

A COMPARISON OF STORY SELECTION BY RADIO  
NEWS DIRECTORS AND A SAMPLE AUDIENCE  
ALONG FOUR NEWS DIMENSIONS

By

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## PREFACE

This study was spawned by the 1976 masters thesis of Naiim Badii at Oklahoma State University. Badii used a four-dimensional news model to investigate story selection by newspaper editors in Oklahoma. This study modified Badii's model slightly, but retained the dimension of reward to test Wilbur Schramm's theory of immediate and delayed reward in story interest and Hugh Culbertson's theory of coorientation among news directors at radio stations.

Many persons played significant roles in helping me develop and follow through with this project. Dr. Walter Ward, Professor of Journalism at O.S.U., must be acknowledged for his challenging graduate classes and his help on the statistical portions of this thesis. Dr. Rey Barnes, my major adviser, and Dr. James Rhea, who served on my committee along with Dr. Ward, receive my appreciation for their continued interest in the progress of this study and their input into the development and execution of this research.

In addition, Dr. William Steng and Professor Ed Paulin, Chairman of the Radio-TV-Film Department, played significant roles in this project through their encouragement and through thought-provoking comments about the subject of this paper.

Above all, I would like to thank my wife, Ann, for the four years of long days and lonely evenings it took for me to complete the classwork and research. I feel she has earned this degree as much as I have.

She especially has been helpful as a typist and proofreader.

I sincerely hope that others who read this thesis will understand I have looked at only a small portion of the question, "What is news?" It is my desire that the information I have added to the understanding of this question will provoke other students to look thoughtfully and intensely into this intriguing area of human behavior.

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## LIST OF SYMBOLS

C	Conflict
CD	critical difference for analysis of variance gap test
df	degrees of freedom
F	F-ratio
K	Known Principal(s)
L	Local
O	Oddity
p	probability
r	Karl Pearson product-moment correlation coefficient
Rd	Delayed Reward
Ri	Immediate Reward
rho	Spearman rank-order correlation coefficient
s	standard deviation
S	State
$\bar{X}$	mean score
X	raw score
Z	standard score or Z-score
$\bar{R}$	not statistically greater than or lesser than

## CHAPTER I

### THE PROBLEM

This study looked further into the question, "What is news?" It was not the purpose of this study to reiterate in detail all the previous work on this topic, but to enlarge on that work.

Each time a new map is drawn, those producing it do not go back and travel every mile of each highway or survey the territory in person again, but they draw on past data which systematically have been updated. So it is with this study. A better understanding of what news is requires piecing together the explorations and findings of previous inquirers with the hope that the sum of their discoveries and the addition of the findings in this study will produce a clearer, broader view of what news is.

Past research, for the most part, has approached the question from a news editor's or news director's point of view exclusively. This report approached the question from the audience's point of view and the news director's point of view along four news dimensions, two of which have not heretofore been surveyed simultaneously: PROXIMITY and REWARD. Also, most of past research has been conducted with newspaper editors. This study looked specifically at news prepared for radio broadcast and included a survey of nine radio news directors and a sample radio audience.

## The News Model

The basic model from which this study sprang is Walter Ward's three dimensional model of news values defined in 1967,<sup>1</sup> even though there had been much discussion on this question prior to Ward's study.

Ward asked ten city editors to rank-order identical sets of 54 stories. The stories contained combinations of news characteristics (elements) along three dimensions. These three dimensions and their respective elements were: NORMALITY: Oddity, Conflict, Normal (no Oddity or Conflict); PROMINENCE: Known Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, Magnitude, Neither.<sup>2</sup> These dimensions were regarded as independent and mutually exclusive.<sup>3</sup>

Lorenzo Carter conducted a follow-up study of Ward's study in 1970.<sup>4</sup> In 1971, George Rhoades used the Ward model in an experiment with wire service reporters.<sup>5</sup> Both Carter and Rhoades used the same three dimensions Ward defined in 1967.

L. Erwin Atwood in 1969,<sup>6</sup> and Carl Galow in 1973,<sup>7</sup> brought the audience into the testing. Galow explored the gatekeeping decisions of the managing editor and the city editor of a small midwestern daily paper with those of a sample of the newspaper's subscribers. Although Galow included the audience in his study, he did not alter Ward's three dimensional design.<sup>8</sup>

Naiim Badii added a fourth dimension to Ward's model in 1976.<sup>9</sup> Badii had read Wilbur Schramm's theory on the "Nature of News," in which Schramm used the concept of immediate and delayed reward in predicting the readership of stories and decided to test the concept by adding it to Ward's model.<sup>10</sup> Badii's reconstructed news model had four dimensions: NORMALITY: Oddity, Conflict, Normal; PROMINENCE: Known

Principal(s), Unknown Principal(s); SIGNIFICANCE: Impact, No Impact;  
 REWARD: Immediate Reward, Delayed Reward.<sup>11</sup>

Relatively little has been done to investigate why radio and television news directors select certain stories for presentation to the audience. James Buckalew has conducted two studies in this area: one with radio news directors,<sup>12</sup> and one with television news directors.<sup>13</sup>

Buckalew did not manipulate the content of the news stories in either of these studies, but observed the news directors as they assembled a newscast, including certain stories and discarding others. He made notes of all stories judged and why each was accepted or rejected.<sup>14</sup> In his summary, Buckalew mentioned three dimensions either held constant or not tested by Ward's study. These were PROXIMITY, TIMELINESS, and VIDEO for the study of television news directors,<sup>15</sup> and PROXIMITY and TIMELINESS for the radio news directors.<sup>16</sup> The concept of immediate and delayed reward was not tested in Buckalew's observations.

#### Problem Questions

While these studies have done much to clarify the question, "What is news?" they have also raised some other questions.

Does the radio audience always want to hear stories about local people, issues and events rather than non-local stories? Is, for example, a routine story about the school board's plans to spend taxpayer's money on a questionable project more interesting to listeners than a spectacular automobile accident in another part of the state?

Is, as Schramm suggests, the audience more interested in stories offering immediate reward than in stories offering delayed reward?<sup>17</sup> For example, is a house fire more interesting than the potential danger

of air pollution?

The dimensions of PROMINENCE and NORMALITY have been tested together, but how do the dimensions of REWARD and PROXIMITY work separately, together, and with other dimensions, to solicit interest from the audience?

Given the same body of stories, will the radio news directors select the same stories for broadcast (as defined by a combination of news elements) that a sample audience would select as the most interesting stories to them?

#### A Modified News Model

For the purposes of this study, the following four dimensions were tested in this modified news model.

PROMINENCE: Known Principal(s), Unknown Principal(s)

NORMALITY: Oddity, Conflict, Normal

REWARD: Immediate Reward, Delayed Reward

PROXIMITY: Local, State

These four dimensions and their corresponding elements are defined in detail in the chapter on Methodology and Design: Chapter III.



## ENDNOTES

<sup>1</sup>Walter J. Ward, "News Values, News Situations, and News Selections: An Intensive Study from Ten City Editors" (unpublished Ph.D. dissertation, University of Iowa, 1967).

<sup>2</sup>Ibid., pp. 27,28.

<sup>3</sup>Ibid., pp. 26-28.

<sup>4</sup>Lorenzo E. Carter, "News Values of Editors-Reporters on Five Oklahoma Newspapers" (unpublished M.S. thesis, Oklahoma State University, 1970).

<sup>5</sup>George Rhoades, "The Effects of News Values on News Decisions by Associated Press and United Press International Newsmen in a Gatekeeper Study" (unpublished M.S. thesis, Oklahoma State University, 1971).

<sup>6</sup>L. Erwin Atwood, "How Newsmen and Readers Perceive Each Others' Story Preferences," Journalism Quarterly, Vol. 47 (Winter, 1970), pp. 296-302.

<sup>7</sup>Carl F. Galow, "A Comparison of One Newspaper's Editor and Subscriber News Values" (unpublished Ed.D. dissertation, Oklahoma State University, 1973).

<sup>8</sup>Ibid., p. 20.

<sup>9</sup>Naiim Badii, "The Nature of News in Four Dimensions: Normality, Prominence, Significance, Reward" (unpublished M.S. thesis, Oklahoma State University, 1976).

<sup>10</sup>Ibid., p. 2.

<sup>11</sup>Ibid., p. 3.

<sup>12</sup>James K. Buckalew, "The Local Radio News Editor as a Gatekeeper," Journal of Broadcasting, Vol. 18 (Spring, 1974), pp. 211-222.

<sup>13</sup>Buckalew, "News Elements and Selection by Television News Editors," Journal of Broadcasting, Vol. 14 (Winter, 1969), pp. 47-54.

<sup>14</sup>Ibid., p. 48.

<sup>15</sup>Ibid., p. 50.

<sup>16</sup>Buckalew, "The Local Radio News Editor as a Gatekeeper," p. 217.

<sup>17</sup>Wilbur Schramm, "The Nature of News," Journalism Quarterly, Vol. 26 (September, 1949), p. 260.

## CHAPTER II

### REVIEW OF THE LITERATURE

#### What Becomes News

Frank Luther Mott in his book The News in America suggests that the concept of news, as we know it, began sometime in the 17th Century. With the coming of professional newsmen in the 1600s it eventually became common usage to refer to a newsheet as the "newes," so that a man might refer to his copy of the news, meaning instead, his copy of the newsheet or newspaper. Thus, the popular concept of what news was came more and more to be formed upon what "news" was printed, and with this development, the editor assumed a special position of authority over the news. He decided what was news and what was not.<sup>1</sup>

Since then, editors have been professionally in charge of the news. However, that control over the news has been limited by several factors such as space in the paper, availability of news reports, and reader interest or disinterest.<sup>2</sup>

Limitations of space, or in the case of the electronic media today, time, necessarily implies a selectivity factor forcing the news editor to select the events to be printed in his newspaper or broadcast during his newscast. What Mott and others in journalism are saying is that the public is allowing the professional editors to decide which events are reported through the mass media and which are not, and as a result, this process establishes, in a sense, what news is. Mott quoted

newspaper man Gerald M. Johnson as writing in 1926, "in general practice, news is what is in the newspaper; and newspapers are what newspaper men make them. It is a depressing reflection, rather a terrible reflection. But it is true."<sup>3</sup>

Schramm stated philosophically in 1949 that news exists only in the minds of men.

It 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--essential being defined against a frame of reference which is calculated to make the event meaningful to the reader.<sup>4</sup>

So then, what becomes news? Perhaps one answer, though not the most satisfying answer is--it depends. It depends on what is happening, who sees or knows it happens, and what other events are happening at or about the same time. One must remember, as Robert Baker wrote, "the journalists do not have principal roles in making the news and have only limited power to determine what will be read, watched or believed."<sup>5</sup> However, journalists in all media and at all levels of reporting do have the power to determine the relative availability, and non-availability, of millions of daily transactions, their mode of presentation, and the context in which they will be cast.<sup>6</sup>

#### Gatekeepers

This natural phenomenon--the relationship of the journalist to the events he reports--has become known as the "gatekeeper" effect. This concept was first applied by sociologist Kurt Lewin during World War II to certain areas of control in the flow of communication.<sup>7</sup> Lewin pointed out the traveling of news items through channels depends on decisions of individuals who control certain "gates" at various points.<sup>8</sup>

In his report on the "Nature of News," Schramm wrote:

No aspect of communication is so impressive as the enormous number of choices and discards which have to be made between the formation of the symbol in the mind of the communicator and the appearance of a related symbol in the mind of the receiver.

This again emphasizes the critical role of the reporter and the editor in the process of news, particularly if news is not the event itself, but a report of the event expressed in terms thought to be meaningful to the receiver (listener or reader).

This process of news is, in fact, one example of the process of communication as expressed by David Berlo.<sup>10</sup> The six parts of Berlo's communication model are: the communication source, an encoder, a message, a channel, a decoder, and a communication receiver.<sup>11</sup> Berlo considers this flow of communication to be a process because, ". . . we view events and relationships as dynamic, on-going, ever-changing, continuous . . . The ingredients within a process interact; each affects all of the others."<sup>12</sup>

Schramm has described this communication process as it relates to the flow or process of news:

The first news report of an event is put together from a gestalt of eye witness accounts, second-hand accounts, tertiary comments and explanations, and the reporter's own knowledge and predispositions. The report is then coded for transmission, usually by persons who have had no connection with the actual event. It is coded by modifying its length, form, emphasis, and interpretation, to meet the mechanical demands of transmission and presentation, the anticipated needs and preferences of the audience, and the somewhat better known wishes and demands of the buyers of the news. Then the news is trusted to ink or sound waves or light waves, and ultimately comes to an audience where it competes with the rest of the environment for favor. A typical member of the audience selects from the mass of news offered him perhaps one-fourth of the news in a daily paper, perhaps one-half of the items in a newscast he happens to hear. These items of news are perceived by each individual as a part of another gestalt--his environment and its competing stimuli,

the state of his organism at the moment, and his stored information and attitudes.<sup>13</sup>

The media play a very important role in the dispersion of news. Baker, who said the reporter and the editor determine in large part what information will reach the audience, further said the news media are the central institution in the process of inter-group communication in America.<sup>14</sup> Baker said that even though face-to-face communication plays an important role in inter-group communication, it is the news media, to the extent they are regarded as credible, which are the primary sources of information.<sup>15</sup>

Abraham K. Bass concluded in a study he did for the United Nations that the receiver is actually outside the gatekeeper process, and deals only with the finished product.<sup>16</sup> Bass isolated two separate actions within the flow of news. One is the news gathering action which is the activity of collecting and reporting events. It involves the efforts of the reporter, the bureau chiefs, writers and city editors. The second action is the news processing action which is the handling and adapting of news copy and modifying it for local use. This activity is carried out by editors, copy readers and translators.<sup>17</sup> Bass wrote the emphasis should be on the first action in this news flow--the work of the reporter closest to the event, since it is this person who becomes the ultimate gatekeeper.<sup>18</sup>

This perspective which puts the receiver outside the gatekeeper field seems to give the gatekeepers, as Ward wrote, "a difficult and complex job. They must 'read' the public's common problems and needs to select and convey information most relevant to solution and fulfillment."<sup>19</sup>

David White attempted in 1949 to find why a telegraph editor in a

large midwestern city selected or rejected certain news items which passed across his desk.<sup>20</sup> In this one-shot study, White concluded that people tend to perceive as true only those happenings which fit into their own beliefs concerning what is likely to happen.<sup>21</sup> For this reason, White concluded:

It begins to appear (if Mr. Gates is a fair representative of his class) that in his position as 'gatekeeper' the newspaper editor sees to it (even though he may never be consciously aware of it) that the community shall hear as a fact only those events which the newsman, as the representative of his culture, believes to be true.<sup>22</sup>

Paul Snider revisited White's "Mr. Gates" 17 years later and found much the same biases and personal tendencies still operating after all the years. Snider observed, "Mr. Gates still picks the stories he likes and believes his readers want."<sup>23</sup>

Walter Gieber surveyed 16 telegraph wire editors in the mid 50's concerning their news selection habits. Gieber found those editors at that particular time were more concerned with mechanics than with news value. News judgment was not the only criterion for selection; the amount of space--the news hole--available to the wire editors was also a major consideration.<sup>24</sup> Gieber wrote:

His news values are elementary and broadly structured. He operates within the temporal orientation of a publishing cycle. Only rarely was he willing to discuss news as a communication possessing social utility . . . Selection of news from the association wire appears to have become a mechanical process . . . The wire editors were not interested in providing news stories which explain the meaning of events.<sup>25</sup>

It was not until 1967 that anyone tried to isolate and define the particular news elements contained in news stories and shape some sort of news model from the definitions. Ward's doctoral dissertation was probably a milestone in this effort to explain more fully the "news" elements in the stories which gatekeepers chose to let pass to the next

gatekeeper and finally to the receiver.<sup>26</sup> Until that time, most results had shown patterns of selection, although the patterns had never been clearly defined or manipulated in a testing situation. Ward constructed a pool of 54 stories containing various combinations of news elements, operationally defined and verified by judges from the working press. By asking city editors to rank-order the stories according to probability of use, he could determine which combination of news elements received more play, and which would probably not be used at all.<sup>27</sup>

Ward began with six dimensions, and finally reduced them to three. Originally he included the dimensions of Timeliness, Proximity, Oddity, Prominence, Conflict and Significance. He found Timeliness and Proximity tended to be constant in local news stories. Ward also included Oddity and Conflict as elements of one dimension--Normality.<sup>28</sup> Ward concluded the editors he tested tended to select stories containing similar combinations of elements and disregard similar stories containing, or not containing, certain elements.<sup>29</sup> Ward's model contained PROMINENCE: Known Principal(s), Unknown Principal(s); NORMALITY: Conflict, Oddity, and Normal (neither Conflict nor Oddity involved); SIGNIFICANCE: Impact, Magnitude, Neither.<sup>30</sup>

Other studies followed based on Ward's three-dimensional model. Carter conducted a study of five pair of Oklahoma editors and reporters finding they were similar in their news judgments.<sup>31</sup> Rhoades,<sup>32</sup> Galow,<sup>33</sup> Atwood,<sup>34</sup> and Snipes<sup>35</sup> have all used Ward's three-dimensional model in various ways with similar results. They have found by-and-large the elements of Known Principal(s)-Impact-Conflict and/or Oddity combine to produce the most likely used story. Also, the fewer the elements contained in the story, the less likely it will be used.



However, an exception to this was Conflict which seemed to have high appeal whenever it appeared in a story. Badii went more into detail regarding the individual studies<sup>36</sup> concluding that, "although news means different things to different people, there is some consistency in the output."<sup>37</sup>

#### Receiver Selectivity of Messages

The decision on which stories to pass along and which stories to discard might belong to the gatekeeper, but the decision on whether to listen to or to read the message belongs solely to the audience. As Schramm wrote, the various messages from the gatekeeper must each compete for an audience:

Communication is a buyer's market. Far more stimuli come to us than we are able to attend to . . . There is good reason to think that we scan our communication environment like an index, selecting among cues and concentrating our attention on the signs associated with the cues that specially attracts us.<sup>38</sup>

Badii wrote in his Master's thesis on news values that each person is different and has different preferences which affect his choice or selection of news or messages. Badii said that for the most part those selections are made based on appeal, ". . . we prefer to select things that we like, or make judgments or decisions on matters that seem appealing to us."<sup>39</sup>

As William Rivers and Wilbur Schramm discussed this concept of selectivity, they wrote that communication has to clear four hurdles to be successful, and the first hurdle has to do with this selectivity phenomenon. They said a message must (1) attract attention, (2) be accepted, (3) be interpreted, and (4) be stored for use.<sup>40</sup> Rivers and Schramm concluded, "people come to the media, as to other messages,

seeking what they want, not what the media intend them to have."<sup>41</sup>

But what does the audience want? Can that be determined? Sadly, there have been very few efforts to correlate the audience's preference with a gatekeeper's selection decisions. What normally has happened is audience preferences were observed after the final gatekeeper function had been performed, using the final product as the testing instrument. However, many of these observations have provided some interesting results. For example, White and Schramm conducted a survey of 746 readers of an evening edition of a paper in an Illinois city of 100,000 population. The data were gathered on January 10 and 11, 1949.<sup>42</sup> They found that the selection of news stories by the audience varied with the reader's age, sex, educational background, and economic status.<sup>43</sup> They found the amount of news reading tended to increase with age, education, and economic status. The volume of reading increased through the teenage years and peaked somewhere between age 30 and 50, then dropped off slightly. Basically, those with a high school education read more than those with only a grade school education, and the college educated read slightly more than the high school educated.<sup>44</sup>

Perhaps the most revealing information dealt with the subject matter the groups selected. White and Schramm found teenagers and persons of lower economic status tended to read more crime and disaster news than any other broad class of news. This trend decreased slightly with higher economic status and even more with higher education levels. Of the readers sampled between the ages of 10 and 15, not one of them ever admitted to reading an editorial.<sup>45</sup>

So then, the basic problem facing news editors and directors is to determine what the audience wants and then give it to them. However,

this effort to give the public what it wants in the interest of attracting an audience has brought on an abundance of criticism from government commissions, citizen groups, and concerned professionals such as Frank Luther Mott, who expressed the dilemma saying, "[Editors] . . . cannot escape their obligation as guides and interpreters . . . but . . . in the long run, it is the people who make the news what it is. Their news hungers must be satisfied."<sup>46</sup>

### Criticisms of the Press

Dr. David LeRoy hit some sensitive nerves when he criticized the press for doing little to foster learning because the press has become just another entertainment medium:

Most people pay attention to the news in their leisure time . . . Most mass news tends to go in one ear and out the other . . . Unless one is interested in a particular topic . . . little attention is directed to it and little is remembered.

One of the most popular ways to make people pay attention has been sensationalism: the screaming headline, the tone of imminent doom in the newscaster's voice. In a sense, the news is like a wall of noise; like music, it can be pleasant, but it does not necessarily lead to intellectual development.<sup>47</sup>

The Hutchins Commission on the Freedom of the Press was just as critical in 1947. The committee concluded:

The effort to attract the maximum audience means that each news account must be written to catch headlines. The result is not a continued story of the life of the people, but a series of vignettes made to seem more significant than they really are.<sup>48</sup>

Furthermore, the commission reported that the news had become twisted by the emphasis on firstness, on the novel and sensational, by the personal interests of owners, and by pressure groups, and that the resulting presentation had no relation in many cases to the typical lives of real people anywhere.<sup>49</sup>

Max Ways wrote concerning the question, "What's Wrong with News," and observed that there continues to be a noticeable public disenchantment with the news media, even though people want to hear news now more than ever, and even though news organs continue to prosper.<sup>50</sup> Ways said in spite of the obvious well-being of the news industry, ". . . many consumers of news voice doubts that the news adds up to an accurate picture of what's going on,"<sup>51</sup> but news plays a very important role in explaining the present and shaping the future:

News today can concentrate with tremendous impact on a few great stories: a moon landing, a war, a series of civil disorders. But meanwhile, outside the spotlight, other great advances in science and technology, other international tensions, other causes of social unrest are in motion. Yet today's inadequately reported trends will shape tomorrow's reality.<sup>52</sup>

Former Vice President Spiro Agnew attacked the press in general in November, 1969, when he told an audience in Des Moines, Iowa, that bad news was driving out the good news, especially in network news presentations.<sup>53</sup> Dennis Lowry took the cue from Agnew and set out to sample 44 days of network news. Lowry's sample included all three major networks and a total of 820 news items which he classified according to position emphasis in the newscast, length of emphasis and visual emphasis.<sup>54</sup> Lowry concluded that "bad news" comprised only one-third of the total news presentation, but as a rule the "bad news" was positioned in the newscast and presented in such a way that the viewer would easily perceive that the "bad news" was driving out the "good news."<sup>55</sup>

Walter Cronkite, long-time anchorman for the CBS Evening News, responded to the "bad news" critics:

[T]here are many who believe we should tailor our news reports to console our critics. They would have us report more good news and play down the war, revolution, social

disturbances. There certainly is nothing wrong with good news. In fact . . . we report quite a lot of it: an anti-pollution bill through Congress, a report on the cost of living isn't going up as fast as it was last month, settlement of a labor dispute, the announcement of a medical breakthrough, plans for a new downtown building. There isn't anything wrong either with the stories that tell us what is right with America, that reminds us that the virtues that made this nation strong still exist and prosper despite the turmoil of change.

But when 'give us the good news' becomes a euphemism for 'don't give us so much of the bad news'--and in our business one frequently means the other--the danger signal must be hoisted.<sup>56</sup>

While Cronkite, Mott, Bagdikian and others were wrestling with the "higher" concepts of professionalism and ethics, as they pertained to the selection and presentation of news, Rivers and Schramm got to the nuts and bolts of the issue--profit.

[A] certain amount of anxiety has been generated. The critics who look from the outside wonder whether the media are going to prostitute themselves by pandering to the very lowest denominator of public taste. The media men who look from the inside out wonder whether the critics and the commissions are going to force them to ignore public taste and go broke.<sup>57</sup>

#### Gatekeeper Coorientation

Somewhere between the "pandering to public taste" and "going broke" there is an acceptable middle ground. Hugh M. Culbertson calls this concept Gatekeeper Coorientation, which has three fundamental elements.<sup>58</sup> As an editor or news director or even a reporter does his job, he must spend much of his time choosing among content which will get prominent play, content which merits less emphasis, and items destined for "file thirteen." As others have suggested, and as Culbertson concluded, many choices by gatekeepers will depend on the editor/reporter's own interests and preferences. He designated this as E0. However, one must also consider the audience's own preferences--

designated as AO. Culbertson concluded one would expect communication to proceed effectively where EO and AO correlate highly.<sup>59</sup> "Coorientation theory defines agreement as the degree of similarity between one person's or group's preferences or interests and another's."<sup>60</sup>

In addition to the EO and AO elements of the Coorientation concept, a third element, the editor's perception of the audience--designated as EA--must be considered.

[A] person responds to his world as he defines it, and not as it exists 'out there' in some pristine, purely objective sense. It follows that when an editor takes his perception into account he must rely on his perception of audience preferences.<sup>61</sup>

It is easy to see how closely Culbertson's concept of Gatekeeper Coorientation resembles other assumptions upon which many previous gatekeeper studies were conducted. Culbertson used his three elements of the coorientation model to make two definitions. First, CONGRUENCY is the similarity between the editor's own preferences (EO) and the editor's perception of the audience's preferences (EA).<sup>62</sup> This congruency seems to be an empathic inner-state of the gatekeeper. According to Culbertson's definition, there would be more inner-harmony or congruency when the editor perceives the audience's preferences to be the same as his. (Perhaps this also explains the concern many critics express. They perceive the audience's preferences--"the lowest common denominator of public taste"--to be much different from their own, thereby contributing to a lack of congruency.)

