

A READERSHIP SURVEY OF OKLAHOMA STATE  
MAGAZINE STILLWATER, OKLAHOMA

By

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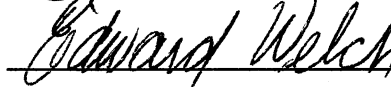
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## PREFACE

Valid research gives university magazine editors the knowledge and data they need to make educated decisions about a magazine. This study was designed to inform editors of *Oklahoma State Magazine*, an alumni magazine, about the demographics of their readers as well as reader interest in the magazine.

I wish to express my sincere gratitude to those who helped me during my graduate study. In particular, I wish to thank my major adviser, Dr. Charles A. Fleming, who probably regrets having given his home telephone number, for patience and support. I am also grateful to Dr. Marlan Nelson and Dr. Edward Welch for serving on my thesis committee.

Special thanks are due my parents, Cecil and Dorothy Moore, for encouraging me to continue my education, and to Roger Moore, who helped stuff what seemed to be an endless pile of envelopes.

This study would not have been feasible without the support of Steve Hill, editor of *Oklahoma State Magazine*, and Natalea Watkins, director of communications for Oklahoma State University.

## TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION .....	1
General .....	1
Background .....	1
Need for Alumni Magazine .....	4
The Problem .....	6
Purpose of Study .....	6
Value of Study .....	7
Limitations and Assumptions .....	7
Methodology .....	8
Outline of Study .....	8
II. REVIEW OF LITERATURE .....	10
Purpose of Alumni Publications .....	11
How Surveys Benefit Alumni Magazines .....	15
Promotion and Fund Raising Within the Publication .....	17
The Magazine as a Public Relations Tool .....	18
Editors' Self Censorship .....	20
Covering Controversy .....	22
Conclusion .....	23
III. METHODOLOGY .....	29
Selection of Sample .....	29
Research Approach .....	30
Research Instrument .....	31
Hypothesis .....	32
Data Processing and Analysis .....	34
Assumptions and Limitations .....	36

Chapter	Page
IV. FINDINGS .....	37
General .....	37
Description of Respondents .....	38
Respondents' Interest in Successful Alumni Features .....	42
Respondents' Interest in Articles on Controversial Issues Surrounding the University .....	49
Respondents' Interest in Stories on Specific Academic Colleges .....	55
Respondents' Interest in Photographs Appearing in <i>Oklahoma State Magazine</i> .....	60
Respondents' Preference for Length of Articles Appearing in <i>Oklahoma State Magazine</i> .....	61
Extent Magazine is Read .....	73
Respondents' Preference for Publication Frequency .....	76
Respondents Main Source of News About OSU .....	81
Respondents' Preference for Class Notes .....	87
Respondents' Interest in Departments in <i>Oklahoma State Magazine</i> .....	93
Future Stories .....	103
Respondents' Perceived Value of <i>Oklahoma State Magazine</i> .....	105
Comments by Respondents .....	106
Summary .....	106
V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....	108
Summary .....	108
Conclusions .....	115
Recommendations for Future Research .....	118
Recommendations to Alumni Magazine Editors .....	119

Chapter	Page
APPENDIXES .....	122
APPENDIX A - COVER LETTER TEMPLATE .....	123
APPENDIX B - QUESTIONNAIRE .....	126
APPENDIX C - READERS' COMMENTS .....	131

## LIST OF TABLES

Table	Page
I. Description of Respondents Academic College by Percentages . . . . .	39
II. Description of Respondents Degree Obtained by Percentages . . . . .	40
III. Description of Respondents Graduation Year by Percentages Categorized by Decade . . . . .	41
IV. Description of Respondents Annual Income by Percentages . . . . .	41
V. Relationship Between Respondents' Gender and Interest in Successful Alumni Features Based on Means . . . . .	42
VI. Relationship Between Respondents' Income and Interest in Successful Alumni Features Based on Means . . . . .	44
VII. Relationship Between Respondents' Academic College and Interest in Successful Alumni Features Based on Means . . . . .	47
VIII. Relationship Between Respondents' Degree and Belief Magazine Adequately Covers Controversial Issues Surrounding the University Based on Means . . . . .	50
IX. Relationship Between Respondents' Graduation Year and Belief Magazine Adequately Covers Controversial Issues Surrounding the University Based on Means . . . . .	53



Table	Page
X. Relationship Between Respondents' Graduation Year and Interest in Stories on Specific Colleges Based on Means .....	56
XI. Relationship Between Respondents' Academic College and Interest in Stories on Specific Colleges Based on Means .....	59
XII. Relationship Between Respondents' Gender and Interest in Photos Based on Means .....	61
XIII. Relationship Between Respondents' Gender and Preferred "OSU Legacies" Article Length Based on Means .....	62
XIV. Relationship Between Respondents' Graduation Year and Preferred "Campus News" Article Length Based on Means .....	63
XV. Relationship Between Respondents' Degree Obtained and Preferred "Campus News" Article Length Based on Means .....	66
XVI. Relationship Between Respondents' Academic College and Preferred "Research Update" Article Length Based on Means .....	68
XVII. Relationship Between Respondents' Graduation Year and Preferred Magazine Article Length Based on Means .....	71
XVIII. Extent Magazine is Read Based on Respondents' Gender by Percentages .....	74
XIX. Extent Magazine is Read Based on Respondents' Degree Obtained by Percentages .....	74
XX. Extent Magazine is Read Based on Respondents' Academic College by Percentages .....	75
XXI. Extent Magazine is Read Based on Respondents' Graduation Year by Percentages .....	75

Table	Page
XXII. Extent Magazine is Read Based on Respondents' Annual Income by Percentages . . . . .	76
XXIII. Respondents' Preferred Frequency of Publication Based on Gender by Percentages . . . . .	78
XXIV. Respondents' Preferred Frequency of Publication Based on Degree Obtained by Percentages . . . . .	79
XXV. Respondents' Preferred Frequency of Publication Based on Academic College by Percentages . . . . .	79
XXVI. Respondents' Preferred Frequency of Publication Based on Graduation Year by Percentages . . . . .	80
XXVII. Respondents' Preferred Frequency of Publication Based on Income Level by Percentages . . . . .	80
XXVIII. Respondents' Main Source of News About OSU Based on Gender by Percentages . . . . .	84
XXIX. Respondents' Main Source of News About OSU Based on Degree Obtained by Percentages . . . . .	84
XXX. Respondents' Main Source of News About OSU Based on Academic College by Percentages . . . . .	85
XXXI. Respondents' Main Source of News About OSU Based on Graduation Year by Percentages . . . . .	86
XXXII. Respondents' Main Source of News About OSU Based on Income Level by Percentages . . . . .	87
XXXIII. Respondents' Preference for Class Notes Based on Gender by Percentages . . . . .	90
XXXIV. Respondents' Preference for Class Notes Based on Degree Obtained by Percentages . . . . .	91

Table	Page
XXXV. Respondents' Preference for Class Notes Based on Academic College by Percentages . . . . .	91
XXXVI. Respondents' Preference for Class Notes Based on Graduation Year by Percentages . . . . .	92
XXXVII. Respondents' Preference for Class Notes Based on Income Level by Percentages . . . . .	92
XVIII. Departments Selected as Most Enjoyable by Respondents' Based on Means . . . . .	96
XXXIX. Departments Selected by Respondents as Most Enjoyable Based on Gender by Percentages . . . . .	97
XL. Departments Selected by Respondents as Most Enjoyable Based on Degree Obtained by Percentages . . . . .	98
XLI. Departments Selected by Respondents as Most Enjoyable Based on Academic College by Percentages . . . . .	99
XLII. Departments Selected by Respondents as Most Enjoyable Based on Graduation Year by Percentages . . . . .	100
XLIII. Departments Selected by Respondents as Most Enjoyable Based on Income Level by Percentages . . . . .	101
XLIV. Departments in <i>Oklahoma State Magazine</i> Read First Based on Percentages . . . . .	102
XLV. Future Storeies Suggested by Survey Respondents . . . . .	104
XLVI. Respondents' Perceived Value of <i>Oklahoma State Magazine</i> Based on Percentages . . . . .	105

## **CHAPTER I**

### **INTRODUCTION**

#### **General**

Short of actually returning to the university campus, the easiest way for alumni to keep in touch with their alma mater is through the alumni magazine. Alumni publications have been a part of universities since the late 1800s when Yale began publishing a weekly newspaper in 1891. It didn't take long for universities across the nation to follow Yale's example and publish their own alumni newsletter. Today, almost all colleges and universities have some form of an alumni publication.

#### **Background**

*Oklahoma A&M Magazine* was created in 1929 by the Oklahoma A&M Former Students' Association, known today as the Alumni Association. The magazine followed a universal purpose used by the majority of alumni publications across the nation. This purpose was for "alumni publications to serve the institution they represent -- by soliciting funds to help the alma mater, recruiting students and supporting the athletic teams and other campus activities."<sup>1</sup>

*Oklahoma A&M Magazine* wanted to enlist alumni to donate money to the university and continue their support. The magazine was used to keep communications open between the university and its alumni. Its purpose was to instill a togetherness among alumni so they would back all programs undertaken for the university's benefit. The mission statement in the first issue read:

This magazine should become the chronicle of former students, keep them connected with each other, hold their interests nearer to the college, voice their opinion and in general answer a long felt need by the former students of Oklahoma A&M College.<sup>2</sup>

Through the years the alumni magazine at Oklahoma State University saw several format and name changes. *Oklahoma A&M Magazine* changed its name to *Oklahoma State University Magazine* in July 1957 after the land-grant college became Oklahoma State University. Several years later, in 1960, the magazine changed to *Oklahoma State Alumnus* to identify the magazine more closely with the Alumni Association and by "the increasing responsibility being assumed by alumni in supporting the university program and carrying out an ever-expanding list of Alumni Association projects geared to building a greater university."<sup>3</sup> In 1973, the name was changed to *Oklahoma State University Outreach Magazine*, which was done in an attempt to attract a broader audience, such as university personnel and friends of the university. The magazine's purpose was to act as a public relations tool for the university.

The Council for Advancement and Support of Education said, "alumni periodicals should not simply be used as a house organ on behalf of the institution. The modern periodical has a responsibility to serve both the university

and its alumni."<sup>4</sup>

In 1974 the Office of Public Information, known today as Communications Services, funded a readership survey of *Outreach Magazine*. Before that, the only readership survey conducted on the alumni magazine was done in conjunction with a national advertising-promotion-related questionnaire.

In this first survey, conducted for the advertising promotion, researchers discovered 12 percent of readers found the content of the alumni magazine "exciting" and 81 percent found it only "acceptable." This survey also found "Class Notes" were the most favored part of the magazine, and 54 percent of those surveyed found it the most interesting.

The 1974 readership survey was conducted by Doug Dollar, editor of *Outreach Magazine*. He found alumni were most interested in the accomplishments of the university as a whole as reflected by "Academic Programs" and "OSU Contributions to Community."<sup>5</sup> Readers' interest in fellow classmates as featured in the "Class Notes" section also ranked high.

Dollar wrote, "It became evident that any article which gave information about former students or enhanced the university's prestige would be well received."<sup>6</sup>

Dollar also determined that alumni who had not attended another university were more apt to read a larger proportion of the magazine than those alumni who had competing loyalties with another university.<sup>7</sup> He said alumni read *Outreach Magazine* to reinforce opinions of the university and to update

themselves on former classmates and instructors.

In 1990 the Oklahoma State University Alumni Association conducted a survey; this mail questionnaire dealt with alumni programs and local alumni chapters. It also included three questions about *Outreach Magazine*. The Alumni Association survey found "Class Notes" was the most popular item in the magazine with 67 percent of alumni regularly reading this section. The Association also found 49 percent of alumni regularly read about university activities; 42 percent occasionally read about these activities.

Since this 1990 survey Oklahoma State University's alumni magazine has changed its name and format to try to gain a larger audience outside of university alumni. Editor Steve Hill addressed the format change in the Spring 1991 issue. He wrote, "Our intent is to provide OSU Alumni and friends with a magazine they will enjoy reading, and to give them lots of information about what's happening on campus with students, faculty and alumni wherever they may roam."<sup>8</sup> The magazine became *Oklahoma State Magazine* in the fall of 1991. The editor of the magazine said the name change would "more closely identify the university with its accomplishments in teaching, research and outreach programs."<sup>9</sup>

### **Need for Alumni Magazine**

Without the help of the alumni association students would lose touch with their alma mater and classmates once they are graduated and leave the university

community. The alumni association attempts to maintain a relationship with former students, usually through local alumni chapters, scholarship committees and the alumni magazine.

The university magazine serves to inform former students on the institutions' successes, prestige, ambition and plans; it also gives alumni information about their classmates. The underlying purpose of an alumni publications is to "produce favorable attitudes toward the institution and produce behaviors supportive of the university -- promoting it to prospective students and speaking well of the university."<sup>10</sup>

It is imperative that this magazine give audiences what they desire out of the publication, information on other alumni and positive, up-beat stories about the university, since alumni are the "primary audiences with whom positive relations must occur and from whom support must be obtained."<sup>11</sup> Continued support for the university and student recruitment are reinforced by the magazine, the university's chief channel for alumni communication.

A readership survey is the best way for editors to determine what their audience wants to see in the magazine. Surveys are the "best way to find out what is being read and what alumni wish their periodicals to contain. Armed with information from such a survey editors can map effective strategies for their periodicals."<sup>12</sup>



## The Problem

It has been 18 years since the alumni magazine conducted a complete readership survey. Many changes in the university and in the magazine have occurred since that time. The research will look at whether *Oklahoma State Magazine* is in touch with its readers and provides them with information they enjoy reading and deem useful.

## Purpose of Study

*Oklahoma State Magazine*, is a university publication directed toward alumni, friends, potential students and opinion leaders. It is mailed quarterly to 18,500 households across the United States and the world and is an advancement vehicle for the university, its alumni and constituencies; its purposes are to inform, entertain and generate support for the university.

*The purpose of this study was to determine the needs, interests and opinions of the magazine's readers.* Meeting readers needs involve notifying them of OSU's advancements, of current issues concerning the university and of making articles more relevant to readers' lives. "Readers' interest" means the type of stories they enjoy reading. Type of story refers to features on interesting alumni, research advancements, the branch campuses, etc. This research also looked at readers' opinions of the magazine by asking what they think of coverage of controversial situations surrounding the university, what changes the magazine should make, what are their favorite sections of the magazine, etc.

This study sought to determine whether the editorial content and format of *Oklahoma State Magazine* is appealing and useful to Oklahoma State University alumni. It also tried to determine what are alumni's favorite sections and how much of the magazine they read.

### **Value of Study**

With the information from this readership survey the editors of *Oklahoma State Magazine* will be able to adjust their purpose and goals to their readers' needs and interests. The editors also will be able to use this information when deciding whether to increase the number of pages in the magazine and what sections should receive more space and attention. Information gathered in this research will give the editor of *Oklahoma State Magazine* feedback about the publication.

### **Limitations and Assumptions**

Although, *Oklahoma State Magazine* is mailed to alumni around the world, this study was limited to the United States. It is assumed that since it was not feasible to survey all alumni that the 400 randomly selected respondents surveyed were representative of the entire alumni population. It was also assumed that respondents answered the questions accurately, with understanding, and honesty.

This type of research, a mail questionnaire, limits people in their responses

to the questions and makes them answer the questions in a particular way. It does not allow them to express more than one opinion or change their opinion over time.

### **Methodology**

Four-hundred alumni were contacted through a mail questionnaire. Alumni were selected using a systematic random sample from the magazine's mailing list. A random starting point was selected from the Spring 1992 mailing list and every 46th name was chosen. The systematic random sample method prevents bias and gives every alumnus an equal opportunity to be selected. This study was partially funded by Oklahoma State University Communication Services.

### **Outline of Study**

Chapter II contains an outline of literature on alumni magazines and their puposes. Chapter III contains the methodology of this study, how this study was conducted. Chapter IV is the interpretation of the data gathered in this study. And Chapter V contains the conclusion of the stydy and recommendations for future research.

## Endnotes

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## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **Overview**

Chapter two provides background information on alumni magazines. It looks at the purpose of alumni magazine and how readership surveys benefit magazines. It also discusses fund raising, promotions, censorship and controversies related to a university's communication with its alumni.

#### **Introduction**

Gone are the days when alumni magazines served only as "rah-rah publications" that praised university developments with stale check-passing photos and fluff stories on chapter meetings and class reunions; today, these high-tech magazines serve the entire university with articles on existing controversies, research advancements and university accomplishments.

University publications compete with major news magazines, newspapers and television for readers, and in the article, "Who's in Charge Here," Marshall A. Ledger, acting director of public affairs for the University of Pennsylvania Medical Center, wrote alumni magazines need to "rule out issues extraneous to your

institution or to the people associated with it...[and] offer information about their alma mater they can get nowhere else."<sup>1</sup> With universities tailoring their alumni magazines to their readers' needs and interests, this written form of communication is proving to be an effective way to promote the college. Patricia Ann LaSalle, author of "The Move to Magazines, wrote, "...the magazine medium is the best way to present both the image and the information necessary to promote [the] institution."<sup>2</sup>

This chapter will touch on the purpose of alumni magazines, how readership surveys can benefit the magazine, promotion and fund raising within the publication, the magazine as a public relations tool, editors' self censorship, and coverage of controversies surrounding the university.

