

THE NATURE OF NEWS: EFFECTS OF ADDED LEVELS  
OF CONFLICT AND PROMINENCE

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## PREFACE

This study used a two-dimensional news model to explore "the nature of news" and to investigate the news decision-making of 10 newspaper city editors. The primary objectives were to determine the similarities and differences of news value and news selection of the editors.

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## CHAPTER I

### INTRODUCTION

And then there's news: anything which stands out, anything that doesn't happen all the time and is, therefore, of interest.

Life is good. That's the realm where things are taken care of. 'News' is when something goes wrong.

This is pure bullshit. The real news isn't in distinct, bizarre events. The real news is what happens 24 hours a day--all day long elsewhere. This is the news we don't read about in the daily papers because the people who control those papers don't want us to know about it and do everything they can to distract our attention from it.<sup>1</sup>

One big trouble with news is that nobody knows what it is. The other trouble is that nobody knows what it means.

That nobody knows what news is implies the absence of universally shared criteria for distinguishing news from non-news. Much of the controversy between the press and its critics turns on the issue of standards.<sup>2</sup>

One way to decide what news is, is to define news as what newsmen say it is. New York Sun editor John B. Bogart offered this explanation: "When a dog bites a man, that is not news; but when a man bites a dog, that is news."<sup>3</sup> To others, what sets news apart from other information is the quality of the reaction it produces: "News is something that will make people talk."<sup>4</sup> Talk was not enough for the Hearst editor who stipulated that news is "anything that makes a reader say, 'Gee Whiz!'"<sup>5</sup> A version more suitable for a newspaper of record is the one proposed by Turner Catledge, former managing editor of The New York Times: "News is anything you find out today that you didn't know before."<sup>6</sup>

Leon Sigel writes news is as wide as its critics. He states:

Nevertheless, examination of the various criteria implicit in the definitions that newsmen have offered quickly disabused the optimist. The disparity among newsmen's standards is as wide as among their critics! The criteria are mutually, if not internally, inconsistent. Nor is any single criterion sufficient to delineate the boundaries between non-news and news.

Another way of defining news is to look at what newsmen do. News, in this operational sense of the term, is whatever the news media publish or broadcast. Even a cursory glance at a newspaper or transcript reveals that there is not much relationship between what newsmen say news is and what the news media transmit. The newsmen's criteria fail a crucial test: they do not describe what their proponents do in practice.

Defining news operationally as what the news media transmit sidesteps the irresolvable issue of identifying criteria for news. Concern over what makes the news leads directly to the question of how the news gets made before considering the question, though, it is worth recalling the other trouble with news--that nobody knows what it means.

Uncertainty about what the news means confounds newsmen and their critics alike.<sup>7</sup>

According to Tamotsu Shibutani, the public is highly responsive to news, which is not mere information but information that is important to someone. As Shibutani puts it:

News gets its distinctive character from being a phase of interrupted activity; demand for news arises in situations in which action has been suspended temporarily for want of an adequate definition. Thus, news is about unusual events, extraordinary happenings that have broken the normal routine of the existence of a problematic situation that converts what is otherwise ordinary information into news. Where the situation is ambiguous, where there are alternatives, where a decision has to be made, any item that might affect the outcome becomes 'live matter'. News is a phase of on-going action in that it enters at a crucial moment when something is still in process, when it is still unfinished and to be acted upon by a revision of opinions or a redirection of activity. News is that more or less urgent information that men need in making adjustments to changed circumstances; it is sought, even at a great sacrifice, because of the necessity of getting one's bearings in a rapidly changing world.<sup>8</sup>

In 1949, White said:

What is news? Is the answer, news, is what a newspaperman makes it? I am not sure, but it seems to me that the examination to this answer must start where news begins--within the institution of the press, or where a reporter writes his news. To a reporter, writing the news story is a personal experience. For despite what 'professional' or 'ethical' pattern he follows, the news story is a product of his perception and evaluation of his environment of the social area from which the story and its characters come, and the climate in which it is written.<sup>9</sup>

The reporter has to work around the editor's perception of the news story, the values of the newsroom and the values of his audience, the readers, listeners or viewers. The reporter's news story selection also involves pressures of time and mechanical production. Finally, one must examine the role of the editor.<sup>10</sup>

Common to all editors are the pressures exerted by the reality of the newsroom bureaucratic structure and its operation. The most powerful factor might not be the evaluative nature of news, but the pressures of getting the copy into the newspaper, which might result in his being more concerned with the mechanical pressures of his work than with the social meanings and impact of the news. In other words, his personal evaluations may enter into the selection process of his employers being accepted by his audience.<sup>11</sup>

In short, the editor is concerned with goals of production, bureaucratic routine, and interpersonal relations with the newsroom.<sup>12</sup>

This would affect his real perception of his audience. Therefore, he would not be truly communicating to it. If the reporter is not giving a meaningful and purposeful surveillance of the environment to the reader, he is not doing his job.<sup>13</sup>

In handling news stories, reporters tend to use denotative symbols (names rather than values, action rather than meaning, and controversy

rather than consensus). And, although reporters know the audience needs to know the facts, they are too oriented to the problem of the newsroom to get them out.<sup>14</sup>

Finally, if reporters are aware of their environment, both personally and professionally, and have a wide background of material, they usually have little opportunity to report fully on a news story. Employers usually do not allow sufficient time or space to write full reports, often because they allow reporters to be preoccupied with gathering trivia, failing to let them discuss items of broader social significance.<sup>15</sup>

Most reporters are aware of a "climate" in a newsroom in which they recognize themselves as employees of a news-gathering bureaucracy in which rewards come from editors and colleagues. The value system of the newspaper is a problem because reporters accept it as part of bureaucratic structuring.<sup>16</sup>

The fate of the news story, then, is not determined by the needs of the audience or even by the frame of reference created by the bureaucratic structure of which the communicator is a member.<sup>17</sup>

News, then, does not have an independent existence. News is a product of men who are members of a news-gathering (or a news-originating) bureaucracy. News is not a happening, it is the reporting, and evaluating what has happened. News is a frame of reference created by the bureaucratic structure of which the communicator is a member.<sup>18</sup>

Schramm says news exists in the minds of men. He writes:

News is not an event; it is something perceived after the event. It is not identical with the event; it is an attempt to reconstruct the essential framework of the event--especially being defined against a frame of reference which is calculated to make the event meaningful to the reader. It is an aspect of communication, and has the familiar characteristics of that process.<sup>19</sup>

Schramm is concerned with the essence or nature of news. What he says is news is an event put together from eye witness accounts, comments, explanations, and the reporter's own knowledge and predispositions. The report is coded for transmission, usually by persons who have no connection with the event. It is then coded by modifying its length, form, emphasis, and interpretation to meet the mechanical demands of transmission and presentation and the anticipated needs and preferences of the audience.<sup>20</sup>

Therefore, man is not a total victim of newsroom bureaucracy, because he exerts his own influence. However, this may affect how the reporter sees and thus reports--to whom he selects as sources and how he reports sources' information.

Man, then, responds to images and notions, as symbols for ideas about things. For man, it would seem, is living mainly in pseudo-world of his own making.<sup>21</sup>

Lippmann, in his book, Public Opinion, writes of the pseudo-environment. The objective world that man deals with, Lippmann said, is "out of reach, out of sight, out of mind." In his head, man makes for himself a more or less trustworthy picture of the world outside. Thus, men behave not on the basis of direct and certain knowledge of the real world, but on pictures they have made or derived from others. What a man does depends on those pictures in his head.<sup>22</sup>

Lippmann writes how little the world as it really is conforms to the picture of the world that we carry in our heads. He defines stereotypes as:

For the most part we do not see first, then define; we define first and then see. In the great blooming, buzzing confusion of the outer world we pick out what our culture has already defined for us, and we tend to perceive that which we

have picked out in the form stereotyped. . . . That is why accounts of returning travellers are often an interesting tale of what the traveller carried abroad with him on his trip. If he carried chiefly his appetite, a zeal for tiled bathrooms, a conviction that the Pullman car is the acme of human comfort, and a belief that it is proper to tip waiters, taxi cab drivers, and barbers, but under no circumstances station agents and ushers, then his odyssey will be replete with good meals and bad meals, bathing adventures, apartment-train escapades, and voracious demands for money.<sup>23</sup>

A better example by Lippmann is:

Except where we deliberately keep prejudice in suspense, we do not study a man and judge him to be bad. We see a bad man. We see a dewy morn, a blushing maiden, a sainted priest, a humorless Englishman, a lazy Hindu, a wily oriental, a dreaming Slav, a volatile Irishman, a greedy Jew, a 100 per cent American. In the workaday world that is often the real judgment, long in advance of the evidence, and it contains within itself the conclusion which the evidence is pretty certain to confirm. Neither justice, nor mercy, nor truth, enter into such a judgment, for the judgment has preceded the evidence.<sup>24</sup>

Lippmann then proceeds to argue that, in the present state of education, a public opinion is primarily a moralized and codified version of preconceptions, since "the pattern of stereotypes at the center of our codes largely determines what group of facts we shall see, and in what light we shall see them." Hence, a public opinion of necessity must be based largely on mythology. A myth, as Lippmann notes, may be wholly true, partially true, or false.

What a myth never contains is the critical power to separate its truth from its errors. For what power comes only by realizing that no human opinion, whatever its supposed origin, is too exalted for test of evidence?<sup>25</sup>

Doob writes that Lippmann's views of the limitations of public opinion require no essential modification. The only suggestion Doob offers is that Lippmann's "conception of 'stereotype' now seems a little too intellectual and to lack the emotional and unconscious components

that most psychological processes--like rationalization and displacement--possess."<sup>26</sup>

Rivers, Peterson, and Jensen write:

The mass media can also be viewed as creating a kind of pseudo-environment between man and the objective 'real' world. This view has important implications for the role of the media in society. For one thing the media have brought speed, ubiquity, and pervasiveness to the traditional role of communications. Therefore, the media are sometimes seen as enveloping modern in a kind of ersatz reality. For another thing, as a means by which the dominant institutions exercise social control, the media are widely regarded as so imbuing the public with the prevailing values and beliefs of their culture that society is in danger of becoming stagnant. The fear is that because the commonly accepted pattern goes unchallenged, people will behave toward one another in almost ritualistic fashion and that their lives and institutions will become fossilized.<sup>27</sup>

The problem of stereotyping has been developed best by television. Because of psychological backdrops, short time available for the preparation of scripts and the vast amount of material television has to present to audiences, it has become convenient for networks to present images of stereotypes. Adorno notes we are not dealing with the problem of the existence of stereotypes: "Since stereotypes are an indispensable element of the organization and anticipation of experience, preventing us from falling into mental disorganization and chaos, no art can entirely dispense with them."<sup>28</sup> However, the more stereotypes become reified and rigid in the present society we now live in, the less people are likely to change their pre-conceived ideas with the progress of their experience.

Boorstin also has suggested the idea of the pseudo-environment. In his book, The Image, he characterized the pseudo-event as:

It is not spontaneous, but comes about because someone has planned, planted, or incited it. Typically, it is not a train wreck or an earthquake, but an interview.

It is planted primarily (not always exclusively) for the immediate purpose of being reported or reproduced. . . . Its occurrence is arranged for the convenience of the journalist. Its success is measured by how widely it is reported.

Its relation to the underlying reality . . . is ambiguous.

Usually it is intended to be a self-fulfilling prophecy. That is to say, that something is true, or to act as if it were, leads to the general belief that it is true.<sup>29</sup>

This example is best illustrated by the campaign managers of Richard Nixon during 1968. Nearly every appearance Nixon made during the campaign was contrived. How this was arranged was written by one aid in regard to Nixon's television appearances, describing the "question and answer" programs:

We open as if we'd walked in late, in the middle of a question. As Nixon starts to answer, a voice-over announcer identifies the program and a super come on (suggested titles: 'Hotseat;' 'Dialogues with Richard Nixon;' 'Straight talk;' 'Nixon in New Hampshire;' etc.). The group is identified. And for the rest of the period, the program is simply an informal unrehearsed question and answer session between Nixon and the group. The setting will be causal and the mood easy. There will be humor, seriousness, provocativeness, controversy and sincerity. The plan would be to tape 20 or 30 minutes of discussion, then edit it down to the most interesting five minutes. Questions would be planted to make sure that the issues we want discussed would be brought up.<sup>30</sup>

This all brings us back to the question: "Is it news?" Who is going to decide what news is good for the public and what news is bad for it, and by what rules are the decisions to be made? Certainly, the example cited above is not news because the media made it news. It seems that Nixon's public relations men did an excellent job of fabricating a picture of events calculated to give viewers a picture of telling what had not happened. Also, the news is the "raw material of opinion" but it should not be manipulated with an eye to the finished product, as was done in this case.



Boorstin states the news leak is a pseudo-event par excellence. This is true in the news story about Daniel Schorr and the Pike Papers. In the author's opinion, Schorr made the story more interesting so the producer would put it on the air. Boorstin describes Schorr perfectly:

Nowadays the test of a Washington reporter is seldom his skill at precise dramatic reporting, but more often has adeptness at dark intimation. If he wishes to keep his news channels open he must accumulate a vocabulary and develop a style, event or statement to the underlying facts of life, at the same time seeming to offer hard facts. Much of his stock in reality of what he reports. He lives in a penumbra between fact and fantasy. He helps create the very obscurity which the supposed illumination of his reports would be unnecessary.<sup>31</sup>

Boorstin takes Schorr to task if one compares Schorr's to Boorstin's account of why newsmen really cover congressional investigating committees. Boorstin writes:

A similar explanation helps account for the rising prominence in recent years of the congressional investigating committees. In many cases these committees have virtually no legislative impulse, and sometimes no intelligible legislative assignment. But they do have an almost unprecedented power, possessed now by no one else in the Federal government except the President, to make news. Newsmen support the committees because the committees feed the newsmen: they live together in happy symbiosis. The battle for power among Washington agencies becomes a contest to dominate the citizen's information of the government. This can most easily be done by fabricating pseudo-events.<sup>32</sup>

The only way to eliminate pseudo-events is to not let the media cover the "news." This hardly is a rational answer to eliminating the pseudo-events of mass communication that takes place every day in the media. News, then, does not become news until an issue becomes overt through a public statement of fact, an accusation or an interchange of contested points of view.<sup>33</sup>

Schramm writes, in the Journalism Quarterly, that a person selects news in expectation of a reward. He classifies reward into two types:

immediate and delayed. Content that pays its rewards at once may relax tensions or help in problem solving. It usually includes stories dealing with accidents, corruption, crime, disaster, society affairs, and sports, of which produce a thrill without the strain of participation. Content that pays rewards in the future may promise information useful for social effectiveness. Instead of reducing tensions, it may increase them. But it prepares a person for meeting needs and problems. This includes material about economic and social affairs.<sup>34</sup>

Whatever news is, a number of forces combine to shape it. These include professional standards, perceived conventions, individual tastes of editors, budgetary constraints, editors' and writers' perceptions of their audience, internal and external rivalries, technology, government, relations between sources, and the shifting conception of what is "legitimate" for entry into the news market.