A second definition Culbertson formulated was one of UNDERSTANDING, which he defined as the similarity between the editor's perception of the audience (EA) and the audience's own preferences (AO).<sup>63</sup> In other words, the extent to which the editor accurately perceives the audience's preferences will increase the likelihood his message will be

understood. This definition goes to the heart of communication theory as expressed by Berlo.<sup>64</sup>

Based on these definitions, Culbertson suggested three categories into which the raw materials, or news story possibilities, would fall.

1. Content which appeals to the creators and will also 'play in Peoria' with a defined audience.
2. Content which creators define as important and noteworthy, but which will not interest and retain the audience. Intellectuals usually find it hard to resist suggesting retention and publication of some such material.
3. Content which creators disdain, but a large and varied audience would buy. The 'modern management' types would presumably stress this material.<sup>65</sup>

Culbertson said the challenge facing the editor as a gatekeeper is that he must "coorient" to all these elements at once and not to one at the expense of any other.

Mass culture critics, of course, are prone to argue that since the public at large is dumb, uneducated and lazy, very little content could fit into category one.

Most anything which appeals to a serious creator will turn off much of a large and varied audience, and vice versa.

At the same time . . . philosophers of science tend to stress that truly great intellectual products are elegant and satisfying because of simplicity, not complexity. Perhaps, then, it is possible to appeal to both creator and lay audience at once where a gatekeeper packages material so it appeals to varied people but retains the flavor and essential idea of the creator without full detail and specialized jargon.<sup>66</sup>

Culbertson's concept of coorientation and his model seem to tie many of the other gatekeeper concepts together and put them in a perspective of the overall communication process. There is no way to isolate one element and fully analyze it apart from the remainder of the process; so, any further studies must realize these limitations and seek to explain the various elements as they interact. Gatekeeper

research is ready to go beyond surface isolation of news elements and look more closely at these definitions set forth by Culbertson: to ask how accurately are gatekeepers perceiving the audience's own perceptions and background? One must realize also, this is a question and a task that will not be completed in one study alone, but must be pursued with different audiences and gatekeepers, in different places, at different times with the hope that accumulated results will help explain more fully what news is.

Rivers and Schramm wrote that there are several factors which interact to govern what the media will offer to the audience: a careful effort to anticipate the demands of public taste, illustrated by audience research; the economics of the industry which force it to try to meet the tastes of a very large number of people, and the standards of the media executives themselves.<sup>67</sup>

The relationship between what the public wants, as perceived by the media/gatekeeper (Culbertson's EA element), and what the media/gatekeeper are willing to give (Culbertson's EO element) is crucial if the media are to retain the interest and confidence of the public.

[T]he relation of a cue to a receiver's needs, wants, motivations, interests, habits, roles, frames of reference--however we want to codify his personality--will have a great deal to do with determining whether it attracts attention . . . In a sense, all this activity can be explained in terms of the reward or threat which the cues offer an individual scanner, or the habits that have grown out of rewarded responses.

A communicator is in the position of trying to arrange his index cues so that they will appeal to the personality needs of his audience.<sup>68</sup>

#### Immediate and Delayed Reward

What has been said in so many words is that people listen, read or



come to the media in expectation of reward. This concept is not new. Schramm mentioned it in his "Nature of News" article in 1949.<sup>69</sup> The concept had its inception as a result of Schramm's effort with White, referred to earlier.<sup>70</sup> Schramm drew on previous work by E.L. Thorndike, O.H. Mowrer, C.S. Sherrington, Sigmund Freud and others to explain his concept of reward as it related to the audience's selection of news.<sup>71</sup>

Schramm connected delayed and immediate reward to what Sherrington called anticipatory and consummatory responses:

One is made as the consummation of a drive and with the expectation of immediate reward. The other is made to set up a drive, and in expectation of danger or delayed reward. One reduces a drive and is therefore pleasant; the other sets up a drive and may be painful.<sup>72</sup>

Schramm further stated that the concept of immediate and delayed reward is similar to Freud's Pleasure Principle and Reality Principle respectively,<sup>73</sup> and people select which news to listen to based on this concept of immediate and delayed reward.<sup>74</sup>

In the immediate reward category, Schramm included news of crime and corruption, accidents and disasters, sports and recreation, social events and human interest stories.<sup>75</sup> Immediate reward stories pay rewards to the listener at once. People ". . . can enjoy a vicarious experience without any of the danger or stress involved."<sup>76</sup>

In the delayed reward category Schramm included news of public affairs, science, social problems, education, weather, health and similar stories.<sup>77</sup> These stories pay later and might even be annoying at the present; never-the-less, they are endured because of future rewards the receiver thinks he might receive by paying attention.<sup>78</sup> "When a reader selects delayed reward news, he jerks himself into the world of surrounding reality to which he can adapt himself only by hard work."<sup>79</sup>

Immediate reward is important because of individual satisfaction and drive reduction. While delayed reward is important because it arouses tensions and anticipation necessary for survival and the development that helps him to be more effective and better prepared socially.<sup>80</sup>

While this concept of reward seems rather basic when presented, it is quite complicated and has its roots in learning theory. Schramm explained that the importance of immediate and delayed reward has to do with what is going on beneath these two choices of news:

The kind of choice which we have called immediate reward is simple associational learning, or problem solving. A stimulus is presented [news item]; a response is made [decision to read or listen]; the response is rewarded [either a reduction of tension or discomfort--e.g., curiosity, wonder--or an increase in satisfaction--e.g., from a vicarious enjoyment].

On the other hand, a delayed reward choice is not made because it is pleasant, but because it is realistic. It is not pleasant to be afraid or to anticipate danger, but it is necessary if one wants to avert harm or avoid danger.<sup>81</sup>

Schramm and White found in their 1949 study that readers of a newspaper in Illinois generally preferred immediate reward over delayed reward news.<sup>82</sup> However, there was a tendency for delayed reward news to be read more often by those who were higher educated and had a somewhat higher economic status.<sup>83</sup>

The concept of immediate reward and entertainment value has been a "thorn in the flesh" for many media "purists." For example, Edward P. Morgan quoted Marshall McLuhan in a recent article:

One of the many effects of television on radio has been to shift radio from an entertainment medium into a kind of nervous information system. News bulletins, time signals, traffic data, and, above all, weather reports now serve to enhance the native power of radio to involve people in one another. The frustrated broadcast journalist . . . would like to involve people more perceptively with the news, to make radio, for example, an information nervous system rather than a nervous information system.<sup>84</sup>

Ways suggested that in the concept of delayed reward, the trend toward presentation of immediate reward information with audience selection value and entertainment qualities is making it very difficult to explain complicated, but important news to the public:

A scientific advance, for instance, is harder to convey than an explorer's geographical discovery . . . The discovery of deoxyribonucleic acid is, to a non-biologist, more opaque than wondrous. Yet DNA, by unlocking secrets of genetics, may cause more social change than did the age of exploration.<sup>85</sup>

Schramm's application of the immediate and delayed reward concept went untested for many years. Perhaps the most comprehensive test so far was conducted by Badii in 1976. Badii used Ward's three-dimensional model and added the dimension of REWARD: immediate and delayed.<sup>86</sup> Badii constructed 72 stories across the possible combinations of dimensions and elements and administered a Q-sort to 10 editors of newspapers in various size markets in Oklahoma. He supported findings of previous gatekeeper/news value studies insofar as finding it took a combination of elements to produce a story which would receive high play.<sup>87</sup> Perhaps the most important result from Badii's study was that Schramm's theory of Immediate and Delayed Reward was not supported:

It seems that Immediate or Delayed Reward elements alone tended not to influence the editors' judgments in terms of stories' probable use; however, when these elements were combined with some elements of the NORMALITY dimension--Oddity, Conflict and Normal--some differences in editors' probable use of stories appeared.<sup>88</sup>

Buckalew did not observe the interaction of the REWARD dimension, but he did survey the impact of PROXIMITY as it pertained to the news selection by radio and television news directors. Among television news directors, he found those in smaller markets preferred local stories, but this preference did not appear as strongly in the larger markets.<sup>89</sup> Though Buckalew noticed some differences in story selection

between editors in small and large markets, he concluded ". . . the overall impression is that a standard fare is being presented to the television news audience."<sup>90</sup> Buckalew found similar results among the radio news directors. The elements of Conflict, High Impact, Proximity and Timeliness combined to produce the most likely used stories.<sup>91</sup> And stories that were local received more play than non-local stories.<sup>92</sup>

ENDNOTES

<sup>1</sup>Frank Luther Mott, The News in America (Cambridge, Mass., 1952), p. 23.

<sup>2</sup>Ibid., pp. 23, 24.

<sup>3</sup>Ibid., p. 26.

<sup>4</sup>Wilbur Schramm, "The Nature of News," Journalism Quarterly, Vol. 26 (September, 1949), p. 265.

<sup>5</sup>Robert K. Baker, "Functions and Credibility," Mass Media: Forces in Our Society, Ed. Francis and Ludmila Voelker (New York, 1972), p. 239.

<sup>6</sup>Ibid.

<sup>7</sup>David M. White, "The Gatekeeper: A Case Study in Selection of News," Journalism Quarterly, Vol. 27 (Fall, 1950), p. 383.

<sup>8</sup>Ibid.

<sup>9</sup>Schramm, "The Nature of News," p. 259.

<sup>10</sup>David K. Berlo, The Process of Communication (New York, 1960), pp. 23-39.

<sup>11</sup>Ibid., p. 32.

<sup>12</sup>Ibid., p. 34.

<sup>13</sup>Schramm, "The Nature of News," p. 288.

<sup>14</sup>Baker, "Functions and Credibility," p. 238.

<sup>15</sup>Ibid.

<sup>16</sup>Abraham K. Bass, "Refining the Gatekeeper Concept: A UN Radio Case Study," Journalism Quarterly, Vol. 46 (Spring, 1969), p. 72.

<sup>17</sup>Ibid.

<sup>18</sup>Ibid.

<sup>19</sup>Walter J. Ward, The Nature of News in Three Dimensions (Stillwater, Okla., 1973), p. 17.

<sup>20</sup>White, "The Gatekeeper: A Case Study in the Selection of News," p. 383.

<sup>21</sup>Ibid., p. 390.

<sup>22</sup>Ibid.

<sup>23</sup>Paul B. Snider, "'Mr. Gates' Revisited: A 1966 Version of the 1949 Case Study," Journalism Quarterly, Vol. 49 (Autumn, 1967), pp. 419-427.

<sup>24</sup>Walter Gieber, "Across the Desk: A Study of 16 Telegraph Editors," Journalism Quarterly, Vol. 33 (Fall, 1956), p. 429.

<sup>25</sup>Ibid., p. 432.

<sup>26</sup>Ward, "News Values, News Situations, and News Selections: An Intensive Study of Ten City Editors" (unpublished Ph.D. dissertation, University of Iowa, 1967).

<sup>27</sup>Ibid., pp. 178-180.

<sup>28</sup>Ibid., p. 39.

<sup>29</sup>Ibid., pp. 178-180.

<sup>30</sup>Ibid.

<sup>31</sup>Lorenzo E. Carter, "News Values of Editors-Reporters on Five Oklahoma Newspapers" (unpublished M.S. thesis, Oklahoma State University, 1970).

<sup>32</sup>George Rhoades, "The Effects of News Values on News Decisions by Associated Press and United Press International Newsmen in a Gatekeeper Study" (unpublished M.S. thesis, Oklahoma State University, 1971).

<sup>33</sup>Carl F. Galow, "A Comparison of One Newspaper's Editor and Subscriber News Values" (unpublished Ed.D. dissertation, Oklahoma State University, 1973).

<sup>34</sup>L. Erwin Atwood, "How Newsmen and Readers Perceive Each Other's Story Preferences," Journalism Quarterly, Vol. 47 (Winter, 1970), pp. 296-302.

<sup>35</sup>Ronald L. Snipes, "News Values and News Decisions of High and Low Authoritarian Editors" (unpublished Ed.D. dissertation, Oklahoma State University, 1973).

<sup>36</sup>Naiim Badii, "The Nature of News in Four Dimensions: Normality, Prominence, Significance, Reward" (unpublished M.S. thesis, Oklahoma State University, 1976).

<sup>37</sup>Ibid., p. 27.

<sup>38</sup>Schramm, "The Anatomy of Attention," The Process and Effects of Mass Communication, 2nd ed., Ed. Wilbur Schramm (Urbana, 1954), p. 29.

<sup>39</sup>Badii, p. 6.

<sup>40</sup>William L. Rivers and Wilbur Schramm, Responsibility in Mass Communication (New York, 1969), p. 17.

<sup>41</sup>Ibid., p. 27.

<sup>42</sup>Wilbur Schramm and David M. White, "Age, Education, and Economic Status as Factors in Newspaper Reading," Mass Communications, 2nd ed., Ed. Wilbur Schramm (Urbana, 1960), pp. 438-450.

<sup>43</sup>Ibid., p. 439.

<sup>44</sup>Ibid., p. 440.

<sup>45</sup>Ibid.

<sup>46</sup>Mott, The News in America, p. 9.

<sup>47</sup>David LeRoy and Christopher H. Sterling, Ed., Mass News: Practices, Controversies, and Alternatives (Englewood Cliffs, 1973), p. 7.

<sup>48</sup>Commission on the Freedom of the Press, A Free and Responsible Press (Chicago, 1947), p. 56.

<sup>49</sup>Ibid., p. 68.

<sup>50</sup>Max Ways, "What's Wrong with News? It Isn't New Enough," The Mass Media Book, Ed. Rod Holmgren and William Norton (Englewood Cliffs, 1972), p. 15.

<sup>51</sup>Ibid.

<sup>52</sup>Ibid., p. 14.

<sup>53</sup>Dennis T. Lowry, "Gresham's Law and Network TV News Selection," Journal of Broadcasting, Vol. 15 (Fall, 1971), p. 397.

<sup>54</sup>Ibid., pp. 397-408.

<sup>55</sup>Ibid., p. 408.

<sup>56</sup>Walter Cronkite, "What It's Like to Broadcast News," Mass Media: Forces in Our Society, Ed. Francis and Ludmila Voelker (New York, 1972), p. 229.

<sup>57</sup>Rivers and Schramm, pp. 197-198.

<sup>58</sup>Hugh M. Culbertson, "Gatekeeper Coorientation--A Viewpoint for Analysis of Popular Culture and Specialized Journalism," Mass Comm Review, Vol. 3, No. 1 (Winter, 1975/76), pp. 3-7.

- <sup>59</sup>Culbertson, "Gatekeeper Coorientation," p. 3.
- <sup>60</sup>Ibid.
- <sup>61</sup>Ibid.
- <sup>62</sup>Ibid., p. 4.
- <sup>63</sup>Ibid.
- <sup>64</sup>David K. Berlo, The Process of Communication (New York, 1960), pp. 40-49.
- <sup>65</sup>Culbertson, p. 4.
- <sup>66</sup>Ibid., p. 5.
- <sup>67</sup>Rivers and Schramm, p. 200-201.
- <sup>68</sup>Schramm, "The Anatomy of Attention," p. 31.
- <sup>69</sup>Schramm, "The Nature of News," pp. 259-278.
- <sup>70</sup>Schramm and White, "Age, Education and Economic Status as Factors in Newspaper Reading," pp. 438-450.
- <sup>71</sup>Schramm, "The Nature of News," p. 261.
- <sup>72</sup>Ibid., p. 262.
- <sup>73</sup>Ibid., p. 260.
- <sup>74</sup>Ibid.
- <sup>75</sup>Ibid.
- <sup>76</sup>Ibid.
- <sup>77</sup>Ibid., p. 261.
- <sup>78</sup>Ibid.
- <sup>79</sup>Ibid.
- <sup>80</sup>Ibid., p. 262.
- <sup>81</sup>Ibid., p. 261.
- <sup>82</sup>Schramm and White, p. 439.
- <sup>83</sup>Ibid., p. 440.
- <sup>84</sup>Edward P. Morgan, "Who Forgot Radio?" The Mass Media Book, Ed. Rod Holmgren and William Norton (Englewood Cliffs, 1972), pp. 212, 213.



<sup>85</sup>Ways, p. 17.

<sup>86</sup>Badii, pp. 32, 33.

<sup>87</sup>Ibid., p. 129.

<sup>88</sup>Ibid., p. 138.

<sup>89</sup>James K. Buckalew, "News Elements and Selection by Television News Editors," Journal of Broadcasting, Vol. 14 (Winter, 1969), p. 52.

<sup>90</sup>Ibid.

<sup>91</sup>Buckalew, "The Local Radio News Editor as a Gatekeeper," Journal of Broadcasting, Vol. 18 (Spring, 1974), p. 220.

<sup>92</sup>Ibid., p. 217.

## CHAPTER III

### METHODOLOGY AND DESIGN

Based on a review of literature, this study looked at a four dimensional news model incorporating two of Ward's dimensions: PROMINENCE and NORMALITY, Wilbur Schramm's REWARD dimension and the dimension of PROXIMITY. The SIGNIFICANCE dimension used in Ward's, Badii's and other similar studies was not tested; instead, only stories with impact were used, thus holding the dimension constant. Impact as defined by Ward includes:

Any physical or non-physical event in which a large number of readers participate--or which affects, now or in the future, a large number of persons in the community. 'Affect' is used in the impact frame. Impact can be damaging or enhancing.<sup>1</sup>

The only difference is that stories were constructed for broadcast rather than for print. Story content was based on Badii's pool of stories. Some stories were taken in tact, others modified, and a few constructed to comprise a pool of 48 stories (Appendix B).

#### Definition of News Model Elements

The process of translating abstract terms (concepts) into empirical terms (variables) is called operationalization.<sup>2</sup> The concepts of REWARD, PROXIMITY, NORMALITY and PROMINENCE, mentioned several times previously, need to be translated or defined so their use or preference can be measured.

The operational definitions of the four news dimensions and their elements are as follow:

A. REWARD: Any physical or non-physical event in which a large number of listeners potentially receive either immediate or delayed reward.\*

- a<sub>1</sub>. Immediate Reward: Account of any physical or non-physical event in which a large number of listeners participate and receive immediate satisfaction. A reward is gained at once. Listeners face a minimum of tension while listening to the story; they can identify themselves with the story. It satisfies listeners' curiosity about what other people are doing and enables them to share vicariously the experiences of others without any of the dangers or stress involved. It thrills, surprises, shocks, titillates, creates sympathy or aversion.
- a<sub>2</sub>. Delayed Reward: Account of any physical or non-physical event in which a large number of listeners participate and receive delayed reward. Reward would be gained later, if any reward be gained at all. It sometimes requires the listener to endure unpleasantness or annoyance. It would create tension within the listener. The story contains an element of discomfort in it, because it forces people to consider matters that may have grim consequences; its reward lies in its informing people about, and preparing them to meet, the problems of life.

B. PROXIMITY: The geographical area or location where an action or event takes place. For the purposes of this study, PROXIMITY can either be local or state.

- b<sub>1</sub>. Local: The area defined by the city limits of a city or town where the radio station is physically located, plus the immediate area surrounding the city limits which is normally considered as part of the community.
- b<sub>2</sub>. State: The area designated as a state by political boundaries, but excluding the area defined as local.

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\*Definitions for REWARD, NORMALITY and PROMINENCE are taken from definitions supplied by Badii, who used Ward's definition of Normality and Prominence.<sup>3</sup>

C. NORMALITY: Stories involving Oddity, Conflict or Normal situations.

- c<sub>1</sub>. Oddity: Any action or event that is rarer than just the unusual (a murder is unusual, but not an oddity). Generally, the action or event has a 'twist'--that is, it is different from the day-to-day turn of events . . . or opposite from what we have learned to expect, and, thus, predict in our culture and our time.
- c<sub>2</sub>. Conflict: Any open clash between persons and/or groups, and/or animals, or involving a clash with any of these three against nature. The clash can be either verbal or physical. The conflict must be obviously intense, with distinct 'movement against' by one or both opposing forces.
- c<sub>3</sub>. Normal: Actions or events not unusual enough to be considered an Oddity or 'movement against' that is intense enough to be constituted as Conflict.

D. PROMINENCE: News stories involving any person or institution which has gained fame through inheritance, accomplishment, etc., or which has gained notoriety from publicity received in the media.

- d<sub>1</sub>. Known Principal(s): Known through repeated past publicity or position in society and/or the community.
- d<sub>2</sub>. Unknown Principal(s): Unknown person, group or institution. No repeated publicity.

#### Combination of News Elements

To study the probable use and probable selectivity of stories containing various combinations of the news elements defined above, a pool of 48 stories representing the possible combinations of the news elements was constructed by the author.

The news model used in this study was a four-dimensional 2 x 2 x 2 x 3 model. This means there were 24 possible combinations of news elements. Those combinations were:

1. Immediate Reward-Local-Known Principal(s)-Conflict

2. Immediate Reward-Local-Known Principal(s)-Oddity
3. Immediate Reward-Local-Known Principal(s)
4. Immediate Reward-Local-Conflict
5. Immediate Reward-Local-Oddity
6. Immediate Reward-Local
7. Delayed Reward-Local-Known Principal(s)-Conflict
8. Delayed Reward-Local-Known Principal(s)-Oddity
9. Delayed Reward-Local-Known Principal(s)
10. Delayed Reward-Local-Conflict
11. Delayed Reward-Local-Oddity
12. Delayed Reward-Local
13. Immediate Reward-State-Known Principal(s)-Conflict
14. Immediate Reward-State-Known Principal(s)-Oddity
15. Immediate Reward-State-Known Principal(s)
16. Immediate Reward-State-Conflict
17. Immediate Reward-State-Oddity
18. Immediate Reward-State
19. Delayed Reward-State-Known Principal(s)-Conflict
20. Delayed Reward-State-Known Principal(s)-Oddity
21. Delayed Reward-State-Known Principal(s)
22. Delayed Reward-State-Conflict
23. Delayed Reward-State-Oddity
24. Delayed Reward-State

#### Q-Sort Methodology

Since this study was not designed to generalize to a larger population, the author decided on the Q-sort method to test the elements in

the stories. Fred Kerlinger commented that the purpose of such a structured Q-sort is to virtually build a theory into it. "Instead of constructing instruments to measure the characteristics of individuals, we construct them to embody or epitomize 'theories.'"<sup>4</sup> What was being tested was the theoretical proposition that the probable use of stories by news directors and the probable selectivity of stories by listeners would vary with the news elements contained in the news stories.

The main strength of Q is its close affinity to theory. Structured Q-sorts, by definition, are theoretically oriented. In order to build a structured sort, one has perforce to enunciate some kind of theory. The theoretical emphasis becomes especially prominent in factorial sorts. In order to build two variables into an instrument, one must relate them to each other in some sensible fashion. While often rudimentary, this is the essence of theory: variables related in logical and empirical fashion.<sup>5</sup>

Using this Q technique, the news directors were asked to Q-sort the 48 news stories into nine piles ranging from "most probably use" to "least probably use." Similarly, an audience sample was asked to rank the test stories into nine piles from "most interesting to me" to "least interesting to me." Each respondent was required to put varying numbers of cards in each pile so that the whole sorting procedure would produce a quasi-normal distribution. The sorting distribution for both the news directors and the sample audience was the same as shown on page 35. The numbers above the line are the values assigned to the stories placed in each pile. The numbers below the line are the number of stories to be placed in each pile. Therefore, the three stories placed in the far left, or first pile, represent the most popular stories and received a score of nine. All the statistical analyses were based on the scores received by the stories.

In addition to the statistical practicality of the Q-sort technique,

there is another reason this method is appropriate to use in this study. The Q-sort method represents a forced choice between stories. This process is closely akin to the same decisions a news director must make in the newsroom concerning which stories to include in a broadcast and which to discard: the gatekeeper concept in practice. When a news director includes a story in his newscast, he is saying in effect that he thinks the audience will be either interested in the story or attracted to the story based on its content, or news elements. By asking the news directors to sort the stories according to probable use and the audience sample to sort the stories according to interest, the correlation between the news judgment of the news directors and the interest of the audience could be calculated.

TABLE I  
THE Q-DISTRIBUTION OF 48 NEWS ITEMS

Most Probably Use Most Interesting to Me	Least Probably Use Least Interesting to Me								
Assigned Values	9	8	7	6	5	4	3	2	1
No. of Items	3	4	5	7	10	7	5	4	3

#### Correlation and Linkage Analysis

One assumption of this study was that news directors and the audience members would vary in their probable use and probable interest

selection of stories. Factor analysis helped identify these groups, types or clusters of news directors and listeners in the audience whose selection of news stories were highly similar, whose selections were highly correlated. The selection pattern of news directors as a group could be compared to the selection pattern of the audience sample as a group. Kerlinger defined factor analysis as "a method for determining the number and nature of the underlying variables among larger numbers of measures."<sup>6</sup> Intercorrelations of stories as used by the news directors and selected by the audience were calculated. The coefficients indicated the direction of the relationship and the magnitude of the relationship among the news directors and among the audience members.

The correlation coefficients were used to compute the McQuitty elementary linkage and factor analysis. "Elementary linkage analysis is a method of clustering. It can be used to cluster either people or items, or objects . . . which have distinctive cluster-characteristics."<sup>7</sup> This linkage analysis identified the news directors who were most similar in their probable use of news elements, and it identified the sample audience members who were most similar in their news interests according to their selection of news stories containing various combinations of news elements. The author then looked at the members of the clustered groups more carefully for similarities in age, education and sex for possible explanations why they chose the same or similar stories. This also produced two sets of data: one for the audience and one for the news directors.

#### Factorial Analysis of Variance

Factorial analysis of variance is, ". . . the statistical method



that analyzes the independent and interactive effects of two or more independent variables on a dependent variable."<sup>8</sup> After news director TYPES had been clustered according to probable use and listener TYPES had been clustered according to story interest using McQuitty's linkage analysis, a factorial analysis of variance was used to study the main and interactive relationships of the four news dimensions (REWARD, PROXIMITY, NORMALITY and PROMINENCE) on the different types of news directors and different types of listeners. The Type VI analysis of variance statistic was used to allow evaluation of three variables simultaneously with repeated measures on two of those variables.

