prefer that the newsletter be delivered to them personally, rather than delivered to the department in bulk. Communications Services staff members may want to consider purchasing address labels for each issue, if this is not too cost prohibitive.

Sources of Information

- The *Stillwater NewsPress* seems to be a major source for information about OSU. It would seem logical to avoid reprinting stories in the campus newsletter that have already appeared in the city's newspaper. Since the *Daily O'Collegian* and administrative memos are frequent news sources, the editor would be wise to avoid "rehashing" news items that have previously been reported by these sources as well.

Newsletter Appearance

- Most people believe that the appearance of the newsletter needs to be changed. Photo halftones and line art would add very little to the overall cost of publication, but could substantially increase reader interest.

- Many readers also noted that they would like the newsletter to include an additional ink color. A “spot” color could be added inexpensively by preprinting paper in bulk. For example, if 6,000 copies per issue were needed and 10 volumes were printed a year, 60,000 copies (or a year’s supply of paper) could be preprinted with a color nameplate, lines, bars, or other graphic elements.
- It is also recommended that the newsletter’s size remain at 8-1/2 x 11 inches. This size presents the greatest ease in handling in that it is the most common size of photocopy machines and filing cabinets.

Overall Appeal

- To improve the timeliness and diversity of the stories printed in the *Oklahoma State News*, the editor may want to establish personal contacts within various department. Through “networking,” the editor may be able to cover more stories before they become old news.
- To address the matters of bias and completeness, Communications Services staff members may want to establish a focus group to find out what areas are incomplete and in what ways readers consider the *Oklahoma State News* to be biased.
- “Letters to the Editor,” phone calls, and other traditional methods of reader input also should be considered when determining the overall appeal of the newsletter.

News Topics

- Readers view topics concerning health insurance, payroll, retirement, and Personnel Services as the most useful topics covered in the *Okla-*

homa State News. In general, OSU employees are most concerned about personal needs and benefits. The mission of the organization is secondary. While Communications Services staff members may find benefits and retirement information dull and boring, readers want this information, and it would seem that they rely on the newsletter in part to provide it.

- Another option may be to recommend that Personnel Services publish their own newsletter. A separate newsletter for health benefits, retirement, and other personnel matters would allow more space in the *Oklahoma State News* for other topics in which readers expressed interest. In addition, this information could be more easily targeted to specific groups of employees. Finally, such a newsletter could be published as frequently as the need demanded.
- More space also should be allotted for a calendar of events, developments in higher education that affect OSU, feature stories about employees, and news concerning health and fitness. According to the results, respondents consider all of the topics useful.
- According to respondents, the least interesting news topics are club activities and videoconference schedules. If necessary, these items could easily be noted in a calendar of events.
- Emeritus activities seem to be of primary interest only to retired employees. The editor of the *Oklahoma State News* may want to discontinue articles covering emeritus activities, thus allowing more space for news items in which more people have expressed an interest.
- Stories concerning research grants were of interest to faculty and administrators. However, many commented that they are more interested in funds that are available—not who received them. Since this

topic was ranked low by the total group, it is recommended that this type of information not be published in the *Oklahoma State News*, but be distributed by some other means.

Recommendations for Further Research

It is suggested that the information drawn from this study serve as a basis for comparison for future readership studies of the campus newsletter.

Areas for consideration include the following:

1. Readership surveys of the newsletter should be conducted periodically, perhaps every two to three years. Through such research, the newsletter can be made more responsive to its audience. If mail questionnaires are to be used in such studies, it is further recommended that the instrument be based on the questionnaire used in this study in order to more accurately monitor any observed changes or trends.
2. Readership surveys for all university publications should be conducted periodically. These publications include magazines and newsletters for university alumni, college and departmental newsletters, and the campus newspaper.
3. Communications Services staff members also may want to consider sponsoring studies relating to areas other than publications. Such studies could include the usage of news releases by state-wide newspaper or radio listener studies, for example.
4. Similar studies also should be conducted periodically for OSU's Agricultural Communications Department. Such studies could include an audience survey of the television program "Oklahoma Gardening," a readership survey of the magazine *Agriculture at OSU*, or research

concerning the Cooperative Extension Service's educational programs on videotape.