News systems, such as the Associated Press and the United Press International, run syndicated and pre-packaged news which constitute the major output of a local news organization. An important portion of the remaining news reflects the self-serving bias of news sources. The professional who puts his news into his newspaper is standing between the reader and the news networks. This wire editor or gatekeeper controls which stories will be printed and which will go into the wastebasket. Thus, the gatekeeper has more power than reporters and publishers because he decides which of the arriving stories are ripped off the wire each day will be seen by the public. And by making these decisions, he notifies all others in the system which stories in the future are likely to be printed and which ones it is pointless to report. What the gatekeeper throws in the trash is generally never known to the reader. It is as

though the event reported in the newsroom never happened. This is inevitable, but it is awesome. News stories are highly objective and reliant upon value judgments based on the gatekeeper's own set of experiences, attitudes, and expectations--the selection of what "news" actually is.

It should be pointed out that what is news is which wire the editor chooses, and this may be determined by the wire service budget.

Gieber made an analysis of how a set of gatekeepers handled civil liberty news. He found reporters were able to rationalize their concepts of audience needs and were less successful in "knowing" their audience. Gieber noted that far too often the press (via its "gatekeepers") had lost sight of its proper goal: to "serve" the audience. This means, the news-gathering machinery and bureaucracy, too often, Gieber writes, determine the end.<sup>35</sup> Gieber also holds the view that the gatekeeper's values may be consonant or in conflict with:

(a) the values in the story, (b) the values of the newspaper--which in turn may be in conflict or consonant with the values of the story, (c) the perceived values of the audience which in turn may be consonant or in conflict with the values of the newspaper.<sup>36</sup>

In a study by White, nearly 30 years ago, a gatekeeper was asked if he had any built-in prejudices that influenced his decisions:

I have a few prejudices, built-in or otherwise, and there is little I can do about them. I dislike Truman's economics, daylight saving time, and other matters if I feel there is nothing more important to give space to. I am also prejudiced against a publicity-seeking minority with headquarters in Rome, and I don't help them a lot. As far as prejudices go, I go for human interest stories in a big way. My other preferences are for stories well-wrapped up and tailored to suit our needs (or ones slanted to conform to our editorial policies).<sup>37</sup>

In summary, "gatekeepers" determine what is "news" in any given time and place. The newspaper's financial statement usually determines the quality of news received. A small newspaper is often dependent on information supplied by outside sources. The sources who provide this information have special interests and go to great lengths to make sure their information gets printed. This makes the paper a passive recipient of information.

A small budget means little investigation or in-depth reporting. This affects professionals from making the organization a top news institution.

How budget or revenues can affect what is news is important because it can stop the American people from hearing all sides of the story. Fred W. Friendly, president of CBS News, resigned because the network's management declined to cancel an entertainment program in order to carry live an important hearing of the Senate Foreign Relations Committee during the height of the controversy on the Vietnam war.<sup>38</sup>

What is news also is determined to a great extent by the media monopolies. For example, daily newspapers in the United States are almost all local monopolies, so that the picture of the community is under control of one man or a small group. This is intensified by the fact that usually they own other media interests--such as radio stations and/or cable facilities. If a publisher or owner of a monopoly wants to show bias, he has the power to do so. "News remains news only until it has reached the persons for whom it has 'news interest'. Once published and its significance recognized, what was news becomes history."<sup>39</sup>

The correspondents I interviewed almost all defined 'news' in terms of time. 'News is what is new in the world since our last broadcast' or 'News is what has happened today' or 'News is change' are typical of the definitions

given by newsmen. When pressed, virtually all the correspondents related 'news' either to the time element or change in a situation; what distinguished 'news' from other forms of knowledge, such as history was its 'immediacy.'<sup>40</sup>

News also varies from broadcast journalism because structurally they are very different in areas of news operations. For one thing, broadcasting, unlike the print media, is a federally licensed and regulated industry. Also, the economics of both media have little in common. For example, while newspapers can increase their newsstand sales, and hence advertising revenues (which are based on circulation), by investing money and manpower in the editorial product--that is, scoops, exclusives, investigative reporting, features, exposes, and so forth--networks attempt to increase the "circulation" of news programs themselves, but by investing in preceding non-news programs to build what is called an "audience flow," on the theory news programs inherit rather than attract the bulk of their audience. In terms of production problems, newspapers can expand their editions to cover extraordinary news by adding pages without sacrificing any advertising, while networks cannot expand programs for news developments without displacing other programs and advertising.<sup>41</sup>

Advertisers, in addition to putting intense skills into their commercials, concern themselves with the content of the programs they sponsor--such as news programs. Ten corporations, through their sponsorship, control the bulk of prime-time American television. Their concern about the social impact of their programming is illustrated by the set of guidelines established by one of the 10 corporations, General Mills, for producers of their television programs.

Where it seems fitting, the characters should reflect acceptance of the world situation in their thoughts and actions, although in dealing with war, our writers should minimize the 'horror' aspects. . . . There will be no material

on any of our programs which could in any way further the concept of business as cold, ruthless, and lacking all sentiment and spiritual motivation.<sup>42</sup>

Seiden disagrees with the idea that advertisers can influence news.

He writes:

Whether or not it was true in the past that advertisers, for private objectives, influenced the content of the programs they sponsored or the editorial policy of the newspapers in which they advertised, it is not true today. Today's advertising practices and the present economic structure of the industry have made it extremely difficult for an advertiser to exert such power upon the media.<sup>43</sup>

In conclusion, news is a commodity. It is mass produced and disseminated through networks of men and machines, but is produced by personal judgment, technology, and bureaucracy.

Also, there are limitless possibilities in reportable events in the world. Most are eliminated because reporters and other gatekeepers have no contact with them. Since they don't know about them, they cannot report them. But what determines which events are legitimate to be reported? The legitimacy of any category of events changes with time and place, but at any given moment, almost the entire journalistic establishment accepts that, and accepts it to the degree that those subjects considered illegitimate are for all practical purposes not observed or thought to exist.

The basic premise of the sociology of news is that social structure is the major influence on the content of the press. Thus, in the United States, political news will concentrate on the competing political parties. In a one-party society, political news will obviously concentrate on those who hold power in that society. The sociology of news shares the analytical perspective of a more encompassing concern, the sociology of knowledge. The premise underlying the sociology of

knowledge is that all cultural artifacts produced in a society are influenced significantly by the ways in which the society is organized.<sup>44</sup>

Because social structure is a major determinant of press content, the sociology of news is closely linked to another of sociology's major concerns--stratification, the division of a society into hierarchies with varying degrees of power and wealth, and differing beliefs and modes of behavior. The sociologist of news must concern himself with how the division into social strata influences the selection of social data published as news. An elementary demonstration of the stratification of personal newsworthiness is offered by the columns of "society" news in any metropolitan newspaper.<sup>45</sup>

Studies of how communication is influenced by social structure tend to emphasize either the socially inspired sources of ideas or the social consequences of disseminating information. The sociology of news is far more concerned with input than with outcome. It focuses on the origin of the message rather than on its effect. Instead of asking who makes up the audience and how the audience responds, it asks who are the news sources and how do they gain access to the news media.<sup>46</sup>

Thus, the press makes different public issues. Different reference groups become salient for various sections of the audience. These differences in frames of reference, which result in differing perceptions and interpretations, help to explain patterned differences in public responses to the same news story.<sup>47</sup>

So, it would seem that news is elite-centered, in terms of nations or in terms of people. The actions of the elite are, at least usually and in short-term perspective, more consequential than the activities of others. This applies to elite nations as well as to elite people.

Moreover, as amply demonstrated by the popular magazines found in most countries, the elite can be used in a sense to tell about everybody. A story about how the king celebrates his birthday will contain many elements that could just as well have been told about anybody. But who in particular, among ordinary men and women, should be picked for the telling of the story? Elite people are available to serve as objects of general identification, not only because of their intrinsic importance.<sup>48</sup>

#### The News Element Approach to News

The aforementioned clearly indicates that much of the "theory" of news did (and still does) comprise a great deal of unstructured phenomenological hunches.

As Badii and Ward wrote:

Decades of research still leave the perplexing question: 'What is news?' Perennially, the answer seems to lie just beyond the horizon. This elusiveness seems due to the lack of theoretical frameworks applicable to all stories, regardless of topic. Thus, the baffling complexity of even one gatekeeper's output, or reader's selection therefrom, defies parsimonious description, with few exceptions.<sup>49</sup>

They added, if a news value profile could be predicted for editors of different newspapers, a grassroots level of parsimony would evolve and help unravel such spurious rhetoric about the nature of news.<sup>50</sup>

In 1967, Ward sought to describe news through an underlying framework of three semantically independent, meaningful dimensions: (1) SIGNIFICANCE, with Impact, Magnitude and Neither elements; (2) NORMALITY, with Oddity, Conflict and Normal elements; and (3) PROMINENCE, with Known and Unknown Principals.<sup>51</sup> At the time, Ward felt that notable unexplained variance in news judging patterns among editors might have been due to overly-inclusive definitions of Conflict, Impact, and Known Principals.<sup>52</sup>



This study was devoted solely to the task of determining the saliency of additional subsets of the Conflict and Known Principal elements that were structured into news stories submitted to print media editors.

Since Ward was not satisfied with what he felt was the all-inclusiveness of the Conflict and Known Principal elements, he decried the underdevelopment of news-value research. He called for more studies in refinement of these elements to allay stagnation of the three-dimensional structure he introduced.

In what he felt was one of the most complex areas of Mass Communication, Ward suggested further work should include:

A study to determine editors' hierarchy of values of occupational status to establish degrees of importance of Known Principals. Occupations might be separated into broad categories: local officials, various professions, businessmen, voluntary occupations (leaders of civic activities), etc.

A study to determine if levels of Conflict include 'Renewed Conflict' or 'Mortal Conflict'. That is, can an old conflict be revived to its original salience as a news value? If so, what is the nature of this revived conflict?<sup>53</sup>

In that exploratory study, the matter of degree to which a news element existed naturally was a problem in the beginning, Ward said. Satisfied that, generally, the news elements in the 1967 study were valid, Ward contended that the most obvious task involved the PROMINENCE dimension elements of Known Principals.

For example, the story about a local man (Unknown Principal) being killed in Viet Nam, presented a problem in decision-making on the local level. Obviously, Viet Nam would comprise a prominent issue for an editor.

Prominence, itself, inherently is a concept involving degrees. The present operational definition assumes equal importance of Known Principals or events. This means that a mayor, a police chief, a city solicitor, a local millionaire, and countless other persons in the public eye are equally prominent. Much work needs to be done in refining Prominence in this respect. The most obvious approach to this would be a study of editors' perceptions of occupational status.

Though this study did not adhere to Ward's suggestions, per se, it did address the inclusiveness of the Conflict and Known Principal news elements.

Previous to the Badii and Ward study, the 3-D Model already had been used by Carter,<sup>54</sup> Rhoades,<sup>55</sup> Galow,<sup>56</sup> Atwood,<sup>57</sup> Buckalew,<sup>58</sup> Snipes,<sup>59</sup> Smith,<sup>60</sup> and McWatters,<sup>61</sup> among others. These studies laid the foundational background for the present project.

The author, in confronting the inclusiveness aspect of news elements, dealt with the Conflict elements of Ward's original NORMALITY dimension, and with the original PROMINENCE dimension. In this study, however, Conflict was considered a news dimension in itself, with three levels; while PROMINENCE included three levels instead of two. Ward's SIGNIFICANCE dimension, involving the Impact and Magnitude elements, was disregarded, as was the Oddity element which, along with Conflict, comprised the original NORMALITY dimension.

In essence, then, this study sought to determine the main and interactive effects of levels of CONFLICT, and PROMINENCE on editor's relative probable use of those news dimensions' elements.

## ENDNOTES

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<sup>2</sup>Leon V. Sigal, Reports and Officials (Lexington, Toronto, and London, 1973), p. 1.

<sup>3</sup>Panel Discussion at the Institute of Politics, Kennedy School of Government, Harvard University, May 19, 1970.

<sup>4</sup>Frank Luther Mott, American Journalism: A History, 1690-1960 (New York, 1962), pp. 11-14.

<sup>5</sup>New York Times, company's proxy statement (February 16, 1971), p. 21.

<sup>6</sup>Paul Weaver, "The Metropolitan Newspaper as a Political Institution" (unpub. Ph.D. dissertation, Harvard University, 1960).

<sup>7</sup>Sigal, p. 1.

<sup>8</sup>Tamotsu Shibutani, Improvised News (Indianapolis and New York, 1966), p. 40.

<sup>9</sup>David Manning White, "The Gatekeeper: A Case Study in the Selection of News," People, Society, and Mass Communication, ed. Lewis Dexter and David Manning White (New York, 1964), p. 173.

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<sup>11</sup>*Ibid.*

<sup>12</sup>*Ibid.*

<sup>13</sup>*Ibid.*

<sup>14</sup>*Ibid.*

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<sup>17</sup>*Ibid.*

<sup>18</sup>*Ibid.*

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- <sup>23</sup>Walter Lippmann, Public Opinion (New York, 1922), pp. 119-120.
- <sup>24</sup>Ibid., p. 57.
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- <sup>42</sup>Davison and Yu, p. 131.
- <sup>43</sup>Martin H. Seiden, Who Controls the Mass Media? (New York, 1974), p. 178.
- <sup>44</sup>Robert W. Janes, "A Technique for Describing Community Structure Through Newspaper Analysis," Social Forces, 37 (October, 1949), pp. 103-109.
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- <sup>46</sup>Ibid.
- <sup>47</sup>Ibid.
- <sup>48</sup>Ibid.
- <sup>49</sup>Naim Badii and Walter J. Ward, "The Nature of News in Four Dimensions," Journalism Quarterly, 57 (Summer, 1980), pp. 243-249.
- <sup>50</sup>Ibid., p. 244.
- <sup>51</sup>Walter J. Ward, "News Values, News Situations, and News Selection: An Intensive Study of Ten City Editors" (unpub. Ph.D. dissertation, University of Iowa, 1967).
- <sup>52</sup>Walter J. Ward et al., The Nature of News in Three Dimensions (Stillwater, 1973), pp. 194-198.
- <sup>53</sup>Ibid.
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- <sup>58</sup>Buckalew, pp. 211-222.
- <sup>59</sup>Ronald L. Snipes, "News Values and News Decisions of High and Low Authoritarian Editors" (unpub. Ed.D. dissertation, Oklahoma State University, 1973).