### **Purpose of Alumni Publications**

Alumni publications have been a part of universities since the late 1800s when Yale began publishing a weekly newspaper in 1891; it wasn't long before universities across the nation followed Yale's example and began publishing their own alumni newsletter. The initial purposes of alumni magazines were to applaud the university and its donors and to keep alumni up-to-date on their classmates' activities; but today, these magazines have a more complex mission.

Since this type of publication reaches more alumni than any other organized alumni association program, it is becoming a top priority for many universities. "Publications do play an important role in marketing the college or

university. They also reinforce existing attitudes toward the campus. So it is vital that all publications convey the best possible image of the college and university."<sup>3</sup> In the article, "Editors Under Siege," Culver Hamer wrote, "The quality of the magazine is the quality of the institution in readers' minds. If the magazine weren't as good as it could be, there would be questions about what has happened to the school."<sup>4</sup> John Synodions, president of Lebanon Valley College, agreed that this specialized publication becomes the voice of the university. He wrote, "If I feel good about a magazine, I feel good about the institution."<sup>5</sup>

After decades of paying only slight attention to alumni publications, administrators began to realize the importance of such publications. With increased funding, universities have been able to create understandable and entertaining magazines. Nancy A. Peterson, director of public relations and publications at Macalester College, wrote, "A high-quality magazine will be read and saved."<sup>6</sup> Agreeing that high-quality, glossy publications definitely had a longer table life, Cynthia Stowell, formerly of Portland State University, wrote, "people are less likely to toss out a slick magazine than a newspaper."<sup>7</sup> And Robert Rhodes, editor of *Brown Alumni Monthly*, wrote, "A magazine as a medium can be picked up any time during the day, and place. It can attract you over and over and you can go back to it again and again."<sup>8</sup>

Since these magazines are often the only link between alumni and the university, their focus should not only be geared toward entertainment, but they should also attempt to continue the readers' education with news stories relating

to the university. In the article "Publications for Key Audiences," Anne R.

Crawford wrote:

Regularly distributed, these publications keep alumni informed of campus developments, relate what is happening at their alma mater to their current concerns, ... identify and explain current trends in higher education, provide notification of the availability of special services, and inform them of the achievements of fellow graduates."<sup>9</sup>

Additionally, the intense academic background of the institution encourages publications to omit trivial articles that place the university on a pedestal and include newsworthy and thought-provoking features. Donna Shoemaker wrote in the article, "A Fascinating Picture," that "alumni deserve one [a periodical] that applies hindsight, insight, and foresight to the challenges of academe; that educates, entertains, enlightens, and inspires; and that remains wide open to the fresh air of their views."<sup>10</sup> This "new" alumni magazine should be "...a live and open forum, where all its readers can participate in synthesizing answers to the problems facing the university and society."<sup>11</sup> It is here where magazines attempt to bridge the gap between generations and broaden readers' horizons. In the book College & University Magazines, LaSalle wrote, "magazines view themselves as extensions of the academic enterprise, a role that keeps alumni in touch with the university not merely through news of events but also through the exchange of ideas that form the core of education."<sup>12</sup>

To keep readers interested and informed, magazines need to find a unique angle that still relates to the school. LaSalle wrote that if publications are to be a provocative source of news and information, they need to be "committed to 'issue-



oriented' stories that reach beyond the university, yet are related to the university."<sup>13</sup> It is the magazine's responsibility to provide readers with information that isn't so narrowly focused on the university that it doesn't relate to alumni lives away from the institution. Walton R. Collins, editor of *Notre Dame Magazine*, wrote in the article, "Who's in Charge Here," alumni magazines "...cover serious and important topics that touch readers' lives in some way and broaden their intellectual horizons."<sup>14</sup> According to Ledger, it is the magazine's duty to provide readers with high-quality stories that peak their interests. He wrote:

Your readers are well-educated and, presumably, aware of what's going on in the world. So treat them that way, not like the adolescent buffoons they may once have been. Don't tell them that your institution is good; let them surmise that it is because you tell them about the institution's stimulating people and ideas in a good periodical.<sup>15</sup>

Although university magazines are geared toward a specific audience, which in most cases is an elite group of people, it is essential the editor include a wide range of articles that will interest many personalities. "Every alumnus should be able to find something of interest in every issue, so spotting the major clumps of alumni interest virtually defines the content of your magazine."<sup>16</sup>

Here it is seen that alumni magazines serve many purposes; they are designed to educate alumni on current issues as well as to update them on the developments of their alma mater.

### How Surveys Benefit Alumni Magazines

As alumni magazines are becoming a greater and more recognized force in external communications, according to Jack Miller, author of "Communicating with Alumni," it is vital that editors survey their readers' needs, attitudes and interests in the university magazine. Without surveying readers, publications easily lose contact with their audience as communication is fogged by changing perceptions toward the university and the magazine. "If readers are taken for granted, the editor is bound to lose touch with them. The alumni publication is in direct competition with scores of consumer publications and standards should be set as high as those on the newsstands."<sup>17</sup>

Surveys allow editors to tailor the periodical to their readers, and they are "invaluable for creating strategy, for establishing realistic goals, and for providing guidance on how best to achieve these goals."<sup>18</sup> In the article, "Using Survey Research to Improve Alumni Publications," author John Bartolomeo wrote, "survey research is ideally suited to indicate whether and how these goals are being achieved. A survey can measure both general assessments of the university and specific perceptions that might account for those general assessments."<sup>19</sup> Also discussing how readership surveys are essential to magazine improvement, Miller wrote:

Readership surveys are the best way to find out what is being read and what alumni wish their periodicals to contain. Armed with information from such a survey, plus information from more general research on alumni attitudes and opinions, editors and alumni administrators can map effective strategies for their periodicals.<sup>20</sup>

Moreover, these surveys not only tell editors what departments in the magazine are being read but also outline needed changes. Bartolomeo examined how surveys give an analysis of the relationship between specific attitudes and how they provide insights into negative ones. He explained that the same surveys could reveal how some readers who were possibly dissatisfied with the publication because of unhappy memories of their years on campus could also uncover the positive attitudes these dissatisfied people held. After identifying needed changes, the required action toward resolving the problem will give, "...added focus to these themes and slowly convert the disaffected, or at least a sizable number of them."<sup>21</sup>

Self-administered questionnaires are helpful in guiding editors to the areas in the magazine that need modification. "By knowing their audience and by pinpointing which articles fell under the categories of 'read all,' 'read most,' and 'read some,' the editors gain reinforcement for editorial decisions."<sup>22</sup> Bartolomeo wrote, "alumni relations managers have found it necessary to significantly alter the space allocated to certain topics in their publications and even to create new and different feature sections in their magazine...as a result of a survey of their readers."<sup>23</sup> He also explained that readership surveys allow a two-way flow of communication -- "not just from the institution to alumni but also from alumni to the university, in which case it takes the form of suggestions, criticisms, or information."<sup>24</sup> Periodic research reveals needed changes and surveys are one of the most effective methods of identifying existing attitudes.

### Promotion and Fund Raising Within the Publications

As university magazines continue to focus on creative, informative and entertaining issues surrounding the institution, many university administrators still believe this communication vehicle should glorify the institution with features focusing extensively on awards, grants and alumni donations. Bernard Carman, director of public information at Lafayette College wrote in the article, "Beyond Control" that "regardless of what they may say few schools, colleges, or universities publish alumni magazines out of disinterested regard for the exchange of ideas. They publish because they believe that a magazine yields a return on an investment."<sup>25</sup> Crawford maintained that university magazines should be subtle in their fund raising approach. She wrote, "Alumni newsletters and magazines are primarily goodwill ambassadors. They rarely ask directly for contributions of funds, time, or effort, though they acknowledge contributions that have been made."<sup>26</sup> Along the same lines, Carman wrote magazines should, "... attract the interest of people from whom your institution hopes to make a profit by converting that interest into active support of one kind or another, most often financial."<sup>27</sup>

Even though the alumni magazine is sponsored by the university and serves as a fund-raising agent for the school, blatant requests for financial support are usually considered to be taboo. "If you don't do anything for alumni other than ask them for money, they won't be sending you money. You have to cultivate them."<sup>28</sup> LaSalle wrote "nothing will promote the worth of an institution more

persuasively to potential donors and alumni volunteers than features that show -- rather than promotional announcements that tell -- the institution's academic quality and vitality."<sup>29</sup> She also wrote, "Too often the magazines are edited on a part-time basis by public relations or fund-raising members who regard the magazines as house organs rather than as free alumni periodicals. They abuse the purpose of these magazines by packing them with fund-raising materials."<sup>30</sup>

Information alumni receive from the periodical not only can have a positive effect on their response to the university but also a positive effect on development officers' pleas for money. Andrew W. M. Beierle, editor of *Emory Magazine*, wrote, "While the editor should never forget that his or her ultimate goal is the advancement of the institution, in my opinion the most effective university periodicals are those that operate with a strong sense of mission not directly tied to fund raising."<sup>31</sup>

In summary, it is important for editors to keep their integrity and respect for the publication intact by rejecting obtrusive fund-raising pleas.

### **The Magazine as a Public Relations Tool**

As long as the alumni magazine remains a public relations tool for the university, it is important that editors do not sacrifice the quality of the publication for flattering stories, devised by administrators, designed to create a flawless image. LaSalle wrote, "Editors must be allowed to master their craft, while alumni administrators and fund raisers build upon those efforts to

encourage involvement and investment. The roles should not be confused, and need not be. They work in tandem toward the goal of advancement."<sup>32</sup>

In the article "United We Stand," J.S. Stockdale, director of college relations for Davidson College, examined the importance of promoting the institution without sacrificing integrity. Stockdale wrote the only way to respect yourself in the morning is to refuse to publish promotional material disguised as news. "Promote your institution, its people and its values...[and] avoid shameless boosterism."<sup>33</sup> Before including stories that place the university on a pedestal, editors need to remember their audience once attended the university and realize the school isn't immune to problems and controversy. Rhodes, who has worked with university publications for more than 35 years wrote:

A lot of editors have the feeling that they must ballyhoo the institution on every page instead of letting it speak for itself through its deeds. Some editors feel compelled to tell the readers how great 'The Big Blue' is, how much more wonderful it is than other schools.<sup>34</sup>

LaSalle also advocated the need for editors to refuse administrators' push for promotional material. She wrote, "A good alumni magazine should not regurgitate press releases or bland renditions of what a university thinks it is..."<sup>35</sup>

Even if the editor has the authority to avoid administrative puffery, his or her job is still difficult because readers know the magazine is university sponsored. James Leach, editor of *Colgate Scene*, wrote, "anticipating [readers'] skepticism may be the most convincing argument for truth and fair reporting and the establishment of editorial control."<sup>36</sup>

### Editors' Self Censorship

Tension exists between editors and university administrators on the extent of editorial freedom available, but even those editors given total control tend to censor themselves out of concern for their job. It is important for editors to look out for themselves and know what might upset the administrative office. LaSalle wrote, "An unmeasured element in the issue of freedom, however, is self-censorship. Knowing (or believing that they know) what the administration will bear,...editors flatten the reporting in their magazines to avoid risking official censorship or their jobs."<sup>37</sup>

It is crucial for editors to recognize personal conflict between their professional advancement and journalistic honor before they can "produce periodicals that are believable and truthful presentation of information about the institution and its family."<sup>38</sup> In the article, "Can Alumni Publications Be Both Loyal and Free?" George C. Keller wrote:

This tolerance for heat is necessary for the flowering of freedom in the alumni press. It is precisely the lack of tolerance for debate and discussion among alumni publishers -- presidents, vice presidents of development and information, and alumni directors -- and among many alumni editors, most of whom censor themselves regularly for fear of stirring up real discussions, that crushes and checks free expression in the alumni press.<sup>39</sup>

Through the years a price tag has been placed on defining editorial freedom -- and it comes in the form of a willingness to strive for common understanding. This need for a common understanding has played a part in the development of editorial boards, which are designed to allow editors, faculty,

alumni and administrators collectively to offer opinions on the publication's direction and story topics. Miller wrote administrators and editors believe the "alumni periodical has a responsibility to report accurately and responsively to alumni -- the stockholders of the institution -- the news, views, and featured programs of the institution."<sup>40</sup>

Instead of hiding stories that might create any unfavorable attitudes, James L. Fisher, former president of Townson State College, urged administrators to face their alumni and embrace editorial freedom. He wrote:

A wise president communicates honestly and completely with alumni, even if the news isn't always popular ... [A]n unfettered alumni press inspired by a dynamic president will, in any case, yield better results than a restricted editor putting out what amounts to a tired house organ -- such censorship is always obvious.<sup>41</sup>

As an advancement tool for the university, the magazine will often distort realities of campus life to produce a mythical institution. In the article, "Can Alumni Publications Be Both Loyal and Free?," Keller explained how commercial presses distort reality with endless stories on crime, murder and violence, yet the alumni press continues to distort reality by "concentrating so cheerfully on the smooth, laudatory, idealistic side of life."<sup>42</sup> Since the magazine functions as a chronicle for the institution, compiling and interpreting history, it should recount both the good times and the bad times. Stockdale wrote magazines should "dare to otherwise go where fund raisers fear to tread and report on campus controversies -- like incidents of alcohol abuse or sexual harassment."<sup>43</sup>

By facing the unfavorable, universities unlock closed communication lines



existing between the university and alumni. LaSalle wrote that "most top magazine editors agree that their periodicals best serve their institutions' fund-raising efforts when they are permitted to be their best as vehicles of open communication."<sup>44</sup>

But without this communication and openness, she believed the "editorial credibility and vitality of magazines can be weakened if their content is directed toward purely promotional goals. This direction can compromise the magazine's role as a vehicle for covering the institution fully and freely."<sup>45</sup>

### **Covering Controversy**

While no institution is immune to conflict, many alumni publications choose to ignore unflattering attention and concentrate on features about successful alumni and research breakthroughs. "Just about all the publications depend on the institution they serve for their very existence... Rarely is such a publication critical of the institution it serves..."<sup>46</sup>

When institutions ignore controversial situations, alumni only get a partial explanation instead of the total picture. Rhodes wrote, "Alumni know there's no unanimity on anything on campus except the need for vacations."<sup>47</sup> The executive director of the Michigan State Alumni Association encourages university magazines to be honest with readers and objectively report issues facing the university without exposing the university's "dirty linen." "The university is not perfect; alumni are not dumb, and they realize it when we duck key issues and feed them pabulum about all the good things."<sup>48</sup> Along the same lines, LaSalle

mentioned that editors need to confront controversies with objective stories because "ignoring a bad situation may help you escape the wrath of your boss, but it won't meet your obligation to your readers or your conscience."<sup>49</sup>

In addition, Stephen Lyons, in the article, "Divided We Stand," advocated the need to confront readers with the truth -- even if it means bad press. He wrote, "Campuses run from conflicts. As they run, so does their credibility."<sup>50</sup>

Finally, addressing the issues of controversy and the alumni magazine, LaSalle listed four important aims for a university magazine faced with such problems. Her suggestions were:

- Communicate the message that the institution is strong enough to face and admit its problems, setting the groundwork for reform.
- Provide a fuller account of complex dilemmas that the media may cover only superficially.
- Place the current crisis into a perspective that will enhance alumni understanding -- and patience -- as solutions are sought.
- Uphold the integrity of the academy, and, in so doing, show alumni and others that it is worthy of their trust and support.<sup>51</sup>

By reviewing LaSalle's suggestions, editors are able to see the importance of addressing controversial issues. Editorial integrity should be a part of alumni publications if alumni are to remain in-touch with their alma mater.

### **Conclusion**

In summary, this chapter looked at many of the alumni magazine functions, and how they are utilized by the university. These magazines serve to keep alumni

in touch with their alma mater, up-to-date on their classmates and informed about research advancements. It is the duty of the university magazine to provide alumni with articles connecting university advancements and programs to the everyday lives of its readers.

For the magazine to have a working relationship with alumni, readership surveys are a necessity. These surveys let magazine editors know what their readers' interests are, and prevent them from trying to reach an uninterested audience with futile tactics.

Moreover, it is also important for all administrators, as well as the magazine editor, to set up and define the magazine's functions. Without a complete and clear understanding of the magazine's purpose and mission, editors and administrators alike, easily can cross the mission boundaries in an attempt to use the magazine as a promotional and fund-raising vehicle.

Even with explicit operational definitions of the magazine's mission, the editor may unconsciously, and possibly consciously, censor unfavorable material to please supervisors and secure his or her job; that is, an editor may find himself or herself in an uncomfortable position during times of controversy. Alumni magazines are often asked not to report sensitive issues that may jeopardize alumni donations and taint the university's "flawless" image.

Finally, it is important to note that the university magazine is often the only connection alumni have with their alma mater. Even though the magazine faces many challenges from mission statements to editorial control, it continues to keep alumni informed and plays a significant role in creating and maintaining support for the university.

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## **CHAPTER III**

### **METHODOLOGY**

#### **Overview**

Chapter three describes how this readership survey was conducted. It includes a summary of the sample population and questionnaire. It also includes variables, null hypotheses, data-recording plan, statistical tests and test limitations.

#### **Selection of Sample**

*Oklahoma State Magazine's* spring 1992 mailing list was used to select respondents for this readership survey. Only people identified with a military APO address, indicating overseas addresses, and people identified as friends of the university, those who did not graduate from OSU, were excluded from the research population.

A systematic random sample of 400 Oklahoma State University alumni was mailed a questionnaire and asked to respond to various types of questions concerning the alumni publication. This sample size was needed to obtain a 95% confidence level. The magazine's population included 18,500 people; this number was divided by the sample size of 400 in order to obtain a "skip interval" of 46. A



starting point was chosen by randomly selecting a number from a random number table.