REFERENCES

- Anonymous. Unpublished *Upbeat* (Internal Newsletter) Survey Results. University of Portland, Portland, Ore. Sept. 1989.
- Anonymous. Unpublished Results of *Inside Lakeland* Reader Telephone Survey. Lakeland College, Sheboygan, Wis. 1990.
- Backstrom, C. H., & Hursh, G. D. *Survey Research*. Northwestern University Press. 1963.
- Barber, O. V. Unpublished Memorandum, Subject: Newsletter. Oklahoma State University. Nov. 12, 1970.
- Barnes, O. V. Unpublished Memorandum, Subject: New Policy for *Oklahoma State News*. Oklahoma State University, Stillwater, Okla. Dec. 19, 1972.
- Beach, M. *Writing and Editing Your Newsletter*. Business and Professional Research Institute. Bridgeport, Conn. 1988.
- Cartier, L. Chapter 3: The Internal Communicator's Prominent Role in PR. In: *Improving Internal Communication*. Bonus, T. (Ed.). Council for the Advancement and Support in Education. Washington, D.C. 1984.
- Clampitt, P. G., Crevcoure, J. M., & Hartel, R. L. Exploratory Research on Employee Publications. *The Journal of Business Communication*. 23:3. 1986.
- Cox, R. L. A Variance and Factor Analysis of Readers' Preferences for Three Types of Higher Education News. Unpublished Master's Thesis. Oklahoma State University, Stillwater, Okla. 1963.
- Davis, E. Unpublished Results of the 1988 *Messenger* Survey. University of Texas M.D. Anderson Cancer Center. 1988.

- Dollar, D. A Readership Survey of *Outreach* Magazine. Unpublished Master's Thesis. Oklahoma State University, Stillwater, Okla. 1974.
- Eby, G. Unpublished Memorandum, Subject: New Publication. Oklahoma State University, Stillwater, Okla. May 3, 1971.
- Erdos, P. L., & Morgan, A. J. *Professional Mail Surveys*. McGraw Hill Book Company. New York. 1970.
- Gleason, J. Internal Communications: Closing the Gap. *Case Current*. Oct. 1990. 27-30.
- ✓ Haines, R. D. Moving Closer to the Truth: Why the Alumni Editor Needs Surveys. In: *How to Survey Your Readers*. Carter, V.L. (Ed.) Council for the Advancement and Support in Education. Washington, D.C. 1981.
- Hamilton, R. Unpublished Memorandum, Subject: Publication Study. Oklahoma State University, Stillwater, Okla. Aug. 5, 1983.
- Hamilton, R. Personal Interview. Feb. 7, 1991.
- Henerson, M. E., Morris, L. L., & Fitz-Gibbon, C. T. *How to Measure Attitudes*. Sage Publications. Beverly Hills. 1978.
- Hiebert, R. Summer Readership Survey Leads to Changes in *Outlook*. *Outlook*. University of Maryland. Sept. 4, 1990.
- Hsia, H. J. *Mass Communications Research Methods: A Step-by-Step Approach*. Lawrence Erlbaum Associates, Publishers. Hillsdale, N.J. 1988.
- Johnson, C. E. A Taxonomy of Content for Internal Publications and the Editorial Mix Concept. Paper presented at the 63rd annual meeting of the Association for Education in Journalism. Boston, Mass. Aug. 9-13, 1980.
- Kamm, R. B. *Memo From the Office of the President*. Oklahoma State University, Stillwater, Okla. 1:1. Sept. 13, 1968.
- Kamm, R. B. Personal Interview. Feb. 8, 1991.
- Klock, R. R. A Profile Analysis of Reader Interest in the *Daily O'Collegian* at Oklahoma State University. Unpublished Master's Thesis. Oklahoma State University, Stillwater, Okla. 1975.

Pavlik, J. V., et al. Toward Effective Employee Communications: A Uses and Gratifications Approach to Employee Newsletter Readership. Paper presented at the 63rd annual meeting of the Association of Education in Journalism. Boston, Mass. Aug. 9-13, 1980.

Quate, S. B. Toward a Better Understanding of Internal Audiences: A Study of Group Phenomena Among Readers of a Company-wide Newspaper for Employees. Paper presented at the 67th annual meeting of the Association for Education of Journalism and Mass Communications. Gainesville, Fla. Aug. 5-8, 1984.