<sup>60</sup>Barbara A. W. Smith, "The Nature of News Photographs in Four Dimensions: Dynamism, Prominence, Complexity, Universality" (unpub. Master's thesis, Oklahoma State University, 1977).

<sup>61</sup>Garland McWatters, Jr., "A Comparison of Story Selection by Radio News Directors and a Sample Audience Along Four News Dimensions" (unpub. Master's thesis, Oklahoma State University, 1978).

## CHAPTER II

### DESIGN, METHODOLOGY, AND ANALYSIS

Guttman's principles of facet analysis, or dimensional structuring, proved useful for conceptualizing the new dimensions and elements in this study.<sup>1</sup> Essentially, the structuring of dimensions or facets involved development of semantically independent types of stimuli relevant to the researcher's interest. In other words, the dimensions of CONFLICT and PROMINENCE classified stimuli into a theoretical structure so that one could talk about them (the stimuli) more meaningfully. For instance, the objective was to derive several facets or dimensions of news that were semantically different, and yet related to dependent variables of editor responses or judgments.<sup>2</sup>

Ward structured six news facets as stimuli with two elements each. The facets were: Prominence, Significance, Oddity, Proximity, Timeliness, and Conflict.<sup>3</sup> Following a preliminary study, the six original news facets were reduced to four and then to three. Ward held Timeliness and Proximity constant in all of the local news stories, since these are "conditions" that amplify the relative importance of the basic news elements rather than being news elements, per se. In every story used in the input pool, it was assumed that event occurred "today" in the "local area" of the newspaper.<sup>4</sup>

Relating to Ward's PROMINENCE dimension--and to a central point in this study--Carter identified status as a key variable in the

newsman/source relationship and suggested self images and occupational stereotypes influence the interaction between newsman and source. Carter hypothesized a source's favorability of attitude toward the press and attitudes of press people toward sources are functions of perceived status differences.<sup>6</sup> And Jeffers assumed there is a functional level of status or a specific status characteristic that elicits different expectations than those associated with the social norm level of status.<sup>7</sup>

So, it seems that persons have different types of a status characteristics (such as different kinds of occupation) which lead others to perceive people as having a higher level of status or to assign a position to be equal or below in occupational status. In other words, different people have different status levels, and this might affect news values.

The Albert J. Reiss, Jr., book of the "prestige of occupations" proved useful for conceptualizing the social status of occupations. Essentially, Reiss used the National Opinion Research Center (NORC) as a means of affirming a rank-structure of the prestige status of occupations. Reiss' book provides a systematic classification of occupations ranked from low to high from which the researcher could classify social stratification into a theoretical structure so that one could talk about them (the stimuli) more meaningfully.

Combining Reiss's social status model and Janes's theory of community structure enabled the author to form another breakdown of the PROMINENCE dimension. First of all, the author took Reiss's "population" of occupations and partitioned them into three levels: High, Medium, and Low. With the help of the "Bell" curve, a statistical inference was made



possible through the use of the standard deviations from the mean value of all occupations. This was done because of the fact that the sample means follow the "Bell" behavior (for large populations and samples), and some mathematical predictions can be made using the normal curves that apply to just about any situation where large populations and samples are concerned. As for the Conflict dimension, the former and all-encompassing single element (just plain "Conflict") was split into two levels to include the Verbal and Physical levels. (Of course, the exhaustive "Little or No Conflict" level was also included.)

#### News Element Definitions

This study, then, took only two concepts from Ward's study of news--Prominence and Conflict--and trichotomized them. The two independent (variable) news dimensions, their elements, and definitions were:

##### A. CONFLICT

- a-1. Verbal Conflict: Any verbal, open clash between persons or groups. The conflict must be obviously intense, with distinct 'movement against' by one or both opposing forces.
- a-2. Physical Conflict: Any physical conflict between persons, groups, animals, or involving a clash of any of these three against nature. The conflict must be obviously intense, with distinct 'movement against' by one or more opposing forces.
- a-3. No Conflict: Actions not intense enough to be constituted as verbal or physical conflict.

##### B. PROMINENCE

- b-1. High Prominence: The principal's occupation must have a rating of 75 or above on the NORC scale.
- b-2. Medium Prominence: The principal's occupation must have a rating from 46 to 74 on the NORC scale.
- b-3. Low Prominence: The principal's occupational status must have a rating of 45 or below on the NORC scale.<sup>5</sup>

To explore the relationship between the gatekeeper's probable use of a story and the news elements in that story, the author utilized a pool of 45 news stories--five each to represent the nine possible combinations of PROMINENCE and CONFLICT news elements. (Three CONFLICT levels times three PROMINENCE levels = 9.)

The researcher attempted to determine the probable use hierarchy of these news elements among 10 city editors of Oklahoma newspapers. These editors were asked to rank-order the stories along a nine-point quasi-normal Q distribution from "Most Probably Use" to "Least Probably Use," as if they were an editor of a statewide newspaper with a "large" daily circulation of 250,000. (See Q-distribution continuum on page 30.)

#### News Element Combinations

The 3 x 3 factorial design, thus far, contained nine possible combinations of news elements. In other words, nine news stories were required to incorporate each news element and/or combinations thereof. Five news stories from each of the nine possible combinations of news elements were:

1. High Prominence, Physical Conflict
2. High Prominence, Verbal Conflict
3. High Prominence, No Conflict
4. Medium Prominence, Physical Conflict
5. Medium Prominence, Verbal Conflict
6. Medium Prominence, No Conflict
7. Low Prominence, Physical Conflict
8. Low Prominence, Verbal Conflict
9. Low Prominence, No Conflict

The independent variables in this study were the news elements in the 45 news stories selected for the study. (The selection of the 45 stories was supervised by Dr. Walter J. Ward, Coordinator of Graduate Studies in Mass Communications at Oklahoma State University, Stillwater, who acted as thesis adviser.) The dependent variable was the subjective probable use of the stories.

The 45 news stories, regarded as a sample of items for the editors to sort, are listed in Appendix A.

Most of the stories recounted events that happened in Oklahoma or had relevance to the state. Proximity and timeliness were held constant in all stories. In every story in the input pool, the event was assumed to have occurred "today" and was related to Oklahoma.

#### Selection of Editors

The study surveyed 10 news editors in Oklahoma. Arbitrary criteria for selection were:

1. The editors represent newspapers with a range of circulation size.
2. The editors live in a city with a population greater than 10,000.

The editors were contacted personally by the author, first by letter, then by phone, and were asked to Q-sort the sample of 45 news stories.

No attempt was made to collect data on the editors' backgrounds since previous research had shown differences in the editors' age, background, experience, and education did not make a difference in the probable use of the stories.<sup>9</sup>

The names and locations of the papers' news editors included in the study are listed in Table I.

TABLE I  
PARTICIPATING OKLAHOMA NEWSPAPERS

<u>Newspapers</u>	<u>Location</u>	<u>Circulation</u>	<u>Population</u>
<u>Phoenix and Times Democrat</u>	Muskogee	21,992	37,331
<u>Tulsa Tribune</u>	Tulsa	77,923	583,300
<u>Enid Eagle and News</u>	Enid	29,882	46,719
<u>Bartlesville Examiner-Enterprise</u>	Bartlesville	12,643	29,683
<u>Oklahoma City Times</u>	Oklahoma City	167,692	1,705,000
<u>Altus Times-Democrat</u>	Altus	7,696	23,302
<u>Lawton Press and Constitution</u>	Lawton	31,506	100,400
<u>Duncan Banner</u>	Duncan	10,666	11,118
<u>Ardmoreite</u>	Ardmore	12,261	45,609
<u>Oklahoma Journal</u>	Oklahoma City	47,738	1,705,000

Appendix B shows the locations of the 10 Oklahoma cities selected for the study.<sup>10</sup>

#### Methodology

Since this study was limited to a small number of persons, William Stephenson's Q-Methodology was an appropriate basis for design and

analysis of the 10 city editors' judgments.<sup>11</sup> Q-sorting is a method of ranking objects on a quasi-normal frequency distribution and assigning numerical values to the objects for statistical purposes. It centers particularly on sorting decks of cards (Q-deck) and in correlations among the responses of different individuals to the Q-sorts.<sup>12</sup>

In Q-technique, any person becomes the subject of a detailed factor and variance analysis. It is suited to testing theories on small sets of individuals carefully chosen for their known or presumed possession of some significant characteristic or characteristics.<sup>13</sup>

In this study, the author obtained a large number of responses from a few persons--10 newspaper editors. The editors were instructed (Appendix C) to Q-sort 45 stories. They were printed separately on 3" x 5" cards and reflected the structured input of the news dimensions and their elements. The editors were asked to read all the news stories, then sort and place them into nine piles. The Q-technique seemed appropriate for the study because it resembles the editors' daily decision-making duties in which they compare all stories available for a given issue and then assign them priorities in terms of their perceived news values.

The editors ranked the 45 news stories on a nine-point continuum ranging from "Most Probably Use" to "Least Probably Use." The array made up a quasi-normal distribution as shown in Table II. In Table II, the numbers above the lines are values assigned to stories in each pile. The numerals below the lines are numbers of stories to be placed in each pile. For example, the two cards at the extreme left received a score of nine each. All statistical analyses were based on the resulting

scores. The sorting of news stories reflected similarities and differences of the city editors' probable use of the news elements.

TABLE II  
Q-SORT DISTRIBUTION OF THE 45 NEWS ITEMS

Most Probably Use	Least Probably Use								
Assigned Values	9	8	7	6	5	4	3	2	1
Number of Items	2	3	5	7	11	7	5	3	2

#### Analysis

To identify clusters or types of "gatekeepers" who were most alike in probable use of news stories, factor analysis procedures were used.<sup>14</sup> According to Kerlinger, "factor analysis is a method for determining the number of variables or factors underlying several sets of scores."<sup>15</sup> It may also be called a method for extracting common factor variances from sets of measures.

Intercorrelations of the 10 editors were computed to indicate what relationship existed among the editors as reflected by their probable use of news elements. Using Pearson's product-moment correlation coefficients, the author correlated the assigned value of the 45 news items of each editor with each of the other nine editors.

McQuitty's elementary linkage and factor analysis, a form of factor analysis, was used to extract factors or clusters of editors.<sup>16</sup> According to McQuitty: "Elementary linkage analysis is a method of clustering. It can be used to cluster either people or items, or any objects, for that matter, which have distinctive cluster characteristics."<sup>17</sup>

This method consists of identifying clusters or "types" by locating--through the size of correlation coefficients--respondents whose judgments are most highly related. In other words, linkage analysis would identify editors who tended to be most similar in their probable use of news elements. Variance caused by the differences in "types," then, could be identified and extracted. Thus, the linkage and factor analyses separate into a group those editors more similar to each other in their probable use of news elements than to editors in another group.

#### Analysis of Variance

Following linkage and factor analysis, a correlated factorial analysis of variance was used to analyze the main and interactive effects of the Conflict and Prominence news dimensions--elements on different types of editors. According to Kerlinger:

In factorial analysis of variance two or more independent variables vary independently or interact with each other to produce variation in a dependent variable. . . . One of the most significant and revolutionary developments in modern research design and statistics is the planning and analysis of the simultaneous operation and interaction of two or more variables. Scientists have long known that variables do not act independently. Rather, they often act in concert.<sup>18</sup>

In this research, the author used a modified Type III analysis of variance, also known as a multi-factor mixed design with repeated

measures on one factor.<sup>19</sup> The 45 news stories were considered as subjects. In other words, there were nine story groups of five subjects each who were subjected to types of editors (treatments). Each story group was considered representative of that news dimension's elements and was thought of as receiving "editor-type-treatments," which were extracted in the linkage and factor analysis.

The types of editors, then, were the repeatable factor. For example, there were five stories in the High Prominence-Verbal Conflict combination. The stories were considered as subjects and the types of editors were considered as "treatments." This allowed the researcher to examine how the different types of "editor treatments" presumably affected the probable use of "news element subjects."

The author, then, was working with two experimental variables with several levels each. The news dimensions each were divided into three elements: the CONFLICT dimension had Verbal, Physical, and No Conflict; the PROMINENCE dimension had High, Medium, and Low levels. A third independent variable--types of editors--was built in through factor analysis.

These news dimension variables, in effect, were like classifications of people who responded to "editor-type-treatments." Two editor types were extracted by linkage analysis. The analysis paradigm (Figure 1) shows how the levels of independent variables were juxtaposed for the analysis of variance.

The multi-factor mixed design enabled the author to pull out, or extract, variances in probable-use scores due to news dimension elements, separately or in combination, and their interactions with types of editors. Thus, differential probable-use scores by types of editors were



identified. In other words, one type of editor may have placed higher emphasis on the Physical Conflict stories, while another type preferred Verbal Conflict. But, at the same time, both types may have assigned similar probable use to a particular level of PROMINENCE.

		<u>Editor Types</u>		
		Type I	Type II	
CONFLICT	Verbal	High		
		Medium		
		Low		
	Physical	High		
		Medium		
		Low		
	None	High		
		Medium		
		Low		

Figure 1. Analysis Paradigm Showing Juxtaposition of CONFLICT and PROMINENCE News Elements on Editor Types

Analysis of mean probable use of news elements enabled the author to tell if there were significant differences among the news elements. In other words, did the editors rank stories containing High Prominence significantly higher than stories containing Medium Prominence, etc.

The question of interactive effects was also pursued to reveal the relationships of the various combinations of news elements to each other.

Furthermore, the author was able to determine any significant difference on over-all ranking of news dimension elements by the types of editors.

#### ENDNOTES

<sup>1</sup>Louis Guttman, "What Lies Ahead for Factor Analysis," Educational and Psychological Measurements, 18 (Autumn, 1958), pp. 497-515.

<sup>2</sup>Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors," p. 6.

<sup>3</sup>Ibid., p. 7.

<sup>4</sup>Ibid., p. 39.

<sup>5</sup>Naiim Badii, "The Nature of News in Four Dimensions: Normality, Prominence, Significance, Reward" (unpub. Master's thesis, Oklahoma State University, 1973), pp. 44-66.

<sup>6</sup>Roy E. Carter, Jr., "Newspaper Gatekeepers and the Sources of News," Public Opinion Quarterly, 22 (1958), pp. 33-44.