In this study the main effects were the independent variables: news dimensions. The dependent variables were the probable use and probable interest scores received by each of the news stories included in the pool of 48 stories. In addition, this study looked at the interactive effects of the dimensions and their elements with each other.

The 48 news stories were considered as the "subjects" of the study. Rather than testing different people, this study tested different news stories containing different news elements. Each story was subjected to repeated measures by the news directors and the audience sample.

The factorial design used as a multi-factor correlated design with repeated measures on two factors. Two sets of factorial ANOVAs were necessary: one for types of news directors and one for types of listeners. In each case the design was the same. The four independent variables and the two types of news directors required a  $2 \times 2 \times 2 \times 2 \times 3$  factorial design. The four independent variables and the four types of listeners required a  $4 \times 2 \times 2 \times 2 \times 3$  factorial design. The types of news directors and types of listeners were extracted through

McQuitty's elementary linkage analysis.

By using this five-factor design the specific combinations of news elements were analyzed according to the probable use and probable interest scores they received. Thus, the theoretical proposition that the content of the news story, as operationally defined in this study, would cause some stories to be selected by the news directors and the audience sample more than other stories could be investigated in depth. This design also allowed the author to look for differences in use and interest by news directors and listeners according to the different types of news directors and listeners which clustered in the factor analysis.

#### The Sample

While the Q-sort technique is valuable in determining the probable use and probable interest of the stories, the method is at a disadvantage because it is too cumbersome to use when working with large samples.

It is not a method well-suited to cross-sectional or large sample purposes. One does not draw a random sample of persons for study with Q . . . [T]here is no escaping the inability of the investigator using Q to generalize to populations of individuals. Q therefore requires cross-sectional supplementation.<sup>9</sup>

The author decided on what is called purposive sampling. Nan Lin described this sampling technique as one in which the researcher uses his own judgment to select the cases he thinks are representative of the population.<sup>10</sup>

If he is knowledgeable in his field, he may obtain a reasonably accurate cross-section of the population. Purposive sampling is a viable alternative if the boundaries of a study population are impossible to define, or if the time and facilities available to a researcher are too limited to allow probability sampling. However, it is always risky because of the degree of arbitrariness and the fact that there is no way to establish the magnitude of error being made.<sup>11</sup>

When Buckalew surveyed local radio news directors as gatekeepers in 1974, he included news directors from 29 different stations in 11 communities in six western states. Buckalew also varied the market sizes, the size of news staffs and the music format played by each station.<sup>12</sup> Buckalew found that, although the news directors he studied varied in age, experience, background and education, those factors did not explain the differences in the story selection. Rather, the differences were attributed to the different combinations of news elements contained in the stories.<sup>13</sup>

Badii drew a random sample of ten news editors to include in his survey of newspaper editors. However, Badii stratified his selection into four groups based on the size of the newspaper's daily circulation.<sup>14</sup> The editors also varied considerably in age, background, education and experience. Badii, as Buckalew, found that the differences in the editors due to age, background, experience and education did not make any difference in the probable use of the stories.<sup>15</sup> Badii's study did show two distinct editor types when their probable use scores over the pool of stories were intercorrelated.<sup>16</sup>

This study surveyed nine news directors in Oklahoma. The news directors were selected from those stations which are adequately staffed so that they have at least one person whose main responsibility is gathering, preparing, and delivering news. Furthermore, the news directors included were selected by the author to represent different market sizes. The selection of stations was determined by the author who was himself a news director at a radio station in Oklahoma and who has, himself, worked in various size markets as a newsman. The names and locations of the stations' news director included in the study are

listed in Table II.

Determination of an audience sample was more perplexing and more complicated. It already has been stated that the Q-sort technique is not best suited for large samples; neither can the results be generalized to the population at large. However, this does not mean that care should not be taken in selecting an audience sample.

TABLE II  
RADIO STATIONS AND LOCATIONS OF NEWS DIRECTORS

Station	Location
KRMG	Tulsa
KVOO	Tulsa
KOKL	Okmulgee
KEBC	Oklahoma City
WKY	Oklahoma City
KSPI	Stillwater
KVRO	Stillwater
KWCO	Chickasha
KCRC	Enid

When Schramm and White surveyed 746 readers of an Illinois newspaper in 1949, they found that age, education and economic status made a difference in whether the reader preferred immediate reward news stories or delayed reward news stories.<sup>17</sup> For this reason, the author decided on a nonprobability quota sample of 33 persons representing different age and educational levels, male and female. Even though non-

probability sampling poses statistical problems, "it may be useful in providing the researcher with insight or a general idea of what is happening in the population, but they are not scientific reflections of the population itself."<sup>18</sup>

Realizing the inherent deficiencies of this sampling procedure, the author selected subjects based on age, sex, and education. The ages ranged from 14 to 70. Fifteen men and 18 women were surveyed covering various educational levels from graduate degreed persons to those who did not complete high school. In all, 33 persons sorted the 48 stories using their interest in the story content as their only criterion. The age designations were decided on by the author because many radio stations program for those demographics. Economic level was not specified since in many cases a higher education level will produce a higher economic status, though not always. The author was careful not to include only high economic or only low economic status individuals in the sample, but strove for a variety. The purpose of this quota sampling was to try to distribute as evenly as possible error that would exist in the sample. The author considered the probability of random error affecting the outcome to be greater if all the subjects were college educated and over 36 years old. The following demographics were used:

Age:

13-18  
19-35  
36-over

Educational Level:

High school or less  
Some college (at least 2 semesters)  
College degree

Sex:

Male  
Female

## Hypotheses

So far as the author could determine, the dimensions of REWARD and PROXIMITY had never been manipulated simultaneously. PROXIMITY was included as a news dimension in this study because of the widespread opinion that listeners would prefer to hear local stories rather than non-local stories. On the whole this might be true, but this author believed the REWARD dimension would interact with the PROXIMITY dimension to produce some interesting results as specified by the hypotheses.

### Hypotheses for the News Directors

1. The mean probable use of Local stories will be greater than the mean probable use of State stories:  $\bar{X} \text{ LOCAL} > \bar{X} \text{ STATE}$ .

2. The mean probable use of stories involving Known Principal(s) will be greater than the mean probable use of stories involving Unknown Principal(s):  $\bar{X} \text{ KNOWN PRINCIPAL(S)} > \bar{X} \text{ UNKNOWN PRINCIPAL(S)}$ .

3. The mean probable use of stories containing Conflict and/or Oddity will be greater than the mean probable use of stories containing neither of these:  $\bar{X} \text{ CONFLICT} \simeq \text{ODDITY} > \bar{X} \text{ NORMAL}$ .

4. There will be no difference in the mean probable use of stories containing Immediate Reward and stories containing Delayed Reward:  
 $\bar{X} \text{ IMMEDIATE REWARD} = \bar{X} \text{ DELAYED REWARD}$ .

5. The mean probable use of Local stories containing Immediate Reward will be greater than the mean probable use of Local stories containing Delayed Reward, and the mean probable use of Local stories containing Delayed Reward will be greater than the mean probable use of State stories containing Immediate Reward:  $\bar{X} \text{ IMMEDIATE-LOCAL} > \bar{X} \text{ DELAYED-LOCAL} > \bar{X} \text{ IMMEDIATE-STATE}$ .

Hypotheses for the Audience

6. The mean probable interest score of stories containing Immediate Reward will be greater than the mean probable interest score of stories containing Delayed Reward:  $\bar{X}$  IMMEDIATE REWARD  $>$   $\bar{X}$  DELAYED REWARD.

7. The mean probable interest score of Local stories will be greater than the mean probable interest score of State stories:  
 $\bar{X}$  LOCAL  $>$   $\bar{X}$  STATE.

8. The mean probable interest score of State stories containing Immediate Reward will be greater than the mean probable interest score of Local stories containing Delayed Reward:  $\bar{X}$  IMMEDIATE-STATE  $>$   $\bar{X}$  DELAYED-LOCAL.

9. The mean probable interest score of stories involving Known Principal(s) will be greater than the mean probable interest score of stories involving Unknown Principal(s):  $\bar{X}$  KNOWN PRINCIPAL(S)  $>$   $\bar{X}$  UNKNOWN PRINCIPAL(S).

10. The mean probable interest score of stories containing Conflict and/or Oddity will be greater than the mean probable interest score of stories containing neither of those elements:  $\bar{X}$  CONFLICT  $\approx$  ODDITY  $>$   $\bar{X}$  NORMAL.

ENDNOTES

<sup>1</sup>Naiim Badii, "The Nature of News in Four Dimensions: Normality, Prominence, Significance, Reward" (unpublished M.S. thesis, Oklahoma State University, 1976).

<sup>2</sup>Nan Lin, Foundations of Social Research (New York, 1976), p. 63.

<sup>3</sup>Badii, pp. 44-46.

<sup>4</sup>Fred N. Kerlinger, Foundations of Behavioral Research (New York, 1973), p. 588.

<sup>5</sup>Ibid., p. 594.

<sup>6</sup>Ibid., p. 659.

<sup>7</sup>Louis L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, Vol. 17, No. 2 (Summer, 1957), p. 207.

<sup>8</sup>Kerlinger, p. 245.

<sup>9</sup>Ibid., p. 595.

<sup>10</sup>Lin, p. 158.

<sup>11</sup>Ibid.

<sup>12</sup>James K. Buckalew, "The Local Radio News Editor as a Gatekeeper," Journal of Broadcasting, Vol. 18 (Spring, 1974), pp. 211-222.

<sup>13</sup>Ibid., pp. 214, 215.

<sup>14</sup>Badii, pp. 48, 49.

<sup>15</sup>Ibid., pp. 106-111.

<sup>16</sup>Ibid., p. 111.

<sup>17</sup>Wilbur Schramm and David White, "Age, Education, and Economic Status as Factors in Newspaper Reading," Mass Communications, 2nd ed., Ed. Wilbur Schramm (Urbana, 1960), pp. 438-450.

<sup>18</sup>Lin, p. 157.



## CHAPTER IV

### RESEARCH FINDINGS

#### Main and Interactive Effects of News Elements

##### News Directors

The nine news directors each sorted the pool of 48 news stories containing various combinations of news elements according to the experimental four-dimensional news model. The author recorded the scores (Appendix C) and calculated the mean probable use score for each combination of elements as shown in Table III, page 46.

The author conducted a Type VI Analysis of Variance taking three variables at a time. Since news director types had been factored out, these types were included as a fifth variable in the Type VI ANOVAs as indicated. (News directors will be discussed by types later in this report.) Six Type VI ANOVAs were necessary to accommodate a rotation of the five variables. The combinations were:

REWARD x PROMINENCE x TYPES (of News Directors)

REWARD x PROXIMITY x TYPES

REWARD x NORMALITY x TYPES

PROMINENCE x PROXIMITY x TYPES

PROMINENCE x NORMALITY x TYPES

PROXIMITY x NORMALITY x TYPES

TABLE III  
NEWS DIRECTOR'S MEAN PROBABLE USE  
OF NEWS ELEMENT COMBINATIONS

<u>Reward</u>	<u>Normality</u>	<u>Prominence</u>				Mean Totals
		Known Principal(s)		Unknown Principal(s)		
		<u>Proximity</u>				
		Local	State	Local	State	
	Conflict	7.67	5.00	7.50	7.06	7.06
Immediate	Oddity	5.56	5.45	4.84	4.22	5.02
	Normal	6.45	5.78	5.39	5.78	5.85
	Conflict	6.73	3.56	4.78	4.39	4.87
Delayed	Oddity	2.89	4.95	3.61	3.84	3.82
	Normal	4.17	3.50	3.34	3.61	3.66
	Mean Totals	5.58	4.17	4.91	4.82	5.01

This arrangement allowed the author to measure the main effects of each dimension working separately, the interactive effects of each dimension with each other, and the interactive effects of the news elements with the news director types.

Overall, this study found that Immediate Reward stories were preferred over Delayed Reward stories. The 24 stories containing Immediate Reward received a mean score of 5.89 while the 24 stories containing Delayed Reward received a mean score of 4.11. Type VI Analysis of

Variance indicated this difference was significant at the .01 level as indicated by an F-ratio of 94.10 ( $p < .01$ ,  $df 1/6 = 13.74$ ). The probability the observed difference of 1.78 between the mean scores for Immediate and Delayed Reward would have occurred by chance is less than one in 100.

There were three elements in the NORMALITY dimension: Conflict, Oddity and Normal. The overall mean score for 16 stories containing Conflict was 5.83, for the 16 stories containing Oddity, 4.42, and for the 16 stories with the Normal element, 4.81. The mean score for the Conflict element was significantly greater than the mean score for Oddity ( $F = 22.716$ , and  $p < .01$ ,  $df 2/12 = 6.93$ ). Furthermore, an analysis of variance gap test indicated the mean score for Conflict stories was also significantly greater at the .01 level than the mean score for Normal stories (critical difference  $p < .01$ ,  $df 12 = 0.649$ ). However, the difference of 0.394 between Normal and Oddity mean scores did not exceed the necessary gap to be considered significant ( $CD p < .05$ ,  $df 12 = 0.462$ ). News directors indicated a strong preference for stories containing Conflict but were as likely to select stories with Oddity as they were to select Normal stories.

The PROXIMITY dimension was subdivided into two elements: Local stories and State stories. The nine news directors Q-sorted the stories on a probable use continuum for a Stillwater, Oklahoma audience. The Local stories were about Stillwater people, places, events and issues. The State stories all happened outside Stillwater's city limits and did not involve local residents or institutions as Known Principals. The mean probable use score for the 24 Local stories was 5.24, and the mean probable use score for the 24 State stories was 4.76. The observed

difference of 0.48 was not significant ( $F = 1.749$ , and  $p < .05$ ,  $df 1/6 = 5.99$ ). According to these observations, the nine news directors as a group were as likely to use State stories as they were to use Local stories.

The PROMINENCE dimension contained stories about Known Principals and stories about Unknown Principals. The observed probable use score for Known Principals was 5.14, while the mean probable use score for Unknown Principals was 4.86: an observed difference of 0.28. This difference was not statistically significant. According to this group of news directors, whether the story involved Known Principals was not a factor in determining whether a story would be used.

The Type VI ANOVAs revealed three combinations of news dimensions whose interactive effects were significant. The interactive aspect of the analysis of variance tool lets researchers look below the surface main effects. The main effects of PROXIMITY and PROMINENCE were not statistically significant, as previously explained, but the effects of those dimensions interacted to influence the news directors and increase the probability stories containing those combinations of dimensions would be used in a news broadcast.

The three combinations of dimensions where interaction was found were REWARD x NORMALITY, PROXIMITY x NORMALITY, and PROXIMITY x PROMINENCE. Table IV lists the observed hierarchy of news elements by the news directors. The mean scores for each combination represents two stories containing that particular combination of elements. The most likely used story, then, would be a Local story about a Known Principal involving Conflict and producing Immediate Reward. On the other hand, the least likely used elements were observed to be Local, Known Prin-

TABLE IV  
OBSERVED HIERARCHY OF PROBABLE USE OF  
NEWS ELEMENTS BY NEWS DIRECTORS

Elements	Mean	Rank
LRiKC	7.67	1
LRiC	7.50	2
SRiC	7.06	3
LRdKC	6.73	4
LRiK	6.45	5
SRiK	5.78	6.5
SRi	5.78	6.5
LRiKO	5.56	8
SRiKO	5.45	9
LRI	5.39	10
SRiKC	5.00	11
SRdKO	4.95	12
LRiO	4.84	13
LRdC	4.78	14
SRdC	4.39	15
SRiO	4.22	16
LRdK	4.17	17
SRdO	3.84	18
LRdO	3.61	19.5
SRd	3.61	19.5
SRdKC	3.56	21
SRdK	3.50	22
LRd	3.34	23
LRdKO	2.89	24

cipal(s), Oddity, Delayed Reward.

Table V shows the mean scores for the combination of elements involved in the REWARD x NORMALITY dimensions. Stories with a combination of Conflict and Immediate Reward received the highest mean score ( $\bar{X} = 6.793$ ). The Type VI ANOVA already indicated that interaction between the REWARD x NORMALITY dimensions existed at the .05 level of significance ( $F = 5.596$ ,  $p < .05$ ,  $df\ 2/12 = 3.88$ ).

TABLE V  
MEAN PROBABLE USE OF REWARD AND NORMALITY  
DIMENSIONS BY NEWS DIRECTORS

	<u>Normality</u>			Mean Totals
	Conflict	Oddity	Normal	
<u>Reward</u>				
Immediate	6.793	5.016	5.850	5.866
Delayed	4.862	3.822	3.657	4.114
Mean Totals	5.828	4.419	4.754	4.990

Conflict stories were played over both Oddity or Normal stories regardless of the type of reward involved in the story. However, the significantly higher play of Normal stories over Oddity seemed to hinge on whether Immediate Reward was involved. (The difference between

means test indicated any difference in mean scores of 0.674 would be significant at the .05 level where the critical difference  $p < .05$ ,  $df_{12} = 0.674$ .)

Stories without Oddity had a slight edge over those with Oddity when Immediate Reward was present, but Delayed Reward made no difference in the relative play of Normal and Oddity stories.

The mean scores for the combination of elements in the PROXIMITY x NORMALITY dimensions are shown in Table VI. The Type VI ANOVA indicated interaction between the PROXIMITY and NORMALITY dimensions existed at the .01 significance level ( $F = 14.893$ ,  $p < .01$ ,  $df_{2/12} = 6.93$ ). At some point the elements in these two dimensions were working in concert to increase the probability certain stories would be used, and these patterns occurred over chance expectations 99 times out of 100.

TABLE VI  
MEAN PROBABLE USE OF PROXIMITY AND NORMALITY  
DIMENSIONS BY NEWS DIRECTORS

	<u>Normality</u>			Mean Totals
	Conflict	Oddity	Normal	
<u>Proximity</u>				
Local	6.651	4.220	4.956	5.276
State	4.999	4.610	4.663	4.757
Mean Totals	5.825	4.410	4.810	5.000

As reported earlier, no significant preference between Local and State stories was indicated in the PROXIMITY dimension; in the NORMALITY dimension Conflict appeared as the strongest element. When these two dimensions were taken together, the influence of Conflict could be seen. Conflict-Local combined to receive the highest mean score of 6.651, and Conflict-State received the second highest mean score of 4.999. The NORMALITY of a story made a difference when the stories were Local, but did not make any difference among State stories. Stories with Conflict received significantly greater play than either Normal stories or Oddity stories when the stories were Local (CD  $p < .01$ ,  $df\ 12 = 0.826$  and CD  $p < .05$ ,  $df\ 12 = 0.589$ ). Local-Normal stories received greater play than Local-Oddity stories.

Among stories containing Conflict, Local stories received significantly more preference than State stories. So, the PROXIMITY of a story made a difference in probable use only if the story contained Conflict. Whether a story was Local or State made no difference among stories containing Oddity or Normal stories.

The third combination of dimensions in which interaction was indicated by Type VI Analysis of Variance was the PROXIMITY x PROMINENCE dimensions. This is interesting because there was no significant difference between the elements of those dimensions when the main effects were analyzed. Interaction was indicated at the .05 significance level with an F-ratio of 13.60 ( $p < .05$ ,  $df\ 1/6 = 5.99$ ). Table VII shows the mean scores for the news element combinations in the PROXIMITY x PROMINENCE dimensions.

The test for difference between mean scores indicated any difference of 0.365 would be significant at the .05 level (CD  $p < .05$ ,  $df\ 6 =$



0.365).

TABLE VII  
 MEAN PROBABLE USE OF PROXIMITY AND PROMINENCE  
 DIMENSIONS BY NEWS DIRECTORS

	<u>Proximity</u>		Mean Totals
	Local	State	
<u>Prominence</u>			
Known Principal(s)	5.576	4.813	5.195
Unknown Principal(s)	4.908	4.702	4.805
Mean Totals	5.242	4.758	5.000

The Local element interacted with the Known Principal(s) element to produce the most preferred combination. When stories involved Known Principal(s), Local stories were preferred by news directors over State. When considering Local stories, those involving Known Principal(s) received more play than those involving Unknown Principal(s).

Neither the State nor the Unknown Principal(s) elements had any effect on the relative play of the stories.

The Type VI Analysis of Variance did not indicate any interaction among the other possible combinations of dimensions.

In summary, the nine news directors taken as a group preferred

Immediate Reward stories about Local, Known Principal(s) encountering or engaged in some sort of Conflict (Table III, page 46). Looking at the stories individually, Table VIII lists the observed probable use of the 48 news stories by the news directors as a group.

TABLE VIII  
OBSERVED PROBABLE USE HIERARCHY OF 48  
NEWS STORIES BY NEWS DIRECTORS

Story No.	News Elements	Story Theme	Mean	Rank
2	LRiC	Cedar Oaks Apartments Flood	9.00	1
30	SRiC	Rape and Murders	8.56	2
16	LRiKC	Police Chiefs Feud	7.67	3.5
32	LRiKC	Building Fraud	7.67	3.5
21	LRiK	New Basketball Coach	7.33	5
36	LRdKC	Zoning	6.89	6
24	SRi	Tuition Increases	6.67	7
38	LRdKC	Mercury Marine Hearing	6.56	8
6	SRiKC	Telephone Rate Increases	6.44	9
4	LRiKO	Football Player Signs at O.S.U.	6.22	10.5
13	LRdC	Water Supply Limited	6.22	10.5
11	LRi	Sirens Tested	6.11	12.5
28	SRiK	Teacher's Salaries	6.11	12.5
27	SRdKO	Water Distribution	6.00	14.5
44	LRiC	Burgular Strikes Again	6.00	14.5
8	LRiO	Dog-napper Loose	5.78	16
1	LRiK	Kamm Returns	5.56	18
25	SRiC	Gasoline Short Gallons	5.56	18
46	SRiKO	Election Ballots	5.56	18
29	SRiK	Women's Lib	5.44	20
5	LRdK	New President at Graduation	5.33	21.5
31	SRiKO	Power Blackout	5.33	21.5
14	SRi	Beef Prices Rise	4.89	23.5
41	LRiKO	Traffic Jam	4.89	23.5
37	LRi	High School Graduation	4.67	25
22	SRiO	Stray Elephants	4.44	26.5
47	SRdC	Gas Station Feud	4.44	26.5
18	SRdC	Hospitals Spot Checked	4.33	28.5
39	SRd	Public Trust Bill	4.33	28.5
33	SRdK	Revenue Sharing	4.22	30

TABLE VIII (Continued)

Story No.	News Elements	Story Theme	Mean	Rank
42	LRdO	Marriage Vows Exchanged	4.11	31
7	SRdO	Vacuum Wall Insulation	4.00	33
17	LRd	High School Chorus	4.00	33
34	SRiO	Santa Jailed	4.00	33
12	SRdKO	Democrats and Republicans	3.89	36
15	LRiO	Coupon Mistake	3.89	36
40	SRdKC	Workmen's Compensation	3.89	36
10	SRdO	Bugs for Food	3.67	38
35	SRiKC	Presley Concert Cancelled	3.56	39
3	LRdC	Weather Threatens Program	3.33	40.5
48	LRdKO	Lady Mechanics	3.33	40.5
19	SRdKC	Clear Cutting Forests	3.22	42
23	LRdO	Senior Citizens Dance	3.11	43
26	LRdK	YMCA Dance	3.00	44
9	SRd	Urban Renewal Grant	2.89	45
43	SRdK	Sales Tax Collections	2.78	46
45	LRd	Health Insurance	2.67	47
20	LRdKO	Recipe Classes	2.44	48

#### Audience Sample

The audience sample consisted of 33 Stillwater residents from different educational backgrounds, ages and sexes. Each participant was given the same pool of 48 news stories the news directors evaluated and asked to Q-sort them based on the story's appeal, from most interesting to least interesting. The scores were recorded and a mean interest score calculated for each story (Appendix D). As with the news directors, the author used a Type VI Analysis of Variance. The audience factored into four listener types (to be discussed in detail later in this report) which were included as a fifth variable in the

Type VI ANOVA. The variables were rotated three at a time for statistical analysis.

Table IX shows the mean interest scores for the 24 combinations of news elements as Q-sorted by the audience sample.

TABLE IX  
AUDIENCE SAMPLE'S MEAN INTEREST SCORES  
OF NEWS ELEMENT COMBINATIONS

		<u>Prominence</u>				Mean Totals
		Known Principal(s)		Unknown Principal(s)		
		<u>Proximity</u>				
<u>Reward</u>	<u>Normality</u>	Local	State	Local	State	
	Conflict	6.10	5.38	5.98	6.00	5.865
Immediate	Oddity	6.59	4.70	5.54	6.21	5.760
	Normal	4.89	5.75	4.48	5.51	5.158
	Conflict	4.74	4.30	4.62	5.24	4.725
Delayed	Oddity	4.21	4.73	3.96	5.92	4.705
	Normal	3.62	3.53	4.59	3.36	3.775
	Mean Totals	5.025	4.732	4.862	5.373	4.998

Stories offering Immediate Reward received a higher mean score ( $\bar{X} = 5.60$ ) than stories offering Delayed Reward ( $\bar{X} = 4.40$ ). The dif-

ference in mean interest scores of 1.20 produced an F-ratio of 68.57 which far exceeded the ratio necessary for significance at the .01 level ( $p < .01$ ,  $df\ 1/28 = 7.64$ ). The sample audience of 33 listeners strongly preferred stories that offered Immediate Reward. The probability of that observation occurring by chance variation was less than one in 100.

In the NORMALITY dimension Conflict stories received the greatest mean score of 5.30. Oddity was next with 5.24, and the Normal element was third at 4.47. Analysis of variance indicated the difference in observed mean scores between Conflict and Normal would have occurred by chance less than one time in 100 ( $F = 25.714$ ,  $p < .01$ ,  $df\ 2/56 = 5.01$ ). The analysis of variance gap test further showed the difference of 0.77 between Conflict and Normal element means was highly significant ( $CD\ p < .01$ ,  $df\ 56 = 0.39$ ). However, the gap between Conflict and Oddity was not significant.