A two-page questionnaire, printed on both sides, with a cover letter was mailed to respondents on March 31, 1992, and was due back on April 22, 1992. The same questionnaire was mailed a second time on May 5, 1992, to those who did not return the first questionnaire. These were due back June 3, 1992; no questionnaires were accepted after this date. Copies of the questionnaire and cover letter are in Appendix A and B.

### **Research Approach**

A cover letter addressed to alumni explained the purpose of the research and its importance. It also explained the numbered label on the last page of the questionnaire would be marked out upon return to ensure respondents' confidentiality.

The questionnaire was printed on two pages, front and back. It had multiple choice questions where respondents checked a box that most closely represented their opinion. The survey also included a question where alumni were asked to rank story categories according to their interests. The questionnaire included several open-ended questions, allowing alumni to express their opinion and offer suggestions to the magazine editors.

### Research Instrument

The first three questions sought to determine basic information about *Oklahoma State Magazine*: how much of the magazine was read; should the frequency of publication be changed; and if the magazine was alumni's main source of news about the university.

The fourth and fifth questions asked respondents to indicate their favorite section of the magazine as well as the section they turn to first.

The sixth and seventh questions sought to discover specific focus areas for stories.

The eighth question examined alumni interest in successful alumni feature stories.

The ninth question sought to determine if more emphasis and space should be placed on "Class Notes."

The tenth question sought to discover if alumni believed the magazine adequately addresses controversial issues involving the university.

Questions 11 - 18 sought to determine whether various sections, photos and advertisements in the magazine were interesting and of adequate length to the reader.

Questions 19 and 20 were open-ended questions that were used to get alumni to offer suggestions for story ideas and changes to the magazine.

Questions 21 - 26 sought to discover information about the respondent: gender, spouse's attendance at OSU, degrees obtained, academic college attended,

year graduated and annual income.

The final question sought to determine whether alumni would be willing to pay for the magazine, which is currently distributed free with an alumni association membership.

### **Hypotheses**

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and respondents' ranking of enjoyment of the magazine.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the extent the magazine read.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and their preference for the magazine's frequency of publication.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and their main source of news about OSU.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the feature department read first.

There is no relationship between alumni's gender, graduation year,

academic college, highest degree held and annual income and the department ranked most enjoyable.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the need to increase stories on specific academic colleges such as arts and science, business and agriculture.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and their interest in successful alumni features.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the degree to which readers believe the alumni magazine adequately covers controversial issues surrounding the university.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the extent various departments in the magazine are found interesting. These departments are: "OSU Legacies," "Campus News," "Awards and Recognitions" and "Research Update."

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and a favorable article length for the various departments and the magazine overall. These departments are: "OSU Legacies," "Campus News," "Awards and Recognitions" and "Research Update."

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the extent various articles in the magazine are considered useful.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the usefulness of advertisements contained in the magazine.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and the quality and interest in photographs in the magazine.

There is no relationship between alumni's gender, graduation year, academic college, highest degree held and annual income and readers' interest in seeing more class notes even though it might mean fewer feature stories.

### **Data Processing and Analysis**

As questionnaires were returned, responses were put into the MYSTAT and SYSTAT statistical programs for analysis. Open-ended questions were given a number and like responses were assigned the same number.

The independent variables of gender, graduation year, academic college graduated from, year graduated, annual income and degree held are nominal data. Each level was assigned a number and all like responses were given the same number. Graduation year was divided into decades, such as 1930 - 1939, and assigned a number for the decade.

A frequency count was made on questions 2, 4, 6, 9 and 27 to determine the following: preferred frequency of publication; first magazine section read; areas alumni would like more stories written; whether alumni would like to see more class notes; and amount alumni would pay for the magazine.

Questions 1, 2, 3 and 9 are nominal data and required a complex chi-square at .05 level of significance to determine if there was a relationship between respondent's gender, graduation year, academic college graduated from, year graduated, annual income and degree held.

Question 5 is ordinal data and required a Spearman Rho to determine if there was a relationship between the independent variables and which section was chosen as the most enjoyable.

Questions, 7, 8, 10 - 18, are score data and required an Anova and Tukey and Eta at a .05 level of confidence. These tests were used to determine whether there was a relationship between the independent variable and the degree to which respondent's liked the various sections of the magazine. These questions were compared to the independent variables to see if one variable had greater influence over the others.

### **Assumptions and Limitations**

It is assumed that respondents answered the questions accurately, with complete understanding and honesty. The questionnaire format limited responses, and the open-ended questions required respondents to take time to think about the question. The open-ended questions made coding difficult, since answers varied greatly. Responses only hold true for this population, at this time.

## **CHAPTER IV**

### **FINDINGS**

#### **Overview**

Chapter IV looks at the relationship between the five independent variables of gender, degree obtained, graduation year, academic college and income level with the dependent variables. It also provides explanation of the statistically significant findings.

#### **General**

This study was designed to determine the needs, interests and opinions of the alumni magazine's readers. Alumni were surveyed on their interests in the various sections of the magazine and were asked to offer suggestions for story ideas and potential changes.

In an attempt to find what former students enjoyed reading most in the alumni magazine, a questionnaire was mailed to 400 randomly selected readers. Two-hundred and twenty-five questionnaires were returned after two mailings, which gave a 56 percent response rate. A two-page questionnaire was mailed to respondents on March 31, 1992, and was due back on April 22, 1992; the same



questionnaire was mailed a second time on May 5, 1992, to those who did not return the first questionnaire, and was due back June 3, 1992.

Respondents were classified by demographic variables of gender, degree obtained from OSU, academic college attended, graduation year and income. These variables were broken into categories to make tabulation easier. Once respondents returned the questionnaire, graduation year was categorized by decade beginning with 1920-29 and going through 1990-1991. Statistically significant findings are identified by boldface type in Tables I - XL.

### **Description of Respondents**

The demographics of this sample revealed that more men than women responded to the survey; 154 men (71 percent) and 64 women (29 percent) completed and returned the questionnaire (N = 218). The typical *Oklahoma State Magazine* reader was graduated from OSU's College of Business (26 percent) and earns an annual income between \$25,000 - \$45,999 (34 percent). In addition, the typical reader was graduated from OSU between the years of 1980 and 1989 (29 percent), and the majority (71 percent) obtained a bachelor's degree from OSU. Tables I through IV show the data for academic college, degrees obtained, graduation year and income. The typical *Oklahoma State Magazine* reader is indicated in bold.

TABLE I  
DESCRIPTION OF RESPONDENTS ACADEMIC COLLEGE  
BY PERCENTAGE

---

N = 208	
College of Arts and Science	13%
College of Home Economics	10
College of Agriculture	16
College of Education	11
<b>College of Business</b>	<b>26</b>
College of Veterinary Medicine	4
College of Osteopathic Medicine	0
College of Engineering	<u>20</u>
<b>TOTAL</b>	<b>100%</b>

---

TABLE II  
DESCRIPTION OF RESPONDENTS DEGREE OBTAINED  
BY PERCENTAGE

---

N = 213	
No Degree from OSU	1%
Associate's Degree	0
<b>Bachelor's Degree</b>	<b>71</b>
Master's Degree	16
Doctor of Philosophy	3
Doctor of Education	4
Doctor of Veterinary Medicine	4
Doctor of Osteopathic Medicine	0
<b>TOTAL</b>	<b>100%</b>

---

TABLE III

DESCRIPTION OF RESPONDENTS GRADUATION YEAR  
BY PERCENTAGE CATEGORIZED BY DECADE

N = 198	
1920 - 1929	0%
1930 - 1939	3
1940 - 1949	8
1950 - 1959	14
1960 - 1969	18
1970 - 1979	21
<b>1980 - 1989</b>	<b>29</b>
1990 - 1991	7
<b>TOTAL</b>	<b>100%</b>

TABLE IV

DESCRIPTION OF RESPONDENTS ANNUAL INCOME  
BY PERCENTAGE

N = 196	
Less than \$25,000	13%
<b>\$25,000 - \$45,999</b>	<b>34</b>
\$46,000 - \$65,999	25
\$66,000 - \$85,999	10
\$86,000 - \$105,999	5
\$106,000 - \$115,999	4
More than \$116,000	2
<b>TOTAL</b>	<b>100%</b>

## Respondents' Interest in Successful Alumni Features

### Relationship Between Respondents' Gender and Interest in Successful Alumni Features

Table V shows how readers rated feature stories about successful alumni. Those data indicated that women were slightly more interested in these success stories than were men. The difference can be seen by looking at the mean scores; the lower the mean the higher the interest level.

A randomized ANOVA produced a calculated F of 4.423. The critical value at  $df = 1$  and 209 and 95% confidence is 3.84. The difference is statistically significant and the null hypothesis is rejected. At a 95% confidence level there is a significant relationship among a person's gender and his or her interest in feature stories about successful alumni.

TABLE V

RELATIONSHIPS BETWEEN RESPONDENTS' GENDER AND INTEREST  
IN SUCCESSFUL ALUMNI FEATURE STORIES  
BASED ON MEANS

Overall Rating = 1.950		
	Male	Female
Interest in alumni features	2.053	1.733

Relationship Between Respondents' Income Level  
and Interest in Successful Alumni Features

Income level was divided into seven groups and Table VI shows how respondents rated features on successful alumni. These data indicated that individuals making more than \$116,000 a year found these feature stories to be the most interesting followed by individuals with an annual salary between \$106,000 and \$115,999 as well as those former students making \$46,000 - \$65,999. Alumni with an annual income between \$66,000 and \$85,999 found the articles to be the least interesting.

A randomized ANOVA produced a calculated F of 3.368. The critical value at  $df = 6$  and 186 and 99.5% confidence is 3.09. The difference is statistically significant at a 99.5% confidence level, and the null hypothesis is rejected. This finding confirms that a relationship exists between a person's income level and his or her interest in successful alumni features. The lower mean represent a higher interest level, and the higher mean represents a lower interest level.

TABLE VI

RELATIONSHIP BETWEEN RESPONDENTS' INCOME AND INTEREST  
IN SUCCESSFUL ALUMNI FEATURES BASED ON MEANS

N = 196	
Overall Rating = 1.950	
Less than \$25,999	2.042
\$25,000 - \$45,999	1.938
\$46,000 - \$65,999	1.816
\$66,000 - \$85,999	2.722
\$86,000 - \$105,999	2.300
\$106,000 - \$115,999	1.556
<b>More than \$116,000</b>	<b>1.500</b>

A Tukey test with a critical range of .180 was conducted to determine where differences between income level and interest appear.

A real differences in the interest in successful alumni features was found among readers with an annual income less than \$25,000 and those making between \$25,000 - \$45,999; \$46,000 - \$65,999; \$66,000 - \$85,999; \$86,000 - \$105,999; \$106,000 - \$115,999; and those making more than \$116,000. Readers who make less than \$25,000 a year did not find the successful alumni feature stories as interesting as those alumni with income levels between \$25,000 - \$45,999; \$46,000 - \$65,999; \$66,000 - \$85,999; \$86,000 - \$105,999; \$106,000 - \$115,999; and those making more than \$116,000.

The Tukey test also revealed a real interest level difference in successful

alumni feature stories among alumni who have a yearly salary of \$25,000 - \$45,999 and those with a salary between \$66,000 - \$85,999; \$86,000 - \$105,999; \$106,000 - \$115,999; and those making more than \$116,000. Alumni with an annual salary between \$25,000 - \$45,999 were more interested in the alumni feature stories than those readers with an annual salary between \$66,000 - \$85,999; \$86,000 - \$105,999; \$106,000 - \$115,999; and those making more than \$116,000.

This test also showed a real difference in the interest level for successful alumni features among those alumni who had an annual salary between \$46,000 and \$65,999 and those alumni who had an annual salary of \$86,000 - \$105,999; \$106,000 - \$115,999; and those making more than \$116,000. These alumni considered the articles to be more interesting than those with an annual salary between \$66,000 - \$85,999 and \$86,000 - \$105,999; yet, they did consider these stories to be more interesting than those alumni with an annual salary between \$106,000 - \$115,999 or those making more than \$116,000.

A real interest level difference toward successful alumni features was also found among those alumni who had an annual salary between \$66,000 - \$85,999 and those alumni with an annual salary between \$86,000 - \$105,999; \$106,000 - \$115,999; and those with an annual salary greater than \$116,000. Alumni with an annual income between \$66,000 - \$85,999 did not consider the successful alumni features to be as interesting as those who had a salary of \$86,000 - \$105,999. They did, however, consider the stories to be more interesting than did alumni who had a salary of \$106,000 - \$115,999 and those making more than \$116,000 per year.



The test also revealed a real difference in interest levels toward the successful alumni features with readers who made between \$106,000 and \$115,999 and those readers with an income greater than \$116,000. Readers with a salary greater than \$116,000 a year liked the successful alumni features more than those making between \$106,000 and \$115,999.

Relationship Between Respondents' Academic College  
and Interest in Successful Alumni Features

Table VII shows how academic college attended has a relationship to the extent readers found articles on successful alumni interesting. Those persons who graduated from the College of Education, College of Agriculture, College of Home Economics, College of Arts and Science find these stories the most interesting. Readers who graduated from the College of Veterinary Medicine, College of Business and the College of Engineering found the stories the least interesting.

A randomized ANOVA produced a calculated F of 2.587. The critical value at  $df = 7$  and 196 and 99% confidence is 2.587. The difference is significant and the null hypothesis is rejected. There is a statistically significant relationship between a reader's academic college and his or her interest in successful alumni features at a 99% level of confidence.

TABLE VII

RELATIONSHIP BETWEEN RESPONDENTS' ACADEMIC COLLEGE  
AND INTEREST IN SUCCESSFUL ALUMNI FEATURES  
BASED ON MEANS

N = 204	
Overall Rating = 1.950	
College of Arts and Science	1.923
College of Home Economics	1.800
College of Agriculture	1.758
<b>College of Education</b>	<b>1.478</b>
College of Business	2.038
<b>College of Veterinary Medicine</b>	<b>2.778</b>
College of Osteopathic Medicine	.000
College of Engineering	2.200

A Tukey test with a critical range of .296 was conducted to determine where differences between academic college and interest in successful alumni articles appear.

This Tukey test revealed a real difference in the attitudes toward successful alumni features among readers with degrees from the College of Arts and Science and readers from home economics, agriculture, education, veterinary medicine, business and engineering. Arts and Science majors were more likely to consider the successful alumni features less interesting than readers who were graduated from home economics, agriculture and education, but they did consider the stories

to be more interesting than the graduates from veterinary medicine, engineering and business.

A real interest level difference in successful alumni features was also found to exist among home economics majors and education, veterinary medicine, business, agriculture and engineering majors. Home economic graduates who read *Oklahoma State Magazine* were not as interested in these feature stories as were graduates from the College of Education and the College of Engineering. They were, however, more interested in these stories than veterinary medicine, business and education majors.

The Tukey test also revealed a real interest level difference among readers who were graduated from the College of Agriculture and those readers with degrees in veterinary medicine, business and engineering. Readers with degrees in agriculture were more interested in successful alumni feature stories than readers with degrees in veterinary medicine, business and engineering.

Another real difference was found to exist among readers who were graduated from OSU with degrees in education and those readers who were graduated with degrees in veterinary medicine, business and engineering. These readers with education degrees were more interested in alumni success stories than readers with degrees in business, veterinary medicine and engineering.

Finally, a real interest level difference was found among those graduates who have degrees in veterinary medicine and those with degrees in business and engineering. The same difference existed between business majors and

engineering majors. Readers with degrees in veterinary medicine were not as interested in successful alumni features as were readers who have degrees in business and engineering. Readers with degrees in business were more interested in these successful alumni feature stories than were readers with degrees in engineering.

### **Respondents' Interest in Articles on Controversial Issues Surrounding the University**

#### Relationships Between Degree Obtained and Articles on Controversy

Table VIII shows that alumni who received their doctoral degree in education believe *Oklahoma State Magazine* adequately addressed controversial issues surrounding the university. This was followed by readers who had not received a degree from OSU. Alumni who received a degree in veterinary medicine as well as those readers who were graduated from OSU with a master's degree believed the magazine did not adequately cover these issues. The majority of the magazine's readers, those with bachelor's degrees, are neutral, but lean toward believing that the magazine only somewhat covered controversy adequately.

A randomized ANOVA produced a calculated F of 2.315. The critical value at  $df = 5$  and 198 and 95% confidence is 2.21. The difference is statistically significant at a 95% confidence level and the null hypothesis is rejected. A

statistically significant relationship was found between academic degree held and the extent former students believe *Oklahoma State Magazine* adequately reports on controversial issues involving the university. On a scale of 1 - 5, one represents adequate coverage of controversial issues while five represents non-adequate coverage.

TABLE VIII

RELATIONSHIP BETWEEN RESPONDENTS' DEGREE AND BELIEF  
MAGAZINE ADEQUATELY COVERS CONTROVERSIAL ISSUES  
SURROUNDING THE UNIVERSITY BASED ON MEANS

N = 213	
Overall Rating = 3.177	
No Degree from OSU	2.500
Bachelor's Degree	3.129
Master's Degree	3.485
Doctor of Philosophy	3.167
<b>Doctor of Education</b>	<b>2.429</b>
Doctor of Veterinary Medicine	3.556

A Tukey test with a critical range of .273 was conducted to determine where differences between degree obtained and the extent to which alumni believed the magazine adequately covered controversial issues surrounding the institution. This test showed that readers who were not graduated from OSU believed the magazine covered controversial issues more adequately than those

readers who were graduated from OSU with a bachelor's degree; than those who were graduated from OSU with a master's degree; than those who were graduated from OSU with a Ph.D.; and than those who were graduated from OSU with a DVM.