<sup>7</sup>Dennis W. Jeffers, "Performance Expectations as a Measure of Relative Status of News and PR People," Journalism Quarterly, 54 (Summer, 1977), p. 299.

<sup>8</sup>Albert J. Weiss, Jr., Occupations and Social Status (New York, 1965), p. 109.

<sup>9</sup>James K. Buckalew, "The Local Radio News Editor as a Gatekeeper," Journal of Broadcasting, 18 (Spring, 1974), pp. 211-222.

<sup>10</sup>Newspaper Rates and Data, 59 (April, 1977), pp. 540-551.

<sup>11</sup>Fred Kerlinger, Foundations of Behavioral Research (New York, 1973), pp. 582-598.

<sup>12</sup>Ibid.

<sup>13</sup>Ibid.

<sup>14</sup>Louis L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, 17 (Summer, 1977), pp. 207-229.

<sup>15</sup>Kerlinger, p. 598.

<sup>16</sup>McQuitty, p. 208.

<sup>17</sup>Ibid., p. 207.

<sup>18</sup>Kerlinger, p. 245.

<sup>19</sup>James L. Bruning and B. I. Kintz, Computational Handbook of Statistics (Glenview, 1968), pp. 61-72.

## CHAPTER III

### FINDINGS

Since the author obtained a large number of responses from a few persons, Stephenson's Q-methodology was appropriate as mentioned earlier. Kerlinger has stated:

It [Q-methodology] is not well-suited to testing hypotheses over large numbers of individuals, nor can it be used too well with large samples. One can rarely generalize to populations from Q persons samples. . . . Rather, one tests theories on small sets of individuals carefully chosen for their 'known' or presumed possession of some significant characteristic or characteristics.<sup>1</sup>

The individuals were all newspaper editors. Their jobs centered around daily decisions as to "what is news" and what stories should be given to their readers in the state.

The editors were selected from newspapers in Oklahoma based upon the daily circulations. Analysis was performed on the editors' probable use of stories.

The 10 editors Q-sorted 45 news stories along a nine-point continuum which enabled one to find over-all agreement and differences among the editors.

To determine similarities among the editors, the author inter-correlated and factor analyzed the editors' probable use of news elements. These analyzes pointed out agreements among the editors, instead of differences, as in the variance analysis reported later.

Factor analysis serves the cause of scientific parsimony. It reduces the multiplicity of tests and measures to greater

simplicity. It tells us, in effect, what tests or measures belong together--which ones virtually measure the same thing, in other words, and how much they do so.<sup>2</sup>

### Types of Editors

Correlation and elementary linkage-factor analyses not only indicate the over-all agreement and relationships among "gatekeepers'" news values, but identify statistically types of editors, by response patterns, through the procedure outlined by McQuitty.<sup>3</sup>

This method identifies clusters or "types" of editors by locating, through size of the correlation coefficients, the persons or tests most highly related. In this study, linkage analysis identified the editors who tended to show similar relative probable use of news stories and/or elements. In other words, the linkage-factor analysis isolated clusters of editors who were more similar to each other in their judgments of the news than they were to any other editors.

The Q matrix of correlations of each editor with each of the other nine editors in probable use of news elements is shown in Table III. The correlation coefficients ranged from a high of .784 for Duncan and Midwest City editors to a low of .279 for Altus and Bartlesville editors.

Factor analysis of the Q matrix identified clusters or "types" of editors who tended to be "most alike" in judging the news stories. In other words, they were editors who clustered together, or who showed similar patterns of judgment of the news stories.

From the linkage of correlation coefficients in Table III, two clusters or "types" of editors were extracted. Type I included seven editors: Bartlesville, Enid, Midwest City, Muskogee, Duncan, Lawton,

TABLE III

## INTERCORRELATIONS OF 10 EDITORS' PROBABLE USE OF 45 NEWS STORIES

	Bartlesville	Enid	Ardmore	Midwest City	Muskogee	Altus	Tulsa	Duncan	Lawton	Oklahoma City
Bartlesville		.627	.482	.767	.507	.279	.418	.639	.622	.552
Enid	.627		.465	.686	<u>.623</u>	.465	.389	.744	.715	.459
Ardmore	.482	.465		.686	.472	.523	.476	.587	.633	.465
Midwest City	<u>.767</u>	.686	<u>.686</u>		.443	.505	<u>.546</u>	<u>.784</u>	<u>.738</u>	.651
Muskogee	.507	.623	.472	.443		.309	.309	.565	.501	.565
Altus	.279	.465	.523	.505	.309		.418	.639	.540	.430
Tulsa	.418	.389	.476	.546	.309	.418		.430	.540	.418
Duncan	.639	<u>.744</u>	.587	<u>.784</u>	.565	.639	.430		.732	<u>.715</u>
Lawton	.622	.715	.633	.738	.501	.540	.540	.732		.459
Oklahoma City	.552	.459	.465	.651	.565	.430	.418	.715	.459	

and Oklahoma City. The Type II cluster comprised editors from Ardmore, Altus, and Tulsa.

In short, seven of the editors clustered into Type I. These "gatekeepers" showed a similar probable use pattern of news stories. The other three also had a similar pattern of usage, but different from the first cluster (on the average). Later analysis will indicate where the differences were between the two types.

At this point, each type will be studied closely as to its mean probable use of news elements. It should be pointed out that the types of editors are mixed. That is, each editor has a substantial correlation with either type.

Table IV shows that both types of editors gave Physical Conflict highest probable use, regardless of the level of PROMINENCE in the story. Also, Verbal Conflict was ranked second in probable use by both types when High and Low Principals were involved. (See Appendix D for news element raw scores.)

Essentially, the two types of editors--though differentiable on their probable use of a few news elements--showed a significant relationship in their over-all probable use of news elements and combinations thereof, as shown in Table IV. The over-all correlation of probable use of the news elements would be expected to exceed chance 99 times out of 100 ( $r = 0.82$ ,  $df = 16$ ,  $p < .01$ ).

#### Consensus Items

Another method of describing the profile of editor types was through the standardized probable use of news stories (z-scores).



TABLE IV  
 MEAN PROBABLE USE OF PROMINENCE AND CONFLICT NEWS ELEMENT  
 COMBINATIONS BY TYPE OF EDITOR

New Dimension Elements		Types of Editors		Mean Differences
Prominence	Conflict	I	II	
High	Physical	6.74	6.80	-0.06
	Verbal	6.51	5.33	1.18
	None	3.43	3.80	-0.37
Medium	Physical	5.54	5.27	0.27
	Verbal	5.37	4.07	1.30
	None	3.34	4.20	-1.06
Low	Physical	6.00	6.07	0.07
	Verbal	5.37	5.60	-0.23
	None	2.83	4.07	-1.23

Type I: "Verbal Conflict" Editors--In the over-all picture, Type I editors distinguished themselves most on the Verbal Conflict level as shown above. On the High and Medium Prominence levels, Type I "played" Verbal Conflict with an average 1.18 and 1.30 rank positions higher than did Type II.

Type II: "Soft-News" Editors--Though Type II gave first and second preferences to Physical and Verbal Conflict, this failed to distinguish them from Type I who showed the same relative over-all preferences.

Most descriptive of Type II, Compared to Type I, were: (1) higher "play" of stories without Conflict (4.02 vs. 3.20) and (2) lower play of Verbal Conflict (5.00 vs. 5.75). A third distinguishing factor was Type II's higher play of the Low Prominence element (5.24 vs. 4.73).

Standard scores show the individual scores in the standard deviation units above or below the mean which (in this study) was 5.00.

Table V shows z-scores assigned to each of the 45 stories by each type of editor. These z-scores are standardized, comparable measures of the degree to which a news story was viewed as one for probable use by editors. Usually, any z-score of one or more is considered positive, while a z-score of minus one or less is considered negative. z-Scores of 0.25 to 1.00 or -0.25 to -1.00 are considered moderately positive and negative, respectively.

Standard scores were useful in further pointing out the similarities and differences in news judgments of editor types. From the standard scores listed in Table V, the author extracted 39 consensus items from a total of 45. If the average z-score assigned to any given story by Type I editors differed less than one standard score from the average z-score assigned by Type II, the story was considered a consensus item, or an item given the "same" relative probable use by both types of editors.

Table VI lists 12 consensus items--six that were most probably used by both types of editors and six least probably used. For example, the story containing the news elements High Prominence-Physical Conflict received a z-score of 1.94 from Type I editors and 2.04 from Type II, for a difference of .10. Since the difference was less than one z-score, and the average z-score was 1.99, the consensus item was deemed to have received high probable use by both types of editors, as shown in Table VI.

Table VI, again, shows that all editors most agreed to "play" Physical Conflict stories high. All six top consensus items comprised

TABLE V  
Z-SCORES ASSIGNED TO EACH OF THE 45 NEWS STORIES  
BY EACH EDITOR TYPE

Story No.	News Elements	Description of News Stories	Type I	Type II	Average
01	HPVC	President of University*	1.85	1.64	1.745
02	HPVC	Federal Administrator*	0.62	-1.02	-0.200
03	HPVC	College Professor*	1.15	-0.20	0.475
04	HPVC	Mayor*	0.44	0.61	0.525
05	HPVC	Judge*	0.18	0.00	0.090
06	MPVC	Carpenter*	-0.09	-0.82	-0.455
07	MPVC	Owner of Bus*	0.27	0.20	0.235
08	MPVC	Sheriff*	0.44	0.41	0.425
09	MPVC	Rancher*	0.18	-1.02	-0.420
10	MPVC	Local Administrator	0.26	-1.64	-0.690
11	LPVC	Garbage Man*	0.53	1.43	0.980
12	LPVC	Furniture Laborer*	1.32	0.61	0.965
13	LPVC	Sawyer*	-0.27	-0.61	-0.440
14	LPVC	Coal Miner*	-0.27	-0.20	-0.235
15	LPVC	Street Sweeper*	-0.44	0.00	-0.220
16	HPPC	Lawyer*	1.94	2.04	1.990
17	HPPC	Physician*	1.32	1.43	1.375
18	HPPC	Accountant*	0.70	1.43	1.065
19	HPPC	Banker*	0.53	0.61	0.570
20	HPPC	Engineer*	0.88	0.61	0.745
21	MPPC	Auctioneer*	1.65	2.04	1.845
22	MPPC	Dietitian*	-0.09	-0.82	-0.455
23	MPPC	Bookkeeper	0.05	1.23	0.640
24	MPPC	Mail Carrier*	0.35	-0.41	-0.030
25	MPPC	Surveyor*	-0.36	-1.23	-0.795
26	LPPC	Farm Laborer*	1.23	1.23	1.230
27	LPPC	Sawmill Worker*	-0.09	-0.61	-0.350
28	LPPC	Textile Weaver	0.27	1.64	0.995
29	LPPC	Wood Chopper*	0.70	0.41	0.555

TABLE V (Continued)

Story No.	News Elements	Description of News Stories	Type I	Type II	Average
30	LPNC	Textile Spinner*	1.06	1.23	1.145
31	HPNC	Optometrist*	-0.97	0.00	-0.485
32	HPNC	Dentist*	-2.12	-1.43	-1.775
33	HPNC	Senator*	0.00	-0.20	-1.775
34	HPNC	Veterinarian*	-1.15	-1.43	-1.290
35	HPNC	Architect*	-0.62	-0.61	-0.615
36	MPNC	Real Estate Agent*	-0.70	0.00	-0.350
37	MPNC	Jeweler	-1.67	-0.20	-0.935
38	MPNC	Secretary*	-1.23	-1.43	-1.330
39	MPNC	Farmer*	-0.35	0.20	-0.075
40	MPNC	Religious Worker*	-1.15	-1.02	-1.085
41	LPNC	Lumber Man*	-2.03	-1.23	-1.630
42	LPNC	Metal Laborer	-1.59	-0.41	-1.000
43	LPNC	Porter	-1.59	-0.20	-0.895
44	LPNC	Household Worker*	-0.97	-0.82	-0.895
45	LPNC	Logger Motorman*	-0.53	-0.20	-0.365

\*Consensus items.

HP: High Prominence.

MP: Medium Prominence.

LP: Low Prominence.

PC: Physical Conflict.

VC: Verbal Conflict.

NC: No Conflict.

this news element. The editors agreed to the greatest degree to reject stories with No Conflict. Of the top consensus items, five contain the Physical Conflict element.

TABLE VI  
HIGH AND LOW CONSENSUS NEWS STORIES: ALL  
EDITORS

News Elements	Description of News Stories	Mean z-Scores
<u>Most Probably Used by All Editors</u>		
High Prominence-Physical Conflict	Lawyer	1.990
Medium Prominence-Physical Conflict	Auctioneer	1.845
High Prominence-Verbal Conflict	President of University	1.745
High Prominence-Physical Conflict	Physician	1.375
Low Prominence-Physical Conflict	Farm Laborer	1.230
Low Prominence-Physical Conflict	Textile Spinner	1.145
<u>Least Probably Used by All Editors</u>		
High Prominence-No Conflict	Dentist	-1.775
Low Prominence-No Conflict	Lumber Man	-1.630
Medium Prominence-No Conflict	Secretary	-1.330
Medium Prominence-No Conflict	Religious Worker	-1.085
Low Prominence-No Conflict	Porter	-0.895
Low Prominence-No Conflict	Household Worker	-0.895

The "banner" story for all editors involved the High Prominence-Physical Conflict elements. The second-rated story contained the Medium Prominence-Physical Conflict element.

The most rejected stories by all editors concerned Low Prominence-No Conflict elements. Three out of the six lowest-played consensus items were Low Prominence-No Conflict stories.

#### High and Low Accepted Stories by Type I Editors

The 45 news stories for Type I editors were ordered from most to least accepted. The news stories were listed by z-scores, which means they were positioned in relation to one another. Table VII lists the news stories most accepted and the ones least accepted by Type I editors.

It should be pointed out that the most and least accepted stories exclude the consensus stories of all editors which were ranked higher or lower than the most or least accepted stories of Type I editors. In other words, Table VII lists the stories which were most highly accepted or more rejected by Type I than they were by both types of editors combined. (The consensus stories will be excluded in all of the following tables listing most and least accepted stories.)

In essence, these were the stories played highest and lowest by Type I editors. A complete list of the 45 news stories, as they were chosen in relation to one another by Type I editors, appears in Table V.

Table VII shows Type I editors "played" Physical and Verbal Conflict stories high. Of the six most probably used stories by Type I editors, four also contained High Prominence. However, this was not a

differentiable factor, since Type II editors also gave high "play" to High Prominence.