The PROMINENCE dimension produced a small surprise. Stories involving Unknown Principal(s) received a mean interest score of 5.12, but stories involving Known Principal(s) received a lesser mean score of 4.88. This difference of 0.24 produced an F-ratio of 4.747, significant at the .05 level ( $p < .05$ ,  $df\ 1/28 = 4.20$ ). The author thought Known Principal(s) would have been of more interest than Unknown Principal(s); however, that was not the case among this particular audience sample.

The audience sample apparently agreed with the news directors on the PROXIMITY dimension. Overall, news directors did not indicate a significant preference Local over State; neither did the audience sample. In fact, among the audience sample as a group, State stories

received a mean interest score of 5.05; Local stories received a mean score of 4.95, although this difference was not significant enough to exceed chance ( $F = 0.510$  and  $p < .05$ ,  $df 1/28 = 4.20$ ). The audience sample was as likely to be interested in State stories as they were to be interested in Local stories.

Factor analysis indicated the 33 audience sample participants grouped into four clusters (factors, listener types). Analysis of variance also indicated interaction of the various news elements with the listener types. This interaction will be discussed when the types are defined and described.

Analysis of variance indicated interaction in two other areas: REWARD x PROMINENCE and PROXIMITY x PROMINENCE. Table X, page 59, lists the observed hierarchy of news elements by the audience sample as a whole.

Each mean score represents the two stories from the pool of 48 stories which contained those element combinations designated at the left. On the average, the most popular story would be Local, involving a Known Principal in an Odd or highly unusual situation and producing Immediate Reward value. It is easy to see the situation in the PROXIMITY dimension by looking at the hierarchy. Six of the top ten element combinations were State stories, and four of them were Local. Nine of the top ten combinations involved Immediate Reward, while only four combinations involved Known Principal(s), four involved Oddity, and four involved Conflict. The least preferred element combination was State-Delayed Reward. In fact, among the last ten combinations, eight of them involved Delayed Reward, and five of them were absent any Conflict or Oddity.

TABLE X

OBSERVED HIERARCHY OF MEAN INTEREST SCORES OF  
NEWS ELEMENTS BY AUDIENCE SAMPLE

Elements	Mean	Rank
LRiKO	6.59	1
SRiO	6.21	2
LRiKC	6.10	3
SRiC	6.00	4
LRiC	5.98	5
SRdO	5.92	6
SRiK	5.75	7
LRiO	5.54	8
SRi	5.51	9
SRiKC	5.38	10
SRdC	5.24	11
LRiK	4.89	12
LRdKC	4.74	13
SRdKO	4.73	14
SRiKO	4.70	15
LRdC	4.62	16
LRd	4.59	17
LRi	4.48	18
SRdKC	4.30	19
LRdKO	4.21	20
LRdO	3.96	21
LRdK	3.62	22
SRdK	3.53	23
SRd	3.36	24

Looking at main effects, both REWARD and PROMINENCE showed significant differences between mean scores. Type VI Analysis of Variance indicated significant interaction among the elements of those dimensions at the .01 level ( $F = 10.153$ ,  $p < .01$ ,  $df 1/28 = 7.64$ ). Table XI shows the mean scores for the element combinations for REWARD and PROMINENCE.

TABLE XI  
AUDIENCE SAMPLE'S MEAN INTEREST SCORES OF  
REWARD AND PROMINENCE DIMENSIONS

	<u>Reward</u>		Mean Totals
	Immediate	Delayed	
<u>Prominence</u>			
Known Principal(s)	5.566	4.190	4.878
Unknown Principal(s)	5.627	4.619	5.123
Mean Totals	5.597	4.405	5.000

Difference between means tests indicated that differences of 0.183 and 0.245 would be significant at the .05 and .01 levels respectively ( $CD p < .05$ ,  $df 28 = 0.183$  and  $p < .01$ ,  $df 28 = 0.245$ ). The audience sample was more interested in the Immediate Reward value of a story than in the PROMINENCE elements, showing no preference between Known Prin-



principal(s) and Unknown Principal(s) when Immediate Reward was involved. However, in stories offering Delayed Reward, the audience sample was more interested in stories about Unknown Principal(s). The author interpreted this to mean the inclusion of Known Principal(s) in a story did not increase the audience's interest overall.

Interaction between the PROXIMITY x PROMINENCE dimensions was also indicated by the Type VI ANOVA ( $F = 19.886$ ,  $p < .01$ ,  $df 1/28 = 7.64$ ). Table XII gives the mean scores for the combinations of news elements from these two dimensions.

TABLE XII  
AUDIENCE SAMPLE'S MEAN INTEREST SCORES OF  
PROXIMITY AND PROMINENCE DIMENSIONS

	<u>Proximity</u>		Mean Totals
	Local	State	
<u>Prominence</u>			
Known Principal(s)	5.022	4.732	4.877
Unknown Principal(s)	4.868	5.376	5.122
Mean Totals	4.945	5.054	5.000

Any difference between means of 0.337 would exceed chance variation 99 times out of 100 ( $CD p < .01$ ,  $df 28 = 0.337$ ), and any mean difference

of 0.250 would exceed chance 95 times out of 100 (CD,  $p < .05$ ,  $df 28 = 0.250$ ). The PROMINENCE elements of a story had no effect on interest when the stories were Local, but among State stories, the audience sample significantly preferred those involving Unknown Principal(s).

When stories involved Known Principal(s), the Local element interacted to make that story more interesting than State-Known Principal(s) stories. When the principals were unknown, State stories were more preferred.

Type VI Analysis of Variance did not reveal any other interaction among the experimental variables. However, as mentioned earlier, interaction was indicated between listener types and the experimental variables. This will be discussed later.

Table XIII lists the 48 news stories separately according to their mean interest scores as judged by the audience sample as a whole.

TABLE XIII  
OBSERVED INTEREST HIERARCHY OF 48 NEWS  
STORIES BY AUDIENCE SAMPLE

Story No.	News Elements	Story Theme	Mean	Rank
41	LRiKO	Traffic Jam	7.21	1
32	LRiKC	Building Fraud	6.57	2
22	SRiO	Stray Elephants	6.45	3
6	SRiKC	Telephone Rate Increase	6.42	4
10	SRdO	Bugs as Food	6.15	5
8	LRiO	Dog-napper Loose	6.12	6
13	LRdC	Water Supply Limited	6.09	7
30	SRiC	Rape and Murders	6.06	8
2	LRiC	Cedar Oaks Apartments Flood	6.00	9.5

TABLE XIII (Continued)

Story No.	News Elements	Story Theme	Mean	Rank
44	LRiC	Burgular Strikes Again	6.00	9.5
4	LRiKO	Football Player Signs with O.S.U.	5.96	11.5
34	SRiO	Santa Jailed	5.96	11.5
25	SRiC	Gasoline Short Gallons	5.93	13
29	SRiK	Women's Lib	5.81	14
7	SRdO	Vacuum Wall Insulation	5.69	15.5
28	SRiK	Teacher's Salaries	5.69	15.5
16	LRiKC	Police Chiefs Clash	5.63	17
14	SRi	Beef Prices Rise	5.57	18
24	SRi	Tuition Increases	5.45	19
18	SRdC	Hospitals Spot Checked	5.33	21
27	SRdKO	Water Distribution	5.33	21
31	SRiKO	Power Blackout	5.33	21
21	LRiK	New Basketball Coach	5.18	23
47	SRdC	Gas Station Feud	5.15	24
11	LRi	Sirens Tested	5.12	25
15	LRiO	Coupon Mistake	4.96	26.5
42	LRdO	Marriage Vows Exchanged	4.96	26.5
45	LRd	Health Insurance	4.84	28
48	LRdKO	Lady Mechanics	4.81	29
36	LRdKC	Zoning	4.78	30
38	LRdKC	Mercury Marine Hearing	4.69	31
19	SRdKC	Clear Cutting Forests	4.66	32
1	LRiK	Kamm Returns	4.57	33
17	LRd	High School Chorus	4.33	34.5
35	SRiKC	Presley Concert Cancelled	4.33	34.5
5	LRdK	New President at Graduation	4.27	36
12	SRdKO	Democrats and Republicans	4.12	37
46	SRiKO	Election Ballots	4.06	38
40	SRdKC	Workmen's Compensation	3.93	39
33	SRdK	Revenue Sharing	3.90	40
37	LRi	High School Graduation	3.84	41
20	LRdKO	Recipe Classes	3.60	42
39	SRd	Public Trust Bill	3.42	43
9	SRd	Urban Renewal Grant	3.30	44
3	LRdC	Weather Threatens Program	3.15	45.5
43	SRdK	Sales Tax Collections	3.15	45.5
23	LRdO	Senior Citizens Dance	2.96	47.5
26	LRdK	YMCA Dance	2.96	47.5

## Test Results of Research Hypotheses

The preceding section simply laid forth the statistical results of the study without explaining the relationship of those findings to the research hypotheses of Chapter III. This section will give the results of the research as it related specifically to the research hypotheses for the news directors and the audience sample.

### Hypotheses for the News Directors

1. The mean probable use for Local stories will be greater than the mean probable use of State stories:  $\bar{X} \text{ LOCAL} > \bar{X} \text{ STATE}$ .

This hypothesis was not supported by the research experiment. The mean probable use score for Local stories ( $\bar{X} = 5.24$ ) was greater than the mean probable use score for State stories ( $\bar{X} = 4.76$ ), however, the F-ratio of 1.749 was not sufficient to overcome the possibility that the observed difference could have been caused by chance variation rather than by manipulation of the experimental variable PROXIMITY ( $p < .05$ ,  $df \ 1/6 = 5.99$ ).

2. The mean probable use of stories involving Known Principal(s) will be greater than the mean probable use of stories involving Unknown Principal(s):  $\bar{X} \text{ KNOWN PRINCIPAL(S)} > \bar{X} \text{ UNKNOWN PRINCIPAL(S)}$ .

This hypothesis was not supported by the research findings. PROMINENCE seemed to have even less effect on probable use than PROXIMITY. The news directors as a group used stories involving Known Principal(s) ( $\bar{X} = 5.14$ ) more frequently than stories involving Unknown Principal(s) ( $\bar{X} = 4.86$ ), but the F-ratio for this comparison was not significant ( $F = 3.00$  and  $p < .05$ ,  $df \ 1/6 = 5.99$ ). News directors as a group did not indicate any preference across all 48 stories of Known Principal(s) or

Unknown Principal(s).

3. The mean probable use of stories containing Conflict and/or Oddity will be greater than the mean probable use of stories containing neither of these:  $\bar{X} \text{ CONFLICT} \simeq \text{ODDITY} > \bar{X} \text{ NORMAL}$ .

This hypothesis was partially supported. The author found that Conflict stories ( $\bar{X} = 5.83$ ) were significantly preferred over stories in the Oddity element category ( $\bar{X} = 4.42$ ) where  $F = 22.716$  and  $p < .01$ ,  $df 2/12 = 6.93$ . Furthermore, analysis of variance gap tests indicated Conflict stories were preferred over Normal stories ( $CD = 1.02$ ,  $p < .01$ ,  $df 12 = 0.649$ ). However, Normal stories were not significantly preferred over Oddity stories, although the mean probable use score was greater ( $CD = 0.394$  and  $p < .05$ ,  $df 12 = 0.462$ ). So, according to test results,  $\text{CONFLICT} > \text{NORMAL} \simeq \text{ODDITY}$ .

4. There will be no difference in the mean probable use of stories containing Immediate Reward and stories containing Delayed Reward:  
 $\bar{X} \text{ IMMEDIATE REWARD} = \bar{X} \text{ DELAYED REWARD}$ .

This hypothesis was not supported. Test results indicated Immediate Reward stories ( $\bar{X} = 5.89$ ) were significantly more preferred than Delayed Reward stories ( $\bar{X} = 4.11$ ). The F-ratio was 94.10 where  $p < .01$ ,  $df 1/6 = 13.74$ . Preferences among the nine news directors was strongly in the direction of Immediate Reward stories.

5. The mean probable use of Local stories containing Immediate Reward will be greater than the mean probable use of Local stories containing Delayed Reward, and the mean probable use of Local stories containing Delayed Reward will be greater than the mean probable use of State stories containing Immediate Reward:  $\bar{X} \text{ IMMEDIATE REWARD-LOCAL} > \bar{X} \text{ DELAYED REWARD-LOCAL} > \bar{X} \text{ IMMEDIATE REWARD-STATE}$ .

This hypothesis was not supported by the test results. The author could find no significant interaction between REWARD and PROXIMITY. However, there were tendencies among news directors which indicated a preference for Immediate Reward-Local stories. The mean probable use score for stories in the Immediate Reward-Local category was 6.23, the Immediate Reward-State, 5.55, and the Delayed Reward-Local category, 4.25. Although an F-ratio of 0.098 was not significant for REWARD x PROXIMITY interaction, tendencies were noticed that would indicate news directors preferred Local stories with Immediate Reward then State stories with Immediate Reward followed by Local stories with Delayed Reward and State stories with Delayed Reward.

#### Hypotheses for the Audience

6. The mean probable interest score of stories containing Immediate Reward will be greater than the mean probable interest score of stories containing Delayed Reward:  $\bar{X}$  IMMEDIATE REWARD >  $\bar{X}$  DELAYED REWARD.

This hypothesis was supported by the research. The mean interest score of 5.60 for Immediate Reward stories was significantly greater than the mean interest score of 4.40 for Delayed Reward stories at the .01 confidence level ( $F = 68.57$  and  $p < .01$ ,  $df\ 1/28 = 7.64$ ).

7. The mean probable interest score of Local stories will be greater than the mean probable interest score of State stories:  
 $\bar{X}$  LOCAL >  $\bar{X}$  STATE.

This hypothesis was not supported by the research. The audience sample as a whole indicated a preference for State stories ( $\bar{X} = 5.05$ ) over Local stories ( $\bar{X} = 4.95$ ), although the observed difference was

not significant. The proximity of the story to the audience did not significantly increase the interest of the story for the audience as a whole.

8. The mean probable interest score of State stories containing Immediate Reward will be greater than the mean probable interest score of Local stories containing Delayed Reward:  $\bar{X}$  IMMEDIATE REWARD-STATE  $>$   $\bar{X}$  DELAYED REWARD-LOCAL.

This hypothesis was not supported by the research. The research indicated no interaction between the REWARD and PROXIMITY dimensions ( $F = 3.359$ ,  $p < .05$ ,  $df 1/28 = 4.20$ ). A look at the interest hierarchy of news elements by the audience sample (Table X) illustrates this. While Immediate Reward stories dominated, there was almost a one-to-one alternation of Local and State elements among the top ten element combinations.

9. The mean probable interest score of stories involving Known Principal(s) will be greater than the mean probable interest score of stories involving Unknown Principal(s):  $\bar{X}$  KNOWN PRINCIPAL(S)  $>$   $\bar{X}$  UNKNOWN PRINCIPAL(S).

This hypothesis was not supported by the research findings. In the audience sample's case the mean score for stories involving Unknown Principals ( $\bar{X} = 5.12$ ) was significantly greater than the mean score for stories involving Known Principals ( $\bar{X} = 4.88$ ):  $F = 4.747$  where  $p < .05$ ,  $df 1/28 = 4.20$ . So, not only was the hypothesis not supported, the statistical analysis indicated a significant preference in the opposite direction, Unknown Principals over Known Principals.

10. The mean probable interest score of stories containing Conflict and/or Oddity will be greater than the mean probable interest

score of stories containing neither of those elements:  $\bar{X} \text{ CONFLICT} \approx \bar{X} \text{ ODDITY} > \bar{X} \text{ NORMAL}$ .

This hypothesis was supported by the research findings. The mean score for Conflict was 5.30, for Oddity, 5.24, and for Normal, 4.47. The difference between Conflict and Normal mean scores was significant at the .01 level ( $F = 25.714$ ,  $p < .01$ ,  $df \ 2/56 = 5.01$ ). Analysis of variance gap tests indicated the difference between Oddity and Normal mean scores was also significant ( $CD \ p < .01$ ,  $df \ 56 = 0.39$ ); however, the difference between Conflict and Oddity mean interest scores was not significant.

#### Linkage Analysis of News Director Types and Audience Sample Types

According to factor analysis theory, if two or more measures are substantially correlated they share variance; they have common factor variance. They are measuring something in common.<sup>1</sup> Each participant Q-sorted the pool of 48 news stories. The responses for both the nine news directors and the audience sample of 33 were intercorrelated. The correlation coefficients were used to cluster the news directors and the audience sample participants whose Q-sort ratings were most similar. The news directors clustered into two groups (Appendix F), and the audience sample clustered into four groups (Appendix G). This section discusses the news director types and the listener types in more detail.

#### News Director Types

Factor analysis indicated which measures belong together, and to



say a group of measures factor together, or factor out, is to say there is some factor which underlies the measures.<sup>2</sup> The purpose is to identify that factor around which the subjects are grouping. This is done by identifying the cluster or group, then identifying a representative for each factor type. This typical representative correlates most with all other persons in the type or factor. By evaluating the selection patterns of the typical representative and the factor as a whole, the factor pattern which underlies the group can be determined.

The correlation matrices for the two new director types are listed in Appendix F. The news directors grouped as follows:

Type I: A (KCRC), D (KRMG), E (WKY), H (KOKL)

Type II: B (KWCO), C (KEBC), F (KVOO), G (KVRO), I (KSPI)

The typical representative for Type I news directors was news director D from station KRMG in Tulsa, Oklahoma. The typical representative for Type II news directors was news director I from station KSPI in Stillwater. Figures 1 and 2 further illustrate the type clusters. The numbers between the subjects indicate the magnitude of the correlation, 1.000 being the highest possible correlation.

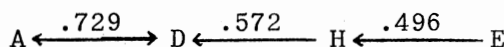


Figure 1. Cluster: Type I  
News Directors

Type I News Directors: Immediate Reward-Conflict. News Director D, the typical representative, preferred elements Immediate Reward ( $\bar{X} = 6.04$ ), Conflict ( $\bar{X} = 5.81$ ), and Known Principal(s) ( $\bar{X} = 5.29$ ). The least preferred elements were Delayed Reward ( $\bar{X} = 3.83$ ), Normal ( $\bar{X} = 4.50$ ), and Oddity ( $\bar{X} = 4.69$ ).

Both Type I and Type II news directors rated Immediate Reward and Conflict stories highest. Type I representative rated Known Principal(s) third. The Type II representative rated Local stories third. This pattern was consistent among the four individual news directors in Type I. Three rated Immediate Reward highest, three rated Conflict second, but the third element preference was more diverse. Known Principal(s) rated from third to fifth; Local rated from first to fourth. For this reason, Type I news directors were designated Immediate Reward-Conflict.

Table XIV lists the mean probable use scores of news elements by the two news director types.

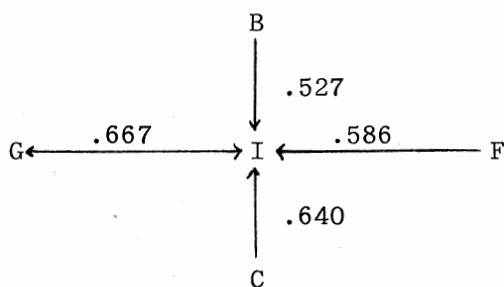


Figure 2. Cluster: Type II  
News Directors

TABLE XIV

## MEAN PROBABLE USE SCORES OF NEWS ELEMENTS BY NEWS DIRECTORS

News Elements	<u>Type I</u>					<u>Type II</u>					
	A KCRC	D KRMG*	E WKY	H KOKL	mean	B KWCO	C KEBC	F KV00	G KVRO	I KSPI*	mean
Conflict	5.75	5.81	5.50	5.75	5.70	5.31	5.81	6.13	6.25	6.19	5.94
Oddity	4.62	4.69	4.44	4.50	4.56	4.12	4.81	4.62	4.13	3.81	4.30
Normal	4.62	4.50	5.31	4.75	4.79	5.56	4.37	4.25	4.63	5.00	4.76
Immediate Reward	5.58	6.04	6.29	5.71	5.91	5.79	5.70	5.75	6.16	5.79	5.84
Delayed Reward	4.37	3.83	3.71	4.29	4.05	4.21	4.29	4.25	3.83	4.21	4.16
Known Principal(s)	5.54	5.29	4.92	5.25	5.25	5.00	4.79	5.25	5.25	4.96	5.05
State	4.91	4.87	4.75	3.83	4.59	4.79	4.33	5.66	4.66	4.87	4.86
Local	5.04	5.00	5.25	6.16	5.36	5.21	5.66	4.33	5.33	5.12	5.13

\* designates typical representative

Type II News Directors: Conflict. News director I, the typical representative, preferred the elements Conflict ( $\bar{X} = 6.19$ ), Immediate Reward ( $\bar{X} = 5.79$ ), and Local ( $\bar{X} = 5.12$ ). The least preferred elements by news director I were Oddity ( $\bar{X} = 3.81$ ), Delayed Reward ( $\bar{X} = 4.21$ ), and State ( $\bar{X} = 4.87$ ). Type II news directors as a group rated Conflict above Immediate Reward, but again, after the top two elements were determined, the rank of elements became more jumbled. Local stories seemed to rate third, followed by Known Principal(s). For this reason, Type II news directors were simply designated Conflict news directors.

Table XV lists the observed probable use hierarchy of news elements by the two types of news directors.

TABLE XV  
OBSERVED PROBABLE USE HIERARCHY OF NEWS  
ELEMENTS BY NEWS DIRECTOR TYPES

News Elements	<u>All Directors</u>		<u>Type I</u>		<u>Type II</u>	
	Rank	mean	Rank	mean	Rank	mean
LRiKC	1	7.67	1	7.63	2	7.70
LRiC	2	7.50	2	7.13	1	7.80
SRiC	3	7.06	5	6.75	3	7.30
LRdKC	4	6.73	4	6.88	4	6.60
LRiK	5	6.45	3	7.00	6	6.00
SRiK	6.5	5.78	10	5.25	5	6.20
SRi	6.5	5.78	8.5	5.75	7	5.80
LRiKO	8	5.56	7	5.88	9.5	5.30
SRiKO	9	5.45	6	6.00	13	5.00
LRi	10	5.39	8.5	5.75	11.5	5.10
SRiKC	11	5.00	11	5.13	14	4.90
SRdKO	12	4.95	16.5	4.25	8	5.50

TABLE XV (Continued)

News Elements	<u>All Directors</u>		<u>Type I</u>		<u>Type II</u>	
	Rank	mean	Rank	mean	Rank	mean
LRiO	13	4.84	16.5	4.25	9.5	5.30
LRdC	14	4.78	12.5	4.88	15	4.70
SRdC	15	4.39	20	3.50	11.5	5.10
SRiO	16	4.22	12.5	4.88	19.5	3.70
LRdK	17	4.17	15	4.38	17	4.00
SRdO	18	3.84	21	3.38	16	4.20
LRdO	19.5	3.61	14	4.63	23	3.00
SRd	19.5	3.61	22.5	3.25	18	3.90
SRdKC	21	3.56	18	3.75	21.5	3.40
SRdK	22	3.50	19	3.63	21.5	3.40
LRd	23	3.34	24	2.88	19.5	3.70
LRdKO	24	2.89	22.5	3.25	24	2.60

Type I - Type II rho = 0.767 (df 22,  $p < .01 = 0.508$ )

The Spearman-rho rank differential correlation for Type I and Type II news directors was 0.767. This means the two types showed a high degree of similarity in their overall probable use of the news elements, and this correlation would exceed chance fluctuation 99 times out of 100 (rho  $p < .01$ , df 22 = 0.508).

Type VI Analysis of Variance indicated significant interaction in the Types  $\times$  PROMINENCE  $\times$  PROXIMITY dimensions ( $F = 12.30$ ,  $p < .05$ , df 1/6 = 5.99). Table XVI shows the mean probable use scores for this combination of elements by news director types.

Type I news directors preferred Local-Known Principal(s) element over any other combination of the PROMINENCE  $\times$  PROXIMITY dimensions, as did Type II news directors.

TABLE XVI  
 MEAN PROBABLE USE OF PROMINENCE AND PROXIMITY  
 DIMENSIONS BY NEWS DIRECTOR TYPES

<u>News Directors</u>	<u>Prominence</u>				Mean Totals
	Known Principal(s)		Unknown Principal(s)		
	<u>Proximity</u>				
	<u>Local</u>	<u>State</u>	<u>Local</u>	<u>State</u>	
Type I	5.835	4.665	4.918	4.583	5.000
Type II	5.368	4.732	4.900	4.998	5.000
Mean Totals	5.602	4.699	4.909	4.791	5.000

The Local element interacted with Known Principal(s) to produce the most probably used stories for both news director types (CD  $p < .05$ ,  $df 6 = 0.365$ ). Type I news directors would give significantly more play to Local-Known Principal(s) stories than would Type II news directors.

State-Unknown Principal(s) stories would receive significantly more play from Type II news directors than from Type I news directors. When Unknown Principal(s) were involved, the PROXIMITY aspect of the story had no effect on probable use for either news director type. Therefore, the author concluded that Type I news directors were more likely to avoid State stories, while Type II news directors would tend to broaden the PROXIMITY preference after Local-Known Principal(s).

Audience Sample Types

Factor analysis showed four listener types. The correlation matrices for these types are listed in Appendix G. Figures 3, 4, 5, and 6 illustrate the clusters for the four groups. The typical representative for listener Type I was individual 32; for Type II, individual 21; for Type III, individual 1, and for Type IV, individual 30. Of 33 listeners who Q-sorted the pool of 48 news stories, 21 clustered into one group. The remaining 12 listeners clustered into three groups of four each. Table XVII, page 77, lists the mean interest scores of the news elements by audience (listener) types.