Rosenberg, K. What Employees Think of Communication: 1984 Update. *Communication World*. May 1985, p.46(5).

Smith, V. C. Introduction. In: *Attitudes and Opinion Research: Why You Need It/How to Do It*. Lindemann, W. K. (Ed.). Council for the Advancement and Support in Education. Washington, D.C. 1983.

Stephan, F. F., & McCarthy, P. J. *Sampling Opinions: An Analysis of Survey Procedures*. John Wiley & Sons, Inc. New York. 1958.

York, D. R. Attitude Surveying. *Personnel Journal*. May 1985. 70-73.

APPENDICES

APPENDIX A
QUESTIONNAIRE

OKLAHOMA STATE NEWS READERSHIP SURVEY

Please Complete the survey form and return it in the enclosed envelope by October 5. If you have questions, please call Margaret Stone at 744-6587, or write: Readership Survey, 206 Public Information Building. Your answers will be kept confidential.

SECTION I: DISTRIBUTION AND READERSHIP

For questions 1 through 5, please mark the box next to the appropriate answer.

1. Do you receive issues of the *Oklahoma State News*?
 - ☐ Yes
 - ☐ No (Proceed to question 4)
2. Do you usually keep your issues of the *Oklahoma State News* for future use?
 - ☐ Yes
 - ☐ No
3. Does your spouse usually read your copy of the *Oklahoma State News*?
 - ☐ Yes
 - ☐ No
4. How often would you like to see a campuswide newsletter published?
 - ☐ Every two months
 - ☐ Every month
 - ☐ Twice a month
 - ☐ Weekly
 - ☐ No Opinion
 - ☐ Other: _____
5. How would you prefer to receive a campuswide newsletter?
 - ☐ Delivered to your campus mailing address
 - ☐ Pick one up in a central location within your department
 - ☐ Mailed to your home address
 - ☐ No opinion
 - ☐ Other: _____



Please continue on next page.

SECTION II: HOW USEFUL ARE THESE SOURCES OF INFORMATION TO YOU?

For questions 6 through 16, please rate the following as sources of information about OSU using the scale "Extremely Useful" to "Useless."

	Extremely Useful	Somewhat Useful	Undecided; Neutral	Not Very Useful	Useless	Do Not Receive/Use
6. <i>Daily O'Collegian</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. <i>Stillwater NewsPress</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. <i>Oklahoma State News</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. KOSU radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. KSPI radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. KKND radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. College/Dean's meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Departmental meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Administrative memos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Fellow employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION III: WHAT DO YOU THINK OF THE OKLAHOMA STATE NEWS OVERALL?

For questions 17 through 27, please check the appropriate box for each scale. (If you do not receive the *Oklahoma State News*, please skip to Section IV.)

17. Needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not Needed
18. Interesting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Uninteresting
19. Accurate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Inaccurate
20. Timely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Untimely
21. Believable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Not believable
22. Valuable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Worthless
23. Attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Unattractive
24. Diverse coverage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Narrow coverage
25. Unbiased	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Biased
26. Complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Incomplete
27. Read all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Read none

28. If you could change the general appearance of the *Oklahoma State News*, how would you do so? (Check *all* that apply.)

- ☐ Use larger page size
- ☐ Use photos
- ☐ Use more than one color of ink
- ☐ Use charts and diagrams
- ☐ Other: _____
- ☐ I would not change the appearance
- ☐ No opinion

Please continue on the next page.

SECTION IV: HOW USEFUL ARE THE OKLAHOMA STATE NEWS STORY TOPICS?

Questions 29 through 39 list regular news items covered in the *Oklahoma State News*. Check the box that indicates how useful these topics are to you. (Please answer even if you do not read the newsletter.)

	Extremely Useful	Quite Useful	Somewhat Useful	Not Very Useful	Useless
29. Club activities (Lahoma, Minorities, University Club, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Council reports (Faculty Council, Women's Council, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Health insurance and flexible benefits information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Oklahoma Teachers Retirement information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Payroll policies and procedures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. Personnel Services programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. Fine arts programs schedules (concerts, plays, Allied Arts, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. Videoconference schedules	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. Lecture series	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. Emeritus activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. Professional notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION V: WHAT ARE YOU INTERESTED IN?

Indicate your level of interest in each topic below by marking the box closest to your opinion.