TABLE VII  
HIGH AND LOW PROBABLE-USE STORIES: TYPE I EDITORS\*

News Elements	Description of News Stories	Mean z-Score
<u>Most Probably Used</u>		
Low Prominence-Verbal Conflict	Furniture Laborer	1.320
High Prominence-Verbal Conflict	College Professor	1.150
High Prominence-Physical Conflict	Engineer	0.880
High Prominence-Physical Conflict	Accountant	0.700
Low Prominence-Verbal Conflict	Garbage Man	0.530
High Prominence-Physical Conflict	Banker	0.530
<u>Least Probably Used</u>		
High Prominence-No Conflict	Optometrist	-0.970
Medium Prominence-No Conflict	Real Estate Agent	-0.700
High Prominence-No Conflict	Architect	-0.620
Low Prominence-No Conflict	Logger Motorman	-0.530
Low Prominence-Verbal Conflict	Street Sweeper	-0.440
Medium Prominence-No Conflict	Farmer	-0.350

\*High and Low consensus items excluded.

Again, stories containing High Prominence-Physical Conflict were "played" highest by Type I editors. Four of the top six stories contained High Prominence-Physical Conflict.

It should be pointed out that later variance analysis indicates there was a significant difference between types of editors.

One High Prominence-Verbal Conflict story was also given high play by Type I editors. Over-all, as the figures in Table VII show, Verbal Conflict seems to have had a higher value than Physical Conflict. For example, the most probably used story was Low Prominence-Verbal Conflict. And, the second most used story was High Prominence-Verbal Conflict.

Type I editors played down stories that contained No Conflict. For example, though the story contained High, Medium, or Low Prominence--if it contained the news element No Conflict, it was "buried."

In line with the above analysis, the label given to Type I editors--the "Verbal Conflict" seems appropriate.

#### High and Low Accepted Stories by Type II Editors

Table VIII lists the stories most and least accepted by Type II editors. The most accepted stories were those which Type II editors probably assigned larger, multi-columned headlines or choice position, or both, in their newspapers. The least accepted items, if used at all, probably would have received small headlines, were "buried," or were used to fill a hole in some rear section of the newspaper.

Table VIII shows Type II editors "played" Physical Conflict stories high, regardless of PROMINENCE level. All of the most probably used



TABLE VIII

HIGH AND LOW PROBABLE-USE STORIES: TYPE II EDITORS\*

News Elements	Description of News Stories	Mean z-Score
<u>Most Probably Used</u>		
Low Prominence-Physical Conflict	Textile Weaver	1.640
Low Prominence-Verbal Conflict	Garbage Man	1.430
High Prominence-Physical Conflict	Accountant	1.430
High Prominence-Verbal Conflict	Mayor	0.610
Low Prominence-Verbal Conflict	Furniture Laborer	0.610
High Prominence-Physical Conflict	Engineer	0.610
<u>Least Probably Used</u>		
High Prominence-No Conflict	Veterinarian	-1.430
Medium Prominence-Physical Conflict	Surveyor	-1.230
High Prominence-Verbal Conflict	Federal Administrator	-1.020
Medium Prominence-Verbal Conflict	Rancher	-1.020
Medium Prominence-Verbal Conflict	Carpenter	-0.820
Medium Prominence-Physical Conflict	Dietitian	-0.820

\*High and Low consensus items excluded.

stories had Physical and Verbal Conflict. Also, these editors "played" stories with Low Prominence relatively high. Three of the stories in Table VIII contain Low Prominence. And, unlike Type I editors, the Type II editors highly valued the stories which contained Low Prominence. In fact, on this story analysis, Type II distinguished themselves most from Type I through their relatively high play of Low Prominence.

In line with the above analysis, the label given to Type II editors--"soft news"--tends to be appropriate.

#### Stories that Differentiate Types of Editors

Table IX lists the stories played higher and those played lower by each type of editor. These are the items which best portrayed any "unique" response pattern. Since 39 of the 45 items were previously deemed consensus items, the "difference" items totaled six, as shown in Table IX.

The z-score difference column in Table IX shows Type II editors played the Physical Conflict element items higher than did Type I. Two of these six items comprised Physical Contact, but different levels of Prominence.

#### Consensus Items: Least and Most Probably Used

Standard scores were useful in further pointing out the similarities and differences in news judgments of editor types. For example, from the standard scores listed in Table V, the author extracted 39 consensus items from the total of 45. If the average z-score assigned to any given story by Type I editors differed less than one standard

score from the average z-score assigned by Type II, the story was considered a consensus item.

TABLE IX  
NEWS STORIES MORE HIGHLY ACCEPTED AND REJECTED BY  
TYPE I AND TYPE II EDITORS

	Story Description	z-Scores		z-Score Difference
		Type I	Type II	
Low Prominence- Physical Conflict	Textile Weaver	0.27	1.64	1.37
Medium Prominence- Physical Conflict	Bookkeeper	0.05	1.23	1.18
Medium Prominence- No Conflict	Jeweler	-1.67	-0.20	1.47
Low Prominence- No Conflict	Porter	-1.59	-0.20	1.39
Medium Prominence- Verbal Conflict	Local Administrator	0.26	-1.64	-1.90
Low Prominence- No Conflict	Metal Worker	-1.59	-0.41	1.18

Table X lists 12 consensus items--six that were most probably used by both types of editors and six least probably used. For example, the story of High Prominence-Physical Conflict--Lawyer, received a z-score of 1.94 from Type I editors and 2.04 from Type II editors, for a difference of .08. Since the difference was less than one score, and the

average z-score was 1.990, this consensus item was deemed to have received high probable use by both types of editors, as shown in Table X.

TABLE X  
HIGH AND LOW CONSENSUS NEWS STORIES: ALL EDITORS

News Elements	Description of News Stories	Mean z-Score
<u>Most Probably Used by All Editors</u>		
High Prominence-Physical Conflict	Lawyer	1.990
Medium Prominence-Physical Conflict	Auctioneer	1.845
High Prominence-Verbal Conflict	President of University	1.745
High Prominence-Physical Conflict	Physician	1.375
Low Prominence-Physical Conflict	Farm Laborer	1.230
Low Prominence-Physical Conflict	Textile Spinner	1.145
<u>Least Probably Used by All Editors</u>		
High Prominence-No Conflict	Dentist	-1.775
High Prominence-No Conflict	Senator	-1.775
Low Prominence-No Conflict	Lumber Man	-1.630
Medium Prominence-No Conflict	Secretary	-1.330
High Prominence-No Conflict	Veterinarian	-1.290
Low Prominence-No Conflict	Household Worker	-0.895

Table X also shows that all editors most agreed to "play" High Prominence-Physical Conflict stories high. Three of the top six consensus items comprised this news element. The editors agreed to the greatest degree to reject stories with High Prominence-No Conflict. Of the top six consensus items, five contain Physical Conflict. Obviously, both types of editors have a strong tendency to use "violence" in their newspapers.

The strong rejection for stories with No Conflict, by both types of editors, is also obvious. These stories were expected to be "played" the lowest because they were structured to contain no news value, except for different levels of Prominence.

#### Over-All Effect of News Elements

Two types of editors were factored out in linkage analysis. A "High, all-around Conflict-Medium Prominence" cluster of seven editors was found, along with a "Low Conflict-Low Prominence" group of three editors.

The Type I editors' mean probable uses of news element combinations were in the following order:

High Prominence-Physical Conflict--6.74  
 High Prominence-Verbal Conflict--6.50  
 Low Prominence-Physical Conflict--6.00  
 Medium Prominence-Physical Conflict--5.54  
 Medium Prominence-Verbal Conflict--5.37  
 Low Prominence-Verbal Conflict--5.37  
 High Prominence-No Conflict-3.43

Medium Prominence-No Conflict--3.34

Low Prominence-No Conflict--2.83

The Type II editors' mean probable uses of the news element combinations were in the following order:

High Prominence-Physical Conflict--6.80

Low Prominence-Physical Conflict--6.07

Low Prominence-Verbal Conflict--5.60

High Prominence-Verbal Conflict--5.30

Medium Prominence-Physical Conflict--4.27

Medium Prominence-No Conflict--4.20

Low Prominence-No Conflict--4.07

Medium Prominence-Verbal Conflict--4.06

High Prominence-No Conflict--3.80

Over-all, the 10 editors' probable uses of the news elements fell in the following order:

High Prominence-Physical Conflict--6.77

Low Prominence-Physical Conflict--6.04

High Prominence-Verbal Conflict--5.99

Low Prominence-Verbal Conflict--5.49

Medium Prominence-Physical Conflict--4.90

Medium Prominence-Verbal Conflict--4.72

Medium Prominence-No Conflict--3.77

Low Prominence-No Conflict--3.45

High Prominence-No Conflict--3.41

The agreement of the 10 editors in their over-all probable use of news elements and combinations thereof was significant at the .01 level, as mentioned previously.

The news value picture at this point, however, is somewhat superficial. Below, the author will show a more in-depth analysis of interaction of types of editors and news elements on probable usage.

#### Differences in News Values of Editors

To find out the independent and interactive effect of the news elements on the editors' judgments, a modified Type III analysis of variance with repeated measures on one factor was used. In this analysis, the two news dimensions and types of editors were independent variables, and the editors' subjective probable use of news elements represented the dependent variable (scores assigned to the stories and presumed to be an indication of the editors' probable use of the stories). This procedure enabled the author to extract differences in ranking the news stories by the different types of "gatekeepers" which were identified through the earlier McQuitty linkage-factor analysis.<sup>4</sup>

As mentioned, each of the two independent news dimensions was subdivided into elements. The PROMINENCE dimension carried the High, Medium, and Low levels; the CONFLICT dimension was partitioned into Physical, Verbal, and None levels.

These dimensions and elements characterized the structure of news in the 45 stories which the 10 editors Q-sorted along a nine-point continuum.

As stated, the 45 stories were considered as subjects for the Type III variance analysis. In other words, the stories were each subjected to the two types of editor treatments. Five stories were considered as representative subjects belonging to each of the nine groups of elements.

In the analysis, a 2 x 3 x 3 design was used, with repeated measures on the "types of editors" in a combination of factorial and treatments-by-subjects designs. This modified design reveals the effects of two factors in concert, as well as revealing differences in repeated measures on the third factor.

From the analyses, several main, as well as interactive, effects of news elements could be determined. For example, it was possible to isolate two types of between effects: (1) the difference between the probable use of Physical, Verbal, and No Conflict; and (2) the difference between the High, Medium, and Low Prominence levels of the news dimensions.

The within effects in the Type III design for this study involved the main effects of Type of Editors and the interactive effects of news elements and Types of Editors. In other words, did the probable use of stories containing various levels of Conflict and Prominence, or both, depend on the Type of Editors?

In the earlier analysis, the author "factored" out two types of editors: Type I or "Verbal Conflict" and Type II, "Soft News." In other words, there was a variation in the relative play of stories due to the difference in editor types. Analysis enabled the author to identify these differences, leaving the between group variance which presumably was the difference caused by the news elements.

In analysis of the differences among the news elements, editor types were held constant. Each cell of Table IV, page 41, contains the mean probable use of the five stories that made up each of the nine news element groups. This mean score was computed from the probable mean use by each editor type.



The author then determined if the differences or variations in the mean scores were greater than expected by chance. In other words, to what extent, if any, were the editors' judgments affected by the presence of CONFLICT and PROMINENCE elements in these stories? For example, this design enabled the author to determine how editors ranked stories which contained Verbal Conflict compared to Physical Conflict, etc.

#### Test of Research Questions

1. Was there a significant difference in the editors' probable use of stories with Verbal, Physical, and No Conflict?

The answer is yes. Differences as great as those among the mean probable uses of the three levels of CONFLICT would occur by chance less than one time in 100 such experiments ( $F = 51.98$ ,  $df = 2/36$ ,  $p < .01$ ). Ex post facto, difference-between-the-means tests showed a hierarchy of Physical, Verbal, and No Conflict preference by the editors, with means usages of 6.07, 5.30, and 3.61, respectively (critical difference = .64,  $df = 30$ ,  $p < .01$ ).

It should be mentioned that, after each editor completed his or her Q-sort, the author asked for comments on the two most-and-least-probable-used stories. These were stories which received a score of "9" or "1" in the Q-sort nine-point continuum. The editors' comments on selection of stories with Physical Conflict tend to confirm the above findings. Almost all editors who selected the stories with Physical Conflict stated the issue of violence would be of strong interest to the readers.

2. Was there a significant difference in the editors' probable use of stories with High, Medium, or Low Prominence elements?

Again, the answer is yes. Differences in the usages of PROMINENCE levels would exceed chance expectations in less than three out of 100 similar experiments ( $F = 5.05$ ,  $df = 2/36$ ,  $p < .025$ ).

Higher play was given to High than to Medium or Low PROMINENCE, with a mean usage of 5.41, compared to 4.63 and 4.55, respectively (critical difference = .64,  $df = 30$ ,  $p < .01$ ). However, the higher play of Medium over Low PROMINENCE was insignificant (did not reach the critical difference of .49,  $p < .05$ ).

So, the editors distinguished between the High and lower levels of PROMINENCE, but not between Medium and Low.

3. Did the combination of CONFLICT and PROMINENCE news elements have more or less effect on the editors' probable use of stories than did either of the elements alone?

This question sought any interactive effects of the news elements under the CONFLICT and PROMINENCE dimensions.

The obtained F-ratio of 1.94 ( $df = 4/36$ ,  $p < .05$ ) for CONFLICT and PROMINENCE interaction indicated no significance. This means the relative probable use of CONFLICT levels did not depend on their combination with any PROMINENCE level.

This implied that the effects of CONFLICT and PROMINENCE dimension elements on editors' uses of the stories were independent of each other.

#### Interaction: Types of Editors and

#### News Elements

As mentioned, two types of editors were revealed through the linkage analysis. The Type I editors tended to evaluate stories relatively different from the Type II editors. It should be remembered, however,

that the correlation matrix, Table III, page 39, indicated an over-all agreement among all 10 editors. The inter-editor correlations all were significant at the .05 level of confidence. However, probable use of various combinations of news elements varied by type of editor.

The interaction of editor types and CONFLICT levels was not significant. In other words, the mean total use of CONFLICT stories did not depend on the type of editor. Table XI shows the mean probable use of CONFLICT dimension elements by editor types.