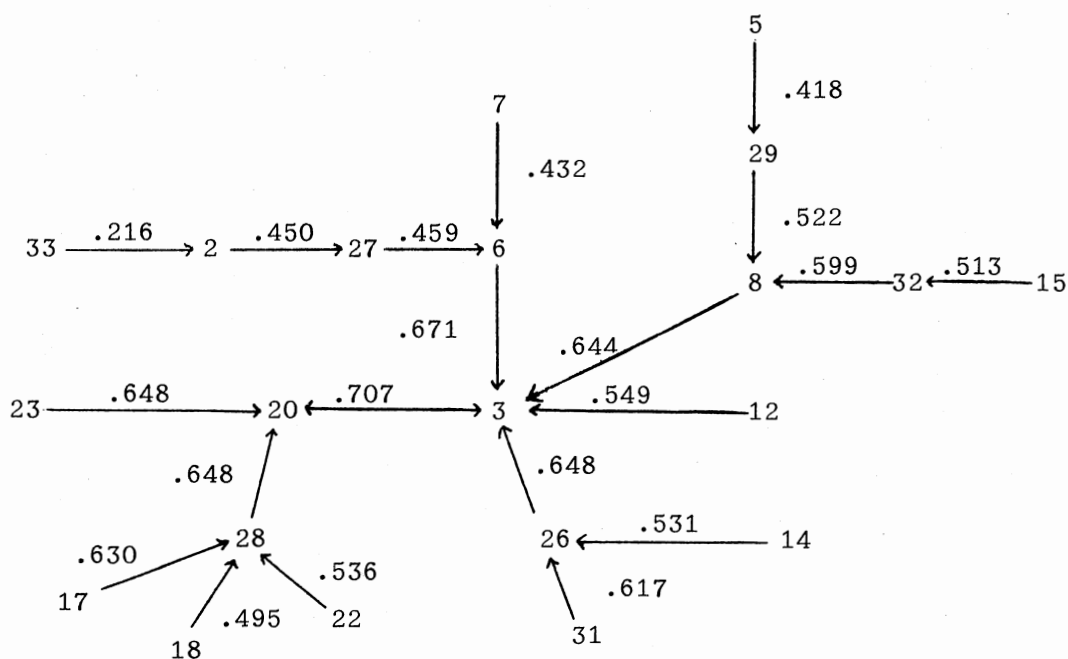


Figure 3. Cluster: Type I Listeners

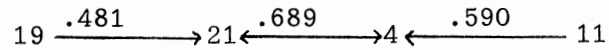


Figure 4. Cluster: Type II  
Listeners

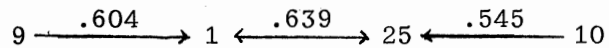


Figure 5. Cluster: Type III  
Listeners

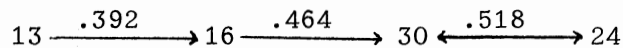


Figure 6. Cluster: Type IV  
Listeners

Type I Listener: Immediate Reward-Oddity/Conflict. Twenty-one of the 33 participants in the audience sample clustered to form one listener type (Figure 3). The individual representing this type was subject number 32. Of these 21 individuals in this factor, nine were between 19 and 35 years old, eleven were 36 or older, and one was between 15 and 18. Eleven were male, and ten were female. Seven had a high school education or less, seven had some college background, and seven had a college degree. The demographic breakdown of the factor indicated the subjects represented a wide cross section of age, education and sexes.



Immediate Reward stories received the greatest mean interest score ( $\bar{X} = 5.66$ ). Oddity and Conflict followed closely ( $\bar{X} = 5.47$  and  $\bar{X} = 5.21$  respectively). Elements with the least appeal were Normal ( $\bar{X} = 4.30$ ), Delayed Reward ( $\bar{X} = 4.33$ ), and State ( $\bar{X} = 4.89$ ) and Known Principal(s) ( $\bar{X} = 4.90$ ). Based on the mean interest scores, the Type I listener group was named Immediate Reward-Oddity/Conflict. There was no significant preference of Oddity or Conflict over each other, but both were preferred over Normal stories.

TABLE XVII  
MEAN INTEREST SCORES OF NEWS ELEMENTS  
BY AUDIENCE TYPES

Type I	Conflict	Oddity	Normal	Immediate Reward	Delayed Reward	Known Principal(s)	State	Local
2	5.37	5.56	4.06	4.83	5.16	4.46	5.66	4.33
3	5.63	5.63	3.75	6.17	3.83	4.71	4.33	5.67
5	5.37	4.25	5.37	5.08	4.91	5.12	4.96	5.04
6	5.00	5.25	4.75	5.95	4.04	4.67	4.29	5.70
7	4.94	5.13	4.94	5.58	4.42	5.63	4.21	5.79
8	6.00	5.31	3.69	5.91	4.08	4.58	4.99	5.00
12	5.81	5.38	3.81	5.70	4.29	4.58	4.79	5.20
14	4.69	5.94	4.38	5.79	4.21	4.67	4.79	5.21
15	5.00	5.12	4.87	4.83	5.16	5.16	4.33	5.66
17	5.13	5.56	4.31	6.12	3.87	5.46	4.96	5.04
18	4.75	5.25	5.00	5.33	4.66	5.17	4.66	5.33
20	5.56	5.69	3.75	6.12	3.87	4.54	4.62	5.37
22	5.00	5.88	4.12	5.41	4.58	4.83	4.58	5.41
23	5.75	5.69	3.56	5.91	4.08	4.71	5.04	4.96
26	5.06	6.00	3.94	6.12	3.87	4.83	5.04	4.95
27	5.56	4.31	4.63	5.75	4.25	4.79	5.71	4.29

TABLE XVII (Continued)

Type I (Con't)	Conflict	Oddity	Normal	Immediate Reward	Delayed Reward	Known Principal(s)	State	Local
28	4.81	5.69	4.50	6.29	3.71	4.79	4.83	5.16
29	5.25	5.13	4.63	5.87	4.12	5.38	5.58	4.41
31	5.06	6.31	3.63	5.79	4.20	4.83	5.08	4.91
32	5.06	6.06	3.87	5.54	4.45	4.75	5.20	4.79
33	4.69	5.63	4.69	4.79	5.21	5.29	5.00	5.00
Mean	5.21	5.47	4.30	5.66	4.33	4.90	4.89	5.11
Type II								
4	4.75	5.69	4.56	6.16	3.83	4.71	4.54	5.45
11	5.00	5.00	5.00	5.79	4.18	4.87	4.10	5.87
19	4.50	5.63	4.94	5.54	4.45	4.46	4.70	5.29
21	4.75	5.63	4.63	6.08	3.92	4.21	4.50	5.50
Mean	4.75	5.49	4.78	5.89	4.10	4.56	4.46	5.53
Type III								
1	6.00	4.81	4.19	5.54	4.46	4.58	5.79	4.21
9	6.25	4.63	4.12	5.75	4.25	4.75	5.20	4.79
10	6.37	4.44	4.19	5.21	4.79	4.83	5.21	4.79
25	6.06	4.56	4.38	5.62	4.37	4.87	4.95	4.50
Mean	6.17	4.61	4.22	5.53	4.47	4.76	5.29	4.57
Type IV								
13	5.31	4.38	5.31	5.08	4.92	5.17	5.50	4.50
16	4.62	4.56	5.81	4.96	5.04	5.58	5.95	4.04
24	5.62	4.19	5.19	5.17	4.83	4.67	5.25	4.75
30	6.12	4.06	4.81	4.79	5.21	5.33	5.62	4.37
Mean	5.42	4.29	5.28	5.001	5.003	5.19	5.58	4.42

Type II Listener: Immediate Reward-Local. Four of the 33 audience sample participants clustered to form Type II listeners (Figure 4).

The typical representative was individual number 21. All four subjects in Type II were female. Three were high school coeds, the other was between 19 and 35 years old with no college background.

The elements receiving the greatest mean interest scores were Immediate Reward ( $\bar{X} = 5.89$ ), Local ( $\bar{X} = 5.53$ ), and Oddity ( $\bar{X} = 5.49$ ). The elements least preferred were Delayed Reward ( $\bar{X} = 4.10$ ), State ( $\bar{X} = 4.46$ ), and Known Principal(s) ( $\bar{X} = 4.56$ ). Type II listeners were named Immediate Reward-Local.

Type III Listener: Conflict-Immediate Reward. Four audience sample participants clustered to form Type III listener group (Figure 5). The typical representative was subject number 1. None of the four subjects in the cluster had a college education, although, one individual had some college background. All four were between 19 and 35 years of age, and three of the four were male.

Type III listeners preferred the elements Conflict ( $\bar{X} = 6.17$ ), Immediate Reward ( $\bar{X} = 5.89$ ), and State ( $\bar{X} = 5.29$ ). The least preferred elements were Normal ( $\bar{X} = 4.22$ ), Delayed Reward ( $\bar{X} = 4.47$ ), and Local ( $\bar{X} = 4.57$ ). Type III listeners were named Conflict-Immediate Reward.

Type IV Listener: State-Conflict. Type IV listeners were also comprised of four individuals who clustered from the audience sample (Figure 6). The typical representative was individual 30. All four of the subjects had some college, and three of them had a college degree. Three of the four were female, and one was in the 36 and over age category.

The most preferred news elements were State ( $\bar{X} = 5.58$ ), Conflict ( $\bar{X} = 5.42$ ), and Normal ( $\bar{X} = 5.28$ ). The least preferred elements for

TABLE XVIII

OBSERVED INTEREST HIERARCHY OF NEWS ELEMENTS  
BY AUDIENCE SAMPLE TYPES

News Elements	Audience Sample		Type I		Type II		Type III		Type IV	
	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean	Rank	Mean
LRiKO	1	6.59	1	6.975	1	7.75	15.5	4.875	13	5.125
SRiO	2	6.21	3	6.43	2	7.50	10	5.50	15.5	4.50
LRiKC	3	6.10	4	6.285	19	3.75	1	7.875	8	5.75
SRiC	4	6.00	6	5.93	6.5	5.875	2	7.25	11	5.25
LRiC	5	5.98	5	5.975	5	6.25	3	6.625	11	5.25
SRdO	6	5.92	2	6.475	16	4.50	5	6.00	17	4.375
SRiK	7	5.75	8	5.785	12	5.00	11.5	5.25	2	6.875
LRiO	8	5.54	7	5.81	4	6.50	13.5	5.00	21	3.75
SRI	9	5.51	10	5.48	13.5	4.875	8.5	5.625	5	6.25
SRiKC	10	5.38	9	5.64	8	5.75	15.5	4.875	19	4.125
SRdC	11	5.24	11	5.265	18	4.125	8.5	5.625	6	5.875
LRiK	12	4.89	12	5.21	6.5	5.875	22	2.75	19	4.125
LRdKC	13	4.74	17	4.38	20.5	3.50	6.5	5.75	2	6.875
SRdKO	14	4.73	13.5	4.715	22	3.25	17	4.50	4	6.50
SRiKO	15	4.70	15	4.52	17	4.375	6.5	5.75	14	4.875
LRdC	16	4.62	16	4.405	10	5.25	11.5	5.25	15.5	4.50
LRd	17	4.59	18	4.36	9	5.50	19.5	4.25	11	5.25
LRi	18	4.48	20	3.93	3	7.25	13.5	5.00	19	4.125
SRdKC	19	4.30	21	3.83	20.5	3.50	4	6.125	8	5.75
LRdKO	20	4.21	13.5	4.715	15	4.75	21	2.875	24	2.375
LRdO	21	3.96	19	4.265	11	5.125	23	2.375	23	2.875
LRdK	22	3.62	22	3.765	13.5	4.875	24	2.25	22	3.00
SRdK	23	3.53	23	3.00	24	2.25	19.5	4.25	2	6.875
SRd	24	3.36	24	2.86	23	2.625	18	4.375	8	5.75

Type IV listeners were Oddity ( $\bar{X} = 4.29$ ), Local ( $\bar{X} = 4.42$ ), Immediate Reward ( $\bar{X} = 5.001$ ), and Delayed Reward ( $\bar{X} = 5.003$ ). Type IV listeners were named State-Conflict.

Interaction of Listener Types With  
News Dimensions

Table XVIII, page 80, shows the ranking of each news element combination by the four listener types. Neither of the four listener types were highly correlated with any other type. This simply indicated the four listener types did not agree on the relative interest of the stories. This section discusses the interaction of the listener types with the news dimensions, as indicated by Type VI Analysis of Variance, to further explain the differences between listener types.

Types by Reward Interaction. Table XIX shows the mean interest scores for Immediate Reward and Delayed Reward by listener Types. Types I, II, and III were Immediate Reward oriented giving Immediate Reward stories significantly more play than Delayed Reward stories (CD  $p < .05$ ,  $df\ 56 = 0.637$ ). Type IV listeners indicated no preference for Immediate over Delayed Reward.

Types by Proximity Interaction. Table XX shows the mean interest scores for Local and State elements by listener types. Type IV preferred State stories over Local stories (CD  $p < .05 = 0.888$ ). Type II listeners were Local oriented, but Type I and Type III listeners indicated no preference between Local and State.

Type IV listeners indicated significantly more interest in State stories than did either Type II or Type III listeners.

TABLE XIX

MEAN INTEREST FOR IMMEDIATE AND DELAYED  
REWARD BY LISTENER TYPES

<u>Audience</u>	<u>Reward</u>		Mean Totals
	<u>Immediate</u>	<u>Delayed</u>	
Type I	5.67	4.34	5.005
Type II	5.898	4.11	5.004
Type III	5.53	4.471	5.000
Type IV	5.001	5.003	5.002
Mean Totals	5.525	4.481	5.003

TABLE XX

MEAN INTEREST OF PROXIMITY  
BY LISTENER TYPES

<u>Audience</u>	<u>Proximity</u>		Totals
	<u>Local</u>	<u>State</u>	
Type I	5.00	4.997	4.999
Type II	5.533	4.471	5.002
Type III	4.575	5.43	5.003
Type IV	4.42	5.587	5.004
Mean Totals	4.882	5.121	5.002

Types by Normality Interaction. Table XXI shows the mean interest scores for Conflict, Oddity and Normal stories by listener types.

TABLE XXI  
MEAN INTEREST OF NORMALITY  
BY LISTENER TYPES

Audience	Normality			Mean Totals
	Conflict	Oddity	Normal	
Type I	5.217	5.492	4.30	5.003
Type II	4.753	5.488	4.785	5.000
Type III	6.174	4.613	4.221	5.003
Type IV	5.423	4.30	5.284	5.002
Mean Totals	5.392	4.973	4.648	5.003

Type I listeners preferred Conflict/Oddity to Normal stories. Among Type II listeners, the NORMALITY elements did not increase interest. Type III listeners preferred Conflict stories over both Oddity and Normal stories, but did not show any preference between Oddity and Normal. Type III listeners also showed more interest in Conflict than did the other listener types. Type IV had no interest in Oddity, showing significantly less preference than did the other types. Type IV were Conflict oriented and also preferred Normal to Oddity. They also showed significantly more interest in Normal than did the other types.

### High and Low Rated Stories

Another way to compare types of news directors and listeners is by calculating standard deviations and standard scores (Z scores) for each story. The standard deviation is a measure of distribution of scores around the mean score. The smaller the standard deviation, the more agreement among the individual measures.<sup>3</sup> Hence, stories with the same mean score could be more critically evaluated by looking at the standard deviation for each.

Standard scores (Z scores) indicate how far, and in which direction, a measure is from the mean score. For this study, the more positive the Z score, the more preferred the story; the more negative the Z score, the less preferred the story. Stories with the most positive Z score and the smallest standard deviation were the most preferred stories. The formula for calculating the Z score is:

$$Z = \frac{\bar{X} - X}{s}$$

### News Director Types

Appendix J lists the mean score ( $\bar{X}$ ), the standard deviation (s), and the standard score (Z) for each story by news director type. This gives some idea of how each type of news director would arrange his newscast. An interesting observation would be the relative play of the top ten stories since most newscasts would do well to include ten stories during a five minute broadcast.

Table XXII lists the top ten stories for both types of news directors. Eleven stories were included for Type II because of a tie for



tenth place. This means there was a possibility that as many as 21 stories could have been selected to fill these positions. However, only 12 stories were selected, and the same nine stories were selected by both types. Type I news directors selected one story (number 4) that was not selected by Type II news directors, and Type II news directors selected two stories (numbers 13 and 44) that were not selected by Type I. There seemed to be almost no difference between the way a news-cast would sound whether prepared by Type I or Type II news directors.

TABLE XXII

## HIGH RATED STORIES FOR NEWS DIRECTORS BY TYPES

<u>Type I</u>				<u>Type II</u>			
Story No.	News Elements	Z	s	Story No.	News Elements	Z	s
2	LRiC	2.342	0.000	2	LRiC	2.367	0.000
30	SRiC	2.049	1.000	30	SRiC	2.130	0.548
21	LRiK	1.756	1.414	32	LRiKC	1.657	1.304
16	LRiKC	1.610	0.500	16	LRiKC	1.538	1.517
32	LRiKC	1.464	1.000	6	SRiKC	1.065	0.837
36	LRdKC	1.717	0.000	36	LRdKC	1.065	0.837
24	SRi	1.717	0.816	13	LRdC	1.065	1.643
38	LRdKC	1.025	0.957	21	LRiK	1.065	1.643
4	LRiKO	0.878	1.915	44	LRiC	0.947	1.517
6	SRiKC	0.816	0.816	24	SRi	0.828	1.342
				38	LRdKC	0.828	1.342

A newscast consisting of approximately ten stories would be almost entirely Local, Immediate Reward, Conflict and Known Principal(s). Both news director types selected the same two lead stories.

When the author looked at the least preferred stories, a slightly different selection pattern was observed, as illustrated by Table XXIII.

TABLE XXIII  
LOW RATED STORIES FOR NEWS DIRECTORS BY TYPES

Story No.	News Elements	Z	s	Story No.	News Elements	Z	s
20	LRdKO	-1.171	1.414				
19	SRdKC	-1.171	1.414	35	SRiKC	-1.183	1.225
18	SRdC	-1.171	1.414	26	LRdK	-1.302	0.837
12	SRdKO	-1.171	1.414	3	LRdC	-1.420	1.342
7	SRdO	-1.317	1.708	43	SRdK	-1.420	1.140
9	SRd	-1.610	1.500	23	LRdO	-1.775	0.707
45	LRd	-2.342	0.000	20	LRdKO	-1.775	0.707

Overall, news directors seemed to stay away from Delayed Reward. The bottom seven stories for Type I directors were Delayed Reward, as were the bottom five stories for Type II. Type I news directors seemed to avoid State stories more than Type II news directors. The news directors shared only one story (number 20) in the bottom six or seven; however, the crucial point is their agreement of high rated stories.

TABLE XXIV  
HIGH RATED STORIES FOR AUDIENCE SAMPLE TYPES

<u>Type I</u>				<u>Type II</u>			
Story No.	News Elements	Z	s	Story No.	News Elements	Z	s
41	LRiKO	1.868	1.653	41	LRiKO	2.197	0.500
22	SRiO	1.411	1.044	8	LRiO	1.757	1.414
10	SRdO	1.411	1.609	22	SRiO	1.611	1.258
6	SRiKC	1.371	1.521	11	LRi	1.318	0.957
32	LRiKC	1.371	1.521	35	SRiKC	1.318	0.957
4	LRiKO	1.299	2.202	37	LRi	1.318	1.500
8	LRiO	1.067	2.058	17	LRd	1.318	1.708
7	SRdO	0.954	2.250	34	SRiO	1.318	1.708
34	SRiO	0.882	1.998	30	SRiC	1.318	2.217
25	SRiC	0.842	1.400	4	LRiKO	1.025	0.500
<u>Type III</u>				<u>Type IV</u>			
32	LRiKC	1.742	0.816	36	LRdKC	1.622	1.291
44	LRiC	1.742	1.155	32	LRiKC	1.622	1.732
25	SRiC	1.597	1.258	33	SRdK	1.460	0.975
16	LRiKC	1.597	1.500	27	SRdKO	1.460	1.258
6	SRiKC	1.307	1.708	29	SRiK	1.298	2.449
13	LRdC	1.161	0.816	28	SRiK	1.136	1.258
11	LRi	1.016	0.500	24	SRi	0.973	1.291
31	SRiKO	1.016	0.957	40	SRdKC	0.973	1.291
41	LRiKO	1.016	0.957	43	SRdK	0.973	1.732
30	SRiC	1.016	1.708	13	LRdC	0.973	2.380

### Audience Sample Types

Appendix K lists the mean score ( $\bar{X}$ ), the standard deviation (s), and the standard score (Z) for each story by listener type. This gives some idea of the listener's interest in the stories.

Table XIV, page 87, lists the ten most interesting stories for each listener type. The selection varied more, as might be expected, because the four listener types were considerably different in their overall interest preferences, as indicated by the Spearman-rho rank differential correlation. No single story was common to all listener type's top ten stories. Of the ten most interesting stories for Type I, four of them were common to Type II listeners, three were also selected by Type III listeners, but only one was selected by Type IV listeners.

Of the remaining six stories selected by Type II listeners to fill their top ten, only two stories were also preferred by Type III listeners, but none were selected by Type IV listeners. Type III listeners filled their ten most interesting list with five more stories not selected by either Type I or Type II; however, of those five, only one was selected by Type IV. This means Type IV listeners selected eight stories in their list of most interesting that were not selected by either of the other three listener types.

The ten highest rated stories for the listener types were consistent with the interaction patterns between listener types and the news dimensions. Types I, II, and III all indicated their Immediate Reward orientation while Type IV selected mostly Delayed Reward stories. Type IV listeners demonstrated their State orientation by selecting seven stories from the State pool in their top ten. All ten stories for Type I listeners contained Conflict or Oddity. Type II listeners

tended to select Oddity stories, five making the top ten list. Type III listeners were Conflict oriented. Seven of their top stories contained Conflict. Type IV included only one Oddity story, consistent with their overall pattern to rate Oddity stories low.

Table XXV lists the least interesting stories by the listener types. Again, the pattern varied indicating the listener types did not agree on the relative interest of the stories and their corresponding news elements.

#### Correlation of News Element Preference Between News Directors and Audience Sample

News directors are caught in a dilemma of offering the public what it wants versus what news directors think the audience should have: the need to know versus the right to know. This dilemma was discussed earlier in this paper under Gatekeeper Coorientation (pp. 17-20).

Schramm wrote:

[T]he relation of a cue to a receiver's needs, values, motivations, interests, habits, roles, frames of reference . . . will have a great deal to do with determining whether it attracts attention . . . In a sense, all this activity can be explained in terms of the reward or threat which the cues offer an individual scanner . . . <sup>4</sup>

The question, then, is how does the probable use of the news elements by news directors correlate with the interest scores received from the audience sample? To answer this question, the author calculated a Spearman-rho rank differential correlation. The Spearman-rho compared the rank order of two lists of ordinal data. The Spearman's coefficient is useful in estimating the degree of correlation between qualitative variables.<sup>5</sup> Table XXVI, page 91, shows the overall rank correlation of news elements by news directors and audience sample.

TABLE XXV  
 LOW RATED STORIES FOR AUDIENCE SAMPLE TYPES

<u>Type I</u>				<u>Type II</u>			
Story No.	News Elements	Z	s	Story No.	News Elements	Z	s
46	SRiKO	-0.882	1.446	46	SRiKO	-0.879	1.291
37	LRi	-1.299	1.830	36	LRdKC	-0.879	1.291
33	SRdK	-1.299	1.564	20	LRdKO	-0.879	1.291
40	SRdKC	-1.339	1.798	18	SRdC	-0.879	0.577
23	LRdO	-1.524	1.700	7	SRdO	-1.172	2.449
26	LRdK	-1.524	1.480	39	SRd	-1.318	1.500
39	SRd	-1.716	1.797	12	SRdKO	-1.318	1.500
3	LRdC	-1.716	1.621	9	SRd	-1.465	1.915
9	SRd	-1.716	1.424	33	SRdK	-1.465	1.291
43	SRdK	-1.909	1.465	40	SRdKC	-1.611	0.975
				43	SRdK	-1.757	1.414
<u>Type III</u>				<u>Type IV</u>			
4	LRiKO	-1.161	2.160	15	LRiO	-0.973	1.915
42	LRdO	-1.161	1.633	37	LRi	-0.973	1.000
17	LRd	-1.307	1.708	42	LRdO	-1.136	2.217
5	LRdK	-1.307	1.708	1	LRiK	-1.136	1.708
1	LRiK	-1.307	1.500	48	LRdKO	-1.136	1.258
21	LRiK	-1.307	0.957	23	LRdO	-1.622	1.732
35	SRiKC	-1.452	1.000	3	LRdC	-1.622	1.732
20	LRdKO	-1.597	1.500	26	LRdK	-1.785	1.893
26	LRdK	-1.887	1.500	35	SRiKC	-1.947	1.155
23	LRdO	-1.887	0.500	20	LRdKO	-2.271	0.577

TABLE XXVI  
CORRELATION OF NEWS ELEMENTS BY NEWS DIRECTORS  
AND AUDIENCE SAMPLE

News Elements	News Director Rank	Audience Sample Rank	Difference	Difference <sup>2</sup>
LRiKC	1	3	- 2	4.0
LRiC	2	5	- 3	9.0
SRiC	3	4	- 1	1.0
LRdKC	4	13	- 9	81.0
LRiK	5	12	- 7	49.0
SRiK	6.5	7	- 0.5	0.25
SRI	6.5	9	- 2.5	6.25
LRiKO	8	1	7	49.0
SRiKO	9	15	- 6	36.0
LRI	10	18	- 8	64.0
SRiKC	11	10	1	1.0
SRdKO	12	14	- 2	4.0
LRiO	13	8	5	25.0
LRdC	14	16	- 2	4.0
SRdC	15	11	4	16.0
SRiO	16	2	14	196.0
LRdK	17	22	- 5	25.0
SRdO	18	6	12	144.0
LRdO	19.5	21	- 1.5	2.25
SRd	19.5	24	- 4.5	20.25
SRdKC	21	19	2	4.0
SRdK	22	23	- 1	1.0
LRd	23	17	6	36.0
LRdKO	24	20	4	16.0

rho = .660 (p < .01, df 22 = 0.508)

A Spearman-rho correlation coefficient of .660 suggested a moderately significant correlation probably explained by the preference for Immediate Reward and Conflict stories by both groups. Determining a significant correlation with the Spearman-rho coefficient is somewhat

subjective, but generally a coefficient of .85 or greater could be highly significant; .60 to .85 moderately significant, and below .60, insignificant.<sup>6</sup>

A Pearson-Product moment correlation over the 48 stories as Q-sorted by the news directors and the audience sample was also conducted. The resulting  $r$  coefficient indicated a lesser correlation among the individual stories than the Spearman-rho indicated between elements. The Pearson-Product correlation of  $r = .588$  suggested a definite but small correlation. Therefore, it seemed the news directors were not entirely on target with the audience if indeed they were concerned with giving the audience what it wanted. Table XXVII shows the top stories as selected by the news directors and the audience sample.