	Extremely Interested	Quite Interested	Average Interest	Somewhat Interested	Not Interested
40. President's message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. Campus-wide campaigns (United Way, blood drives, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. Research grants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. Papers presented, faculty exhibitions, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. Books and articles published by colleagues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. Developments in higher education that affect OSU	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
46. Feature stories about employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
47. KOSU program log	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. Job openings on campus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. Health and fitness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50. Personal money management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51. Personal safety and security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52. Travel tips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53. Calendar of events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54. Humorous campus occurrences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
55. "Trading Post" (personal items for sale by employees)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56. Other _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please continue on the next page.

SECTION VI: WHO ARE YOU?

This section will be used to compare different groups of OSU employees. Please check the appropriate boxes in questions 57 through 61.

57. I am:

- ☐ Male
- ☐ Female

58. My age group is:

- ☐ 29 or younger
- ☐ 30 to 39
- ☐ 40 to 49
- ☐ 50 to 65
- ☐ Older than 65

59. My job status is:

- ☐ Classified Staff
- ☐ A&P Staff
- ☐ Faculty
- ☐ Department Head/Director
- ☐ Administration
- ☐ Emeritus

60. I am: (Appointments of nine months or longer would be considered full-time)

- ☐ Full-time
- ☐ Part-time

61. I have worked for Oklahoma State University:

- ☐ Less than 5 years
- ☐ 5 to 9 years
- ☐ 10 to 19 years
- ☐ 20 to 29 years
- ☐ 30 years or more

Thank you for participating in this survey!

Please place this questionnaire in the envelope provided and return it to 206 Public Information Building by October 5. Your responses will be kept completely confidential. The results of this study will be published in a future issue of the newsletter.

APPENDIX B

COVER LETTER FOR

FIRST MAILING

September 17, 1990

Dear Colleague,

We need your help so the university's newsletter, the *Oklahoma State News*, can better serve you.

You are part of a small sample of university employees selected to represent the hundreds of readers of the *Oklahoma State News*. Therefore, your response is vital to the success of this survey.

The results of this study will be used to develop a newsletter which better meets the needs of the university community. This study is being conducted by a graduate student in mass communications as part of a thesis for a master's degree.

Please take a few minutes to mark your answers on the enclosed questionnaire and return it in the enclosed envelope, as soon as possible. Send it to:

Readership Survey
206 Public Information Building

All data collected will be reported in a compiled form and the answers you give us will not be revealed as coming from you. The code number on the questionnaire is for keeping track of responses and will be removed upon receipt of the questionnaire.

If you have questions, please call Margaret Stone at 744-6587.

Sincerely,

Natalea Brown
Director of Communications Services

P.S. The enclosed centennial stickers are a token of our thanks.

APPENDIX C

FRONT PAGE OF THE
OKLAHOMA STATE NEWS

OKLAHOMA STATE news



Vol. 21, No. 1

September 4, 1990

ETS awarded Army grant for reserve training

The U.S. Army has awarded a contract to Educational Television Services (ETS) to set up a network to beam televised lectures by its "Top Gun" instructors to the nation's reserve forces via satellite.

Troops in National Guard armories and Army Reserve training centers will receive the same lecture simultaneously via down-link satellite antennas.

Each receiving site will have an up-link antenna to broadcast the troops' questions on

audio and video back to the instructor at the originating site.

"It's a totally interactive system, meaning that any site can originate (programming) at any time and any site has total video and audio from the other sites," ETS director Marshall Allen said.

The ETS network will cost the Army as little as \$2.50 per soldier per training hour.

"The cost per soldier per contact hour of instruction has been running in excess of

\$30," Allen said.

"We expect (OSU's) total income will exceed \$2 million for the first year," Allen said, noting the contract is for one year with four one-year extensions.

Oklahoma State's previous experience with tele-courses helped the university land the Army contract, President John Campbell said.

The OSU Arts and Sciences Teleconferencing Service, for example, provides college preparatory courses by satellite to rural students from 625 high schools in 35 states.

Jones presents check to library fund

Head football coach Pat Jones recently donated \$5,000 to kick off a fund-raising drive by the Friends of the OSU Library.

"I'd given them money before and I'd given money to the library at the University of Arkansas (his alma mater)," Jones said, "although not a sum like this."