TABLE XI  
MEAN PROBABLE USE OF CONFLICT NEWS DIMENSION  
ELEMENTS BY EDITOR TYPES

Types of Editors	CONFLICT Elements			Mean Totals
	Physical	Verbal	No Conflict	
Type I	6.10	5.67	3.20	5.00
Type II	6.04	4.93	4.02	5.00
Mean Totals	6.07	5.30	3.61	5.00

The obtained F-ratio for CONFLICT editor types interaction was not significant ( $F = 2.69$ ,  $df = 2/36$ ,  $p > .10$ ). Relatively speaking, however, Type II editors tended to play Verbal Conflict lower than Physical Conflict, whereas Type I editors did not. This contributed to the over-all lower play of Verbal Conflict as compared to Physical Conflict.

The interaction F-ratio for PROMINENCE and editor types was not significant ( $F = .68$ ,  $df = 2/36$ ,  $p > .20$ ). This means the difference in mean probable use of PROMINENCE by different types of editors did not exceed chance expectations. Table XII shows the results of PROMINENCE usage for both types of editors.

TABLE XII  
MEAN PROBABLE USE OF PROMINENCE NEWS DIMENSION  
ELEMENTS BY EDITOR TYPES

Types of Editors	PROMINENCE Levels			Mean Totals
	High	Medium	Low	
Type I	5.51	4.74	4.72	5.00
Type II	5.30	4.51	5.18	5.00
Mean Totals	5.41	4.63	4.95	5.00

Mean probable usages in Table XII show levels of PROMINENCE did not affect the judgment of one type of editor more than another, although Type II editors did not seem to distinguish between High and Low PROMINENCE as much as did Type I.

#### News Values: Summary

Across all editors, highest probable use was assigned to Physical Conflict, followed by play of stories with Verbal and No Conflict,

respectively. Both types of editors essentially agreed on this hierarchy of probable use.

High Prominence stories commanded bigger headlines than did either Medium or Low Prominence items. No significant difference occurred in the play of Low and Medium Prominence stories. Again, both editor types agreed.

Further, the CONFLICT and PROMINENCE elements maintained an independent saliency for the editors. That is, the relative play given a particular type of CONFLICT did not depend on whether it was combined with a particular level of PROMINENCE (i.e., Physical Conflict was played higher than was Verbal Conflict regardless of the level of PROMINENCE of principals involved).

Though no significant interaction was evident between editor types and news dimensions, the author suggests some tendencies toward such.

Type I editors seemed relatively more attracted to Verbal Conflict than was Type II. Though both types definitely were attracted to High Prominence in stories, Type I was more so. In fact, anything "lower" than High Prominence was valued less and to a similar degree by Type I.

Type II was less CONFLICT oriented than Type I and was less impressed with High Prominence compared to "lower" levels of "notoriety." He often would play a Low Prominence story alongside one with highly prominent principals.

ENDNOTES

<sup>1</sup>Kerlinger, p. 659.

<sup>2</sup>Ibid.

<sup>3</sup>McQuitty, p. 207.

<sup>4</sup>Badii, p. 84.

## CHAPTER IV

### SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

This study was an attempt to further understand "the nature of news," and investigate how one level of "gatekeeper" (the newspaper city editors) makes his or her evaluations, judgments, and selections before reporting a series of events to potential readers.

A two-dimensional news model was structured and, as a result, nine possible combinations of news elements were produced. Five stories were selected to represent each combination. Most of the stories recounted events that happened in Oklahoma and other states. Timeliness and proximity were held constant, since these are "conditions" that amplify the relative importance of the basic news elements rather than being news elements, per se. In every story in the input pool, the event was assumed to have occurred "today."

To determine the probable-use hierarchy of news element combinations in the stories, 10 editors were systematically selected and asked to Q-sort 45 stories on a nine-point continuum ranging from "Most Probably Use" to "Least Probably Use," as if they were an editor of a state-wide newspaper.

The independent variables were the news elements in the 45 stories selected for the study. The dependent variable was the subjective probable use of news elements.

The stories comprised two news dimensions and their elements. They were: PROMINENCE, subset as High, Medium, and Low; and CONFLICT, subset as Verbal, Physical, and None (no conflict).

### Summary

The primary objective of this exploratory study was to determine the similarities and differences in editors' probable use of stories which combined several combinations of news elements. The elements comported to two news dimensions assumed to be salient to editors' news values. The assumption was based on several past studies cited earlier.

In Chapter III, similarities in news values of the 10 editors were discussed. Correlations determined the over-all agreements among the editors, and elementary linkage analysis of correlations determined types of editors.

Identifying the types of editors enabled the researcher to explain the nature of variance in mean probable use of stories by different editors. Linkage analysis revealed two types of editors: Type I, "Verbal Conflict" editors, and Type II, "Soft-News" editors.

The over-all mean probable use of news elements showed High Prominence-Physical Conflict to be the highest with a mean of 6.77; followed by Low Prominence-Physical Conflict, 6.04; High Prominence-Verbal Conflict, 5.99; Low Prominence-Verbal Conflict, 5.49; Medium Prominence-Physical Conflict, 4.90; Medium Prominence-Verbal Conflict, 4.72; Medium Prominence-No Conflict, 3.77; Low Prominence-No Conflict, 3.45; and High Prominence-No Conflict, 3.41. The higher probable use of Conflict, as compared to stories with No Conflict, was found in earlier studies in which Ward's three-dimensional news model was used.



Looking at types of editors, the "Verbal Conflict" editors, or Type I, ranked High Prominence-Physical Conflict, 6.74; followed by High Prominence-Verbal Conflict, 6.50; and Low Prominence-Physical Conflict, 6.00. The "Soft-News" editors, or Type II, also ranked High Prominence-Physical Conflict highest, 6.80; followed by Low Prominence-Physical Conflict, 6.07; and Low Prominence-Verbal Conflict, 5.60.

The major difference between the two types appeared to be on mean probable use of news element Verbal Conflict. However, the over-all agreement of the 10 editors was relatively high as indicated by the correlations. All correlations were significant at the .01 level of confidence. The correlations indicated the editors tended to think alike in terms of relative probable use of different stories. Similar z-scores were given to 39 of the 45 stories by both types of editors, indicating their probability of using news elements relative to each other was quite similar.

Looking at different news elements that made a "difference" in editors' probable use of the stories, the news elements of PROMINENCE and CONFLICT dimensions were examined. The analysis of variance indicated that levels the news elements of CONFLICT and PROMINENCE showed a significant effect on the editors' judgments (all editors combined).

Regarding the probable use hierarchy of the nine combinations, the editors tended to place highest value on stories which contain High Prominence-Physical Conflict. Low Prominence-Physical Conflict received second place.

## Testing the Research Questions

### Question Number One

This question asked whether there was a significant difference in the editors' probable use of stories with Verbal, Physical, and No Conflict. The mean probable use of Physical was 6.07, the mean probable use of Verbal was 5.30, and the mean probable use of No Conflict was 3.61. These differences were statistically significant at the .01 level of confidence.

### Question Number Two

This question asked whether there was a significant difference in the editors' probable use of stories with High, Medium, or Low Prominence elements. The mean was 5.41 for High Prominence, 4.63 for Medium Prominence, and 4.55 for Low Prominence. The difference between High and Low levels of Prominence was significant, but not that between Medium and Low Levels.

### Question Number Three

This question asked if the combination of CONFLICT and PROMINENCE news elements had more or less effect on the editors' probable use of stories than did either of the elements alone. The obtained F-ratio for interaction of CONFLICT and PROMINENCE was not significant.

## Conclusions

This exploratory study was an attempt to investigate the news judging behavior of newspaper city editors--key decision makers in the

complex process of news. One of the intentions of this study was to describe the nature of news in two dimensions in order to examine the question, "What do editors consider newsworthy?"

Many scholars have tried to explain the nature of news in terms of one-dimensional or two-dimensional models and/or theories: "If a man bites a dog, it is news." However, "If a dog bites a man, it is not news." In the latter case, seemingly, it is a "common" clash between man and animals. But would the editors' judgment remain the same, in the second case, if the "man" was the President of the United States or governor of the state?

To many editors and/or scholars, "news" is conflict, or impact, or prominent persons or institutions, or oddity or the one that gives immediate or delayed reward. It seems clear, as the findings of this study tend to indicate, that the one-dimensional approach to describe the underlying structure of news is superficial.

Understanding the structure of news and the elements within, and applying it, might help the unintentional misrepresentation of news. If news is misunderstood, and therefore misrepresented, intentionally or unintentionally, by those who have the power to control the "gates" at different points in the news process, the very fundamental principle of democracy may diminish. In an "ideal" democratic society--where there is government of people, by people and for people--people need to be fully informed about what is going on in society in order that they make informed decisions about the workings of their society. They cannot be informed adequately if the structure of news, among other things, is only known to those who are involved in the news process, rather than being understood by those who are not involved.

### Recommendations

In regard to the findings of this study, the author suggests that, in future studies, three (not two) levels of CONFLICT are needed. Also, only two levels of PROMINENCE are needed: High and Medium to Low. With these additions, plus the Impact and No Impact news element levels, subsuming the SIGNIFICANCE news dimension in past studies would contribute significantly to the explanation of news.

Further work on the saliency of news elements might profitably pursue a further breakdown of the Impact element into, for instance, High, Medium, and Low.

Also, the earlier studies subsumed both Conflict and Addity as elements of a dimension called NORMALITY, implying that those two elements are mutually exclusive. The author suggests that the frequency of combinations of Conflict and Addity in the media fare justifies their elevation to separate dimensions in future investigations. Thus, a four-dimensional news model is suggested comprising the following news dimensions and elements: SIGNIFICANCE, with High, Medium, and Low Impacts; PROMINENCE, with High and Medium to Low Principal elements; CONFLICT, with Physical, Verbal, and No Conflict levels; and NORMALITY, with Addity and Normality elements.

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APPENDIXES



APPENDIX A

FORTY-FIVE NEWS STORIES LISTED UNDER RESPECTIVE  
NEWS ELEMENT COMBINATIONS OF THE  
TWO DIMENSIONAL NEWS MODEL

## High Prominence-Verbal Conflict

### Story 1

Yourtown Mayor Daryl F. Gates publicly apologized Tuesday to police officers who may have been offended by a remark that he made that was constructed by Chicano groups as an ethnic slur.

Gates had become under intense criticism recently . . . both by Chicano activists and by some of his Latino officers . . . for telling a Chicano audience last week that some Latino officers in the YPD do not advance in rank because they are "lazy."

"If I have offended anyone, officer or civilian, in any way over this incident, I apologize and am deeply regretful," Gates said.

### Story 2

A Yourtown federal public administrator, Pete Wilson, lashed out at Governor Grant Tuesday, accusing him of "subordinating the future of the state to his own presidential aspirations."

In the sharpest attack on Grant to date, the administrator said the governor has used "deliberate, cynical political manipulation" in his opposition to the Sundesert nuclear power plant proposal.

Speaking before about 50 members of the Your County Medical Assn., Wilson said Grant had apparently "reckoned that the first presidential primary will be held in New Hampshire, an antinuclear state."

"That," Wilson said, "is why Grant opposes Sundesert."

### Story 3

Controversial District Judge George Gilbert, who in the past has been probed by grand juries in Your County, is now engulfed in controversy in Indian County where he makes his home.

Gilbert is deadlocked in a dispute with Indian County District Judge Robert Duncan. Gilbert claims Indian County hands down more reduced sentences to drunk drivers than any other county.

Judge Duncan denies that allegation, and says Gilbert is "mad because he can't run my courts."

Nevertheless, it hasn't tempered the anger of the 57-year-old Gilbert, who as Duncan's most severe critic contends that Indian County has become the victim of a "rape of justice in our courts."

Story 4

About 60 chanting, clapping Yourstate University students briefly occupied the president's conference room on the campus here Tuesday to protest denial of tenure to a professor popular among Chicano students.

The demonstrators, who left the sixth-floor conference room after a terse confrontation with President Robert A. Huttenback, were protesting denial of tenure this spring to history professor, Jesus Chavarria, who is suing for reinstatement.

Story 5

John A. Richardson, president of Yourstate University, resigned yesterday because of a bitter, personal feud with his life-long friend, head coach Jay G. Ryan, according to athletic director Phil Wiggs.

Richardson's stated purpose for leaving the university after 21 years was to take advantage of a private business opportunity.

The feud had reached the point that Richardson and two state senators, possibly acting as attorneys for Ryan and Richardson, met Tuesday to discuss it.

It also had led to rumors, on and off the Yourstate Campus, about the two.

## Medium Prominence-Verbal Conflict

Story 6

The Oklahoma Highway Patrol trooper who investigated an accident involving Your County Sheriff, Mark Little, said he believes Little had a few drinks before the accident, but that his driving was not impaired.

The sheriff denied the allegation, "I didn't have anything to drink," he said. The sheriff said the question of alcohol was only raised "because it was Mark Little."

"It was my opinion that Little had a couple of drinks," said Trooper Bob Ward, who investigated the accident. But, the Trooper added, he did not believe Little's driving ability was impaired.

### Story 7

Yourstown's City Commissioners received a letter Tuesday night from Wesley Smith, Washington Street Merchant, asking the City for "fair play and equality" for the South Washington area.

Smith, a former commissioner and now a spokesman for the area, known variously as "The Gateway to the Yourstate Campus," said the City has poured \$1.67 million into the downtown area, while funneling a mere \$25,000 into Washington Street over the past eight years.

Smith requested South Washington, which has petitioned the Commission to form a parking assessment district, be given "first priority over any future funding of downtown, unless both Washington Street's and downtown's request can be funded."

### Story 8

Proposed federal regulations on water use, including a suggestion that water rights be nationalized, have been criticized by the president of Yourstate Farm Bureau.

Louis Rawlings, Your County rancher, responded to an "Issues and Options" paper produced by the National Water Resources Council, which has completed a study on which President Carter is to rely in charting future water resource policy.

Rawlings, who has been an outspoken critic of the Environmental Protection Agency and other federal regulatory agencies, said the proposals rely too heavily on conservation of water, and do not place enough priority on future water development.

### Story 9

A Yourstown unemployed carpenter was hospitalized for mental observation early today, after climbing on some construction scaffolding and threatening to jump to his death.

Police said, John Simpson, 35, was perched on reinforcing rods three floors above street level and began threatening to jump, as additional scout cars and family members were called to the scene in a long but finally successful attempt to persuade him to descend.

Investigators said officer, Ron Cheatham, was called to the Boston Inn expansion construction site about 10:15 p.m.

### Story 10

A Yourtown woman announced here Tuesday morning that she will circulate a grand jury petition calling for the investigation of Yourtown Memorial Hospital administrator, Bobby Talley, after an apparent personal feud intruded into a meeting of the hospital board Tuesday night.