This Tukey test also showed a real difference in the extent to which readers with bachelor's degrees believed the magazine adequately covered controversial issues. It showed readers holding a bachelor's degree believed the magazine did cover controversial issues better than those readers who had a master's degree and those with a DVM. Yet, readers with a Ed.D. were more likely to agree the magazine did a better job in addressing such issues than readers with a bachelor's degree.

This test also showed a real difference among the views of readers with a master's degree and those readers with a Ph.D. or an Ed.D. Alumni who held a master's degree from OSU were more likely to believe the magazine did as good a job addressing controversial issues as those readers who had a Ph.D. including those with an Ed.D.

It also showed a real difference in views exists among readers with a Ph.D. and those with a Ed.D. as well as readers who held a DVM. So, readers with a Ph.D. believed the magazine did not do as good a job addressing controversial issues as those readers with a Ed.D.; yet, they did believe it did a better job addressing these issues than readers with a DVM.

Finally, the test found a real difference in attitudes among readers with an

Ed.D. and those with a DVM; readers with an Ed.D. from OSU believed the magazine did a better job addressing these issues than those with a DVM.

Relationship Between Graduation Year  
and Articles on Controversy

Table IX shows that alumni who were graduated from OSU during the 1940s and 1950s believed *Oklahoma State Magazine* adequately covered controversial issues surrounding the university. Those alumni who were graduated between 1980 and 1989 did not believe the university magazine adequately covered controversial issues.

A randomized ANOVA produced a calculated F of 3.300. The critical value at  $df = 6$  and 182 and 99.5% confidence is 3.09. The difference is significant and the null hypothesis is rejected. At a 99.5% confidence level there is a statistically significant relationship between graduation year and former OSU students' belief that the magazine adequately covers controversial issues surrounding the university. The lower means indicate the degree to which alumni believed the magazine adequately covered controversial issues, while the higher means indicates the degree to which readers did not believe these issues are covered adequately. On a scale of one to five, one means strongly agree the magazine is doing an adequate job, and five means strongly disagree the magazine is doing an adequate job.

TABLE IX

RELATIONSHIP BETWEEN RESPONDENTS' GRADUATION YEAR AND  
BELIEF MAGAZINE ADEQUATELY COVERS CONTROVERSIAL  
ISSUES SURROUNDING THE UNIVERSITY  
BASED ON MEANS

N = 189	
Overall Rating = 3.089	
1920 - 1929	.000
1930 - 1939	3.000
1940 - 1949	2.857
<b>1950 - 1959</b>	<b>2.778</b>
1960 - 1969	3.030
1970 - 1979	3.357
1980 - 1989	3.545
1990 - 1991	3.077

A Tukey test with a critical range of .179 was conducted to determine where difference between graduation year and the degree to which readers believed the magazine adequately covered controversial issues surrounding the university appear.

This test revealed that a real difference in attitudes existed among those readers who were graduated during the 1930s and readers who were graduated from OSU during the 1940s, 1950s, 1970s and 1980s. Graduates from the 1930s were more likely to believe the magazine adequately addressed controversial issues than those of the 1970s and 1980s, yet 1930 - 1939 OSU graduates weren't



as likely to believe the magazine adequately covered these issues as were graduates from the 1940s and 1950s.

A real difference in attitudes was also found among OSU graduates from the 1940s and those of the 1970s, 1980s and 1990s. Readers who were graduated from OSU during the 1940s agreed the magazine adequately covered controversial issues better than those from the 1970s, 1980s and 1990s.

Readers who were graduated from OSU during the 1950s also were more likely to believe the magazine adequately covered controversial issues better than those of the 1960s, 1970s, 1980s and 1990s. A real difference was found among the attitudes between these categories of readers.

In addition, a real difference existed among graduates from the 1960s and those graduates from the 1970s and 1980s. Readers from both the 1970s and 1980s rated the magazine higher than readers from the 1960s; readers from the 1970s and 1980s did not believe the magazine did as good a job covering these issues as readers from the 1960s.

A real difference was also found among readers from the 1970s and those from the 1980s and 1990s. While those readers from the 1970s believed the magazine did a better job covering controversial issues surrounding the university better than those readers from the 1980s, readers from the 1990s had a better attitude toward this coverage than did readers from the 1970s.

Finally, a real difference in attitudes toward controversial issues surrounding the university existed among readers from the 1980s and those from

the 1990s. Readers who were graduated from OSU during 1990 or 1991 agreed the magazine adequately covered controversial issues better than readers from the 1980s.

### **Respondents' Interest in Stories on Specific Academic Colleges**

#### Relationship Between Graduation Year and Interest in Stories on Specific Colleges

Table X shows former students' opinions on whether the magazine should include more stories about specific colleges at OSU, such as Arts and Science, Business and Home Economics. These data showed that alumni who were graduated from OSU in 1990 or 1991 strongly believed *Oklahoma State Magazine* needed to include more stories addressing specific colleges. This was followed by readers who graduated from OSU between 1980 and 1989. Readers who were graduated from OSU between 1940 and 1949 only somewhat agreed that these stories should be included in the magazine. Graduation year was divided into eight categories (i.e., 1970-79), and all groups believed to some degree that the magazine should include stories about specific academic colleges.

A randomized ANOVA produced a calculated F of 2.588. The critical value at  $df = 6$  and 181 and 97.5% confidence is 2.41. The difference is significant at a 97.5% level of confidence, and the null hypothesis is rejected. A statistically significant relationship between graduation year and the belief that the magazine needs to include more stories about specific colleges was found. The lower mean

indicates a greater interest and the higher mean indicates a lesser interest.

**TABLE X**  
**RELATIONSHIP BETWEEN RESPONDENTS' GRADUATION YEAR**  
**AND INTEREST IN STORIES ON SPECIFIC COLLEGES**  
**BASED ON MEANS**

N = 198	
Overall Rating = 2.286	
1920 - 1929	0.000
1930 - 1939	2.500
1940 - 1949	2.714
1950 - 1959	2.222
1960 - 1969	2.242
1970 - 1979	2.488
<b>1980 - 1989</b>	<b>2.196</b>
<b>1990 - 1991</b>	<b>1.462</b>

A Tukey test with a critical range of .057 was conducted to determine where differences between graduation year and the desire to see more articles on specific academic colleges appear.

A real difference in interest in articles on specific academic colleges (i.e. arts and sciences, business, etc.) was found among alumni who were graduated from OSU during the 1930s and those of the 1940s, 1950s, 1960s, 1980s and 1990s. While graduates from the 1940s were more interested in these types of articles

than graduates from the 1930s, early OSU graduates wanted to see articles on specific colleges more than graduates from the 1950s, 1960s, 1980s or 1990s.

A real interest level difference also was found among graduates from the 1940s and those who were graduated from OSU during the 1950s, 1960s, 1970s, 1980s and 1990s. Readers who were graduated between 1940 and 1949 were not as interested in articles on specific colleges as those of the 1950s, 1960s, 1970s, 1980s and 1990s.

Another real interest level difference the Tukey test revealed was among graduates from the 1950s and those from the 1970s and 1990s. Readers who were graduated from OSU during the 1950s were more interest in articles on specific colleges but were not as interested in the same type of stories as those graduates of the 1970s.

A real difference also was found among readers who were graduated from OSU during the 1960s and those finishing during the 1990s. *Oklahoma State Magazine* readers who were graduated between 1990 - 1991 were more interested in articles on specific academic college than graduates from the 1960s.

Again, a real interest-level difference existed among graduates from the 1970s and those of the 1980s and 1990s. A real difference also existed among readers who were graduated from OSU during the 1980s and those graduated between 1990 - 1991. Readers graduated during the 1970s were not as interested in articles on specific colleges as those graduated during the 1980s or between 1990 - 1991. Readers graduated between 1980 - 1989 were not as interested in this

type of article as those graduated between 1990 - 1991.

Relationship Between Respondents' Academic College  
and Interest in Stories on Specific Colleges

Table XI shows how a former student's academic college has a relationship to his or her interest in stories on specific colleges. These data showed that those who were graduated from the College of Agriculture strongly agreed that *Oklahoma State Magazine* should do more stories on specific colleges at OSU (i.e., Arts & Science and Business.) These data also showed that those persons graduated from the College of Veterinary Medicine were not as likely to agree on this need. All academic colleges had a mean less than 3.0, which shows they would like to see more stories on specific colleges.

A randomized ANOVA produced a calculated F of 1.955. The critical value at  $df = 7$  and 190 and 95% confidence is 1.94. The relationship is significant, and the null hypothesis is rejected. A 95% confidence level revealed a statistically significant relationship between readers' academic college and the degree to which they agree on the need to include more stories on specific academic colleges. On a scale of one to five, one represents "strongly agree" the magazine should include more stories on specific college, while five represents "strongly disagree."

TABLE XI

RELATIONSHIP BETWEEN RESPONDENTS' ACADEMIC COLLEGE  
AND INTEREST IN STORIES ON SPECIFIC COLLEGES  
BASED ON MEANS

N = 198	
Overall Rating = 2.286	
College of Arts and Science	2.400
College of Home Economics	2.053
<b>College of Agriculture</b>	<b>2.031</b>
College of Education	2.318
College of Business	2.434
College of Veterinary Medicine	2.778
College of Osteopathic Medicine	.000
College of Engineering	2.158

A Tukey test with a critical range of .296 was conducted to determine where differences between academic college and interest in stories on specific colleges appear.

This test found a real interest level difference in stories on specific colleges among those readers who were graduated from the College of Arts and Sciences and those from the College of Home Economics, College of Agriculture and the College of Veterinary Medicine. Arts and Science majors do not think the magazine should do more stories on specific colleges; home economics and agriculture take an opposite view.

Additionally, a real interest-level difference among home economics

graduates and graduates from business and veterinary medicine was found when it comes to the need for more stories on academic colleges. Home economics graduates more strongly believed the magazine should include more stories on specific colleges than did readers who graduated with degrees in veterinary medicine and business.

The Tukey test also found a real difference in attitudes toward stories on academic colleges among readers with agriculture degrees and those with degrees in education, veterinary medicine and business. Agriculture graduates more strongly believed *Oklahoma State Magazine* should include more stories on specific academic colleges than did education, veterinary medicine and agriculture majors.

Finally, the test revealed a real difference in respondents' opinions about the need for more stories on specific academic stories in the magazine. Those respondents who obtained a doctoral in veterinary medicine from OSU were not as likely to agree with education graduates and business graduates on the need for such stories.

### **Respondents' Interest in Photographs Appearing in *Oklahoma State Magazine***

#### Relationship Between Respondents' Gender and Interest in Photographs

Table XII shows that women considered the photographs to be more

interesting than the men. Women said the photographs were "very interesting," while men seemed to think the photographs were only "somewhat interesting."

A randomized ANOVA produced a calculated F of 5.280. The critical value at  $df = 1$  and 208 and 97.5% confidence is 5.02. A relationship between a person's gender and his or her interest in photographs appearing in *Oklahoma State Magazine* exists at a 97.5% confidence level.

TABLE XII

RELATIONSHIP BETWEEN RESPONDENTS' GENDER AND INTEREST  
IN PHOTOGRAPHS BASED ON MEANS

Overall Rating = 1.862		
	Male	Female
Interest in photographs	1.938	<b>1.678</b>

**Respondents' Preference for Length of Articles  
Appearing in *Oklahoma State Magazine***

Relationship Between Respondents' Gender  
and Preferred Article Length for "OSU Legacies"

Table XIII shows how alumni rated the length of articles in the "OSU Legacies" section of *Oklahoma State Magazine*. On the average, men were more likely to consider the articles to be "somewhat long," while women considered the articles to be "somewhat short."



A randomized ANOVA produced a calculated F of 7.291. The critical value at  $df = 1$  and 194 and 99% confidence is 6.64. The difference is significant, and the null hypothesis is rejected. A 99% confidence level reveals a statistically significant relationship between a person's gender and the extent to which he or she finds the length of articles in the "OSU Legacies" section to be favorable.

**TABLE XIII**  
**RELATIONSHIPS BETWEEN RESPONDENTS' GENDER AND**  
**PREFERRED "OSU LEGACIES" ARTICLE LENGTH**  
**BASED ON MEANS**

Overall Rating = 3.312		
	Male	Female
"OSU Legacies" article length	3.396	<b>3.158</b>

Relationship Between Respondents' Graduation Year  
and Preferred Article Length for "Campus News"

Table XIV show data supporting the differences between a readers' graduation year and his or her opinion on a preferred length for articles appearing in the "Campus News" section of the magazine. These data indicated that persons who were graduated from OSU between 1950 and 1959 considered the length of articles to be "somewhat short." Alumni who graduated in the 1960s consider the articles "somewhat long." Those people being graduated in the 1930s,

1940s and 1990s were neutral and did not consider the articles to be either too long or too short.

A randomized ANOVA produced a calculated F of 3.575. The critical value at  $df = 6$  and 167 and 99.5% confidence is 3.09. The difference is significant and the null hypothesis is rejected. At a 99.5% confidence level a statistically significant relationship exists between readers' graduation year and the length of article they consider to be the most preferred in the "Campus News" section of the magazine. The lower mean represents "too short" while the higher mean represents "too long."

TABLE XIV

RELATIONSHIP BETWEEN RESPONDENTS' GRADUATION YEAR AND  
PREFERRED "CAMPUS NEWS" ARTICLE LENGTH  
BASED ON MEANS

N = 189	
Overall Rating = 2.965	
1920 - 1929	.000
1930 - 1939	3.000
1940 - 1949	3.000
<b>1950 - 1959</b>	<b>2.818</b>
1960 - 1969	3.235
1970 - 1979	3.100
1980 - 1989	3.182
1990 - 1991	3.000

A Tukey test with a critical range of .108 was conducted to determine differences between graduation year and a preferred length for articles in the "Campus News" section of the magazine.

This Tukey test showed a real difference among OSU graduates from the 1930s and graduates from the 1950s, 1960s and 1980s. While this test showed that 1930 - 1939 graduates considered the articles in the "Campus News" section of the magazine to be "somewhat longer" than graduates from the 1950s, they did not consider the articles to be as long as those graduates from the 1960s and 1980s.

The test also showed a real difference among those readers who were graduated during the 1940s and those graduated during the 1950s, 1960s and 1980s. Readers from the 1950s believed the articles were "somewhat short," while 1940 - 1949 graduates considered articles in the "Campus News" section "somewhat long." The same graduates from the 1940s rated the "Campus News" article length shorter than graduates from the 1960s and 1980s.

Another real difference was found in readers' consideration of preferred article length in the "Campus News" section of *Oklahoma State Magazine*. Readers who were graduated between 1950 - 1959 rated the article length to be "somewhat shorter" than graduates from the 1960s, 1970s, 1980s and 1990s.

The Tukey test also revealed a real difference among graduates from the 1960s and those from the 1970s and 1990s. Readers who were graduated from OSU between 1960 and 1969 rated the article length of stories in the "Campus

News" section to be "somewhat longer" than the rating by readers from the 1970s and 1990s.

Finally, a real difference appeared among readers from the 1980s and from the 1990s in their opinions on a preferred article length in the "Campus News" section. Graduates from the 1990s rated the article length to be "somewhat shorter" than graduates from the 1980s.

#### Relationship Between Degree Obtained and Preferred Article Length for "Campus News"

Table XV shows that alumni who received a degree in veterinary medicine believed the length of articles in the "Campus News" section "somewhat long," while those readers who did not receive a degree from OSU believed the articles were "somewhat short." Those readers who hold a doctoral in education or a bachelor's degree believed the articles were "somewhat short."

A randomized ANOVA produced a calculated F of 2.517. The critical value at  $df = 5$  and 183 and 95% confidence is 2.21. The difference is statistically significant and the null hypothesis is not accepted. There is a relationship between the degree held and alumni views on adequate article length in the "Campus News" section of *Oklahoma State Magazine* at a 95% confidence level. The higher means indicate the stories are too long, and the lower means indicate the stories are too short.

TABLE XV

RELATIONSHIP BETWEEN RESPONDENTS' DEGREE OBTAINED  
AND PREFERRED "CAMPUS NEWS" ARTICLE LENGTH  
BASED ON MEANS

N = 213	
Overall Rating = 2.965	
<b>No Degree from OSU</b>	<b>2.500</b>
Bachelor's Degree	2.940
Master's Degree	3.032
Doctor of Philosophy	3.333
Doctor of Education	2.875
<b>Doctor of Veterinary Medicine</b>	<b>3.444</b>

A Tukey test with a critical range of .165 was conducted to determine where differences between degree obtained and "Campus News" article length appear. This test revealed real differences in most preferred article length in the "Campus News" section of the magazine among readers who were not graduated from OSU and readers with bachelor's degrees; readers with master's degrees; readers with Ph.D.'s; readers with Ed.D.'s; and readers with DVM's. The readers who were not graduated from OSU considered the articles to be "somewhat short" while all others considered the articles to be "somewhat long."

The same Tukey test showed a real difference in preferred article length in the "Campus News" section among readers who were graduated from OSU with a bachelor's degree and those with a Ph.D. as well as those with a DVM. Alumni

who hold a bachelor's degree from OSU considered the articles to be "somewhat short" while those reader with a Ph.D. and a DVM were more likely to consider the articles to be "somewhat long."