In 1985, Jones was the first to contribute to the OSU library endowment fund. He gave \$100.

"I've been here 12 years and this university has been good to me. It just hit me that, 'Yeah, it's something I want to do,'" Jones said of his \$5,000 check.

Jones presented the check to President John Campbell Aug. 12 before the press and Cowboy players at Picture Day 1990. The players applauded the announcement of their coach's gift.

After the presentation, Dean of Libraries Edward R. Johnson and Friends president Edna Mae Phelps made Jones the first member of the Library Tower Club of Donors.

The top level of six levels of donors, the Tower Club is for those who donate \$5,000 and above. The other levels are Edmon Low Fellow, \$2,000 to \$4,999; Angie Debo Society, \$1,000 to \$1,999; Library Patron, \$250 to \$999; Library Partner, \$100 to \$249; and Contributing Member, \$50 to \$99.

The goal of the campaign is \$1 million by

1995, said David Perrin, OSU Foundation gift programs vice president.

As of Aug. 17, the endowment fund contained approximately \$225,000.

The interest is plowed back into the fund. After the fund hits the million-dollar mark, the interest will be used to buy books, manuscripts, maps, and drawings.

Faculty and staff who want to donate to the library fund may contact the Foundation, x45244.

Readership survey

During the next few weeks, the Public Information Office will be conducting a readership survey of the *Oklahoma State News*. The information gathered in this study will be used to develop a new campus-wide newsletter.

Since only a small sample of university employees will receive questionnaires, each response is vital to the success of this study. Anyone receiving a questionnaire in campus mail should promptly complete it and return it to 206 Public Information Building.

Even if you do not receive a questionnaire, your comments and suggestions are welcome. Call Margi Stone at x46587.

The results will be published in a future copy of the *Oklahoma State News*.

Showcase OSU: 10 days of special activities

Showcase OSU, a 10-day series of activities culminating with Homecoming on Oct. 27, is rapidly taking shape, according to Dale Ross, executive director of the OSU Centennial Coordinating Office.

Plans call for the event to begin on Thursday, Oct. 18, with an open house for high school students from throughout the state. The last activity on the slate is the Homecoming football game with the University of Missouri on Saturday, Oct. 27.

Headquarters for Showcase OSU will be in a tent erected on the Old Central lawn.

A number of special activities, in addition to traditional Homecoming features, are being planned for the 10-day period, Ross said.

"We want to involve students, faculty, staff, alumni, the Stillwater community and people from throughout the state," Ross said.

"The University is proud of its programs and services and we want all citizens of Oklahoma to have the opportunity to see how OSU has grown to a stature of national importance in its 100-year history."

Ross said that entertainment, guided tours of the campus and selected facilities, special recognition ceremonies and an official Centennial photo are among plans being considered. He said that full details about all of the events would be announced soon.

(Reduced to 70 Percent of Actual Size)

APPENDIX D

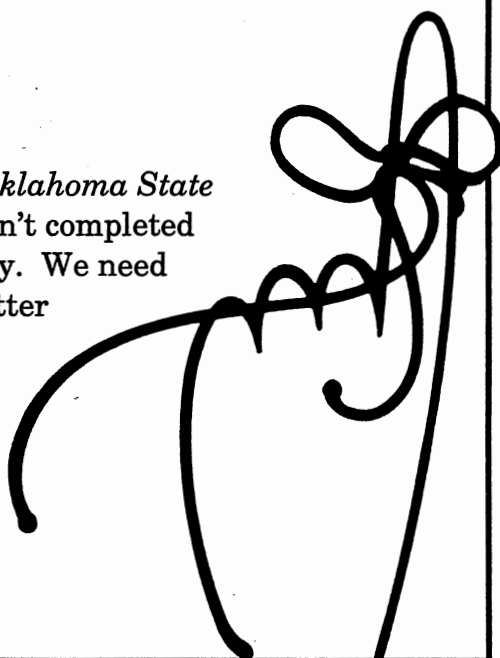
REMINDER CARD

REMEMBER!

We need to know your views in the *Oklahoma State News* readership survey. If you haven't completed your questionnaire, please do so today. We need your help to develop a better newsletter for university employees.

Thank you!