Mrs. Lynn Cox and her husband, Sam, appeared at the board meeting to seek a "formal apology" from Talley for allegedly making derogatory remarks about Mrs. Cox while she was at Yourtown Memorial two weekends last month.

Talley replied during the meeting that, "This is personal and has nothing to do with running the hospital."

#### Low Prominence-Verbal Conflict

### Story 11

A Yourtown garbage man was angry over the price of stamps so he went to the post office to buy 300 1-centers and ended up marching off to jail singing "God Bless America."

"I was getting tired of watching the little man being ripped off and not getting proper service," he said after a 22-hour stint in jail.

Martin Cox, 34, trash hauler, said he walked past a sign that said the post office was open until 6 p.m. He got in line behind a man trying to cash travelers checks and two women and waited 15 minutes. When Cox's turn finally came the clerk told him she was closing. The time was 5:30 p.m., Cox said.

"I was mad," Cox said. "So I stuck half my body in the window, stopping it from closing, and told them I would wait all night if I had to."

"He yelled, 'Have me arrested. Have me arrested,'" said a postal spokesman. "So I called a guard. We have a clean conscious."

### Story 12

An 89-year-old Yourtown father was sentenced to five days in jail for violating a court order that he would not interfere with his 29-year-old daughter.

It is the fourth time in three years, Glenn Paris, a retired street sweeper, has been held in contempt for violating a 1974 judgment. The agreement prohibited Paris from harrassing or even phoning or writing his daughter.

Paris, served a five-day sentence in the Yourtown Jail in 1976 after being held in contempt for calling, "Happy Easter, Connie," to his daughter after church services.

### Story 13

Complaints about the U.S. Postal Service have become common in recent years, but few persons have expressed things so violently as a 35-year-old lawyer who cursed at the Yourtown post office lobby Tuesday.

David Dias, reportedly used foul language at the post office and sent employees fleeing in panic as he called down the Postmaster, Dan Jenkins.

Dias was finally arrested by Yourtown Police at 3 p.m. Mr. Dias was booked for violation of federal malicious mischief statutes.

"He talked like the devil," said Ephraim Martinez, 24, an employee at the post office.

### Story 14

A Yourtown furniture laborer, who reportedly threatened to kill President Carter was arrested by Yourtown police and booked at the county jail by Secret Service agents. Alton J. Vire, 57, a resident of the Riverside area, was being held on suspicion of threatening the life of the President, a felony offense under federal law, according to a Secret Service spokesman.

Vire was arrested at the Gray Fox Bar after he allegedly threatened to kill the President and blow up the bar.

Police said Vire, who was held under \$115,000 bail, had told them he had been angered by "the guy who parks in two parking places, beer bottles tossed in the parking lot, and kids revving up their motorcycles while I'm sleeping."

### Story 15

A former Yourtown coal miner, dismissed from the Yourtown Coal Mining Co., Feb. 24, has filed a civil action in the Yourtown division of District Court contesting the dismissal.

Mike Goff alleges that he was not allowed to attend a meeting of the local coal miners Feb. 22, in which complaints about his conduct were discussed and his dismissal was passed upon.

Goff says the Mining Co. gave him no information on reasons for his dismissal, but informed him following the meeting that he could "submit his resignation or be fired."

### High Prominence-Physical Conflict

#### Story 16

Four hours after Ross Foley, Yourtown lawyer, was seen outside his house Tuesday with his arms around his pregnant wife, he dashed from his home with his bare chest and trousers splashed with blood.

Youngtown police say Foley, 34, had mutilated and killed his wife, and her unborn child, blinded his 6-year-old daughter in one eye, and stabbed his grandmother.

Police say the wounds may have been inflicted with a screwdriver. They did not know what triggered the quarrel.

Foley was arraigned Tuesday afternoon on one count of criminal homicide and two counts of attempted criminal homicide and jailed without bail.

#### Story 17

A Yourtown engineer, Robert Yermain, who didn't want to drive to the hospital, slashed an ambulance technician's throat with a knife, the owner of Central Ambulance said Tuesday.

Pat Mace said Central, which serves Yourtown, was called to help a man who reportedly was suffering a heart attack because the Yourtown Hospital ambulance service refused to answer the call.

Mace said his technicians arrived at the house and found Yermain with a packed suitcase. He said Yermain told the ambulance technician he did not want to drive to the hospital.

Mace said the technicians determined it was not an emergency case and began explaining the rates when Yermain pulled a knife and slashed the technician in the throat.

Story 18

A Yourtown banker stepped from his mobile home with a .22 caliber automatic rifle and fired at a tire on a police officer's car late Tuesday, officials said.

Michael Thomas Cochran, vice-president of Yourtown People's Federal Savings and Loan Assn., held officers at bay about three hours, but was finally talked into surrendering and no one was injured, police said.

Officer Richard Crockett said the incident began when a bar fight was reported.

He said he started to the bar but saw a car back across the road and then speed away. He said he chased the car to the suspect's mobile home in a trailer park four miles west of Yourtown on U.S. 64 and asked assistance from other law enforcement agencies.

Story 19

Dr. Mario Jasclevich, once known as "Dr. X," is going on trial two years after his indictment for allegedly killing five patients with the exotic drug "curare" a decade ago.

Jury selection in the murder trial of the Yourtown physician was to begin today before Superior Court Judge William J. Arnold.

The deaths occurred between December, 1965, and September, 1966, while Jasclevich was chief of surgery at Yourtown Hospital.

Story 20

Yourtown accountant, Floyd Bob Dumler, 56, was identified by a 7-year-old girl today as the man who abducted her from a Yourtown park and assaulted her on January 2.

Dumler sat glumly during his preliminary hearing in Your County District Court today as the girl described a sexual assault on her, lasting almost 15 hours on January 2.

Dumler, 5790 Brighton, The Square, is accused of first-degree rape and kidnapping in the assault on the child who was six years old at the time.



## Medium Prominence-Physical Conflict

Story 21

Robert Kraft, Doral Construction Co. surveyor, was hospitalized Tuesday afternoon, May 8, after his car struck a freight train three miles south of Yourtown. The accident occurred just northwest of the abandoned Norfolk School building at 2:35 p.m.

Kraft remains in fair condition in a Yourtown hospital with severe head injuries, cuts, and bruises.

Santa Fe engineer, Don Burt, reported that Kraft was traveling east on a section line as the train was traveling north to make connections on a route logged for Garden City. Kraft's 1976 Ford apparently struck the engine's fuel tank area, spun around, and hit the train two more times before coming to a stop in a narrow ditch west of the track.

Story 22

Ken Hoozer, mail-carrier, was stabbed in the back by his wife on a Yourtown Street Tuesday night, police said.

Hoozer, 45, was reported in stable condition at Yourtown Hospital.

Police said Hoozer was driving down a midtown street at 5:34 p.m., and his wife, Willie, 39, was following in another auto.

According to police, Mrs. Hoozer kept ramming her car into the car her husband was driving.

Hoozer spotted two police officers standing on a corner and got out of his car to speak to them.

At that point, according to police, Mrs. Hoozer jumped out of her car and stabbed him in the back with a steak knife.

Story 23

A Yourtown auctioneer has confessed to beating his two children and wife with a baseball bat, pouring gasoline over their bodies and setting them on fire, police said.

Although Harold Pittinger, 35, allegedly admitted to the deaths, his motive was either not known or not being disclosed by police.

Pittinger was charged with four counts of aggravated murder after his confession late Tuesday night.

Your County coroner, Andrew Karson, said the mother died of multiple head wounds inflicted by the bat. He added that the other family members also suffered extensive head injuries and were either unconscious or dead prior to the fire.

#### Story 24

A Yourtown police officer testified that he heard a man scream "she's got a gun . . . she's going to kill us," before he began to pursue a fleeing automobile said to have been driven by Sharon Nickols, dietitian at the Yourtown Memorial Hospital.

During testimony Tuesday at Nickols' pre-trial hearing on charges of drunken driving, officer Tom Tindall said he fired a warning shot at a small sports car after hearing the man scream.

Authorities say Nickols' blood alcohol content was .12 percent., .02 percent above the .10 set by statute as being legally drunk.

#### Story 25

An elderly Yourtown bookkeeper, well known for his kindness and warmth, finds it difficult to understand why screaming intruders broke into his apartment and viciously beat him and his sister.

"We don't have anything here," Phil Stachwith, 76, said Tuesday at his Southside home.

Satchwith and his sister, Harriet Heilbuth, were kicked, punched, and slashed with knives Tuesday night by the intruders.

"They didn't have anything that would be worth stealing," said one neighbor who declined to identify herself. "They lived off Social Security income. Sometimes you'd wish they'd pick on someone who can at least fight back."

### Low Prominence-Physical Conflict

#### Story 26

The bodies of two men were found early Tuesday morning in the crushed, fire-blackened wreckage of one of the locomotives that had been pulling the 48-car Santa Fe freight train near Yourtown Monday.

A Santa Fe spokesman said it was almost certain that remains were those of two farm laborers who had been missing since the accident, and who were supposed to be fixing fence near the Diel farm.

Tom Diel, foreman of the Diel farm, said he has not seen the wage workers since Monday afternoon.

### Story 27

A 1-1/2 hour-high-speed chase across Yourtown of a 34-year-old textile spinner driving a stolen van ended Tuesday night when the vehicle collided head-on with another car--killing the woman driver, north of Yourtown, authorities said.

Richard Lockett, was booked on suspicion of murder because allegedly the suspect deliberately rammed the other car, Yourtown officers said.

The chase, which involved 15 law enforcement vehicles, began about 8:30 p.m. when police identified the gold Chevrolet van driven by Lockett as stolen.

Lockett is being held at Your County Medical Center jail ward where he was reported in satisfactory condition with a head injury.

### Story 28

A Yourtown motorcycle passenger was killed early Tuesday morning and the driver of the motorcycle slightly injured when the vehicle went out of control and struck a guard rail, according to police.

Paul Philpot, 24, of 206 S. Berry, died at Presbyterian Hospital in Oklahoma City after transfer from Yourtown Municipal Hospital. The cause of death was internal injuries.

Philpot was born February 16, 1953, in Pennsylvania, and married his wife, Debra Ann, on January 31, 1974. The couple lived in Tampa, Fla., and Patum, Fla., before Hein accepted a textile weaving job with Root's Textile Company near Yourtown.

### Story 29

A 25-year-old Yourtown sawmill worker was charged Tuesday with assault with a dangerous weapon after he allegedly tried to run down a city police officer with his car.

Police Officer, Jerry Hellan, said he arrived at the Stamper Trailer Court shortly after midnight Tuesday on a disturbance call.

The officer said Jerry Hoover, tried to run him down and stopped only after the policeman fired two warning shots.

A charge of resisting an officer was also filed against Hoover.

### Story 30

A Valentine heart on the door of Marvin Connor's neat little white bungalow added a warm touch.

But, two Yourtown police officers stepped carefully into the doorway to arrest Mr. Connor, a woodchopper, for assault Tuesday following a 12-day seige in which he threatened to shoot anyone who tried to enter, authorities said.

Five shots were fired by the reclusive Yourtown woodchopper, who at one point also threatened to shoot himself, police said. Officers found a loaded shotgun and two rifles in the bungalow.

Authorities said the standoff began when Connor argued with some neighborhood children over how much he should charge for chopping wood.

### High Prominence-No Conflict

### Story 31

Yourtown Senator Alan Cranston was married to Norma Weintraub of Encine, New Mexico, at a private ceremony in Oklahoma City, an aide disclosed Tuesday.

Cranston, 63, and Mrs. Weintraub, 58, were wed Tuesday morning at the home of Superior Court Judge John A. Shidler, then left to spend the week at an undisclosed location, press aide Lucien Maas said.

Cranston was separated from his wife, Geneva, in 1975, and they were divorced last year. He has two sons from that marriage.

The couple will live in Washington, he said.

### Story 32

Services for William Long, 87, retired Yourtown optometrist, are scheduled at 2 p.m. Tuesday at St. Paul's United Methodist Church of which he was the last surviving charter member.

Long died Sunday at his home here. The son of the late Mr. and Mrs. Francis Barrow Long, he was a member of a family which produced 13 optometrists in three generations.

A native of Vinita, Indian Territory, Long retired in 1971. He started his practice in Yourtown in 1923 when he and his father established the Long Clinic.

### Story 33

The Oklahoma Chapter of the American Institute of Architects has selected Craig Ellwood, of Yourtown, as the Outstanding Young Architect for 1978.

Ellwood, 28, will be honored Wednesday during the organization's annual convention in Dallas, Texas.

Ellwood received his architectural degree from Yourstate in 1974 and is a junior partner in the firm of Chaffin-Vecchi Architects.

### Story 34

Dr. Thomas Doss, an extension veterinarian with Yourstate University, will be guest speaker at the Seminole Chamber of Commerce Agribusiness Committee's annual Cattlemen's Barbecue.

Dr. Doss is an associate professor in veterinary medicine and surgery with the College of Veterinary Medicine at Yourstate University.

Dr. Doss was a private veterinarian in Florida, Texas from 1960 to 1965. In 1965, he became an instructor at the Small Animal Clinic at Yourstate University in Yourtown, Oklahoma.

### Story 35

Dr. Gary Winkcompleck was in the city Tuesday confirming plans for his new dental practice in Yourtown.

The new dentist graduated Saturday from the University of Oklahoma College of Dentistry and will take the State Dental Exam May 19-21.

When asked when he will move to Yourtown, he replied, "It all depends on when I find a place to live." He hopes to move in June.

Lack of office space is a problem for the young doctor. "It's difficult for me to say when I'll become established with the availability of office space right now," he said.

## Medium Prominence-No Conflict

Story 36

William E. Comstock, prominent farmer in the Yourtown area, is a probable successor to State Agriculture Board President, Herbert Hill.

Forrest Hart, Governor Grant's press secretary, said the governor is looking at a number of different people and Comstock's name is just one on the list. "There has been no decision at this time, but Grant will make the decision very soon," Hart stated.

Story 37

Mr. John Edmond, 68, long-time Yourtown resident, died here Tuesday.

Mr. Edmond was a jeweler in Yourtown for over 15 years. He had resided in Alva and Ponca City for half a century, but was a native of Galveston, Texas.

Edmond was a member of the First Presbyterian Church and was worship, visitation, and membership committee chairma there.

Funeral services will be announced by the Moore Funeral Home of Yourtown.

Story 38

Private funeral services were held today for Reuben Frederick Ingold, 85, pioneer real estate broker and civic leader who died Tuesday after a short illness.