It also showed the difference among readers with a Ph.D. degrees and readers with DVM was real; those alumni who held a Ph.D. from OSU believed the articles were "somewhat short" while readers with a DVM considered the articles "somewhat long."

Finally, the test revealed a real difference among readers holding an Ed.D. from OSU and those holding a DVM degree. Readers with an Ed.D. considered the articles in the "Campus News" section to be "somewhat short" and readers with a DVM considered the articles to be "somewhat long."

#### Relationship Between Respondents' Academic College and Preferred "Research Update" Article Length

Table XVI shows whether graduates from different academic colleges consider the length of articles in the "Research Update" section of the magazine to be either too long or too short. Those students who were graduated from the College of Veterinary Medicine believed the articles in this section of *Oklahoma State Magazine* were too short, while students who were graduated from the College of Arts and Sciences did not consider the articles to be neither "too long" nor "too short."

A randomized ANOVA produced a calculated F of 1.980. The critical

value at  $df = 7$  and 176 and 95% confidence is 1.94. The difference is significant, and the null hypothesis is rejected. At a 95% confidence level there is a statistically significant relationship between OSU graduates' academic college and the degree to which they think articles in the "Research Update" section are either too long or too short.

TABLE XVI

RELATIONSHIP BETWEEN RESPONDENTS' ACADEMIC COLLEGE  
AND PREFERRED "RESEARCH UPDATE" ARTICLE LENGTH  
BASED ON MEANS

N = 184	
Overall Rating = 2.980	
College of Arts and Science	3.190
College of Home Economics	2.842
College of Agriculture	3.103
College of Education	3.150
College of Business	3.064
College of Veterinary Medicine	2.667
College of Osteopathic Medicine	.000
College of Engineering	2.744

A Tukey test with a critical range of .219 was conducted to determine where differences between academic college and the degree to which alumni consider articles in the "Research Update" section to be either too long or too short.

This test revealed a real difference in the length of articles considered favorable in the "Research Update" section of the magazine among readers who were graduated with degrees from Arts and Science and those readers with degrees in home economics, veterinary medicine and engineering. Readers with degrees in arts and sciences considered the article length of stories in the "Research Update" section to be somewhat too long compared with readers degrees in home economics, veterinary medicine and engineering.

It also showed a real difference in readers' opinions on the article length of stories in this section among readers with degrees in business and those degrees in engineering, home economics, education and veterinary medicine. Business graduates considered articles in the "Research Update" section to be somewhat longer than readers who were graduated with degrees in engineering, home economics and business. Yet, they did not consider the articles to be as long as readers who received degrees in education.

A real difference in opinions among readers with agricultural degrees and those with education, veterinary medicine and engineering degrees on a favorable length in the "Research Update" section of the magazine was found. Agricultural graduates rated the article length in this section of the magazine to be longer than readers with degrees in education, veterinary medicine and engineering.

A real difference in opinions toward article length in the "Research Update" section also exists among readers with degrees in education and those with degrees in home economics and veterinary medicine. Education majors



believed the articles were "somewhat long," while home economics and veterinary medicine believed the articles were "somewhat short."

Finally, engineering majors considered the articles in the "Research Update" section to be somewhat longer than veterinary medicine majors.

#### Relationship Between Respondents' Graduation Year and Preferred Magazine Article Length

Table XVII provides data that show the relationship between a readers' graduation year and his or her views on article lengths in the magazine. Alumni who were graduated from OSU in 1990 or 1991 and those graduated between 1970 and 1971 considered the length of articles in *Oklahoma State Magazine* to be "somewhat long." Alumni graduated between 1940 and 1949 were more apt to consider the articles to be "somewhat short."

A randomized ANOVA produced a calculated F of 2.461. The critical value at  $df = 6$  and 172 and 97.5% confidence is 2.41. The difference is statistically significant, and the null hypothesis is rejected. At a 97.5% confidence level there is a statistically significant relationship between readers' graduation year and the length of article they consider to be favorable in *the Oklahoma State Magazine*. The lower means indicate the belief that the articles appearing in the magazine are "too short" and the higher mean indicates "too long."

TABLE XVII

RELATIONSHIP BETWEEN RESPONDENTS' GRADUATION YEAR AND  
PREFERRED MAGAZINE ARTICLE LENGTH BASED ON MEANS

N = 189	
Overall Rating = 3.089	
1920 - 1929	0.000
1930 - 1939	3.333
1940 - 1949	3.417
1950 - 1959	3.091
1960 - 1969	3.147
<b>1970 - 1979</b>	<b>2.976</b>
1980 - 1989	3.109
<b>1990 - 1991</b>	<b>2.917</b>

A Tukey test with a critical range of .129 was conducted to determine differences between graduation year and preferred length for articles in *Oklahoma State Magazine*.

A real difference in preferred article length appeared among graduates from the 1930s and graduated from the 1950s, 1960s, 1970s, 1980s and 1990s. These readers believed the articles appearing in *Oklahoma State Magazine* were too long, while readers from the 1950s, 1960s, 1970s, 1980s and 1990s believed the articles were too short.

A real difference also existed among graduates from the 1940s and graduates from the 1950s, 1960s, 1970s, 1980s and 1990s. This test revealed that

magazine readers who were graduated from OSU during the 1940s considered the articles appearing in the alumni magazine to be too long, compared to those who graduated during the 1950s, 1960s, 1970s, 1980s and 1990s.

Another real difference was found among graduates from the 1950s and graduates from the 1990s. Readers who were graduated in the 1950s believed the articles were "somewhat long" while readers from the 1990s believed the articles were "somewhat short."

This Tukey test revealed a real difference among readers from the 1960s and readers from the 1970s and 1990s on preferred article length in the *Oklahoma State Magazine*. Readers who were graduated during the 1960s believed the copy in *Oklahoma State Magazine* appeared to be "somewhat long," and readers from the 1970s and 1990s considered the articles to be "somewhat short."

Finally, a real difference in what readers considered to be a preferred article length in *Oklahoma State Magazine* appeared among those graduated during the 1970s and those during the 1980s. A real difference also appeared among OSU graduates of the 1980s and 1990s. Readers from the 1970s believed the articles were "somewhat short" while readers from the 1980s believed the articles were "somewhat long." This real difference also revealed that those graduated in the 1980s believed the articles were "somewhat long" and graduates from the 1990s believed the articles were "somewhat short."

### **Extent Magazine Is Read**

The majority of the readers who responded to the survey do not read *Oklahoma State Magazine* in its entirety. Readers most likely to read all of the magazine had a bachelor's degree in agriculture and were graduated from OSU in the 1980s; they had a yearly income between \$25,000 - \$45,999 and \$46,000 - \$65,999.

A complex chi square was conducted and a .532 calculated chi is not statistically significant at the .05 level of confidence.

Additionally, it is important for editors to know if academic degree is related to the extent the magazine is read. A complex chi square was conducted and a .108 calculated chi is not significant at the .05 level of confidence.

A complex chi square also was conducted to determine if there was a relationship among an alumnus' academic college and the extent they read the magazine. A calculated chi of .199 is not statistically significant at the .05 level of confidence.

It was also important for editors to know if there was any relationship between the extent the magazine is read and readers' graduation year. A calculated chi of .559 is not statistically significant at this .05 level of confidence.

Finally, editors needed to know if there was any relationship between the extent *Oklahoma State Magazine* is read and readers' annual income level. A calculated chi of .918 is not significant at this .05 level of confidence.

TABLE XVIII

EXTENT MAGAZINE IS READ BASED ON RESPONDENTS'  
GENDER BY PERCENTAGES

N = 216					
	All	Most	Some	None	Total
Male (N = 153)	10%	35	52	3	100%
Female (N = 63)	6%	40	48	6	100%

TABLE XIX

EXTENT MAGAZINE IS READ BASED ON RESPONDENTS'  
DEGREE OBTAINED BY PERCENTAGES

N = 211					
	All	Most	Some	None	Total
No Degree (N = 2)	50%	0	50	0	100%
Bachelor's (N = 151)	8%	36	54	2	100%
Master's (N = 34)	12%	44	32	12	100%
Ph.D. (N = 7)	0%	28.5	43	28.5	100%
Ed.D. (N = 8)	12.5%	37.5	50	0	100%
DVM (N = 9)	0%	33	67	0	100%

TABLE XX

EXTENT MAGAZINE IS READ BASED ON RESPONDENTS'  
ACADEMIC COLLEGE BY PERCENTAGES

N = 206					
	All	Most	Some	None	Total
A&S (N = 26)	8%	31	46	15	100%
HE (N = 20)	10%	55	35	0	100%
AG (N = 33)	18%	42	39	0	100%
ED (N = 24)	17%	29	46	8	100%
DVM (N = 9)	0%	33	66	0	100%
BUS (N = 54)	6%	33	59	2	100%
ENG (N = 40)	5%	38	57	0	100%

TABLE XXI

EXTENT MAGAZINE IS READ BASED ON RESPONDENTS'  
GRADUATION YEAR BY PERCENTAGES

N = 196					
	All	Most	Some	None	Total
1930-39 (N = 6)	16%	34	50	0	100%
1940-49 (N = 15)	13%	34	53	0	100%
1950-59 (N = 27)	7%	48	44	0	100%
1960-69 (N = 35)	0%	51	46	3	100%
1970-79 (N = 42)	7%	31	55	7	100%
1980-89 (N = 56)	11%	32	54	3	100%
1990-91 (N = 15)	20%	20	47	13	100%

**TABLE XXII**  
**EXTENT MAGAZINE IS READ BASED ON RESPONDENTS'**  
**ANNUAL INCOME BY PERCENTAGES**

N = 195					
	All	Most	Some	None	Total
<25 (N = 25)	12%	32	56	0	100%
25-45 (N = 65)	9%	34	51	6	100%
46-65 (N = 49)	12%	47	41	0	100%
66-85 (N = 19)	5%	32	63	0	100%
86-105 (N = 10)	0%	30	60	10	100%
106-115 (N = 9)	11%	33	44	11	100%
> 116 (N = 18)	11%	39	44	6	100%

#### **Respondents' Preference for Publication Frequency**

While it is important for editors to know how much of the alumni magazine is read, it is also important for editors to know whether the frequency of the publication is meeting their readers' needs. This study asked respondents how often they would like to see *Oklahoma State Magazine* published. Overall, 69 percent of respondents said there was not a need to change the frequency of publication; these readers would like to see the magazine continue to be published quarterly. Only 17 percent of those who responded to the survey said they would like to see an increase in the publication frequency, and 11 percent

said they would like the frequency of the publication to be decreased to either once or twice a year.

A complex chi square was conducted to determine whether there was a relationship between desired frequency and gender. A calculated chi of .789 is greater than the .05 level of confidence, therefore, this relationship is not statistically significant.

A complex chi square was also conducted to determine whether there was an existing relationship between frequency of publication and academic college. Table XXV reveals that the majority of respondents from all colleges agreed that the frequency of the alumni magazine should not change. Although, 62 percent of business graduates did not want to see a change in publication, 26 percent said they would like to see an increase. A calculated complex chi square of .935 proved not to be statistically significant with a confidence level of .05.

A complex chi square was conducted to determine whether there was an existing relationship between publication frequency and highest degree obtained from OSU. When degree obtained was used as a predictor, it was found that respondents did not want to see the publication's frequency change. A calculated complex chi square of .804 proved not to be statistically significant with a confidence level of .05. To determine whether graduation year was related to preference in publication frequency a complex chi square was conducted, which revealed a calculated chi of .108. This chi square is greater than the .05 level of confidence and is not significant. The majority of *Oklahoma State Magazine*



readers surveyed were graduated from OSU during the 1980s, and 63 percent of these respondents said they did not want the frequency of the publication to change. Only 28 percent of 1980s graduate would like to see an increase in the publication.

Even though income is not related to frequency preference, 33 percent of those graduates earning between \$106,000 and \$115,999 would like to see the publication frequency increased from four times a year to either six or 12 times a year. Out of this income category 45 percent said they would like publication frequency to remain the same. A calculated complex chi square of .234 is not statistically significant at this .05 level of confidence.

TABLE XXIII

RESPONDENTS' PREFERRED FREQUENCY OF PUBLICATION  
BASED ON GENDER BY PERCENTAGES

N = 213						
	NC	1	2	6	12	Total
Male (N = 151)	70%	1	9	15	5	100%
Female (N = 62)	72%	5	10	10	3	100%

TABLE XXIV

**RESPONDENTS PREFERRED FREQUENCY OF PUBLICATION  
BASED ON DEGREE OBTAINED BY PERCENTAGES**

N = 208						
	NC	1	2	6	12	Total
No Degree (N = 2)	<b>50%</b>	0	50	0	0	100%
Bachelor's (N = 149)	<b>70%</b>	2	9	14	5	100%
Master's (N = 34)	<b>73%</b>	3	6	12	6	100%
Ph.D. (N = 6)	<b>67%</b>	0	33	0	0	100%
Ed.D. (N = 8)	<b>88%</b>	0	0	0	12	100%
DVM (N = 9)	<b>88%</b>	0	17	0	0	100%

TABLE XXV

**RESPONDENTS PREFERRED FREQUENCY OF PUBLICATION  
BASED ON ACADEMIC COLLEGE BY PERCENTAGES**

N = 204						
	NC	1	2	6	12	Total
A&S (N = 25)	<b>72%</b>	0	16	8	4	100%
HE (N = 20)	<b>70%</b>	5	10	10	5	100%
AG (N = 33)	<b>73%</b>	0	9	15	3	100%
ED (N = 24)	<b>88%</b>	4	4	4	0	100%
DVM (N = 9)	<b>89%</b>	0	11	0	0	100%
BUS (N = 53)	<b>62%</b>	2	9	21	6	100%
ENG (N = 40)	<b>70%</b>	3	7	13	7	100%

TABLE XXVI

**RESPONDENTS PREFERRED FREQUENCY OF PUBLICATION  
BASED ON GRADUATION YEAR BY PERCENTAGES**

N = 193						
	NC	1	2	6	12	Total
1930-39 (N = 56)	<b>80%</b>	0	0	20	0	100%
1940-49 (N = 15)	<b>93%</b>	0	0	7	0	100%
1950-59 (N = 27)	<b>70%</b>	0	15	11	4	100%
1960-69 (N = 35)	<b>86%</b>	3	2	6	3	100%
1070-79 (N = 42)	<b>60%</b>	2	21	12	5	100%
1980-89 (N = 56)	<b>63%</b>	4	5	21	7	100%
1990-91 (N = 13)	<b>85%</b>	0	0	8	7	100%

TABLE XXVII

**RESPONDENTS PREFERRED FREQUENCY OF PUBLICATION  
BASED ON INCOME LEVEL BY PERCENTAGES**

N = 195						
	NC	1	2	6	12	Total
<25 (N = 25)	<b>63%</b>	4	8	21	4	100%
25-45 (N = 65)	<b>80%</b>	3	5	10	2	100%
46-65 (N = 49)	<b>16%</b>	0	10	13	10	100%
66-85 (N = 19)	<b>80%</b>	0	0	15	5	100%
86-105 (N = 10)	<b>70%</b>	0	30	0	0	100%
106-115 (N = 9)	<b>45%</b>	11	11	22	11	100%
>116 (N = 18)	<b>72%</b>	0	22	0	6	100%

### Respondents' Main Source of News about OSU

To provide alumni with stories of interest it is important for magazine editors to know from what sources former students received news about the university. While alumni who lived in communities surrounding the university may receive news about the institution from the local media, many alumni live out-of-state and their only contact with the university is through the alumni magazine. This study looked at the source from which the surveyed readers receive the majority of their news about OSU. The study found that *Oklahoma State Magazine* was the only source of news for 39 percent of the surveyed readers. Twenty-three percent of those surveyed said they received news about OSU from their local newspaper and 19 percent said they received OSU news from their friends and acquaintances.

Again this study looked to see if the independent variables of gender, degree held, graduation year, academic college and income had any relationship to alumni's main source of OSU news.

An alumnus' gender did not have a significant relationship to his or her main source of news about OSU. A calculated chi square of .239 is greater than a .05 level of confidence. Both male and female readers said *Oklahoma State Magazine* was their main source of news about OSU. Twenty-five percent of the men said they received news about OSU from their local newspaper, while only 16 percent of women respondents said this was their main source. Thirty percent of the women said they get news about the university from friends and

acquaintances and only 15 percent of the men said they received news this way.

Since, a complex chi square of .809 is greater than a .05 level of confidence there is not a significant relationship between readers' obtained academic degree and their main source of OSU news. It is shown in Table XXIX that 42 percent of readers surveyed with a bachelor's degree depend on the alumni magazine for news about OSU. Thirty-eight percent of the respondents holding a master's degree received news about OSU from their local newspaper. Additionally, 21 percent of the respondents with master's degrees received news from *Oklahoma State Magazine* and 18 percent of the respondents in this category received OSU news from their friends. Moreover, *Oklahoma State Magazine* appeared to be the main source of news for all categories.

Once again, a calculated complex chi square of .263 showed there wasn't a significant relationship between a reader's academic college and his or her main source of news. This chi square revealed that 31 percent of the business graduates acquired news about OSU from their local newspaper, and 26 percent of the business graduates surveyed said *Oklahoma State Magazine* was their main source of OSU news. Also, another 26 percent of business graduates said they receive information about OSU from their friends; it is this group, business graduates, that make up the majority of the magazine's readers.