Natalea Brown
Director of Communications Services



(Actual Size)

APPENDIX E

**COVER LETTER FOR
FOLLOW-UP MAILING**

September 26, 1990

Dear Colleague,

We haven't received your completed questionnaire for the *Oklahoma State News* survey. We know this is a busy time for you, but we need to know your opinion in order to plan the best possible newsletter for all university employees.

If you have misplaced your original questionnaire, another is enclosed. Please take a few minutes to complete it and return it in the envelope provided as soon as possible. Send it to:

Readership Survey
206 Public Information Building

If you have questions or need assistance in filling out your questionnaire, please call me at 744-6587.

Thank you.

Sincerely,

Margaret Stone
University Publications

APPENDIX F

RESPONDENTS' COMMENTS

RESPONDENTS' COMMENTS

Comments were written on 57 of the returned questionnaires. These were divided into six categories according to the section which they addressed and included Distribution and Readership, News Sources, Physical Appearance, News Topics, Demographics, and General Comments. All comments are presented verbatim, except where indicated by parentheses.

Distribution and Readership

"Stop publication—put money into department M&O!" (Faculty, Male)

"I cut articles as necessary." (A&P, Male)

"[Frequency of publication] depends on content and usefulness—once per semester is enough for the current one." (Faculty, Male)

"I clip pertinent parts and toss the rest." (Faculty, Female)

"I would prefer home address—but do not want OSU to spend the money on postage." (A&P, Female)

"[Distribution] should be at as low a cost to OSU as possible." (A&P, Male)

"I would like to receive the newsletter." (Classified, Female)

"Sometimes one is in our mailbox which is for about three areas."
(Classified, Female)

"Would like to see news available for public access on computer." (A&P, Male)

"If you really want people to read it, send it to home addresses." (Faculty, Female)

"If non-OSU spouse is also targeted more than at present, then I would like to receive it at home." (A&P, Male)

"I have never read [the *Oklahoma State News*] although I have seen them at a local distribution point in my department. It would be more widely read if it were put in our campus mailboxes." (Classified, Male)

News Sources

"[Administrative memos are] not well targeted, thus most are useless." (A&P Department Head/Director, Male)

"Do not know how effective these [sources] reach OSU employees as a whole. I can only speak for myself." (A&P, Male)

"I can't receive [KOSU]—air wave interruption." (Classified, Female)

"We are not involved in meetings very often." (Classified, Female)

"[KSPI has] awful DJs. They need to learn how to read!" (A&P, Female)

"As long as we permit students to write slanderous trash on the editorial page, I refuse to read [the *Daily O'Collegian*]. Do we not have faculty supervision or control over the students who write in this publication?" (Faculty, Male)

Physical Appearance

"Although it would look better, it would cost too much [to make changes]. Better things to spend money on." (Classified, Female)

"[Format changes should] depend on expense and how often printed."

(A&P, Female)

“Don’t spend money on pretty pictures.” (Classified, Male)

“It looks a lot like other mail I get—could stand out more.” (Faculty, Male)

“Keep cost as low as possible—it looks very nice as it is.” (Classified, Female)

“Redesign—boring.” (Faculty, Male)

“Photos and color would improve appearance, but would cost more. I doubt such funds are available.” (Emeritus, Male)

“I would not change the appearance—content is what’s important.” (Faculty, Male)

“[Attractiveness should not be a high priority in any case.” (Faculty, Male)

“Weigh costs and benefits of change.” (Faculty, Male)

“Minimize cost.” (Classified, Male)

“The appearance is okay, but [the newsletter] arrives as ‘junk mail’ so it doesn’t seem to important.” (Faculty, Female)

News Topics

“Cover broader range of subjects, not just rehash things we’ve already read about in memos or the *O’Colly*—a few interesting features on campus services or people might be good if not overdone and if kept brief.”