The top stories selected by news directors as a whole as the ones they would most probably use differed substantially from the top stories selected by the audience sample as the ones that interested them most. Only five stories were common to both lists, and the rank of the stories differed markedly. The top two stories selected by the news directors fared no better than seventh and eighth by the audience sample. Likewise, the top story selected by the audience sample did not appear in the top eleven list selected by the news directors. The audience sample selected four stories containing Oddity, but the news directors selected one story containing Oddity, and it was different from the four selected by the audience sample. (This suggests that content in addition to, or instead of, elements had some impact on how the stories were Q-sorted.) The news directors listed slightly more Local stories than did the audience sample. Both listed about the same number of Immediate Reward and Conflict stories, but the audience sample selected



fewer Known Principal(s) stories.

So, on the whole, it appeared that while the overall rank of news element combinations and story preference showed definite correlation between news directors and the audience sample, the comparison of the top stories--those which would most likely be read on the air--revealed a substantial difference between probable use by news directors and interest by the audience sample.

TABLE XXVII  
 MOST PREFERRED NEWS STORIES AS SELECTED BY  
 NEWS DIRECTORS AND AUDIENCE SAMPLE

<u>News Directors</u>				
Story No.	News Elements	Description	Rank	Mean
2	LRiC	Cedar Oaks Flood	1	9.00
30	SRiC	Rape and Murders	2	8.56
16	LRiKC	Police Chiefs Clash	3.5	7.67
32	LRiKC	Building Fraud	3.5	7.67
21	LRiK	New Basketball Coach	5	7.33
36	LRdKC	Zoning	6	6.89
24	SRi	Tuition Increase	7	6.67
38	LRdKC	Mercury Marine Hearing	8	6.56
6	SRiKC	Telephone Rates	9	6.44
4	LRiKO	Football Player Signs	10.5	6.22
13	LRdC	Water Supply	10.5	6.22
<u>Audience Sample</u>				
41	LRiKO	Traffic Jam	1	7.21
32	LRiKC	Building Fraud	2	6.57
22	SRiKO	Stray Elephants	3	6.45
6	SRiKC	Telephone Rates	4	6.42
10	SRdO	Bugs as Food	5	6.15
8	LRiO	Dog-napper	6	6.12
13	LRdC	Water Supply	7	6.09
30	SRiC	Rape and Murders	8	6.06
2	LRiC	Cedar Oaks Flood	9.5	6.00
44	LRiC	Screwdriver Burglar	9.5	6.00

ENDNOTES

<sup>1</sup> Fred N. Kerlinger, Foundations of Behavioral Research (New York, 1973), p. 660.

<sup>2</sup> Ibid., p. 659.

<sup>3</sup> Nan Lin, Foundations of Social Research (New York, 1976), p. 85.

<sup>4</sup> Wilbur Schramm, "The Anatomy of Attention," The Process and Effects of Mass Communication, 2nd ed., Ed. Wilbur Schramm (Urbana, 1954), p. 29.

<sup>5</sup> Walter Wentz, Marketing Research: Management and Methods, (New York, 1972), p. 300.

<sup>6</sup> Ibid.

## CHAPTER V

### SUMMARY AND RECOMMENDATIONS

#### Summary

##### News Directors

On the whole, the nine news directors who were surveyed in this study were more alike than different in their news story evaluation. Although factor analysis indicated two types of news directors, the actual correlation of the two types was high ( $\rho = .767$ ) when the rank order of news element combinations was compared. Across all nine news directors, stories containing Immediate Reward ( $\bar{X} = 5.89$ ) were preferred over stories offering Delayed Reward ( $\bar{X} = 4.11$ ). Stories involving Conflict ( $\bar{X} = 5.83$ ) were preferred over stories containing Oddity ( $\bar{X} = 4.42$ ) or stories involving neither Conflict nor Oddity (Normal  $\bar{X} = 4.81$ ). News directors as a whole tended not to show any preference between Local stories and State stories; neither did they show any preference between stories involving Known Principal(s) and stories involving Unknown Principal(s).

There were instances in which the element combinations of the news dimensions interacted to increase the likelihood a story would be selected for broadcast. Immediate Reward stories involving Conflict were preferred over all other element combinations in the REWARD x NORMALITY dimensions. In the PROXIMITY x NORMALITY dimensions, Local stories

involving Conflict received significantly higher probable use scores. Local stories concerning Known Principal(s) received higher scores when the PROXIMITY x PROMINENCE dimensions were compared.

This means none of the five research hypotheses for the news directors was supported by the research results. Only one of the five hypotheses was partially supported: Conflict stories received a greater mean probable use score than Oddity or Normal stories.

When the raw Q-sort scores for the nine news directors over the pool of 48 stories were correlated, two factors, or clusters, of news director types emerged. Type I news directors included four news directors from various size markets and programming formats. Type I news directors preferred Immediate Reward stories and stories involving Conflict. They avoided State stories and were only moderately affected by PROMINENCE in the subject matter.

The five Type II news directors were more attracted to Conflict stories, although any story offering Immediate Reward would receive consideration. Type II news directors were more likely to prefer State stories than Type I news directors. Local stories involving Known Principal(s) would also attract attention from Type II news directors.

However, these differences in overall preference by the news director types was overshadowed by the similarity of their highest ranked stories. According to the research, a newscast, whether prepared by either Type I or Type II news directors, would sound almost identical. Of the top ten stories selected by each of the news director types, nine were common to both lists, although the order was slightly different. The first and second lead stories were identical. Beyond the first ten or twelve stories it really would not make much difference

what the probable use would be, since a brief newscast, common to most programming formats, could not accomodate more than a dozen stories anyway.

#### Audience Sample

The audience sample as a whole (comprised of 33 participants from various ages, educational backgrounds and sexes) preferred Immediate Reward stories ( $\bar{X} = 5.60$ ) to Delayed Reward stories ( $\bar{X} = 4.40$ ). They were more interested in Conflict/Oddity ( $\bar{X} = 5.30$  and  $\bar{X} = 5.24$  respectively) over Normal stories ( $\bar{X} = 4.47$ ). The inclusion of Known Principal(s) in a story did not increase audience interest, neither did the PROXIMITY of the story on the whole.

The elements of State and Unknown Principal(s) were also highly rated. This meant only two of the five research hypotheses for the audience sample were fully supported. The mean interest score for stories containing Immediate Reward was greater than the mean interest score for stories containing Delayed Reward, and the mean interest score of stories containing Conflict and/or Oddity was greater than the mean interest score for stories containing neither of the elements.

Factor analysis indicated four listener types comprised of one large cluster of 21 individuals and three small clusters of four individuals each. The large cluster was very heterogeneous, perhaps indicating the public as a whole would share similar interests in story selection while there would still be various smaller segments, possibly more homogeneous in background and status, which would be different in some significant way from the public on the average.

The Type I listeners were more interested in Immediate Reward-Oddity/

Conflict stories. They did not seem to be influenced by PROXIMITY or PROMINENCE.

Type II listeners were all female with no college background and under 35 years of age. They were most interested in Immediate Reward stories involving Local events. They also showed a slight, though not significant, tendency toward Oddity stories.

Type III listeners were mostly male between 19 and 35 with little or no college background. They were most interested in Conflict and Immediate Reward stories. Type III listeners also indicated a tendency to be more interested in State stories than in Local stories, but again, PROMINENCE did not seem to make any difference in story interest.

Type IV listeners all were college educated. Three were female and one was in the 36 and older category. They were most interested in State stories and Conflict stories. Unlike the other types, they were not influenced by Immediate Reward or Delayed Reward value in a story. They rated Oddity low, but they were interested in Conflict stories, though not as interested as were the other listener types. Neither was PROMINENCE an interest factor.

This variation could be seen in the high rated stories by listener types. No one story was common to all four type's ten most interesting list. The Spearman-rho rank differential correlation indicated only moderate correlation at best, and negative correlation in some cases, between the probable interest hierarchy of news element combinations by listener types:

Type I - Type II	rho = .488
Type I - Type III	rho = .487
Type I - Type IV	rho = .030
Type II - Type III	rho = -.047
Type II - Type IV	rho = -.528
Type III - Type IV	rho = .408

Probable Use of News Stories by News Directors  
Compared to Audience Interest

As stated earlier in this paper, one of the assumptions was that news directors would select stories for broadcast that they thought the audience would be interested in. According to Culbertson's theory of Coorientation, the news director must anticipate the audience's preferences in story content, and the extent to which he accurately judges this will be the extent to which the audience is likely to stay "tuned in" to the message.<sup>1</sup>

The Spearman-rho coefficient between the overall rank of news element combinations by the news directors and the audience sample was .66. This suggested there was a moderate correlation. Looking at the individual stories across all nine news directors and all 33 audience sample participants, a Pearson-Product correlation of  $r = .588$  suggested more disagreement (less correlation) when the news stories were considered separately. This happened because each of the 24 element combinations were embodied in two stories, and in some cases one story received a considerably higher mean score than its counterpart. When the results were averaged into a mean score for the element combination, some of the discriminating information was lost in the averaging process.

The author's conclusion is that overall, across all 48 news stories used in this study, the news directors and the audience sample indicated a moderate agreement--they were moderately cooriented. The author also agreed with Buckalew's findings that on the whole a standard fare of news content is being presented to the audience.<sup>2</sup> In other words, most newscasts sound alike.



So then, the issue is not how do news directors and the audience compare overall, but how do they compare when it comes to the stories actually broadcast? This is where the correlation seemed to break down.

Of the eleven most probably used stories by news directors, only five were selected by the audience sample as a whole as interesting to them (Table XXVII). This suggested news directors would miss their audience's interest half of the time. Both news directors and the audience as a whole preferred Immediate Reward stories. News directors leaned more toward Conflict stories while the audience sample preferred Conflict/Oddity. News directors were more concerned with Local stories than was the audience sample.

When comparing the news director's most probably used list to the most interesting lists by audience sample types, the lack of coordination became more apparent. Table XXVIII compares the story selection by the news directors as a group and the four listener types.

As can be seen, the lead story was not even selected by any of the listener types. The second lead was not selected by two of the listener types. The story selected by the most types was number 32 (Building Fraud Revealed). Overall, only three stories selected by news directors were not rated in the ten most interesting lists of the four listener types. The other eight stories were common to at least one listener type list.

The author concluded from this comparison that news directors seemed to be striving for a very general "all things to all people" criterion for assembling newscasts. Although the news directors seemed to be hitting different listener groups, the percentage of the newscast

TABLE XXVIII

MOST PREFERRED STORIES BY NEWS DIRECTORS AND  
AUDIENCE SAMPLE TYPES

Selection Pattern				<u>Audience Sample</u>									
				<u>News Directors</u>		Type I		Type II		Type III		Type IV	
I	II	III	IV	Story Elements		Story Elements		Story Elements		Story Elements		Story Elements	
-	-	-	-	2	LRiC	41	LRiKO	41	LRiKO	32	LRiKC	36	LRdKC
-	X	X	-	30	SRiC	22	SRiKO	8	LRiO	44	LRiC	32	LRiKC
-	-	X	-	16	LRiKC	10	SRdO	22	SRiO	25	SRiC	33	SRdK
X	-	X	X	32	LRiKC	6	SRiKC	11	LRi	16	LRiKC	27	SRdKO
-	-	-	-	21	LRiK	32	LRiKC	35	SRiKC	6	SRiKC	29	SRiK
-	-	-	X	36	LRdKC	4	LRiKO	37	LRi	13	LRdC	28	SRiK
-	-	-	X	24	SRi	8	LRiO	17	LRd	11	LRi	24	SRi
-	-	-	-	38	LRdKC	7	SRdO	34	SRiO	31	SRiKO	40	SRdKC
X	-	X	-	6	SRiKC	34	SRiO	30	SRiC	41	LRiKO	43	SRdK
X	X	-	-	4	LRiKO	25	SRiC	4	LRiKO	30	SRiC	13	LRdC
-	-	X	X	13	LRdC								

that appealed to each type was small: less than half. This points out another question. Are listeners generally disgruntled by the content of newscasts because the newscasts are assembled for mass audiences rather than audience segments? This would seem to account for the news directors hitting each listener type, but not including more than half the interesting stories for any one type. Applying this to the market place and Schramm's assertion that communication is a buyer's market in which listeners scan the communication cues and select what interests them, the author concluded most news directors are involved in an almost hopeless task of anticipating the interests of the market place so his messages will be selected over his competitor's messages.<sup>3</sup> Mott wrote that an audience's news hunger must be satisfied,<sup>4</sup> and LeRoy enjoined, "unless one is interested in a particular topic . . . little attention is directed toward it and little is remembered."<sup>5</sup> The author suggests that the effort by the media to offer something for everyone is leaving most listeners unsatisfied, and this might account for the movement, especially in television news, toward more entertainment value and gimmicks to attract and hold an audience. In essence, content or news value may often be sacrificed.

#### Observations Arising from the Study

The author made several observations arising from this study, some of which have already been mentioned in this report, but this section may serve as a general review.

Schramm's Immediate Reward and Delayed Reward theory seemed to be substantiated by this study. Stories falling into Schramm's Immediate Reward category received greater mean scores than stories that would be

considered Delayed Reward.<sup>6</sup> This might suggest a noteworthy difference between radio news directors and newspaper editors. Badii found in a similar study that Immediate Reward and Delayed Reward alone did not tend to influence editor's judgments in terms of probable use.<sup>7</sup> However, the space available for copy in a newspaper is considerably greater than the time available for news in a five minute radio broadcast. Hence, news directors would concentrate on the stories they judge would generate the most interest in the audience, and those would most likely be Immediate Reward category stories.

Overall, neither PROXIMITY nor PROMINENCE appeared to be discriminating news dimensions. Neither news directors nor the audience sample were influenced by the Local or Known Principal(s) elements alone. In past studies PROXIMITY was held constant on the premise that all stories were basically Local in appeal. The author would tend to support that premise since Local stories alone did not attract interest, but in some cases the combination of Local and other elements interacted to increase the story's appeal. Also, it took a combination of elements with Known Principal(s) before PROMINENCE had much effect. Generally, Immediate Reward subject matter and Conflict or Oddity seemed to carry the greatest appeal on probable use and listener interest.

News directors, regardless of market size or programming format, have similar news selection tendencies. The news directors were asked to place themselves in the Stillwater market and Q-sort the stories for the Stillwater audience as they perceived it. Their results were very similar.

The audience is probably splintered into one large segment that, although heterogeneous, is attracted by the same type of stories

(Immediate Reward-Conflict), and any number of smaller audience groups with more specialized or peculiar listening preferences. As a result, stations that program to the masses with hopes of attracting a diverse listening audience, will probably find themselves criticized by some audience segments as shallow, violence oriented and insensitive to the more important news of the day. Stations appealing to a diverse audience will have to live with not being able to appeal to the interests of every listener with every story.

Story content--subject matter--is probably a more discriminating criterion for evaluating stories than news elements. The author noticed that most participants, both audience and news directors, commented on the subject matter rather than on any elements involved in the story as they sorted through the pool of 48 stories used in this study.

#### Recommendations for Future Studies

As a result of this study and previous studies, the author saw several areas that would be worthy of further study.

A more intense effort is needed to define Immediate and Delayed Reward by demographic categories. The author wondered many times if some elements such as Conflict or Oddity were contributing to the Immediate Reward value of a story. Schramm and White said they found an increase in Delayed Reward reading as the economic status of an individual increased.<sup>8</sup> However, the author would like to know if Immediate Reward and Delayed Reward values change with socio-economic status, education, profession, age and sex. Could Delayed Reward for one individual be Immediate Reward for another?

There needs to be more studies on the reward value of voice actuality in radio newscasts and film in television newscasts. What effect will actuality and film have on the order of the newscast?

What is the effect of story length and the length of the newscast on the listening audience? Do listeners want longer, in-depth stories covering fewer topics, or do they prefer more shorter headline type stories? How long will the audience stay tuned in to a newscast, and why do they finally tune out?

Another interesting study would be a survey of attitudes news directors have about their audience. How do they perceive their audiences? How do news directors see themselves as gatekeepers and professionals?

Does the audience make a distinction between interest and importance? The audience in this study was asked to Q-sort stories based on interest. What would the difference be if they had been asked to sort the stories based on how important they thought the story to be, and would the correlation between news directors and the audience sample have been more significant?

ENDNOTES

<sup>1</sup>Hugh M. Culbertson, "Gatekeeper Coorientation--A Viewpoint for Analysis of Popular Culture and Specialized Journalism," Mass Comm Review, Vol. 3, No. 1 (Winter, 1975/76), p. 3.

<sup>2</sup>James K. Buckalew, "News Elements and Selection by Television News Editors," Journal of Broadcasting, Vol. 14 (Winter, 1969), p. 52.

<sup>3</sup>Wilbur Schramm, "The Anatomy of Attention," The Process and Effect of Mass Communication, 2nd ed., Ed. Wilbur Schramm (Urbana, 1954), p. 29.

<sup>4</sup>Frank Luther Mott, The News in America (Cambridge, Mass., 1952), p. 9.

<sup>5</sup>David LeRoy and Christopher H. Sterling, ed., Mass News: Practices, Controversies, and Alternatives (Englewood Cliffs, 1973), p. 7.

<sup>6</sup>Schramm, "The Nature of News," Journalism Quarterly, Vol. 26 (September, 1949), p. 261.

<sup>7</sup>Naiim Badii, "The Nature of News in Four Dimensions: Normality, Prominence, Significance, Reward" (unpublished M.S. thesis, Oklahoma State University, 1976), p. 138.

<sup>8</sup>Wilbur Schramm and David M. White, "Age, Education, and Economic Status as Factors in Newspaper Reading," Mass Communications, 2nd ed., Ed. Wilbur Schramm (Urbana, 1960), p. 440.

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**APPENDIXES**

APPENDIX A

INSTRUCTIONS FOR Q-SORTING THE POOL

OF 48 NEWS STORIES

## Instructions for Q-Sorting the Pool

## Of 48 News Stories

1. There are 48 stories in this stack of cards--one story per card. Read through all the stories. Then, go back through them and separate them into two groups. (News directors: according to probably would use and probably would not use in a newscast; audience sample: according to interesting to me and not interesting to me.)

2. In front of you are nine cards numbered 1 through 9. These represent nine levels of interest (or probable use). Also on each of these cards is the number of stories you must place in each stack--no more, no less. You must use all 48 stories, and assume that all stories are true and current.

3. Take the stack you have decided is the most interesting (or most likely to be used). Begin with pile number 1 and place the number of stories required for each pile, so the farther you go from 1 to 9, the less interesting (or less probably used) the stories become. The best three stories in your opinion should be in stack number 1, the next four best in stack number 2, and so on until you use up the cards in the most interesting (or most probably use) stack.

4. Now take the uninteresting (or probably not use) stack and select the three most uninteresting stories and place them in stack number 9. The next four most uninteresting stories go in pile number 8 and so on. The farther you go from 9 to 1, the more interesting (or probably used) the stories become. This means the stories in the middle three stacks would be regarded as somewhat neutral stories, while the stories on the extreme ends represent most interesting and least interesting stories or definitely use versus definitely not use.

5. After you arrange the stories go back and make sure you have exactly the number of stories required for each stack.

1	2	3	4	5	6	7	8	9
[3]	[4]	[5]	[7]	[10]	[7]	[5]	[4]	[3]

6. When you have finished, wait for the interviewer to record where you placed each story.

APPENDIX B

48 NEWS STORIES LISTED UNDER RESPECTIVE NEWS  
ELEMENT COMBINATIONS OF THE FOUR  
DIMENSIONAL NEWS MODEL

Local, Immediate Reward, Known Principal(s), Conflict

(LRiKC)

Story 16

Stillwater Chief of Police Hilary Driggs and Chief of O.S.U.'s Security Force Eual Gay have openly criticized each other over a lack of coordination between the two forces.

Chief Driggs accused the O.S.U. Security Force of setting up speed traps on city streets near the O.S.U. campus but outside of O.S.U. jurisdiction. However, Chief Gay said the action by the Security Force was necessary because the Stillwater police have become lax about stopping speeders around the campus where pedestrian traffic is heavy.

Mayor John Patton and O.S.U. interim President James Boggs are intervening to resolve the dispute.

Story 32

Three Stillwater builders have been indicted in district court for fraudulent building practices.

Stillwater Development Company, Rusty Kraybill Construction Company and J. C. Rogers Construction Company have all been accused of quoting prices to customers which include top grade materials, then substituting lower grade materials when the house was actually built.

Neither of the construction firms would comment on the indictment. If convicted, all three firms could lose their licenses and company officials named in the indictments could receive jail sentences.

Local, Immediate Reward, Known Principal(s), Oddity

(LRiKO)

Story 4

O.S.U. football coach Jim Stanley lucked on to a blue chip player who signed a national letter of intent with the Cowboys on the spot.

Six-foot-five-inch, 225-pound Billy Williams of Rocky Point, Pennsylvania, was waiting in the St. Louis Airport when coach Stanley sat down beside him in a waiting area. They struck up a conversation and Stanley recognized Williams from recruiting profiles. They began talking about Cowboy football and Williams asked for a scholarship, Stanley obliged, and Williams signed a national letter of intent with the Cowboys on the spot.

Williams, who plays offensive guard, said he had been interested in the Cowboys all along, but had not been contacted by Stillwater. Williams has been heavily recruited by several eastern football powers and was thought a sure bet to sign with Penn State.



## Story 41

O.S.U. interim President James Boggs was one of several hundred motorists stranded on North Boomer Road this afternoon while a cat gave birth to a litter of kittens in the middle of the street.

Boggs was on his way to the Stillwater Municipal Airport to catch a plane to Tulsa where he was to make connections to Chicago. The cat had tried to cross Boomer Road, but went into labor and began delivering the kittens in the street. Several motorists noticed what was happening and stopped traffic so the cat wouldn't be hit.

A motor cyclist recognized President Boggs and noticed he was in a hurry; so, he offered Boggs a lift on his motorcycle and got Boggs to the airport in time to catch his plane.

Oh yes, the cat belonged only a few houses down the street and is doing fine with her first litter of five kittens.

Local, Immediate Reward, Known Principal(s)

(LRiK)

## Story 1

Former O.S.U. President Robert Kamm has returned to Stillwater after a six-month sabbatical.

Dr. Kamm and his wife, Maxine, have been touring other university campuses in the United States since Dr. Kamm's resignation last February.

Dr. Kamm will return to the classroom in September when he will teach two upper division courses in the College of Education.

## Story 21

O.S.U. Athletic Director Floyd Gass has announced the hiring of a new head basketball coach for the Cowboys.

He is Jim Killingsworth from the University of Idaho, whose team made it to the N.C.A.A. quarter-finals this year.

Killingsworth has already made plans to begin recruiting for next year's Cowboy basketball team.

Local, Immediate Reward, Conflict

(LRiC)

## Story 2

Two-hundred residents of Cedar Oaks Apartments have been evacuated because of rising water along Stillwater Creek.

The creek has already overflowed its banks, and water is lapping on the front sidewalks of the apartment buildings closest to the creek.

Civil Defense officials say the creek might rise another three feet which would leave water standing in the bottom floor of all the townhouse apartments at Cedar Oaks.

#### Story 44

The so called "screwdriver burglar" has been on the prowl again in Stillwater. Police say the burglar hit two businesses early this morning.

He apparently entered the Stillwater Hatchery and Latigo's Hickory House by prying the locks off the doors with a screwdriver.

The screwdriver burglar has broken into seven area businesses during the past six months.

Local, Immediate Reward, Oddity

(LRi0)

#### Story 8

At least 25 dogs of various breeds have been disappearing in the Stillwater area, and pet owners are keeping their dogs leached or indoors.

Stillwater police detectives are puzzled why anyone would want the dogs since few of the owners say their pets were worth a lot of money. The dogs apparently disappear in broad daylight, but no one seems to notice who is taking them.

Police say they are checking for similar dog-nappings in other cities to see if they can establish a motive or a pattern in the unusual thefts.

#### Story 15

Stillwater bargain hunters are being warned to disregard a special grand opening offer in today's paper.

The offer reads, "Buy one hamburger at the regular price and get two more free today at the Hamburger Emporium."

The manager of the new store said the paper got the offer backwards and the ad should read buy two, get one free. But the manager said hamburger lovers will still get the offer as it should have been advertised, and he said he hopes the new customers will understand the mixup.

## Local, Immediate Reward

(LRi)

## Story 11

The monthly test of civil defense sirens is scheduled for noon tomorrow here in Stillwater.

This will be a test of the tornado warning system. The sirens will blow for 30 seconds followed by 15 seconds of silence and another 30 second blast.

## Story 37

Three hundred students will receive high school diplomas from C. E. Donart High School Friday night.

Ceremonies will begin at 7 o'clock at the football stadium in Couch Park.

## Local, Delayed Reward, Known Principal(s), Conflict

(KRdKC)

## Story 36

Stillwater mayor John Patton cast the deciding vote after a long debate to allow limited commercial development along part of Hall of Fame Avenue.

Three city commissioners led by Chris Salmon protested the zoning change saying Hall of Fame was extended from Duck to Main Streets to relieve traffic flow problems. Salmon said allowing commercial development would defeat the purpose of the extension.