A reader's graduation year did not have a significant relationship with his or her main source of OSU news; a complex chi square of .795 is not significant at a .05 confidence level. Thirty-five percent of readers who were graduated from

OSU during the 1980s received their OSU news from the alumni magazine and 25 percent of people in this category depended on their local newspaper to provide them with news about their alma mater; 23 percent of the people in the 1980s category obtained OSU news from their friends. More than half of the surveyed readers who were graduated in either 1990 or 1991 depended on *Oklahoma State Magazine* for their OSU news.

Table XXXII shows that 35 percent of those readers with a yearly income between \$25,000 and \$45,999 received OSU news from the alumni magazine, and 24 percent received it from their local paper. More than half, 58 percent, of the surveyed readers with a yearly income between \$66,000 and \$85,999 got their OSU news from the magazine; 21 percent of those in this category obtain OSU news from their friends and acquaintances, while only 11 percent depend on their local newspapers. However, readers with a yearly income greater than \$116,000 depend on several sources for their news about the university; for instance, only 28 percent of these readers use the alumni magazine for their main source of news. Twenty-eight percent depended on friends and acquaintances and 22 percent use their local newspaper. A complex chi square of .963 is not significant at the .05 level of confidence.

TABLE XXVIII

RESPONDENTS' MAIN SOURCE OF NEWS ABOUT OSU  
BASED ON GENDER BY PERCENTAGES

N = 216							
	N	R/TV	F	OSM	P	O	Total
Male (N = 153)	25%	14	15	40	3	3	100%
Female (N = 63)	16%	9	30	38	5	2	100%

TABLE XXIX

RESPONDENTS' MAIN SOURCE OF NEWS ABOUT OSU  
BASED ON DEGREE OBTAINED BY PERCENTAGES

N = 211							
	N	R/TV	F	OSM	P	O	Total
No Degree (N = 2)	0%	50	0	50	0	0	100%
Bachelor's (N = 153)	22%	11	19	42	3	3	100%
Master's (N = 34)	38%	15	18	21	6	3	100%
Ph.D. (N = 7)	14%	14	14	29	14	14	100%
Ed.D. (N = 8)	24%	0	38	38	0	0	100%
DVM (N = 9)	11%	22	11	44	11	0	100%

TABLE XXX

RESPONDENTS' MAIN SOURCE OF NEWS ABOUT OSU  
 BASED ON ACADEMIC COLLEGE BY PERCENTAGES

N = 204							
	N	R/TV	F	OSM	P	O	Total
No Degree (N = 2)	15%	19	15	30	15	7	100%
HE (N = 20)	26%	5	19	37	0	5	100%
AG (N = 33)	21%	18	21	33	3	3	100%
ED (N = 24)	29%	8	21	42	0	0	100%
DVM (N = 9)	11%	22	11	36	36	11	100%
BUS (N = 53)	31%	11	26	26	4	2	100%
ENG (N = 40)	23%	5	10	60	0	0	100%



TABLE XXXI

RESPONDENTS' MAIN SOURCE OF NEWS ABOUT OSU  
BASED ON GRADUATION YEAR BY PERCENTAGES

N = 193							
	N	R/TV	F	OSM	P	O	Total
1930-39 (N = 6)	33%	17	17	33	0	0	100%
1940-49 (N = 15)	13%	20	13	47	7	0	100%
1950-59 (N = 27)	30%	4	15	45	4	4	100%
1960-69 (N = 35)	32%	3	18	35	3	9	100%
1970-79 (N = 42)	19%	21	24	31	2	2	100%
1980-89 (N = 56)	25%	11	23	35	5	2	100%
1990-91 (N = 13)	13%	13	20	53	0	0	100%

TABLE XXXII

RESPONDENTS' MAIN SOURCE OF NEWS ABOUT OSU  
BASED ON INCOME LEVEL BY PERCENTAGES

N = 195							
	N	R/TV	F	OSM	P	O	Total
<25 (N = 25)	17%	13	25	42	0	4	100%
25-45 (N = 65)	24%	15	21	35	5	0	100%
46-65 (N = 49)	27%	12	14	37	4	6	100%
66-85 (N = 19)	11%	11	21	58	0	0	100%
86-105 (N = 10)	20%	10	30	40	0	0	100%
106-115 (N = 9)	44%	0	11	22	11	11	100%
>116 (N = 18)	22%	11	28	28	6	6	100%

### Respondents' Preference for Class Notes

The "Class Notes" section is a major proportion of *Oklahoma State Magazine* and is considered to be the most important to readers. This study asked respondents if they would like to see more class notes even though it might mean fewer feature stories. While 36 percent of those surveyed said they would not like to see more class notes, 35 percent said they would like to see more class notes, and only 29 percent said they did not care.

A calculated chi square of .963 showed that gender was not a good predictor of readers' preference for class notes, since the chi square was not significant at a .05 confidence level. Table XXXIII shows that 38 percent of the males would not like to see an increase in class notes, and only 35 percent would. The opposite is true of females: 35 percent would like to see an increase, and 32.5 said they would not like to see an increase.

Similarly, the same is true for academic degree obtained. A reader's academic degree is not a good predictor of class notes preference. A calculated chi square of .825 is not significant. According to degree obtained, those readers who would like to see an increase in class notes had either a bachelor's degree or a doctoral degree in education. Again, the majority did not want to see an increase; 40 percent of readers with a master's degree, 50 percent of those readers with a doctoral degree, and 45 percent of those with a doctoral degree in veterinary medicine do not want to see an increase in class notes.

A complex chi square was conducted to determine if a relationship existed between academic college and class notes preference; the calculated chi of .380 revealed there was not a significant relationship. Although, the majority of *Oklahoma State Magazine* readers were graduated from the College of Business only 28 percent of those surveyed want to see more class notes, and 47 percent said they do not want to see an increase in class notes. Those colleges wanting to see an increase are: College of Arts and Science, 46 percent; College of

Agriculture, 36.5 percent, College of Education, 50 percent; and the College of Engineering, 40 percent.

Another complex chi square was conducted to determine if there was a relationship between respondents' graduation year and class note preference; a calculated chi square of .102 showed there was not a significant relationship. Once again, 37 percent of surveyed readers said they would not like to see an increase in class notes. The graduation years that did not want to see an increase were 1950 - 59, 44 percent; 1970 - 79, 40 percent; and 1990 - 91, 62 percent. Surveyed readers who did want to see more class notes are 1930 - 39, 40 percent; 1940 - 49, 53 percent, and 1980 - 89, 35 percent. Those readers who were graduated from OSU during the 1960s were divided equally; 37 percent wanted to see more class notes and 37 percent did not.

A significant relationship between *Oklahoma State Magazine* readers' income levels and their preference for class notes was found. A calculated chi square of .019 revealed a relationship between these two variables, since it is less than the .05. A phi of .4032 and a contingency coefficient of .3740 shows this relationship is moderate. This means that when readers' income level was taken into consideration, they were more likely to prefer to have more class notes in the magazine. When income level was used as a predictor, 36 percent of those surveyed said they would like to see an increase in class notes, 35 percent said they would not like to see more class notes and 28 percent said they did not care. Fifty-two percent of the readers with an income level less than \$25,000 did not

want to see more class notes, nor did readers with an income level between \$46,000 and \$65,999. All other income brackets wanted to see an increase in class notes.

A simple chi square was conducted to determine significant relationships between readers' income levels and their preference for class notes. Significant relationships appeared among respondents with an annual income less than \$85,999 and among respondents earning more than \$106,000 annually.

TABLE XXXIII

RESPONDENTS' PREFERENCE FOR CLASS NOTES  
BASED ON GENDER BY PERCENTAGES

N = 213				
	YES	NO	DC	Total
Male (N = 151)	35%	38	27	100%
Female (N = 62)	35%	32.5	32.5	100%

TABLE XXXIV

RESPONDENTS' PREFERENCE FOR CLASS NOTES BASED ON  
DEGREE OBTAINED BY PERCENTAGES

N = 208				
	Yes	No	DC	Total
No Degree (N = 2)	0%	50	50	100%
Bachelor's (N = 149)	37%	35	28	100%
Master's (N = 34)	34%	40	26	100%
Ph.D. (N = 6)	17%	50	33	100%
Ed.D. (N = 8)	50%	25	25	100%
DVM (N = 9)	22%	45	33	100%

TABLE XXXV

RESPONDENTS' PREFERENCE FOR CLASS NOTES BASED ON  
ACADEMIC COLLEGE BY PERCENTAGES

N = 204				
	YES	NO	DC	Total
A&S (N = 25)	46%	27	27	100%
HE (N = 20)	20%	40	40	100%
AG (N = 33)	36.5%	27	36.5	100%
ED (N = 24)	50%	29	20	100%
DVM (N = 9)	22%	44	33	100%
BUS (N = 53)	28%	47	25	100%
ENG (N = 40)	40%	39	23	100%

TABLE XXXVI

RESPONDENTS' PREFERENCE FOR CLASS NOTES BASED ON  
GRADUATION YEAR BY PERCENTAGES

N = 193				
	YES	NO	DC	Total
1930-39 (N = 56)	40%	20	40	100%
1940-49 (N = 15)	53%	13	33	100%
1950-59 (N = 27)	30%	44	26	100%
1960-69 (N = 35)	37%	37	26	100%
1070-79 (N = 42)	30%	40	29	100%
1980-89 (N = 56)	35%	32	33	100%
1990-91 (N = 13)	23%	62	15	100%

TABLE XXXVII

RESPONDENTS' PREFERENCE FOR CLASS NOTES BASED ON  
INCOME LEVEL BY PERCENTAGES

N = 195				
	YES	NO	DC	Total
<25 (N = 25)	24%	52	24	100%
25-45 (N = 65)	35%	31	34	100%
46-65 (N = 49)	29%	37	35	100%
66-85 (N = 19)	47%	42	11	100%
86-105 (N = 10)	40%	30	30	100%
106-115 (N = 9)	66%	11	22	100%
>116 (N = 18)	50%	33	17	100%

### **Respondents' Interest in Departments in *Oklahoma State Magazine***

Knowing readers' interest level in the various departments of the magazine is important for editors to determine what sections are used and to what extent they are being enjoyed. As a way to determine what departments are considered enjoyable by readers, respondents were asked to rank the various departments in order of enjoyment. One represents the "most enjoyable" and seven represents the "least enjoyable."

This study found the "OSU Legacies" section of the magazine the least interesting as ranked by respondents. They enjoyed "Campus News" the most, followed by "Class Notes" and "Cowboy Sports."

Once again this study looked at the different independent variables gender, graduation year, degree obtained, academic college and income in relation to this question.

This study found that 24 percent of the males surveyed enjoyed the "Cowboy Sports" section the most, and ranked the "Class Notes" section second. The least favorite section in the magazine was "Legacies." Women's favorite sections differed slightly from the males. Thirty-eight percent of the women ranked "Class Notes" as their favorite section and the cover feature story as second. They agreed with the men on the least enjoyable section of the magazine.

This study also found that enjoyment levels differed between academic degrees. Readers who had not been graduated from OSU enjoyed the "Cowboy Sports" section and the cover feature stories on an equal basis. The largest group



of *Oklahoma State Magazine* readers, those with bachelor's degrees, found the "Class Notes" section to be the most enjoyable. Secondly, they enjoyed reading about Cowboy sports, but were least interest in "OSU Legacies."

Readers who held master's degrees from OSU found the "Campus News" section the most interesting followed by the cover features. Forty-three percent of the magazine's readers who held a master's degree from OSU found "Class Notes" the most enjoyable and 29 percent of the readers in this category enjoyed the cover features. Thirty-eight percent of all readers with an Ed.D. enjoyed the "Awards and Recognitions" section of the magazine followed by 25 percent who enjoyed "Class Notes." Finally, readers with a DVM were divided equally among the three departments. These readers enjoyed "Research Update," "Class Notes" and cover features.

The study also looked at interest level in the magazine's departments when academic college was used as a predictor of interest. The "Class Notes" section was the most popular item for readers from several different academic college backgrounds. Thirty-three percent of Arts and Science graduates ranked this section first, as well as 38 percent of Education graduates, 22 percent of graduates from the College of Veterinary Medicine and 28 percent of Business graduates. The "Cowboy Sports" section of *Oklahoma State Magazine* was considered the most enjoyable by 30 percent of the Agricultural graduates and 34 percent of Engineering graduates. The cover feature stories were ranked as the most enjoyable by graduates from the College of Home Economics.

Readers' graduation year was also taken into consideration when evaluating the enjoyment rankings of the departments published in *Oklahoma State Magazine*. Half of the respondents who were graduated OSU between 1940 - 1949 ranked the "Class Notes" section as the most enjoyable. This section was also ranked most enjoyable by 29 percent of 1960 - 1969 graduates. "Cowboy Sports" was the most enjoyable section for graduates who attended OSU during the 1930s (33 percent) and graduates from the 1950s (26 percent.) Twenty-nine percent of the readers who were graduated between 1970 - 1979 gave the cover story the highest ranking followed by "Class Notes." This group did not enjoy the "OSU Legacies" section of the magazine. Cover features was also ranked high by 1980 - 1989 graduates (25 percent.) Finally, readers who attended OSU between 1990 - 1991 were divided equally on the most enjoyable department in *Oklahoma State Magazine*. Twenty-seven percent of these readers enjoyed the "Campus News" section the most and 27 percent enjoyed the cover features the most.

Finally, readers' income level was used to determine interest levels in the magazine's departments. It was found the "Cowboy Sports" was the most enjoyed section in the magazine for three income levels. Twenty-eight percent of the readers who made less than \$25,000 ranked it first, as well as 33 percent of readers with an income of \$46,000 - \$65,999 and 30 percent from the \$86,000 - \$105,999 income bracket. Thirty percent of the readers with an income of \$25,000 - \$45,999 ranked the cover features the most enjoyable followed by 29 percent who were interested in "Class Notes." Forty-two percent of the readers with an

income level between \$66,000 - \$85,999 said "Class Notes" was the most enjoyable. This group also found the "OSU Legacies" section to be the least enjoyable section in the magazine. Interest for readers with an income between \$106,000 - \$115,999 was divided equally between two departments; 22 percent found "Campus News" the most enjoyable and 22 percent found "Class notes" the most enjoyable. Finally, readers with an annual income greater than \$116,000 enjoyed reading "Class Notes" the most followed by "Cowboy Sports."

TABLE XVIII

DEPARTMENTS SELECTED AS MOST ENJOYABLE BY RESPONDENTS  
BASED ON MEANS

N = 198	
Campus News	3.202
Awards & Recognitions	4.626
Legacies	5.434
Cowboy Sports	3.293
Research Update	4.874
Class Notes	3.291
Cover Features	3.176

TABLE XXXIX

**DEPARTMENTS SELECTED BY RESPONDENTS AS MOST ENJOYABLE  
BASED ON GENDER BY PERCENTAGES**

	Male	Female
Campus News	14	14%
Awards & Recognitions	7	3
Legacies	1	0.00
Cowboy Sports	24	9
Research Update	3	3
Class Notes	22	38
Cover Features	18	24
No Response	<u>11</u>	<u>9</u>
<b>TOTAL</b>	100%	100%

TABLE XL

DEPARTMENTS SELECTED BY RESPONDENTS AS MOST ENJOYABLE  
 BASED ON DEGREE OBTAINED BY PERCENTAGES

	No Degree	Bachelor's	Master's	Ph.D.	Ed.D.	DVM
Campus news	0.00	12	<b>29</b>	0.00	0.00	11
Awards & Recognition	0.00	4	0.00	14	<b>38</b>	11
Legacies	0.00	1	0.00	0.00	0.00	0.00
Cowboy Sports	<b>50</b>	24	17	0.00	0.00	11
Research Update	0.00	3	0.00	0.00	13	<b>22</b>
Class Notes	0.00	<b>28</b>	17	<b>43</b>	25	<b>22</b>
Cover Features	<b>50</b>	18	26	29	0.00	<b>22</b>
No Responses	<u>0.00</u>	<u>11</u>	<u>11</u>	<u>14</u>	<u>25</u>	<u>1</u>
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%

TABLE XLI

DEPARTMENTS SELECTED BY RESPONDENTS AS MOST ENJOYABLE  
 BASED ON ACADEMIC COLLEGE BY PERCENTAGES

	A&S	HE	AG	ED	DVM	BUS	ENG
Campus News	19	15	12	4	11	13	15
Awards & Recognitions	7	0.00	3	13	11	4	2
Legacies	0.00	0.00	0.00	0.00	11	0.00	2
Cowboy Sports	15	0.00	30	13	0.00	22	34
Research Update	0.00	10	9	4	22	0.00	0.00
Class Notes	33	20	15	38	22	28	27
Cover Features	19	45	18	8	22	20	12
No Responses	7	10	13	21	1	13	7
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%	100%

TABLE XLII

DEPARTMENTS SELECTED BY RESPONDENTS AS MOST ENJOYABLE  
 BASED ON GRADUATION YEAR BY PERCENTAGES

	30s	40s	50s	60s	70s	80s	90s
Campus News	17	0.00	19	9	17	14	27
Awards & Recognition	0.00	6	7	11	4	2	7
Legacies	0.00	0.00	0.00	0.00	0.00	2	0.00
Cowboy Sports	33	25	26	17	19	21	13
Research Update	0.00	0.00	7	6	2	5	0.00
Class Notes	0.00	50	22	29	23	23	13
Cover Features	17	19	7	14	29	25	27
No Responses	33	0.00	11	14	5	9	13
TOTAL	100%	100%	100%	100%	100%	100%	100%

TABLE XLIII

DEPARTMENTS SELECTED BY RESPONDENTS AS MOST ENJOYABLE  
 BASED ON INCOME LEVEL BY PERCENTAGES

	<25	25-45	46-65	66-85	86-105	106-115	>116
Campus News	24	12	4	16	0.00	<b>22</b>	6
Awards & Recognition	4	0.00	8	16	20	0.00	6
Legacies	0.00	0.00	2	0.00	0.00	0.00	0.00
Cowboy Sports	<b>28</b>	18	<b>33</b>	11	<b>30</b>	11	17
Research Update	4	3	4	5	0.00	0.00	6
Class Notes	12	29	24	<b>42</b>	20	<b>22</b>	<b>22</b>
Cover Features	16	<b>30</b>	16	11	20	11	17
No Responses	12	8	8	0.00	10	33	28
<b>TOTAL</b>	100%	100%	100%	100%	100%	100%	100%



Departments in *Oklahoma State Magazine* Read First

Respondents were asked to check the first section in *Oklahoma State Magazine* they normally read. This information can help editors determine of the placement of the departments needs to be rearranged better to utilize those departments that are read first the most. Table XLIV shows that 28 percent of the respondents said they read the cover feature first. Twenty-four percent said they read "Class Notes" first and 20 percent said they read "Cowboy Sports" first. The section not chosen least as "the first section" read was the "Research Update" with only three percent of respondents selecting it.