(A&P, Female)

“I’d [the KOSU] log at home.” (Faculty, Male)

“Pre information on campus activities.” (A&P, Female)

“All of these topics could be useful, but since I don’t get this newspaper, I have no idea how useful these topics are to me. It depends on how the

newspaper covers them. I can't answer this question." (Faculty, Female)

"More news from each area of campus." (Classified, Male)

"Broaden scope, i.e., new programs, new people, president's column, non-personnel programs/services for OSU employees, such as Employee Assistance Program." (A&P, Male)

"[I] will become more interested in [retirement information] with age. I usually get [payroll information] before printing. [The KOSU program log] is a donor benefit now." (A&P Department Head/Director, Male)

"The items in these columns are covered by other, non-OSU publications." (A&P, Female)

"[Fine arts programs are] not very useful because I have no time to attend." (Classified, Female)

"Make [the newsletter] easier to understand." (Classified, Male)

"These feature-ish items [personal money management and travel tips] should be written as they relate to working for OSU." (A&P, Female)

"I obtain [the KOSU program log] elsewhere." (Faculty, Male)

"Add more interesting articles and ones that are written in clear, concise, grammatically correct language." (Department Head/Director, Male)

"[Stories about Personnel Services programs] are not very useful because they are crammed with personnel jargon, and not written in terms applicable to faculty needs." (Department Head/Director, Male)

"Some departments are never mentioned." (Faculty, Female)

"Include items of interest to average A&P staff." (A&P, Male)

"I get [the KOSU program log] anyway." (Faculty, Male)

"Address issues, i.e., freedom of expression vs. 'fighting words'." (Faculty, Male)

"Concerning retirement and payroll: It would be nice to see an article

in simple terms regarding these topics, aimed toward new employees or those who are not currently in the retirement program.” (Classified, Female)

“[Print] more diverse stories; go to departments and seek out news.”

(A&P, Male)

“Need more issues with more departments contributing info.” (A&P, Male)

“Variety as fits material.” (A&P, Male)

“We already receive info. about insurance, retirement, and payroll—it doesn’t necessarily need to be repeated in the *O-State News*.” (A&P, Female)

“[Videoconference schedules] are incomplete.” (A&P, Female)

“I am interested in what [grants] are available, not who gets them.”

(Faculty, Male)

“I realize certain departments create a lot of fanfare with [faculty presentations] and the publishing of articles.” (Faculty, Male)

“Depth of coverage is difficult to assess. I don’t know what is NOT covered.” (Faculty, Male)

“[Faculty Council reports] come in minutes! [Oklahoma Teachers Retirement] has its own newsletter! [Fine arts programs are] advertised in papers!” (Faculty, Male)

“I have only glanced at one [issue]—coverage is not of topic interest to me as yet.” (Faculty, Female)

Demographics

“The majority of this info. is really none of your business! In the future, please stop harassing me with your wasteful proliferation of paper trash!” (Classified, Male)

"Minority classification should be a variable as well—racial classification." (Faculty, Male)

General Comments

"Thanks for the lovely stamps!" (A&P, Female)

"With this number you can identify the correspondent. This is not a confidential survey, therefore. Consequently, I have removed the number." (Emeritus, Male)

"Comment: I am VERY pleased to see this type of survey being done. Currently, I feel the *Oklahoma State News* is an uninteresting and untimely publication, and I am happy to see that changes will be made." (A&P, Female)

"Thank you for the beautiful Old Central stamps." (Faculty, Female)

"Anything of merit that I see in [the *Oklahoma State News*] I have seen two or three times already elsewhere. It is a waste of scant resources." (Faculty, Male)

"Thanks for the Old Central stamps!" (A&P, Female)

"P.S. Thanks for the centennial stickers." (Classified, Female)

"[The *Oklahoma State News*] is badly needed but not as presently constituted. Currently it is not very useful." (Administration, Male)

"My main gripe about the *Oklahoma State News* is this: many articles and events that are featured in the *Oklahoma State News* have already happened approximately a month to a month and a half earlier. If I had wanted to participate in an event or attend a function, it was too late once the newsletter came out!" (A&P, Female)

"I remember reading last year that the PIO budget was cut by over \$100 thousand, yet the new director commands an exorbitant salary. It

seems this university needs to get its priorities straight.” (Department Head/Director, Male)

“My answers are biased—I think we have other sources for this information and spend way too much of our resources for public information.”
(Faculty, Male)

“I am sorry to have delayed, but searched for *Oklahoma State News*—I get *Outreach* and *Emeritus News*. I did not reply sooner wondering if I get *Oklahoma State News*—think not!” (Emeritus, Male)