The commission split 3 to 3, and mayor Patton cast the final vote in favor of the rezoning. He said the commercial development would be so slight that traffic flow would not be impaired.

## Story 38

A group of Stillwater residents are planning a heated protest at next week's hearing before the State Water Resources Board concerning Mercury Marine on North Perkins Road.

The conflict is over the environmental consequences of a new industrial waste disposal system proposed for the Mercury Marine factory.

The chief of the State Water Division, Jim Shirazi, says Mercury Marine must satisfy the board that the proposed waste disposal system will meet federal, state, and local environmental standards.

Local, Delayed Reward, Known Principal(s), Oddity

(LRdKO)

Story 20

The Stillwater Library will offer its summer patrons an unusual opportunity to learn something of foreign cookery.

The Library will give foreign cooking classes in connection with O.S.U. University Extension and the O.S.U. International Student Organization.

Area residents can enroll in the six-week course during which time they will learn to prepare traditional dishes from nine Asian and African countries.

One thing more--all recipe measurements are given in the metric units.

Story 48

Oklahoma State University Technology Extension is offering an auto mechanics course for women.

Head of Technology Extension, Bill Cooper, says the women will learn basic mechanical workings of an automobile and even will be able to perform a minor tune up.

Interested women can enroll in the course by calling O.S.U.'s school of Engineering Extension.

Local, Delayed Reward, Known Principal(s)

(LRdK)

Story 5

The new President of Oklahoma State University, Dr. Lawrence Boger, will attend commencement exercises May 14th.

Dr. Boger will not take over until July but will be in Stillwater for graduation.

In the meantime, OSU Vice President James Boggs is serving as interim President.

Story 26

The Stillwater YMCA is trying to provide summer activities for Stillwater young people.

The YMCA's Physical Director David McArt says a dance for 6th, 7th and 8th graders will be held at the YMCA gym next Saturday night from 7 o'clock until ten o'clock.

McArt says if the response is good enough the YMCA might hold two dances a month for the Middle School grades during the summer.

## Local, Delayed Reward, Conflict

(LRdC)

## Story 3

The Will Rogers Elementary School outdoor flute-a-phone concert might have to be postponed if the current rains continue through Thursday as forecast.

The traditional program by the third and fourth graders is scheduled to be held on the playground, but it might be delayed until next week unless the weather cooperates and gives the ground a chance to dry.

## Story 13

Although there's plenty of water for Stillwater now, the future water supply is questionable. Local officials fear by the year 1985, Stillwater might have to transport its daily water supply from Kaw Lake east of Ponca City.

## Local, Delayed Reward, Oddity

(LRdO)

## Story 23

A square dance club is being organized for Stillwater's senior citizens.

Organizers say dancing is an unusual deviation from the traditional arts and crafts activities for the elderly, but many of them expressed the demand for some more vigorous form of recreation.

## Story 42

An O.S.U. couple is planning a spring wedding and it will be traditional in all respects except one.

They will be married in section M, row 58 of Lewis Stadium in Stillwater. That's where they met two years ago when a random lottery ticket sales arrangement put their season football seats side-by-side, and they've been together ever since.

## Local, Delayed Reward

(LRd)

## Story 17

The C. E. Donart choirs of Stillwater were the first to receive a superior rating at the Oklahoma State University music contest yesterday.

The high school group was one of only three groups to receive a superior rating for the entire day's competition.

The Donart music department also qualified 19 soloists and 3 ensembles for state competition next weekend.

## Story 45

A home economist management specialist at O.S.U. says married couples who are both working should coordinate their health insurance policies.

Dorothy Blackwell explained if either the husband or the wife becomes ill or has an accident and is hospitalized, both policies can be used in conjunction with each other to actually increase benefits which the policies do not offer separately.

But Blackwell says before a couple can use this coordination of benefits agreement, the couple's employer must be notified and the proper forms filled out.

## State, Immediate Reward, Known Principal(s), Conflict

(SRiKC)

## Story 6

The State Corporation Commission and Southwestern Bell Telephone Company appear to be on a collision course over a proposed telephone rate increase.

Bell wants to raise rates to customers by about 35-million dollars a year. The increases would affect basic line rates, installation charges, long distance charges inside the state and a new charge for directory assistance.

Commissioner Jan Cartwright says the proposed charge for directory assistance is a rip-off, but the telephone company says the repeated abuse of directory assistance is costing Bell Telephone an added four million dollars a year.

## Story 35

The Elvis Presley concert scheduled for tonight in Oklahoma City has been cancelled. The rock star's private jet couldn't land in

Oklahoma City because of heavy rains and locally severe thunderstorms.

Presley's road tour manager, John Nance, says the 15 thousand ticket holders for tonight's concert should hold on to the tickets because the concert will be rescheduled in the Myriad as soon as possible.

State, Immediate Reward, Known Principal(s), Oddity

(SRiKO)

Story 31

Public Service Company officials are a bit red-faced today over a power failure covering a large part of its service area yesterday.

The lights went out over about 70 percent of the company's service area last night at 6:15. Public Service Company troubleshooters traced the problem to a transformer near Enid where they found a heavy accumulation of dead cockroaches which had apparently caused the transformer to short out.

Story 46

State Election Board Secretary Lee Slater says thousands of ballots for next week's elections must be reprinted.

Slater says one candidate's name was accidentally left off the ballot and went unnoticed until more than 200-thousand ballots had been printed.

But Slater says the election board should be able to get the mistake corrected and the ballots reprinted in time for Tuesday's statewide elections.

State, Immediate Reward, Known Principal(s)

(SRiK)

Story 28

Governor Boren and legislative leaders have agreed that Oklahoma teachers should get a bigger pay raise than proposed earlier.

The first proposal would have given teachers a 600-dollar-a-year pay hike, but action by the House Appropriations Committee this morning will raise teacher's salaries by about 736-dollars a year.

Story 29

Oklahoma Attorney General Larry Derryberry says the increase in crime, especially juvenile delinquency, is partly the fault of the women's liberation movement.

Derryberry told an Oklahoma Breakfast Club meeting that women in the movement do not stay home and give their children the proper training. And the breakdown in motherhood can lead to children drifting into lives of crime.

State, Immediate Reward, Conflict

(SRiC)

Story 25

Five gasoline station operators in Oklahoma City and Tulsa have been jailed and charged with cheating their customers.

The stations, all non-brand name, were padlocked because the pumps were rigged to give the customer a "short gallon" of gasoline. In other words, when the pump registered one gallon, the customer was actually getting less than a gallon.

Police in Oklahoma City and Tulsa say they are checking about ten other stations suspected of short changing customers.

Story 30

Police say a 28 year old ex-convict killed three women, wounded 15 other persons and raped two teenagers before killing himself early today.

The slayer was identified as Russell Smith of Oklahoma City. Smith was parolled from the McAlester Penitentiary where he had been sentenced for first degree manslaughter in 1971.

State, Immediate Reward, Oddity

(SRiO)

Story 22

Three frightened elephants held up air traffic at Will Rogers World Airport in Oklahoma City for two hours today.

The elephants broke loose at a nearby circus and roamed back and forth across runways at the airport. Incoming flights had to circle while circus employees tried to recapture the elephants.

Story 34

The Santa Claus who won the hearts of many Oklahomans during the Christmas season has exchanged his red and white suit for blue denim prison garb.

Ronald Bateson, who was convicted of auto theft but escaped from the El Reno Reformatory before Christmas, voluntarily turned himself in today. Bateson told Reformatory officials the pre-Christmas time



he was out was the most satisfying time of his life.

Bateson was the man who posed as the jolly old Santa Claus on the Oklahoma State Capitol Building steps day after day for three weeks bringing joy to hundreds of tots. Scores of parents possess photos taken of their children sitting on Santa's knee.

State, Immediate Reward

(SRi)

Story 14

Beef prices are on their way up again.

Wholesale beef prices hit a new high today and the price you pay at the Supermarket should go up between five and ten percent within the next month.

Story 24

The cost of getting an education in Oklahoma continues to rise.

Tuition increases of 6 dollars for each credit hour were announced today for all state colleges and universities in Oklahoma.

State, Delayed Reward, Known Principal(s), Conflict

(SRdKC)

Story 19

State Agriculture Commissioner Jon Ford says an investigation has tentatively exonerated the Weyerhaeuser Company of complaints its clear-cutting methods of tree harvesting are ruining the environment.

Weyerhaeuser operates in the timberland of southeastern Oklahoma.

Ford said Weyerhaeuser has clear-cut about 37 thousand acres of land, but have begun a replanting effort that will triple the yield per acre in 25 years.

Story 40

State Senator Bob Funston of Broken Arrow and Senator Gene Stipe of McAlester might be eye-balling each other on the senate chamber floor next week.

Senator Funston's workmens compensation bill comes up for final senate approval, and Senator Stipe is on record as opposed to most of its provisions.

Senator Stipe is opposed mostly to a provision that would limit the amount of money an attorney could charge an injured worker to represent him in court.

State, Delayed Reward, Known Principal(s), Oddity

(SRdKO)

Story 12

The state's two major political parties are joining hands for a nonpolitical cause.

Democratic Party chairman Bob Funston and G-O-P Chairman Rick Shelby announced the two parties will hold a joint benefit to help raise money for the United Way.

Both party leaders said by working together they hope to demonstrate that political parties are concerned about more than politics and getting candidates elected.

Story 27

Oklahoma Lieutenant Governor George Nigh says Oklahomans could face an unusual situation for federal disaster relief if the present weather pattern continues.

Heavy rains in the eastern part of the state are producing flash flooding while the drought in the western half of the state is drying up the wheat crop. In both cases, the victims qualify for federal disaster aid.

Governor Nigh says this is all the more reason why the Oklahoma legislature should move toward a comprehensive water distribution system for the state.

State, Delayed Reward, Known Principal(s)

(SRdK)

Story 33

Governor David Boren says Oklahoma will lose about 700-thousand dollars in revenue sharing funds because of a change in the federal formula for computing unemployment figures.

The Governor said the change also will affect municipal governments which receive the federal funds.

Story 43

The State Tax Commission says its April distribution of city sales tax collections for 374 cities totaled eleven and one-quarter million dollars.

The total a year ago was eight-point-one million dollars to 357 cities and towns.

Director of the sales tax division, Everett Watkins, says the

current pay list includes 171 municipalities with revenue from a two percent local levy, compared with 96 at the higher rate a year ago.

State, Delayed Reward, Conflict

(SRdC)

Story 18

It's been learned that four Oklahoma hospitals have been cited for health and safety deficiencies during a spot-check by government inspection teams.

The four hospitals were among 68 of the 105 medicare hospitals spot-checked nationwide that were placed on probation for failure to meet minimum standards.

Story 47

A shift in the way major oil companies market their gasoline might wind up forcing more than two thousand service stations in Oklahoma out of business.

Station operators are complaining that jobbers are moving from their traditional role as middlemen between companies and stations to setting up self-service stations near full-service stations, and then selling the gasoline two or three cents a gallon cheaper.

State, Delayed Reward, Oddity

(SRdO)

Story 7

An Oklahoma inventor has come up with a way to insulate walls without using that expensive insulation.

Bryce Wilson of Woodward says the solution to the energy crisis and air pollution has been with man all along, but it was so simple no one recognized it.

Wilson is the patent holder on a uniquely constructed housing structure based on the scientific concepts of the vacuum. He calls it a utopica--a second Garden of Eden.

The structure is made from cheap plywood, two-by-fours and uses no nails, bolts or fasteners, but is held together by the vacuum between the walls. Wilson says this also eliminates the need for heating and cooling because the body heat produces all heat necessary.

## Story 10

A retired laboratory technician is studying how insects might one day be used to head off a world food crisis.

Gene DeFoliart of Cyril, Oklahoma, says the insects as a food source have more protein than meat, fewer calories than vegetables and is cheaper than both.

DeFoliart's study indicates that eating the insects does absolutely no harm at all; it just might bug you until you get used to it.

## State, Delayed Reward

(SRd)

## Story 9

It has been learned that Oklahoma might receive an extended Urban Renewal Grant.

The announcement said the grant will be for 5-million dollars and extend over the next 2 years.

## Story 39

Lawmakers working on a public trust bill are reported to have reached tentative agreement on a ten-year limit for exempting trust property from ad valorem taxes.

The ten-year limit is a compromise with officials from various industry-seeking organizations which wanted a longer exemption.

The trust bill, written by Representative Glenn Floyd of Norman, originally proposed a seven-year tax exemption.

APPENDIX C

Q-SORT SCORES: NEWS DIRECTORS

TABLE XXIX

## Q-SORT SCORES: NEWS DIRECTORS

Story No.	News Elements	A KCRC	B KWCO	C KEBC	D KRMG	E WKY	F KVOO	G KVRO	H KOKL	I KSPI
16	LRiKC	8	6	9	8	7	6	9	8	8
32	LRiKC	7	6	8	7	9	7	9	7	9
4	LRiKO	6	8	6	8	4	4	6	8	6
41	LRiKO	5	5	5	8	3	4	6	5	3
1	LRiK	6	5	5	5	7	4	8	6	4
21	LRiK	8	8	6	9	6	5	6	9	9
2	LRiC	9	9	9	9	9	9	9	9	9
44	LRiC	5	4	7	5	5	7	7	6	8
8	LRiO	6	5	8	5	5	5	6	6	6
15	LRiO	1	5	4	3	6	6	7	2	1
11	LRi	5	6	6	5	8	5	6	7	7
37	LRi	5	7	3	4	4	1	5	8	5
36	LRdKC	7	6	6	7	7	8	7	7	7
38	LRdKC	6	4	7	7	6	7	7	8	7
20	LRdKO	3	2	3	2	2	2	1	5	2
48	LRdKO	3	3	7	1	5	1	2	5	3
5	LRdK	5	7	3	4	6	3	8	7	5
26	LRdK	2	3	4	3	3	3	2	5	2
3	LRdC	5	4	4	2	4	2	2	6	1
13	LRdC	8	5	8	6	3	5	8	5	8
23	LRdO	2	2	3	3	7	2	1	6	2
42	LRdO	5	5	5	4	5	4	2	5	2
17	LRd	4	6	5	4	4	1	1	7	4
45	LRd	1	4	5	1	1	3	3	1	5
6	SRiKC	7	8	6	6	6	6	7	5	7
35	SRiKC	1	3	1	3	8	4	4	5	3
31	SRiKO	6	4	4	5	6	8	4	6	5
46	SRiKO	9	7	2	7	5	7	4	4	5
28	SRiK	6	7	5	6	8	8	5	4	6
29	SRiK	6	7	6	5	5	6	6	2	6
25	SRiC	4	4	7	6	5	8	5	5	6
30	SRiC	7	9	9	9	9	9	8	9	8
22	SRiO	3	1	4	8	7	4	5	5	3
34	SRiO	4	1	5	4	5	5	5	3	4
14	SRi	4	6	5	6	6	5	6	2	4
24	SRi	7	8	7	7	8	5	5	6	7
19	SRdKC	4	2	2	4	1	5	4	3	4
40	SRdKC	8	3	1	5	2	4	5	3	4
12	SRdKO	4	6	4	4	1	5	5	3	3
27	SRdKO	9	5	8	6	3	9	5	4	5
33	SRdK	5	1	5	5	4	7	3	3	5
43	SRdK	2	4	2	2	4	3	3	4	1

TABLE XXIX (Continued)

Story No.	News Elements	A KCRC	B KWCO	C KEBC	D KRMG	E WKY	F KVOO	G KVRO	H KOKL	I KSPI
18	SRdC	2	9	3	3	5	6	4	2	5
47	SRdC	4	3	6	6	2	5	5	4	5
7	SRdO	3	5	4	2	5	6	4	1	6
10	SRdO	5	2	5	5	2	2	3	4	5
9	SRd	3	5	1	1	4	3	4	1	4
39	SRd	5	5	2	5	3	6	3	4	6

APPENDIX D

Q-SORT SCORES: AUDIENCE SAMPLE



TABLE XXX

## Q-SORT SCORES: AUDIENCE SAMPLE

Story No.	News Elements	Participants 1-11										
		1	2	3	4	5	6	7	8	9	10	11
16	LRiKC	6	4	9	6	7	9	8	6	7	9	5
32	LRiKC	7	8	9	3	7	9	7	7	8	8	5
4	LRiKO	2	2	7	7	8	7	9	8	6	3	6
41	LRiKO	6	5	8	9	5	9	9	6	7	8	9
1	LRiK	4	1	6	6	8	6	6	5	1	2	6
21	LRiK	3	1	6	7	9	4	6	7	4	2	6
2	LRiC	3	6	8	6	6	8	6	8	7	6	7
44	LRiC	7	3	8	6	5	3	4	7	9	9	7
8	LRiO	6	5	7	9	1	8	3	5	4	5	6
15	LRiO	6	6	6	4	1	7	6	6	6	4	5
11	LRi	7	4	5	8	3	6	5	4	7	6	8
37	LRi	2	2	4	5	3	6	5	3	5	3	8
36	LRdKC	5	2	5	4	6	5	6	4	3	6	5
38	LRdKC	5	2	4	1	5	2	7	4	6	7	3
20	LRdKO	1	5	3	3	2	3	5	1	1	4	5
48	LRdKO	2	8	5	7	3	5	5	5	3	5	9
5	LRdK	3	1	5	5	8	4	9	2	2	1	7
26	LRdK	1	5	1	5	2	4	4	1	1	4	2
3	LRdC	5	4	3	5	5	4	3	3	4	3	5
13	LRdC	8	7	5	5	8	8	5	9	6	7	4
23	LRdO	1	5	3	6	5	1	4	3	2	2	1
42	LRdO	3	5	9	7	2	5	4	6	5	1	7
17	LRd	3	5	4	5	7	6	5	2	5	2	9
45	LRd	5	8	6	2	5	8	8	8	6	8	6
6	SRiKC	9	7	6	6	7	5	8	9	8	5	5
35	SRiKC	2	5	5	8	2	3	2	5	2	4	8
31	SRiKO	8	8	5	5	3	4	4	5	7	6	6
46	SRiKO	5	3	5	5	4	4	4	5	6	3	3
28	SRiK	5	6	3	4	9	5	7	3	5	4	4
29	SRiK	5	7	6	6	1	6	5	5	4	6	5
25	SRiC	8	6	6	4	6	5	5	9	9	6	2
30	SRiC	6	7	7	8	5	6	4	6	5	9	8
22	SRiO	9	5	7	9	6	5	8	8	4	5	6
34	SRiO	6	5	8	8	4	7	2	4	4	4	7
14	SRi	7	3	4	4	5	5	5	6	8	5	5
24	SRi	4	7	3	5	7	6	6	5	5	3	2
19	SRdKC	9	6	1	3	4	2	3	4	9	1	4
40	SRdKC	5	4	2	3	4	1	6	5	8	8	3
12	SRdKO	4	3	4	2	4	2	2	5	5	5	2
27	SRdKO	4	6	4	2	6	7	7	4	4	5	4

TABLE XXX (Continued)

Story No.	News Elements	Participants 1-11										
		1	2	3	4	5	6	7	8	9	10	11
33	SRdK	4	4	2	4	4	4	5	2	5	5	1
43	SRdK	5	4	2	2	5	2	1	2	2	5	4
18	SRdC	4	9	5	3	3	5	2	4	6	7	4
47	SRdC	7	6	7	5	6	5	3	6	3	7	5
7	SRdO	6	9	5	1	9	7	3	7	5	7	1
10	SRdO	8	9	4	7	5	3	7	7	5	4	3
9	SRd	4	4	1	1	4	1	1	3	3	6	3
39	SRd	5	3	2	4	6	3	1	1	3	5	4

TABLE XXX (Continued)

Story No.	News Elements	Participants 12-22										
		12	13	14	15	16	17	18	19	20	21	22
16	LRiKC	5	5	5	4	1	7	1	3	7	2	4
32	LRiKC	9	6	7	5	6	5	4	1	6	5	6
4	LRiKO	8	7	5	5	5	9	7	7	6	7	7
41	LRiKO	5	9	9	7	5	9	7	9	9	8	8
1	LRiK	6	3	4	5	5	7	7	5	4	6	2
21	LRiK	5	5	5	7	6	7	6	5	5	6	5
2	LRiC	8	9	3	4	4	5	5	5	9	6	5
44	LRiC	6	1	4	4	5	7	5	4	8	9	8
8	LRiO	6	3	9	5	3	6	5	9	9	8	7
15	LRiO	6	2	4	2	2	4	6	6	5	5	4
11	LRi	8	3	6	2	4	5	7	7	4	6	4
37	LRi	2	3	7	3	3	1	5	8	2	8	1
36	LRdKC	5	7	4	2	6	5	3	3	6	2	4
38	LRdKC	7	5	4	9	6	4	8	6	4	4	4
20	LRdKO	3	1	6	3	1	5	9	4	2	2	8
48	LRdKO	3	2	3	5	5	6	6	5	4	3	7
5	LRdK	5	4	3	7	5	3	6	4	5	6	2
26	LRdK	3	5	6	3	1	4	2	5	3	5	4
3	LRdC	4	1	1	1	2	2	7	4	4	6	1
13	LRdC	7	5	6	5	4	4	5	8	6	5	6
23	LRdO	5	5	7	2	2	1	2	4	5	5	3
42	LRdO	6	6	9	3	2	6	5	4	7	7	2
17	LRd	2	6	6	3	6	4	6	8	5	7	2
45	LRd	1	5	2	8	8	5	4	3	4	4	6
6	SRiKC	9	6	5	8	8	9	8	3	5	3	6
35	SRiKC	1	3	5	4	3	8	3	6	7	7	7
31	SRiKO	2	2	5	4	4	8	6	5	5	5	5
46	SRiKO	4	4	7	1	7	5	3	2	5	4	1
28	SRiK	5	8	6	7	7	4	4	5	3	5	5
29	SRiK	4	6	6	5	9	8	9	6	7	5	6
25	SRiC	6	5	8	6	3	5	5	6	6	6	5
30	SRiC	7	9	8	4	5	3	1	4	8	9	6
22	SRiO	7	4	8	7	5	6	6	8	8	8	7
34	SRiO	8	5	3	6	5	6	5	5	8	9	9
14	SRi	5	7	3	6	6	7	9	7	5	4	9
24	SRi	5	7	7	5	8	6	4	7	6	5	3
19	SRdKC	4	4	4	8	4	3	8	9	3	3	5
40	SRdKC	3	6	1	4	8	4	2	2	3	1	3
12	SRdKO	4	8	2	9	9	2	4	2	4	5	5
27	SRdKO	4	6	5	6	9	5	5	6	2	3	4

TABLE XXX (Continued)

Story No.	News Elements	Participants 12-22										
		12	13	14	15	16	17	18	19	20	21	22
33	SRdK	2	8	4	6	7	1	2	2	3	3	3
43	SRdK	4	4	1	1	7	3	4	1	1	1	5
18	SRdC	7	8	5	6	3	8	8	3	6	4	5
47	SRdC	5	5	5	5	6	3	3	5	1	4	5
7	SRdO	9	4	5	9	5	5	3	6	5	4	9
10	SRdO	6	2	8	8	4	6	5	7	7	7	8
9	SRd	1	7	2	6	4	2	4	5	2	1	3
39	SRd	3	4	2	5	7	2	1	1	1	2	6

TABLE XXX (Continued)

Story No.	News Elements	Participants 23-33										
		23	24	25	26	27	28	29	30	31	32	33
16	LRiKC	6	4	3	7	5	7	5	6	5	8	3
32	LRiKC	5	9	9	7	7	6	4	9	8	7	8
4	LRiKO	8	2	1	2	3	7	9	5	5	9	8
41	LRiKO	9	5	6	9	4	7	7	3	9	7	6
1	LRiK	5	4	4	6	4	5	5	1	3	5	4
21	LRiK	6	3	2	4	3	8	9	6	5	6	2
2	LRiC	9	8	5	5	8	6	4	4	9	3	2
44	LRiC	8	6	7	5	6	7	7	5	6	6	6
8	LRiO	8	6	6	9	6	9	6	4	7	7	5
15	LRiO	6	6	3	7	5	7	5	4	8	5	5
11	LRi	3	8	7	6	2	5	2	4	2	4	7
37	LRi	2	5	3	4	6	5	1	3	2	2	5
36	LRdKC	5	8	8	4	3	4	6	9	2	4	7
38	LRdKC	5	5	6	3	3	3	3	9	5	5	1
20	LRdKO	4	2	3	5	1	6	3	2	8	3	5
48	LRdKO	6	3	4	6	5	6	5	3	5	6	4
5	LRdK	5	4	5	5	2	5	5	2	3	4	4
26	LRdK	2	1	1	1	4	2	3	2	3	2	6
3	LRdC	1	2	2	2	2	2	1	5	2	3	5
13	LRdC	4	9	7	5	6	5	6	8	4	5	9
23	LRdO	3	1	2	2	1	2	2	2	3	1	5
42	LRdO	5	4	3	8	5	6	2	1	7	7	5
17	LRd	3	3	1	4	6	4	1	3	3	2	5
45	LRd	1	6	4	3	2	3	5	5	4	4	3
6	SRiKC	4	4	7	6	7	5	7	7	7	5	8
35	SRiKC	5	1	2	5	4	8	8	1	1	4	4
31	SRiKO	3	7	6	7	7	4	4	9	8	7	8
46	SRiKO	5	3	5	5	3	4	5	5	4	3	2
28	SRiK	4	5	9	8	8	5	9	7	5	5	9
29	SRiK	4	9	4	6	9	9	3	4	6	5	6
25	SRiC	7	7	8	8	5	5	7	5	6	8	3
30	SRiC	9	3	7	6	8	6	7	5	9	4	1
22	SRiO	8	4	6	7	7	7	6	3	6	8	5
34	SRiO	7	5	6	9	6	8	4	5	8	6	5
14	SRi	4	5	5	5	5	9	8	6	5	6	1
24	SRi	7	5	8	4	6	5	8	6	6	6	3
19	SRdKC	5	6	5	3	5	5	6	6	4	5	3
40	SRdKC	6	5	4	4	1	1	4	7	4	1	7
12	SRdKO	1	2	5	5	5	4	4	4	5	5	4
27	SRdKO	6	7	4	4	9	3	5	7	6	8	9