TABLE XLIV

DEPARTMENTS IN OKLAHOMA STATE MAGAZINE  
READ FIRST BASED ON PERCENTAGES

---

N = 198

---

Cover Feature	28%
Campus News	13
Awards & Recognitions	4
Legacies	0
Research Update	3
Class Notes	24
Cowboy Sports	20
Stories on families with OSU ties	4
TOTAL	100%

---

### **Future Stories**

Respondents were asked to check stories interest categories where they would like to see more future stories; nine specific categories such as branch campuses, guest speakers on campus, alumni chapters, etc. were offered. Respondents could check all areas they thought the magazine should place more focus on, or they could write in a specific story suggestion. Since respondents could check all categories of interest to them, there were 670 responses and 15 alternative suggestions. Story categories and number of responses per category is presented in Table XLV.

TABLE XLV  
 FUTURE STORIES SUGGESTED BY SURVEY RESPONDENTS

N = 670	
TOTAL	
Controversial Issues Surrounding Univ.	106
Branch Campuses	33
Features on Interesting Alumni	137
Guest Speakers on the University Campus	45
Advances in Research	92
Current Outstanding Students	55
Alumni Chapters	66
Sports	81
Faculty	55

Respondents suggested several stories ideas that were not listed. Some respondents said they would like to see stories on issues concerning black students and black alumni, a calendar of events, articles about Stillwater, changes in colleges and departments and articles on OSU's future and the future of higher education.

**Respondents' Perceived Value of *Oklahoma State Magazine***

Although alumni receive the magazine with their paid alumni association dues, this study looked to see how much readers would pay for the magazine if it was sold on the newsstand. Thirty-four percent said they would pay \$1.00 - \$1.99 for *Oklahoma State Magazine*; 28 percent said they would pay \$2.00 - \$2.99; and 19 percent said they would not pay for the magazine.

TABLE XLVI

RESPONDENTS' PERCEIVED VALUE OF OKLAHOMA STATE  
MAGAZINE BASED ON PERCENTAGES

N = 199	
\$.01 - \$.99	13%
\$1.00 - \$1.99	34
\$2.00 - \$2.99	28
\$3.00 - \$3.99	5
More than \$4.00	1
Nothing	19
<b>TOTAL</b>	<b>100%</b>

### **Comments by Respondents**

This research instrument contained two open-ended questions asking respondents to offer suggestions on areas they would like to see more stories and changes they would make in the publication. These comments are contained in Appendix E and Appendix F.

### **SUMMARY**

Analysis of the data from survey respondents shows that significant differences were found among a reader's gender and his or her interest in successful alumni features, favorable length of articles in the "OSU Legacies" section and interest in photographs.

Significant relationship were also found among the degree obtained by a reader and his or her opinion on adequate reporting by the magazine on controversial issues surrounding the university and favorable article length in the "Campus News Section."

In addition, there were significant relationships among academic college and the need for stories on specific colleges, interest in successful alumni features and favorable article length in the "Research Update" section of the magazine.

More relationships were found among a reader's graduation year and his or her interest in stories on specific college, opinion of adequate reporting on controversial issues surrounding the university, favorable magazine article lengths and favorable article length in the "Campus News" section.

Only one significant relationship was found among a reader's income and his or her interest in successful alumni features.

Finally, a relationship was found among a reader's income level and his or preference for class notes. The majority of the respondents said they would like to see an increase in class notes even though it might mean fewer features.

The majority of *Oklahoma State Magazine* readers surveyed had a bachelor's degree and were male; they had obtained a degree in business and had been graduated from OSU during the 1980s. Moreover, the majority of the magazine's readers had an annual income between \$25,000 and \$45,999.

Additionally, the data show that the majority of readers only read some of the magazine and would like to see it continue to be published on a quarterly basis. Also, the majority of respondents received news about their alma mater, Oklahoma State University, from *Oklahoma State Magazine*.

Recommendations for use of this data and a summary of conclusions are contained in the following chapter.

## **CHAPTER V**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **Overview**

Chapter V offers a summary and conclusions of the readership survey conducted on *Oklahoma State Magazine*. It also offers recommendations for further research and recommendations to alumni magazine editors.

#### **Summary**

Since many alumni do not return to the university campus after graduation, the easiest way for them to keep in touch with their alma mater is through the university magazine. As the voice of the university, the magazine plays an important role in the lives of alumni; it offers readers information they can get nowhere else.

This study was designed to determine whether *Oklahoma State Magazine* is meeting its goal of informing alumni about the university's activities. Respondents to the survey were questioned about their interest in the magazine and asked to express their opinions on needed improvements and changes. With the information gathered from this study the editors of Oklahoma State University's

alumni magazine will be able to modify their purpose and goals to their readers' needs and interests.

It had been 18 years since Oklahoma State University's alumni magazine had conducted a complete readership survey; many changes in the university and in the magazine had occurred since that time. This study was designed to determine if the magazine was in touch with its readers and provided them with information they enjoyed reading and deemed useful.

As the findings in Chapter IV show, the readership of Oklahoma State Magazine respondents is made up primarily of alumni who have a bachelor's degree and who were graduated from the College of Business. In addition, the majority attended OSU during the 1980s and have an annual income between \$25,000 - \$45,999.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and ranking of enjoyment of the magazine. Data do not indicate any relationships between the independent variables and alumni's ranking of enjoyment of the magazine, so the null hypothesis is accepted.

There is no difference between alumni gender, graduation year, academic college, highest degree held and annual income and the extent the magazine is read. A difference was not found between the independent variables and the null hypothesis is accepted.

Data do indicate readers most likely to read all of the magazine had a



bachelor's degree in agriculture and were graduated from OSU in the 1980s; they also had an annual income between \$25,000 - \$45,999 and \$46,000 - \$65,999.

There is no difference between alumni gender, graduation year, academic college, highest degree held and annual income and their preference for the magazine's publication frequency.

A difference between alumni gender, graduation year, academic college, highest degree held and annual income did not exist, so the null hypothesis is accepted. Although, data indicated that 69 percent of the respondents said there was not a need to change the frequency of publication, 17 percent said they would like to see an increase in the publication frequency.

There is no difference between alumni gender, graduation year, academic college, highest degree held and annual income and their main source of news about OSU. A significant difference did not exist and the null hypothesis is accepted. The study found that 39 percent of the surveyed readers said *Oklahoma State Magazine* was their main source of OSU news, 23 percent said they received news about OSU from their local newspapers and 19 percent said they received OSU news from their friends and acquaintances.

There is no difference between alumni gender, graduation year, academic college, highest degree held and annual income and the department ranked most enjoyable.

While a significant difference did not exist and the null hypothesis is accepted, data indicated respondents enjoyed reading the "Campus News" section

the most followed by "Class Notes" and "Cowboy Sport." Respondents ranked the "OSU Legacies" section the least interesting.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the need to increase stories on specific academic colleges such as arts and science, business and agriculture.

A significant relationship did not exist between alumni gender, highest degree held and annual income and the need to increase stories on specific colleges, so the null hypothesis was accepted. However, a significant relationship existed between alumni graduation year and academic college. It is here that the null hypothesis is rejected.

These data show that alumni who were graduated from OSU in 1990 or 1991 strongly believed *Oklahoma State Magazine* needed to include more stories that addressed specific colleges followed by readers who were graduated from OSU between 1980 and 1989. Data also indicated that respondents who were graduated from the College of Agriculture strongly agreed the magazine needed to do more stories on specific colleges at OSU. Readers who were graduated from the College of Veterinary Medicine were not as likely to agree on this need.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and their interest in successful alumni features. There was not a significant relationship between alumni graduation year, degree held and their interest in successful alumni features.

A significant relationship existed between alumni gender, income level and

academic college and their interest in successful alumni features, so the null hypothesis was rejected. Data showed women were slightly more interested in these success stories than were men. The null hypothesis is rejected. Also, individuals making more than \$116,000 a year found these feature stories to be the most interesting followed by individuals with an annual income between \$106,000 - \$115,999. Those persons who graduated from the College of Education, College of Agriculture, College of Home Economics and College of Arts and Sciences found these stories the most interesting.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the degree to which readers believe the alumni magazine adequately covers controversial issues surrounding the university.

A significant relationship did not exist between alumni gender, academic college and annual income and the degree to which they believed the alumni magazine adequately covered controversial issues surrounding the university.

However, a significant relationship existed between alumni graduation year and highest degree held, so the null hypothesis is rejected. Alumni who were graduated from OSU during the 1940s and 1950s believed *Oklahoma State Magazine* adequately covered controversial issues surrounding the university. Alumni who were graduated between 1980 and 1989 did not believe the university magazine adequately covered controversial issues. Respondents who received their doctoral degree in education believed *Oklahoma State Magazine* adequately

addressed controversial issues surrounding the university followed by readers who had not received a degree from OSU. Alumni with a master's degree and a DVM did not believe the magazine did an adequate job addressing these issues.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the extent various departments in the magazine are found interesting. These departments include "OSU Legacies," "Campus News," "Awards & Recognitions" and "Research Update."

A significant relationship did not exist between these independent variables and the extent these departments in *Oklahoma State Magazine* are found interesting, so the null hypothesis is accepted.

There is no relationship between alumni gender, graduation year, academic college, highest degree held an annual income and a favorable article length for the various departments and for the magazine overall.

The only relationships found to exist were between alumni gender and a favorable article length in the "OSU Legacies" section; alumni degree held and graduation year and a favorable article length in the "Campus News" section; alumni graduation year and a favorable article length for the magazine overall; and alumni academic college and a favorable article length in the "Research Update" section.

Data showed that men were more likely to consider the articles in the "OSU Legacies" section to be "somewhat long," while women considered the

articles to be "somewhat short." It also showed that readers with a DVM believed the length of the articles in the "Campus News" section appeared to be "somewhat long," while those readers who did not receive a degree from OSU thought the articles were "somewhat short." In addition, persons who were graduated from OSU between 1950 and 1959 considered the length of articles in the "Campus News" section to be "somewhat short" and alumni who were graduated in the 1960s considered the articles to be "somewhat short."

Alumni who were graduated from OSU in 1990 or 1991 and those graduated between 1970 - 1979 considered the overall length of articles in the magazine to be "somewhat long." Alumni who were graduated between 1940 - 1949 were more apt to consider the articles to be "somewhat short."

Those students who were graduated from the College of Veterinary Medicine believed the articles in the "Research Update" section were too short, while alumni who were graduated from the College of Arts and Sciences did not consider the articles to be neither too long nor too short.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the extent various articles in the magazine are considered useful. No significant relationship were found, so the null hypothesis is accepted.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the usefulness of advertisements contained in the magazine. No significant relationships were found

here, so the null hypothesis is accepted.

There is no relationship between alumni gender, graduation year, academic college, highest degree held and annual income and the quality and interest in photographs in the magazine.

The only significant relationship was found between alumni gender and interest in photographs in the magazine and this null hypothesis is rejected. The data indicated that women considered the photographs "very interesting," while men seemed to think the photographs were only "somewhat interesting."

There is no difference between alumni gender, graduation year, academic college, highest degree held and annual income and readers' interest in seeing more class notes even though it might mean fewer feature stories.

A significant relationship was not found and the null hypothesis is accepted. However, data showed that 36 percent of the respondents said they would not like to see an increase in class notes, and 35 percent said they would like to see an increase in the amount of class notes. Twenty-nine percent of the respondents said they did not care.

### **Conclusions**

This readership survey found that *Oklahoma State Magazine* is enjoyed and utilized by a large majority of alumni. They depend on the magazine to inform them about current campus events, research advancements and changes at the university. They also use the magazine to keep themselves up-to-date with former

classmates and Cowboy sports. Knowing where alumni get the majority of their news about OSU is important; editors can use this information when deciding on feature stories for the publication.

While this survey found that the majority of alumni only read some of the magazine, it found that alumni would like to see *Oklahoma State Magazine* continue to be published on a quarterly basis.

Readers' interest level in the various departments of the magazine varied greatly. They enjoyed reading the "Campus News" first and most followed by "Class Notes" and "Cowboy Sports," but did not enjoy reading the "OSU Legacies" section. Although, readers enjoyed class notes they did not want this section increased if it meant fewer feature stories. The number of class notes in *Oklahoma State Magazine* might be compared to the number in other Big Eight alumni magazines to find if other magazines place as much emphasis on this section.

Many alumni remarked that they would like to see more stories on Cowboy sports. They also said they would like to see more stories "on a national level, not just on how the university relates to Oklahoma" and "controversial issues on the state and national level on education."

In addition to an increase in stories on sports, alumni would like the magazine to include more stories on specific academic colleges. One reader said, "I would like to see more stories on various academic colleges. I graduated in

mechanical engineering, and I have little feel for what has become of the department."

Alumni also remarked that *Oklahoma State Magazine* might need to make a few changes. Several suggestions were as follows:

"I use *Oklahoma State Magazine* to find out what's going on at OSU, much like a newspaper. I am interested in briefs on what has become of my classmates, and would like to see more focus on important issues at OSU, not who got a new research contract and who is giving money" and "two feature stories per issue."

Even though *Oklahoma State Magazine* addresses controversial issues surrounding the university, the largest group of readers, those from the 1980s, did not believe the magazine did an adequate job of it; readers who were graduated between 1980 - 1989 make up 26 percent of the magazine's respondents. Also readers with master's degrees and DVM's did not think the magazine did an adequate job addressing controversial issues; these two groups make up 20 percent of the magazine's readers.

As readers become more dependent on the alumni magazine to inform them about their alma mater's activities, valid readership surveys will be necessary for the magazine to provide informative stories and continue to keep in touch with its readers. Although readership surveys may be time consuming and expensive, in the long run the information gained from the research will continue to provide editors insight to their readers and help define and support needed changes.



### **Recommendations for Further Research**

One of the biggest problems with a mail readership survey is that respondents do not have a copy of the magazine directly in front of them to refer to while answering questions. Readers are not familiar enough with the various departments and are not able to differentiate among them to respond with a definite opinion. In addition, the two open-ended questions required respondents to take time to think about the question.

If a mail survey is chosen as the method for future research, it is suggested that the survey include more specific questions that could provide editors with more detailed answers. Including a copy of the magazine might also prove to be beneficial for both reader and researcher; it could help to improve response rate and help to clarify respondents questions. It is also recommended that future surveys not include open-ended questions, but include more directed questions that could provide better results.

Future surveys could focus more on the demographics of the respondents, so editors could know the make-up of their readers. Moreover specific questions about the various departments might give editors more insight on the usefulness of these sections.

Since it was found that alumni pay different amounts of attention to the various department, the location of these departments might be analyzed to determine if placement is related to alumni attention.

### Recommendations to Alumni Magazine Editors

It is suggested that editors of *Oklahoma State Magazine* conduct a readership survey on an annual basis, such as every five years, to keep in touch with readers' changing views and opinions. Surveys help editors target their audience and efforts. It also will supply the evidence to support changes and will show magazine editors whether they are achieving intended results, plus it helps build confidence in the magazine and credibility of the magazine.

I recommend that *Oklahoma State Magazine* ensure stories about women be proportional to their representation of magazine readers and reflective of the high degree of women's interest in these stories. It is suggested that the number of successful alumni stories about women be increased. I also recommend that the magazine include stories about successful alumni who have been graduated more recently.

It is recommended that the magazine ensure that the publication covers hard news about the university, including coverage of controversial issues involving the institution. These stories will enhance credibility with readers, especially among those who were graduated from OSU within the past 30 years. Editors need to use the magazine as a tool of persuasion to garner alumni support and participation; this means the magazine must address concerns of substance, and communicate the university's position on controversial issues.

It is recommended that editors make the magazine more visually appealing,

to include not only design and graphics, but also more photography, which will be a vital part of future communications.

It is also recommended that editors cut the general length of articles in the magazine and increase the number of stories.

It is recommend that *Oklahoma State Magazine* increase its focus and coverage of individual college and department activities, and seek out alternate ways of doing so (e.g., special supplements or inserts) to ensure it does not detract from readership interest of other alumni in the magazine.

The extent to which *Oklahoma State Magazine* is read differs little from that of most magazines -- even for magazines with paid subscriptions. You will never get a complete readership because the magazine must appeal to such a diverse audience, and not all material can appeal to everyone. It is recommended that editors seek out the content that appeals to the widest possible audience and include more stories on theses topics.