As president of Yourtown Investment Co., which he joined in 1914, Ingold took part in the development of the Southwest Yourtown area, including View Park, where the 1932 Olympic Village was located.

A pioneer member of the Yourtown Realty Board, in 1951 he received the William May Garland Realtor Trophy in recognition of his service to the real estate profession and the community.

Story 39

Elsie Swiggart, long-time secretary for the Yourtown schools, was honored at a retirement luncheon at the elementary school cafeteria Tuesday.

Mrs. Swiggart and her husband, Gerald, were honored by the faculty and administration and a large number of retired teachers at the luncheon.

Mrs. Swiggart was presented a pin from the board of education and with gifts from the classroom teachers association and from members of the faculty of the schools.

#### Story 40

The Rev. N. Eugene Riedl, a long-time youth worker in the Christian Church (Disciples of Christ), is new pastor of Southwest Christian Church, SW 41 and May.

He succeeds the Rev. Darrell Evans, who now is pastor of a Kansas City, Mo., congregation.

Mr. Riedl comes to Yourtown from a dual pastorate at the Oak Grove Christian Church, Hennessey, and the Burlington Christian Church.

A Kansas native, Mr. Riedl attended Wichita State University and Northwest Missouri Teachers' College. He is a 1959 graduate of Phillips University and this spring received his Master of Divinity Degree from the Phillips Graduate Seminary.

#### Low Prominence-No Conflict

#### Story 41

First through fourth graders at Yourtown School were recently visited by Scott Doral, a lumberman for International Paper.

Doral showed the students which trees were used for furniture, houses, and wood products.

He also gave them a tour of his lumber truck, explaining how the lumber is loaded on. While outside, he put on his climbers and belt to demonstrate how easy it is for a lumberman to climb trees.

#### Story 42

Marie Buffalohead, a retired private-household worker, who lost most of her possessions in a fire at her home, 317 North Oak, in late January, reports she has received many articles of clothing and furniture and is appreciative.

Mrs. Buffalohead, of Yourtown, said she still has no dressers, dinette or appliances and although she has mattresses, she has no beds or rails for springs.

#### Story 43

Charles Wilson, Yourtown logging camp motorman, became the fourth person nominated for Yourtown's Man of the Year Award.

Jack Craig, Chamber of Commerce spokesman said, "Everyone knows Wilson has devoted a lot of time to the general overall benefit of the community."

The Chamber of Commerce will announce the winner next Tuesday, Jan. 31, at 2 p.m. at City Hall.

#### Story 44

Orville D. Garrouette, 73, retired porter for the Yourtown Duncan Hotel, died today in Yourtown Hospital after a long illness.

He was a member of the First Presbyterian Church where he had been an elder.

Funeral services will be at 2:30 p.m. Tuesday, in First Presbyterian Church Sanctuary, with burial in Memorial Park.

#### Story 45

Mr. James Rodney Gramblin, 68, Yourtown metal laborer, died Tuesday following a long illness.

Mr. Gramblin was born February 27, 1910, at Hamilton County, Iowa. He came to Oklahoma with his family in 1931 making their home at Okmulgee until 1945 when they moved to Yourtown.

Mr. Gramblin graduated from Olympia High School in 1928. He was married to Miss Billie Ann Reiss on November 22, 1929 at Ramona and was a member of the First Christian Church, Yourtown. Mr. Gramblin has been employed at TRW-Reda Pump as a metal laborer.



APPENDIX B

THE MAP OF OKLAHOMA SHOWING THE HOMETOWNS OF  
THE SELECTED NEWSPAPERS

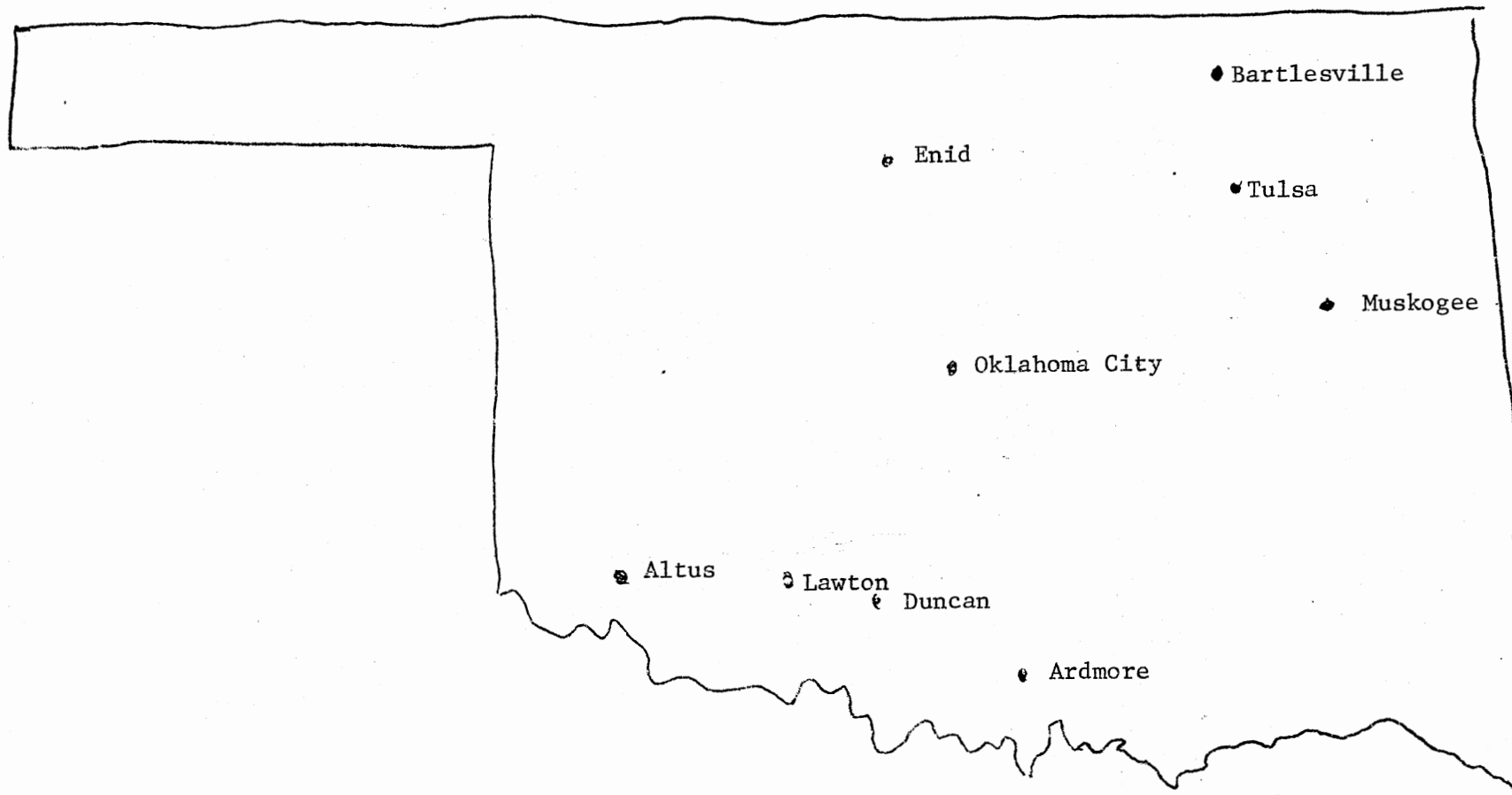


Figure 2. Map of Oklahoma Showing the Hometowns of the Selected Newspapers

APPENDIX C

INSTRUCTIONS FOR Q-SORTING OF 45 NEWS ITEMS

### Instructions for Sorting News Stories

1. This study is an attempt to measure how you, the editor, rank a set of news stories.

2. Please imagine that your newspaper is a state-wide newspaper with a "large" daily circulation of 250,000. And, the deck of news stories (white cards)--comprising a day's input--are those available on a given day to possibly be used in your newspaper. On the basis of the stories' interest and value, rank the stories in the order in which you would most probably to least probably use them in your newspaper, which is called Yourtown Daily News.

3. Lay aside the blue identification cards for a moment. Take the remaining white cards which have the news stories on them, and read each story carefully.

4. After you have finished reading every card, place it in one of the three piles, according to the probability of your using it. In the left-hand pile you create, place all stories that you would most probably use. In the right-hand pile, place all stories that you would least probably use. Put all stories left over in the middle pile.

Most Probably Used
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Stories Left Over
-------------------------

Least Probably Used
---------------------------

5. Now take the group of blue identification cards. Spread this deck of cards in front of you, left to right, No. 9 to No. 1, as follows:

2 stories MOST Probably Used	3 stories	5 stories	7 stories	11 stories	7 stories	5 stories	3 stories	2 stories LEAST Probably Used
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6. Pick up the left-hand pile that you previously sorted. From these stories, choose two that you would most probably use and place them on top of Card No. 9. From the remaining stories you have in your hand, take three stories that you would most probably use and place them on top of Card No. 8. Go on down the line until you run out of stories that you have from the left-hand pile. (At any time, you may change your mind on the placement of the stories, if you wish.)

7. Now, pick up the right-hand deck of stories that you originally sorted. From these stories, choose two you would least probably use and place them on top of Card No. 1. From the stories you have left in your hand, choose three stories that you would least probably use and place

them on top of Card No. 2. Work on up the line until you run out of stories that were in the right-hand pile.

8. Now pick up the middle pile of stories. Begin sorting them at the point where you previously ran out of stories when you were moving from left to right from Card No. 9.

For example, let's say that on the first pile you ran out of stories when you got to Card No. 6. In fact, let's say you ended up with only three stories to lay on Card No. 6, even though it calls for seven stories. So, from the middle pile you now have in your hands, choose the four stories you would most probably use and add them to the three already on Card No. 6. Then go to Card No. 5 which calls for 11 stories that you would most probably use from the ones you have left. Continue down the line until you run out of stories.

9. When all the cards are sorted and the correct number is on each blue identification card in your order of preference, pick up the piles from left to right in the following order: Pick up Pile No. 9, including the blue identification card on the bottom. Place Pile No. 9 on top of Pile No. 8. Then pick up Pile Nos. 9 and 8 combined and place on top of Pile No. 7. Continue down the line until you have all stories in one pile.

10. Now in this pile, the top two stories are the ones you would most probably use and the two stories on the bottom are those that you would least probably use. Please write a short note on the back of each of these four stories, the reasons for your most and least probable use of them concerning you, the editor, and your readers.

After writing your comments, place the stories in their proper place, put the rubber band around the complete pile and that is it.

APPENDIX D

EDITORS' Q-SORT SCORES

TABLE XIII  
EDITORS' Q-SORT SCORES

News Element	Theme	Enid	Bartlesville	Midwest City	Muskogee	Duncan	Lawton	Oklahoma City	Ardmore	Altus	Tulsa
HPPC	Engineer	6	7	6	7	6	8	5	6	6	6
HPPC	Banker	5	5	6	6	7	4	8	3	8	7
HPPC	Accountant	7	6	7	4	7	6	6	6	8	5
HPPC	Physician	9	7	7	9	6	7	5	8	9	5
HPPC	Lawyer	6	9	8	9	9	9	7	9	9	7
HPVC	Judge	6	6	5	5	5	4	6	4	5	6
HPVC	Mayor	7	4	6	5	5	6	7	7	4	7
HPVC	College Prof.	8	7	7	6	7	5	8	4	5	5
HPVC	Federal Admin.	8	6	6	6	5	6	5	3	1	6
HPVC	Pres. of Univ.	9	8	9	8	7	6	9	9	5	9
HPNC	Architect	4	4	3	5	5	3	4	4	4	4
HPNC	Veterinarian	4	5	1	5	1	3	3	1	3	4
HPNC	Senator	7	3	9	2	4	5	5	6	2	6
HPNC	Dentist	1	3	1	1	3	1	1	4	2	2
HPNC	Optometrist	2	2	4	4	3	5	4	5	5	5
MPPC	Surveyor	5	5	5	2	5	5	4	2	5	2
MPPC	Mail Carrier	5	5	5	6	8	6	4	4	6	3
MPPC	Bookkeeper	5	5	5	4	6	7	5	6	7	8

TABLE XIII (Continued)

News Element	Theme	Enid	Bartlesville	Midwest City	Muskogee	Duncan	Lawton	Oklahoma City	Ardmore	Altus	Tulsa
MPPC	Dietitian	4	4	5	6	5	5	5	5	4	2
MPPC	Auctioneer	5	8	8	7	9	7	9	8	8	9
MPVC	Local Admin.	5	5	4	8	5	5	6	5	1	1
MPVC	Rancher	5	5	3	8	4	5	7	3	2	5
MPVC	Sheriff	5	6	6	7	6	4	6	6	5	6
MPVC	Owner of Business	6	5	5	7	5	5	5	5	6	5
MPVC	Carpenter	5	5	5	4	5	4	6	4	6	1
MPNC	Religious Worker	3	3	4	5	3	1	3	3	3	4
MPNC	Farmer	5	6	5	4	4	5	2	5	5	6
MPNC	Secretary	3	3	2	4	3	3	3	2	3	3
MPNC	Jeweler	3	1	3	3	2	2	2	5	5	4
MPNC	Real Estate Agent	3	2	4	3	4	5	6	5	5	5
LPPC	Textile Spinner	6	6	6	6	8	7	8	6	7	8
LPPC	Woodchopper	4	7	7	5	6	7	7	6	6	5
LPPC	Textile Weaver	6	4	5	5	6	6	6	7	7	6
LPPC	Sawmill Worker	4	7	5	3	6	4	5	3	6	3
LPPC	Farm Laborer	7	6	7	5	8	9	7	7	7	7
LPVC	Street Sweeper	7	4	5	2	4	6	2	4	4	7
LPVC	Coal Miner	6	4	4	5	5	3	5	5	4	5
LPVC	Sawyer	5	5	4	5	4	4	5	5	4	3



TABLE XIII (Continued)

News Element	Theme	Enid	Bartles- ville	Midwest City	Muskogee	Duncan	Lawton	Oklahoma City	Ardmore	Altus	Tulsa
LPVC	Furniture Laborer	8	9	8	5	7	8	5	8	6	4
LPVC	Garbage Man	4	8	6	7	5	8	3	7	7	8
LPNC	Logger Motorman	4	5	4	5	4	5	2	7	3	4
LPNC	Household Worker	3	4	3	3	2	2	4	5	5	4
LPNC	Porter	2	1	3	3	2	2	4	5	5	4
LPNC	Metal Laborer	2	2	2	3	2	2	4	5	5	3
LPNC	Lumber Man	1	3	2	1	1	3	1	1	3	5

2  
VITA

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