TABLE XXX (Continued)

Story No.	News Elements	Participants 23-33										
		23	24	25	26	27	28	29	30	31	32	33
33	SRdK	2	6	5	3	5	1	5	8	5	2	6
43	SRdK	2	7	3	1	4	3	4	8	1	1	4
18	SRdC	7	8	5	6	8	6	3	6	4	6	2
47	SRdC	6	5	6	5	7	4	6	6	5	7	6
7	SRdO	5	6	8	3	5	3	6	5	6	9	8
10	SRdO	7	4	5	8	5	8	8	5	7	9	7
9	SRd	3	7	4	2	4	2	2	4	4	5	4
39	SRd	4	5	5	1	4	1	4	8	1	3	6

APPENDIX E

MEAN SCORES FOR 48 NEWS STORIES FOR BOTH

NEWS DIRECTORS AND AUDIENCE

SAMPLE

TABLE XXXI

MEAN SCORES FOR 48 NEWS STORIES FOR BOTH NEWS  
DIRECTORS AND AUDIENCE SAMPLE

Story No.	News Elements	Story Theme	News Directors	Audience Sample
16	LRiKC	Police Chiefs Clash	7.67	5.63
32	LRiKC	Building Fraud	7.67	6.57
4	LRiKO	Football Player Signs	6.22	5.96
41	LRiKO	Traffic Jam	4.89	7.21
1	LRiK	Kamm Returns to Stillwater	5.56	4.57
21	LRiK	New Basketball Coach Named	7.33	5.18
2	LRiC	Cedar Oaks Floods	9.00	6.00
44	LRiC	Screwdriver Burglar	6.00	6.00
8	LRiO	Dog-napper Loose	5.78	6.12
15	LRiO	Coupons Galore	3.89	4.96
11	LRi	Warning Sirens to be Tested	6.11	5.12
37	LRi	High School Graduation	4.67	3.84
36	LRdKC	Zoning	6.89	4.78
38	LRdKC	Mercury Marine Hearing Set	6.56	4.69
20	LRdKO	Library Gives Recipe Classes	2.44	3.60
48	LRdKO	Ladies Make Car Mechanics	3.33	4.81
5	LRdK	New OSU President at Graduation	5.33	4.27
26	LRdK	YMCA Sponsors School Dance	3.00	2.96
3	LRdC	Weather Threatens Program	3.33	3.15
13	LRdC	Water Supply Limited	6.22	6.09
23	LRdO	Senior Citizens Dance	3.11	2.96
42	LRdO	Marriage Vows Exchanged	4.11	4.96
17	LRd	High School Chorus Superior	4.00	4.33
45	LRd	Health Insurance	2.67	4.84
6	SRiKC	Telephone Rate Increase	6.44	6.42
35	SRiKC	Presley Concert Cancelled	3.56	4.33
31	SRiKO	Power Blackout	5.33	5.33
46	SRiKO	Incorrect Election Ballots	5.56	4.06
28	SRiK	Teacher's Salary Increased	6.11	5.69
29	SRiK	Women's Lib	5.44	5.81
25	SRiC	Gasoline Short Gallons	5.56	5.93
30	SRiC	Rape and Murders	8.56	6.06
22	SRiO	Stray Elephants	4.44	6.45
34	SRiO	Santa Jailed	4.00	5.96
14	SRi	Beef Prices Rise	4.89	5.57
24	SRi	Tuition Increases	6.67	5.45
19	SRdKC	Clear Cutting Forests	3.22	4.66
40	SRdKC	Workmen's Compensation Feud	3.89	3.93
12	SRdKO	Democrats and Republicans	3.89	4.12
27	SRdKO	Water Distribution	6.00	5.33



TABLE XXXI (Continued)

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Story No.	News Elements	Story Theme	News Directors	Audience Sample
33	SRdK	Revenue Sharing	4.22	3.90
43	SRdK	Sales Tax Collections Up	2.78	3.15
18	SRdC	Hospitals Spot Checked	4.33	5.33
47	SRdC	Gas Station Feud	4.44	5.15
7	SRdO	Vacuum Wall Insulation	4.00	5.69
10	SRdO	Bugs as Food	3.67	6.15
9	SRd	Urban Renewal Grant	2.89	3.30
39	SRd	Public Trust Bill	4.33	3.42

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APPENDIX F

CORRELATION MATRICES: NEWS DIRECTOR TYPES

## Type I

	A	D	E	H
A		.729	.243	.482
D	.729		.419	.572
E	.243	.419		.496
H	<u>.482</u>	<u>.572</u>	<u>.496</u>	<u>        </u>
	1.454	1.720*	1.258	1.550

## Type II

	B	C	F	G	I
B		.319	.333	.491	.527
C	.319		.450	.549	.640
F	.333	.450		.550	.586
G	.491	.549	.555		.667
I	<u>.527</u>	<u>.640</u>	<u>.586</u>	<u>.667</u>	<u>        </u>
	1.670	1.958	1.919	2.257	2.420*

\*designates typical representatives

APPENDIX G

CORRELATION MATRICES: AUDIENCE SAMPLE TYPES

Type I

	2	3	5	6	7	8	12	14	15	17	18	20	22	23	26	27	28	29	31	32	33
2		*099	-135	279	-059	311	153	261	194	189	-009	189	369	131	293	450	104	077	432	270	216
3	099		113	671	351	644	550	378	036	545	081	707	288	568	649	378	568	216	545	541	-023
5	-135	113		203	401	293	356	-072	342	027	-126	-023	005	135	-135	068	-158	419	-059	266	171
6	278	671	203		432	441	405	351	032	387	063	468	207	343	454	459	365	162	419	437	171
7	-059	351	401	432		387	257	257	252	356	225	261	000	279	261	018	180	333	306	293	180
8	311	644	293	441	387		527	252	329	509	117	550	378	473	405	279	428	523	473	599	036
12	153	550	356	405	257	527		284	194	315	203	477	320	518	365	243	356	239	446	500	140
14	261	378	-072	351	257	252	284		-023	270	023	473	086	396	532	275	414	185	405	369	117
15	194	036	342	032	252	329	194	-023		171	198	072	423	153	158	194	131	410	288	514	-004
17	189	545	027	387	356	509	315	270	171		437	559	473	486	482	252	631	468	360	527	054
18	-009	081	-126	063	225	117	203	023	198	437		095	180	045	216	-014	496	-032	185	203	-086
20	189	707	-023	468	261	550	477	473	072	559	095		356	649	608	297	649	302	532	410	-135
22	369	288	005	207	000	378	320	086	423	473	180	356		396	297	185	536	509	441	486	140
23	131	568	135	343	279	473	518	396	153	486	045	649	396		500	324	541	505	581	559	-122
26	293	649	-135	454	261	405	365	532	158	482	216	608	297	500		423	644	261	617	491	063
27	450	378	068	459	018	279	243	275	194	252	-014	297	185	324	423		302	171	423	396	095
28	104	568	-158	365	180	428	356	414	131	631	496	649	536	541	644	302		437	459	491	-140
29	077	216	419	162	333	523	239	185	410	468	-032	302	509	505	261	171	437		275	509	059
31	432	545	-059	419	306	473	446	405	288	360	185	532	441	581	617	423	459	275		473	014
**32	270	541	266	437	293	599	500	369	514	527	203	410	486	559	491	396	491	509	473		144
33	<u>216</u>	<u>-023</u>	<u>171</u>	<u>171</u>	<u>180</u>	<u>036</u>	<u>140</u>	<u>117</u>	<u>-004</u>	<u>054</u>	<u>-086</u>	<u>-135</u>	<u>140</u>	<u>-122</u>	<u>063</u>	<u>095</u>	<u>-140</u>	<u>059</u>	<u>014</u>	<u>144</u>	
	3813	7905	2091	6749	4970	7954	5848	5233	4064	7498	2500	7496	6075	7460	7584	5218	7434	6028	7615	8478	1090

\*decimal points eliminated in the matrix, i. e. 099 is actually 0.099

\*\*designates typical representative

## Type II

	4	11	19	21
4		.590	.378	.689
11	.590		.288	.505
19	.278	.288		.482
21	<u>.689</u>	<u>.505</u>	<u>.482</u>	<u>        </u>
	1.657	1.383	1.148	1.676*

## Type III

	1	9	10	25
1		.604	.392	.640
9	.604		.392	.450
10	.392	.392		.545
25	<u>.640</u>	<u>.450</u>	<u>.545</u>	<u>        </u>
	1.636*	1.446	1.329	1.635

## Type IV

	13	16	24	30
13		.392	.176	.239
16	.392		.234	.464
24	.176	.234		.518
30	<u>.239</u>	<u>.464</u>	<u>.518</u>	<u>        </u>
	.807	1.090	.928	1.221*

\*designates typical representative

APPENDIX H

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES

FOR 48 NEWS STORIES: ALL NEWS DIRECTORS

TABLE XXXII

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES  
FOR 48 NEWS STORIES: ALL NEWS DIRECTORS

Story No.	News Elements	Mean Score	Standard Deviation	Z-Score
16	LRiKC	7.67	1.118	1.672
32	LRiKC	7.67	1.118	1.672
4	LRiKO	6.22	1.563	0.764
41	LRiKO	4.89	1.537	-.069
1	LRiK	5.56	1.333	0.351
21	LRiK	7.33	1.581	1.459
2	LRiC	9.00	0.000	2.505
44	LRiC	6.00	1.323	0.626
8	LRiO	5.78	0.972	0.488
15	LRiO	3.89	2.261	-0.695
11	LRi	6.11	1.054	0.695
37	LRi	4.67	2.062	-0.207
36	LRdKC	6.89	0.601	1.183
38	LRdKC	6.56	1.130	0.977
20	LRdKO	2.44	1.130	-1.603
48	LRdKO	3.33	2.000	-1.046
5	LRdK	5.33	1.803	0.207
26	LRdK	3.00	1.000	-1.252
3	LRdC	3.33	1.658	-1.046
13	LRdC	6.22	1.856	0.764
23	LRdO	3.11	2.028	-1.183
42	LRdO	4.11	1.269	-0.557
17	LRd	4.00	2.000	-0.626
45	LRd	2.67	1.732	-1.459
6	SRiKC	6.44	0.882	0.902
35	SRiKC	3.56	2.128	-0.902
31	SRiKO	5.33	1.323	0.207
46	SRiKO	5.56	2.128	0.351
28	SRiK	6.11	1.354	0.695
29	SRiK	5.44	1.424	0.276
25	SRiC	5.56	1.333	0.351
30	SRiC	8.56	0.726	2.229
22	SRiO	4.44	2.128	-0.351
34	SRiO	4.00	1.323	-0.626
14	SRi	4.89	1.364	-0.069
24	SRi	6.67	1.118	1.046
19	SRdKC	3.22	1.302	-1.115
40	SRdKC	3.89	2.028	-0.695
12	SRdKO	3.89	1.453	-0.695
27	SRdKO	6.00	2.179	0.626



TABLE XXXII (Continued)

Story No.	News Elements	Mean Score	Standard Deviation	Z-Score
33	SRdK	4.22	1.716	-0.488
43	SRdK	2.78	1.093	-1.390
18	SRdC	4.33	2.236	-0.420
47	SRdC	4.44	1.333	-0.351
7	SRdO	4.00	1.732	-0.626
10	SRdO	3.67	1.414	-0.833
9	SRd	2.89	1.537	-1.321
39	SRd	4.33	1.414	-0.420

APPENDIX I

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES

FOR 48 NEWS STORIES: AUDIENCE SAMPLE

TABLE XXXIII

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES  
FOR 48 NEWS STORIES: AUDIENCE SAMPLE

Story No.	News Elements	Mean Score	Standard Deviation	Z-Score
16	LRiKC	5.63	2.261	0.600
32	LRiKC	6.57	1.921	1.481
4	LRiKO	5.96	2.352	0.909
41	LRiKO	7.21	1.763	1.071
1	LRiK	4.57	1.768	-0.394
21	LRiK	5.18	1.960	0.169
2	LRiC	6.00	1.992	0.937
44	LRiC	6.00	1.887	0.937
8	LRiO	6.12	2.058	1.050
15	LRiO	4.96	1.630	-0.028
11	LRi	5.12	1.933	0.112
37	LRi	3.84	2.048	-1.078
36	LRdKC	4.78	1.816	-0.197
38	LRdKC	4.69	2.023	-0.281
20	LRdKO	3.60	2.150	-1.303
48	LRdKO	4.81	1.648	-0.169
5	LRdK	4.27	1.908	-0.684
26	LRdK	2.96	1.610	-1.903
3	LRdC	3.15	1.642	-1.734
13	LRdC	6.09	1.588	1.022
23	LRdO	2.96	1.704	-1.903
42	LRdO	4.96	2.186	-0.028
17	LRd	4.33	2.010	-0.628
45	LRd	4.84	2.152	-0.141
6	SRiKC	6.42	1.714	1.331
35	SRiKC	4.33	2.327	-0.628
31	SRiKO	5.33	1.652	0.309
46	SRiKO	4.06	1.435	-0.881
28	SRiK	5.69	1.862	0.656
29	SRiK	5.81	1.862	0.759
25	SRiC	5.93	1.657	0.881
30	SRiC	6.06	2.221	1.131
22	SRiO	6.45	1.543	1.359
34	SRiO	5.96	1.828	0.909
14	SRi	5.57	1.803	0.544
24	SRi	5.45	1.583	0.422
19	SRdKC	4.66	2.116	-0.309
40	SRdKC	3.93	2.179	-0.993
12	SRdKO	4.12	1.916	-0.825
27	SRdKO	5.33	1.865	0.309

TABLE XXXIII (Continued)

Story No.	News Elements	Mean Score	Standard Deviation	Z-Score
33	SRdK	3.90	1.926	-1.022
43	SRdK	3.15	1.955	-1.734
18	SRdC	5.33	1.931	0.309
47	SRdC	5.15	1.395	0.141
7	SRdO	5.69	2.271	0.656
10	SRdO	6.15	1.856	1.078
39	SRd	3.42	1.969	-1.481
9	SRd	3.30	1.722	-1.593

APPENDIX J

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES

FOR 48 NEWS STORIES: NEWS DIRECTOR TYPES

TABLE XXXIV  
 MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES  
 FOR 48 NEWS STORIES: NEWS DIRECTOR TYPES

Story No.	News Elements	Type I			Type II		
		$\bar{X}$	s	Z	$\bar{X}$	s	Z
16	LRiKC	7.75	0.500	1.610	7.60	1.517	1.538
32	LRiKC	7.50	1.000	1.464	7.80	1.304	1.657
4	LRiKO	6.50	1.915	0.878	6.00	1.414	0.592
41	LRiKO	5.25	2.062	0.146	4.60	1.140	-0.237
1	LRiK	6.00	0.816	0.585	5.20	1.643	0.118
21	LRiK	8.00	1.414	1.756	6.80	1.643	1.065
2	LRiC	9.00	0.000	2.342	9.00	0.000	2.367
44	LRiC	5.25	0.500	0.146	6.60	1.517	0.947
8	LRiO	5.50	0.577	0.293	6.00	1.225	0.592
15	LRiO	3.00	2.160	-1.171	4.60	2.302	-0.237
11	LRi	6.25	1.500	0.732	6.00	0.707	0.592
37	LRi	5.25	1.893	0.146	4.20	2.280	-0.473
36	LRdKC	7.00	0.000	1.171	6.80	0.837	1.065
38	LRdKC	6.75	0.957	1.025	6.40	1.342	0.828
20	LRdKO	3.00	1.414	-1.717	2.00	0.707	-1.775
48	LRdKO	3.50	1.915	-0.878	3.20	2.280	-1.065
5	LRdK	5.50	1.291	0.293	5.20	2.280	0.118
26	LRdK	3.25	1.258	-1.025	2.80	0.837	-1.302
3	LRdC	4.25	1.708	-0.439	2.60	1.342	-1.420
13	LRdC	5.50	2.082	0.293	6.80	1.643	1.065
23	LRdO	4.50	2.380	-0.293	2.00	0.707	-1.775
42	LRdO	4.75	0.500	-0.146	4.00	1.225	-0.592
17	LRd	4.75	1.500	-0.146	3.40	2.302	-0.947
45	LRd	1.00	0.000	-2.342	4.00	1.000	-0.592
6	SRiKC	6.00	0.816	0.816	6.80	0.837	1.065
35	SRiKC	4.25	2.986	-0.439	3.00	1.225	-1.183
31	SRiKO	5.75	0.500	0.439	5.00	1.732	0.000
46	SRiKO	6.25	2.217	0.732	5.00	2.121	0.000
28	SRiK	6.00	1.633	0.816	6.20	1.304	0.710
29	SRiK	4.50	1.732	-0.293	6.20	0.477	0.710
25	SRiC	5.00	0.816	0.000	6.00	1.581	0.592
30	SRiC	8.50	1.000	2.049	8.60	0.548	2.130
22	SRiO	5.75	2.217	0.439	3.40	1.517	-0.947
34	SRiO	4.00	0.816	-0.585	4.00	1.732	-0.592
14	SRi	4.50	1.915	-0.293	5.20	0.837	0.118
24	SRi	7.00	0.816	1.171	6.40	1.342	0.828
19	SRdKC	3.00	1.414	-1.171	3.40	1.342	-0.947
40	SRdKC	4.50	2.646	-0.293	3.40	1.517	-0.947
12	SRdKO	3.00	1.414	-1.171	4.60	1.140	-0.237
27	SRdKO	5.50	2.646	0.293	6.40	1.949	0.828

TABLE XXXIV (Continued)

Story No.	News Elements	$\bar{X}$	s	Z	$\bar{X}$	s	Z
33	SRdK	4.25	0.957	-0.439	4.20	2.280	-0.473
43	SRdK	3.00	1.155	-1.171	2.60	1.140	-1.420
18	SRdC	3.00	1.414	-1.171	5.40	2.302	0.237
47	SRdC	4.00	1.633	-0.585	4.80	1.095	-0.118
7	SRdO	2.75	1.708	-1.317	5.00	1.000	0.000
10	SRdO	4.00	1.414	-0.585	3.40	1.517	-0.947
9	SRd	2.25	1.500	-1.610	3.40	1.517	-0.947
39	SRd	4.25	0.957	-0.439	4.40	1.817	-0.355

APPENDIX K

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES

FOR 48 NEWS STORIES: AUDIENCE SAMPLE TYPES



TABLE XXXV

MEAN SCORES, STANDARD DEVIATIONS, AND Z-SCORES  
FOR 48 NEWS STORIES: AUDIENCE SAMPLE TYPES

Story No.	News Elements	Type I			Type II			Type III			Type IV		
		$\bar{X}$	s	Z	$\bar{X}$	s	Z	$\bar{X}$	s	Z	$\bar{X}$	s	Z
16	LRiKC	5.86	2.151	0.690	4.00	1.826	-0.586	7.75	1.500	1.597	4.00	2.160	-0.650
32	LRiKC	6.71	1.521	1.371	3.50	1.915	-0.879	8.00	0.816	1.742	7.50	1.732	1.622
4	LRiKO	6.62	2.202	1.299	6.75	0.500	1.025	3.00	2.160	-1.161	4.75	2.062	-0.162
41	LRiKO	7.33	1.653	1.868	8.75	0.500	2.197	6.75	0.975	1.016	5.50	2.517	0.324
1	LRiK	4.90	1.670	-0.080	5.75	0.500	0.439	2.75	1.500	-1.307	3.25	1.708	-1.136
21	LRiK	5.52	2.040	0.417	6.00	0.816	0.586	2.75	0.975	-1.307	5.00	1.414	0.000
2	LRiC	6.05	2.156	0.842	6.00	0.816	0.586	5.25	1.708	0.145	6.25	2.630	0.811
44	LRiC	5.90	1.578	0.722	6.50	2.082	0.879	8.00	1.155	1.742	4.25	2.217	-0.487
8	LRiO	6.33	2.058	1.067	8.00	1.414	1.757	5.25	0.957	0.145	4.00	1.414	-0.650
15	LRiO	5.29	1.648	0.233	5.00	0.816	0.000	4.75	1.500	-0.145	3.50	1.915	-0.973
11	LRi	4.48	1.778	-0.417	7.25	0.957	1.318	6.75	0.500	1.016	4.75	2.217	-0.162
37	LRi	3.38	1.830	-1.299	7.25	1.500	1.318	3.25	1.258	-1.016	3.50	1.000	-0.973
36	LRdKC	4.38	1.431	-0.497	3.50	1.291	-0.879	5.50	2.082	0.290	7.50	1.291	1.622
38	LRdKC	4.38	2.012	-0.497	3.50	2.082	-0.879	6.00	0.816	0.581	6.25	1.893	0.811
20	LRdKO	4.29	2.239	-0.569	3.50	1.291	-0.879	2.25	1.500	-1.597	1.50	0.577	-2.271
48	LRdKO	5.14	1.276	0.112	6.00	2.582	0.586	3.50	1.291	-0.871	3.25	1.258	-1.136
5	LRdK	4.43	2.014	-0.457	5.50	1.291	0.293	2.75	1.708	-1.307	3.75	1.258	-0.811
26	LRdK	3.10	1.480	-1.524	4.25	1.500	-0.439	1.75	1.500	-1.887	2.25	1.893	-1.785
3	LRdC	2.86	1.621	-1.716	5.00	0.816	0.000	3.50	1.291	-0.871	2.50	1.732	-1.622
13	LRdC	5.95	1.532	0.762	5.50	1.732	0.293	7.00	0.816	1.161	6.50	2.380	0.973
23	LRdO	3.10	1.700	-1.524	4.00	2.160	-0.586	1.75	0.500	-1.887	2.50	1.732	-1.622
42	LRdO	5.43	2.063	0.345	6.25	1.500	0.732	3.00	1.633	-1.161	3.25	2.217	-1.136
17	LRd	4.05	1.687	-0.762	7.25	1.708	1.318	2.75	1.708	-1.307	4.50	1.732	-0.324
45	LRd	4.67	2.352	-0.265	3.75	1.708	-0.732	5.75	1.708	0.436	6.00	1.414	0.650

TABLE XXXV (Continued)

Story No.	News Elements	Type I			Type II			Type III			Type IV		
		$\bar{X}$	s	Z	$\bar{X}$	s	Z	$\bar{X}$	s	Z	$\bar{X}$	s	Z
6	SRiKC	6.71	1.521	1.371	4.25	1.500	-0.439	7.25	1.708	1.307	6.25	1.708	0.811
35	SRiKC	4.57	2.158	-0.345	7.25	0.957	1.318	2.50	1.000	-1.452	2.00	1.155	-1.947
31	SRiKO	5.14	1.682	0.112	5.25	0.500	0.146	6.75	0.957	1.016	5.00	2.449	0.000
46	SRiKO	3.90	1.446	-0.882	3.50	1.291	-0.879	4.75	1.258	-0.145	4.75	1.708	-0.162
28	SRiK	5.71	2.004	0.569	4.50	0.577	-0.293	5.75	2.217	0.436	6.75	1.258	1.136
29	SRiK	5.86	1.982	0.690	5.50	0.577	0.293	4.75	0.957	-0.145	7.00	2.449	1.298
25	SRiC	6.05	1.400	0.842	4.50	1.915	-0.293	7.75	1.258	1.597	5.00	1.633	0.000
30	SRiC	5.81	2.294	0.650	7.25	2.217	1.318	6.75	1.708	1.016	5.50	2.517	0.324
22	SRiO	6.76	1.044	1.411	7.75	1.258	1.611	6.00	2.160	0.581	4.00	0.816	-0.650
34	SRiO	6.10	1.998	0.882	7.25	1.708	1.318	5.00	1.155	0.000	2.00	1.155	-1.947
14	SRI	5.48	2.064	0.385	5.00	1.414	0.000	6.25	1.500	0.726	6.00	0.816	0.650
24	SRI	5.48	1.436	0.385	4.75	2.062	-0.146	5.00	2.160	0.000	6.50	1.291	0.973
19	SRdKC	4.33	1.742	-0.537	4.75	2.872	-0.146	6.00	3.830	0.581	5.00	1.515	0.000
40	SRdKC	3.33	1.798	-1.339	2.25	0.957	-1.611	6.25	2.062	0.726	6.50	1.291	0.973
12	SRdKO	3.95	1.687	-0.842	2.75	1.500	-1.318	4.75	0.500	-0.145	5.75	3.304	0.487
27	SRdKO	5.48	1.834	0.385	3.75	1.708	-0.732	4.25	0.500	-0.436	7.25	1.258	1.460
33	SRdK	3.38	1.564	-1.299	2.50	1.291	-1.465	4.75	0.500	-0.145	7.25	0.957	1.460
43	SRdK	2.62	1.465	-1.909	2.00	1.414	-1.757	3.75	1.500	-0.726	6.50	1.732	0.973
18	SRdC	5.48	1.990	0.385	3.50	0.577	-0.577	5.50	1.291	0.290	6.25	2.363	0.811
47	SRdC	5.05	1.532	0.040	4.75	0.500	-0.146	5.75	1.893	0.436	5.50	0.577	0.324
7	SRdO	6.19	2.250	0.954	3.00	2.449	-1.172	6.50	1.291	0.871	5.00	0.816	0.000
10	SRdO	6.76	1.609	1.411	6.00	2.000	0.586	5.50	1.732	0.290	3.75	1.258	-0.811
9	SRd	2.86	1.424	-1.716	2.50	1.915	-1.465	4.25	1.258	-0.436	5.50	1.732	0.324
39	SRd	2.86	1.797	-1.716	2.75	1.500	-1.318	4.50	1.000	-0.290	6.00	1.826	0.650

VITA<sup>2</sup>

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