Although, the frequency of publication is satisfactory to readers, the quarterly preference does not preclude special issues or supplements put out at some other intervals. It is recommended that *Oklahoma State Magazine* remain a quarterly publication.

Since the magazine is an important source of news for many persons, this emphasizes two things:

- 1) Because readers receive OSU news from other sources, the Public Information Office must do a good job of distributing news through other media.

2) Because many people consider the magazine to be their primary source of OSU information, the magazine is an important communication tool and should be used in the best interest of the university to secure alumni support and participation.

It is recommended that editors ensure the magazine is used in the total communication plan as a primary tool for reaching alumni, and supplement its message with similar messages in other media.

Since the "Class Notes" section is important to readers, it is recommended that the magazine retain this section and expand it, while retaining the number of feature stories. Editors should investigate ways to combine this section with readers' interest in stories on successful alumni and make the department more valuable.

It is recommended that *Oklahoma State Magazine* continue to be provided to alumni association members at no additional cost. If in the future the magazine is distributed to the general public the range of \$1.00 - \$1.99 would be the recommended amount.

## **APPENDIXES**

**APPENDIX A**

**COVER LETTER TEMPLATE**

March 31, 1992

Dear Alumnus:

You have been selected to participate in a very important survey concerning *Oklahoma State Magazine*. I am conducting this survey for my master's thesis and the results will be used to help improve the university magazine.

I want to make sure *Oklahoma State Magazine* is meeting your needs. Only by asking people like you can I hope to get useful information.

You were selected to participate in this survey using a random process. This means your responses are important because they represent many people and will have a major impact on changes in *Oklahoma State Magazine*.

Please take five minutes to answer these questions. There are no right or wrong answers. All I need is your honest opinion. When finished, please return the completed questionnaire to me, Sally Moore, by April 22, 1992. I have enclosed an addressed envelope; no return address or postage is necessary. Your responses will be used only for my thesis and to improve *Oklahoma State Magazine*.

The numbered label on the last page of the questionnaire is my device for tracking returned surveys. The number will be marked out when the survey is returned to ensure your confidentiality.

If you have any questions, please call me, Sally Moore, at (405) 744-7255.

Sincerely,

Sally Moore

May 4, 1992

Dear Alumnus:

You have already been contacted about participating in a very important survey concerning *Oklahoma State Magazine*. I have not received your completed questionnaire and would appreciate you filling out and returning the enclosed survey.

I am conducting this survey for my master's thesis and the results will be used to help improve the university magazine. I want to make sure *Oklahoma State Magazine* is meeting your needs. Only by asking people like you can I hope to get useful information.

You were selected to participate in this survey using a random process. This means your responses are important because they represent many people and will have a major impact on changes in *Oklahoma State Magazine*.

Please take five minutes to answer these questions. There are no right or wrong answers. All I need is your honest opinion. When finished, please return the completed questionnaire to me, Sally Moore, by June 3, 1992. I have enclosed an addressed envelope; no return address or postage is necessary. Your responses will be used only for my thesis and to improve *Oklahoma State Magazine*.

The numbered label on the last page of the questionnaire is my device for tracking returned surveys. The number will be marked out when the survey is returned to ensure your confidentiality.

If you have any questions, please call me, Sally Moore, at (405) 744-7255.

Sincerely,

Sally Moore



**APPENDIX B**

**QUESTIONNAIRE**

Please answer the following questions. There are no right or wrong answers. All I need is your honest opinion. Your responses will remain completely confidential and used only to improve *Oklahoma State Magazine*. If you have any questions call me, Sally Moore, at (405) 744-7255. Please return questionnaires by Wednesday, June 3, 1992 to *Oklahoma State Magazine*, 121 Cordell North, Stillwater, OK 74078.

---

PLEASE ANSWER THE FOLLOWING QUESTIONS BY CHECKING THE BOX BESIDE YOUR CHOICE.

---

1. How much of *Oklahoma State Magazine* do you usually read:

- all of it
- most of it
- some of it
- none of it

2. How often would you like to see *Oklahoma State Magazine* published:

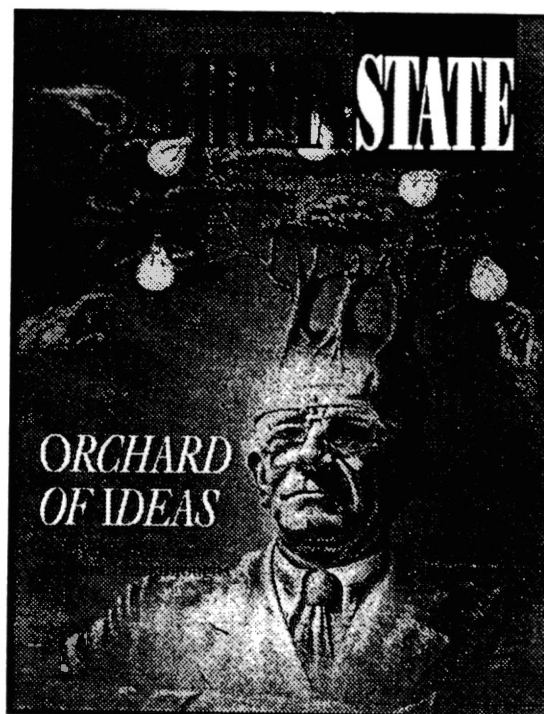
- no change, four times a year
- one time a year
- two times a year
- six times a year
- monthly

3. What is your main source of news about OSU:

- local newspaper
- radio or television
- friends and acquaintances
- Oklahoma State Magazine*
- other OSU publications (specify) \_\_\_\_\_
- other (specify) \_\_\_\_\_

4. What is the first section in *Oklahoma State Magazine* you normally read:

- cover feature
- campus news
- awards and recognitions
- legacies
- research update
- class notes
- Cowboy sports
- features on families with extensive OSU ties



5. What departments do you enjoy reading most? Rank in order of enjoyment with "1" being the most enjoyable and "7" being the least enjoyable.

- campus news
- awards and recognitions
- legacies
- Cowboy sports
- research update
- class notes
- cover features

PLEASE TURN THIS PAGE OVER

6. I would like to see more stories with a focus on: (Check all that apply)

- controversial issues surrounding the university
- branch campuses
- features on interesting alumni
- guest speakers on the university campus
- advances in research
- current outstanding students
- alumni chapters
- sports
- faculty
- other (specify) \_\_\_\_\_




---

PLEASE CHECK THE BOX NEXT TO THE ANSWER WHICH MOST ACCURATELY DESCRIBES YOUR OPINION.

---

7. *Oklahoma State Magazine* should do more stories about specific colleges at OSU such as arts & sciences, business, home economics, etc.:  
 strongly agree      strongly disagree

8. I find features about successful alumni:  
 very interesting      very boring

9. Would you like to see more class notes even though it means fewer feature stories?  
 yes  
 no  
 don't care

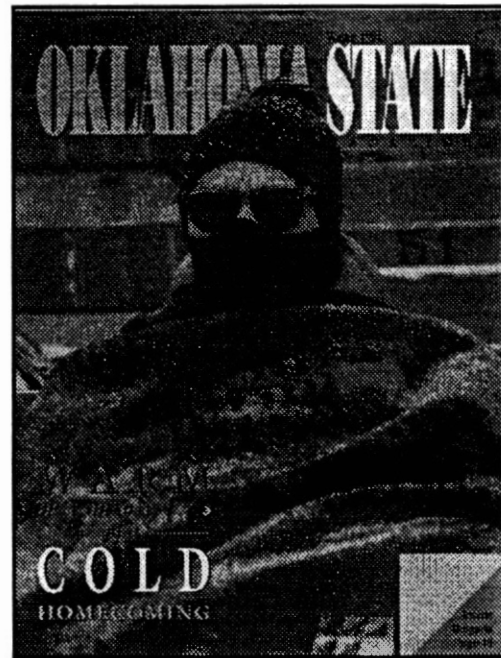
10. *Oklahoma State Magazine* adequately addresses controversial issues involving the university:  
 strongly agree      strongly disagree

11. Articles in *Oklahoma State Magazine* are:  
 very interesting      very boring  
 too long      too short  
 useful      useless

12. Articles in the "OSU Legacies" section about major donations are:  
 very interesting      very boring  
 too short      too long

13. Articles in the "Campus News" section are:  
 very boring      very interesting  
 too long      too short

14. Articles in the "Awards and Recognition" section are:  
 too short      too long  
 very interesting      very boring



PLEASE TURN THE PAGE

15. Articles in the "Research Update" section are:  
too short     too long  
very interesting     very boring

16. I find advertisements in *Oklahoma State Magazine*:  
useful     useless


17. I find the "Class Notes" section:  
informative     uninformative

18. Photos in *Oklahoma State Magazine* are:  
good quality     poor quality  
interesting     boring

**OSU's "First family"**

Throughout the country's first 100 years the Adams family has truly earned the first family title.

I had nearly 30 years for the Adams family in the Adams family. I was in the Adams family of OSU's 100th anniversary celebration in 1997. The Adams family was the Adams family of OSU's 100th anniversary celebration in 1997. The Adams family was the Adams family of OSU's 100th anniversary celebration in 1997.



OSU's 100th anniversary celebration in 1997 was a significant event for the university. The Adams family, who were the first family of OSU, played a crucial role in the university's early years. Their contributions and legacy are celebrated during this milestone.

PLEASE ANSWER THE NEXT TWO QUESTIONS ANY WAY YOU THINK APPROPRIATE.

19. I would like to see more stories on:

20. If you could make one change in *Oklahoma State Magazine* it would be:

PLEASE ANSWER THE FOLLOWING QUESTIONS BY EITHER CHECKING THE BOX NEXT TO THE APPROPRIATE ANSWERS OR WRITING IN THE ANSWER.

21. I am:  
 male  
 female

22. Did your spouse attend OSU?  
 have none  
 yes  
 no

PLEASE TURN THIS PAGE OVER

23. What degrees do you have from OSU? (Check all that apply)

- none
- associates
- bachelor's
- master's
- Ph.D.
- Ed.D.
- DVM
- D.O.

24. From what academic college did you graduate?

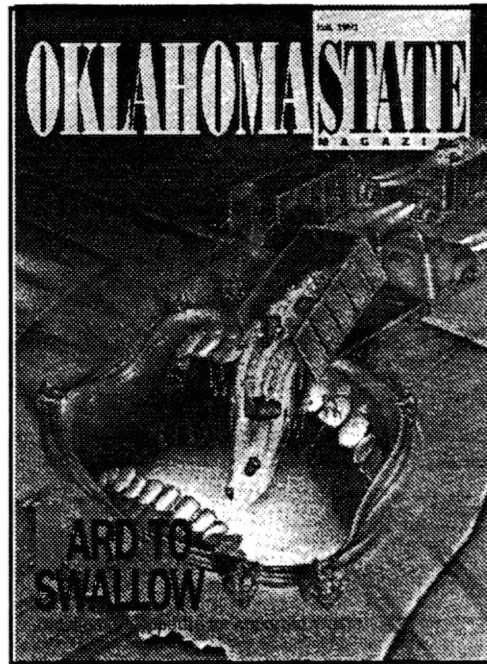
25. In what year did you obtain your first degree from OSU?

26. What is your annual yearly income before taxes:

- less than \$25,000
- \$25,000 - \$45,999
- \$46,000 - \$65,999
- \$66,000 - \$85,999
- \$86,000 - \$105,000
- \$106,000 - \$115,999
- over \$116,000

27. If sold on the newstand, how much would you pay for *Oklahoma State Magazine*:

- \$.01 - \$.99
- \$1.00 - \$1.99
- \$2.00 - \$2.99
- \$3.00 - \$3.99
- more than \$4.00
- nothing



---

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE. PLEASE RETURN IN THE ENCLOSED POSTAGE PAID ENVELOPE TO ME, SALLY MOORE, BY WEDNESDAY, JUNE 3..

---

THANK YOU!

APPENDIX C

READERS' COMMENTS

Readers would like to see more stories on:

- specific colleges and their new research equipment and instrumentation.
- university issues, including the University Center at Tulsa.
- advances in technology in all college on campus.
- the liberal arts, especially the music department.
- research advancements and how it relates to important alumni.
- special events, such as engineering week, agriculture week and campus chest.
- athletic department and sports.
- sports alumni, "Where are former OSU athletes now?"
- stories on how OSU compare to other universities.
- sports. (17 respondents made this remark)
- expansion of university facilities. Stories that focus on OSU embarking on new fields of studies.
- What to do if you hated your field and decided to change careers -- what can you do without going back to school to earn a good living.
- OSU and Oklahoma history. I would like to see more stories about discoveries and important innovations. Does OSU still have a world class hydraulics lab.
- alumni clubs and alumni activities.
- minority students and student accomplishments
- campus news.
- business people who graduated from OSU.
- specific interesting people around campus or about people associated with OSU.

- Since I live out-of-state, I would like to see more stories on a national level, not just how the university relates to Oklahoma.
- alumni progression in major companies.
- OSU's future plans.
- alumni groups.
- Cowboy sports, faculty, departments and finances
- reality stories -- stories about older adults returning to school.
- How the school is doing -- enrollment, graduation rates, who hires the most graduates and the greek system.
- controversial topics -- administrative abuse, financial and otherwise. I want to know why we let OSU's president bring in outside talent when competent people exist in local area, and fly people to Kameoka to give tests for three hours and then fly home.
- famous or successful OSU graduates
- Cowboy sports.
- OSU's impact on state and national business.
- activities within each college
- agriculture
- OSU history
- retired professionals
- extensions
- what is being done to increase the quality of education at OSU.
- scholarly athletes.
- world news regarding education and culture.
- Stillwater community.



- Greek activities and intramural sports.
- controversial issues on the state and national level on education. Also, articles on research being conducted on campus.
- continue the section on courses and workshops offered.
- professors of different eras.
- stories on what alumni are doing now. It is very interesting to find out something about a friend or an acquaintance.
- what is happening on campus. Cover all areas including the residence halls, greek system and off-campus stories.
- summaries of activities of the various colleges. I graduated in mechanical engineering and I have little feel for what has become of the department.

If you could make one change in *Oklahoma State Magazine* it would be:

- include president's comments
- use recycled paper
- seems to concentrate too much on the sciences
- get rid of the part about what alumni are doing. Ninety-five percent of the people included nobody knows or cares about anyway.
- the magazine has improved in all respects the past few issues. The covers are interesting and colorful, and articles are presented very well.
- include more pictures of what the campus looks like. I live out-of-state and don't have the opportunity to get to Stillwater very often.
- I'm interested in what academic changes are being made in each college
- changes in degree requirements.
- No changes, I really find it to be a very good alumni magazine.
- two feature stories per issue.
- no more of those stupid looking radically designed covers.
- more sports oriented material
- publish more often, and how about a comic strip.
- change the graphics used for the covers, especially those used the last few issues.
- I like it the way it is.
- give more information on alumni chapters.
- make the magazine a monthly publication.
- I would like to see more alumni oriented stories and stats on alumni chapters.
- it is basically a good magazine. Don't change.

- the research cover was awful.
- I am partially concerned with the promotion and doings of the liberal arts on campus.
- The magazine is my only source of information about OSU. Some of the articles I read, others I don't. I have no idea what you need to do to improve.
- more color pictures.
- include articles on commuters from other cities -- they are usually left out and they make up a large percentage of the enrollment.
- more photographs.
- less "legacies" stories.
- scholarly updates on each college.
- make the magazine available to current students
- more timely and interesting articles.
- By the time I receive the magazine, many of the stories are "old" news.
- calendar of alumni activities and local activities.
- foreign alumni.
- give alumni information on all major changes and updates to the university, student and staff. This would include all major research breakthroughs and their implications.
- Get away from parochial subjects -- the magazine could focus on Stillwater as a town but avoid locals -- who cares, let them use the society page of their local paper. To all of us it is boring.
- Be realistic, tell some stories about people who had to drop out, couldn't stand their field, went somewhere else, etc...
- add more color photographs.

-- I use *OSM* to find out what's going on at OSU, much like a newspaper. I am also interested in briefs on what has become of my classmates, and would like to see more focus on what's important issues at OSU no who got a new research contract and who's giving money. I would also like to see a focus on departments.

-- issues concerning the nation and state and how or what OSU is doing to ready students in these areas.

-- recent *O'Collegian* articles to give updates on what is happening from the student perspective.

-- pictures with class notes, so we can place names with faces.

-- longer stories.

-- publish six times a year.

-- I'm not sure "class notes" really need to go back so far (i.e. 30s - 40s.)

-- features on outstanding faculty.

-- remove "class notes" and replace it with something more interesting (i.e. latest recruits, outstanding students.)

<sup>2</sup>  
Vita

Sally Dove Moore

Candidate for the Degree of

Master of Science

**Thesis: A READERSHIP SURVEY OF OKLAHOMA STATE MAGAZINE  
STILLWATER, OKLAHOMA**

**Major Field: Mass Communications**

**Biographical:**

**Personal Data:** Born in Tulsa, Oklahoma, December 29, 1968, the daughter of Cecil and Dorothy Moore.

**Education:** Graduated from Charles Page High School, Sand Springs, Oklahoma, May 1987; received Bachelor of Science in education from Oklahoma State University in Stillwater, Oklahoma, May 1991; completed requirements for Master's of Science degree at Oklahoma State University in December 1992.

**Professional:** editorial assistant, Oklahoma State Magazine, January 1990 to July 1992. Staff writer, Oklahoma Department of Vocational and Technical Education, July 1992 to present.