APPENDIX G

**ANOVA SUMMARY TABLE FOR
SOURCES OF INFORMATION
ABOUT OSU**

ANOVA FOR SOURCES OF INFORMATION
ABOUT OSU

Source	P	Significant	Critical Range
<i>Daily O'Collegian</i>	0.175	No	
<i>Stillwater NewsPress</i>	0.007	Yes	.163
<i>Oklahoma State News</i>	0.000	Yes	.185
KOSU Radio	0.090	No	
KSPI Radio	0.043	Yes	.224
KKND Radio	0.010	Yes	.290
College/Dean's Meetings	0.013	Yes	.300
Departmental Meetings	0.069	No	
Administrative Memos	0.430	No	
Fellow Employees	0.015	Yes	.187

APPENDIX H

ANOVA SUMMARY TABLE FOR OVERALL OPINIONS OF THE *OKLAHOMA STATE NEWS*

ANOVA FOR OVERALL OPINIONS OF THE
OKLAHOMA STATE NEWS

Item	P	Significant	Critical Range
Needed	0.000	Yes	.221
Interesting	0.000	Yes	.216
Accurate	0.002	Yes	.174
Timely	0.000	Yes	.236
Believable	0.065	No	
Valuable	0.000	Yes	.208
Attractive	0.060	No	
Diverse Coverage	0.016	Yes	.236
Unbiased	0.363	No	
Complete	0.000	Yes	.199
Read All	0.000	Yes	.231

APPENDIX I

ANOVA SUMMARY TABLE FOR

REGULAR NEWS TOPICS

ANOVA FOR REGULAR NEWS TOPICS

Topics	P	Significant	Critical Range
Club Activities	0.133	No	
Council Reports	0.227	No	
Health Insurance	0.000	Yes	.168
Teachers' Retirement	0.003	Yes	.207
Payroll Policies	0.000	Yes	.179
Personnel Services	0.000	Yes	.188
Fine Arts Schedules	0.075	No	
Videoconference Schedules	0.014	Yes	.206
Lecture Series	0.000	Yes	.209
Emeritus Activities	0.000	Yes	.186
Professional Notes	0.000	Yes	.211

APPENDIX J

ANOVA SUMMARY TABLE FOR INTEREST IN PROPOSED TOPICS

ANOVA FOR INTEREST IN PROPOSED TOPICS

Topic	P	Significant	Critical Range
President's Message	0.081	No	
Campuswide Campaigns	0.000	Yes	.201
Research Grants	0.000	Yes	.215
Papers Presented	0.000	Yes	.209
Books and Articles Published	0.003	Yes	.210
Developments in Higher Ed.	0.118	No	
Feature Stories	0.000	Yes	.188
KOSU Program Log	0.474	No	
Job Openings on Campus	0.000	Yes	.224
Health and Fitness	0.000	Yes	.217
Personal Money Management	0.000	Yes	.213
Personal Safety	0.000	Yes	.197
Travel Tips	0.000	Yes	.225
Calendar of Events	0.036	Yes	.187
Humor	0.000	Yes	.209
Trading Post	0.000	Yes	.238

VITA

Margaret Stone Cooper

Candidate for the Degree of

Master of Science

Thesis: A READERSHIP SURVEY OF THE *OKLAHOMA STATE NEWS*—
THE NEWSLETTER FOR THE FACULTY AND STAFF OF
OKLAHOMA STATE UNIVERSITY

Major Field: Mass Communications

Biographical:

Personal Data: Born in Stillwater, Oklahoma, August 12, 1959, the daughter of Dr. and Mrs. John F. Stone.

Education: Graduated from C. E. Donart High School, Stillwater, Oklahoma, in May 1977; received a Bachelor of Science degree in art education in May 1986, and a Bachelor of Fine Arts degree in graphic design in July 1986 from Oklahoma State University; completed requirements for the Master of Science degree in mass communications at Oklahoma State University in May 1992.

Professional Experience: Art teacher, McKinley Junior High School, Kenosha, Wisconsin, 1986-87; graphic designer, the Art Dept., Inc., Gurnee, Illinois, 1987-88; graphic designer, University Publications, Oklahoma State University, Stillwater, Oklahoma, 1988-90; part-time lecturer, School of Journalism and Broadcasting, Oklahoma State University, 1990-91; publications editor, Entomology Department, Oklahoma State University, 1991-92; publications editor, Agricultural Communications, Oklahoma State University, 1992-present.