

A READERSHIP SURVEY OF THE OKLAHOMA BANKER

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Bachelor of Science

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Stillwater, Oklahoma

1972

Submitted to the Faculty of the Graduate College
of the Oklahoma State University
in partial fulfillment of the requirements
for the Degree of
MASTER OF SCIENCE
May, 1976

Thesis
1976
B368r
cap. 2

AUG 26 1976

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PREFACE

This study was concerned with reader interests in The Oklahoma Banker magazine, an organizational publication of the Oklahoma Bankers Association. The study primarily focused upon reader preference for several regular features of the magazine and upon specific subject areas of content. This study was exploratory in nature, attempting to identify commonalities among readers and subject areas.

The author wishes to express his sincere appreciation to his major adviser, Dr. William R. Steng, for his guidance in the evaluation of this project, and to the other committee members, Prof. Lemuel D. Groom and Dr. Walter J. Ward, who especially deserves thanks for helping to initiate this study.

The study would not have been possible without the invaluable help and interest of Mr. Gary J. Young, Editor of The Oklahoma Banker, who devoted countless hours to the preparation of subject ideas used in the study. Thanks are also expressed to the Oklahoma Bankers Association which provided assistance through its offices for postage and other survey expenses.

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CHAPTER I

INTRODUCTION

The purpose of this study was to ascertain reader preferences among specific areas of subject matter in The Oklahoma Banker magazine, and to identify other subject areas which could be valuable to the editor in considering material for future issues.

After much discussion with the editor of the magazine, it was apparent that the study should realize two main objectives:

- 1) Determine current reader preferences for the regular feature material included in each issue of the magazine, together with feature material which the editor had considered including.
- 2) Identify new subject matter which could be of interest to the readers in future articles.

Since The Oklahoma Banker is a magazine published by an association of bankers, it provides two primary functions:

- 1) To report on the activities and events of the Oklahoma Bankers Association (OBA) and its individual members.
- 2) To provide a forum of new ideas and current information relating to the thrift industry.

Description of Publication

The Oklahoma Banker has been a very contemporary internal magazine aimed directly at one audience--bankers. The modern journalistic style of the magazine has reflected the youthful, aggressive attitude of the editor and his staff. Published monthly, The Oklahoma Banker's format has been much like that of many magazines. The various articles and features have been interspersed with advertisements throughout the publication. The magazine has contained from 32 to 40 pages printed on 8½ inch by 11 inch heavy stock paper. A two-color cover design has been used to portray the major theme or activity for the month.

The Oklahoma Banker has attempted to provide the most current reading material on controversial banking issues. Selection of articles for the magazine has been determined chiefly by the editor. His resources have included speeches made by prominent bankers, articles written specifically for the magazine by authorities in various bank-related fields, and reports written by the editor or a member of his staff about activities of the OBA.

The format and the content have varied somewhat from month to month. The editor has attempted to use as many journalistic styles and techniques as possible to keep the magazine fresh and appealing. Although many features have appeared from month to month in the same location, the magazine always had different types of articles such as "Factoring Versus Accounts Receivable Financing," "The Financial Service Industry Faces the 1970's," "Women, Minority on Rise in Banking," "A Critique of Playboy's 'Banks on the Brink'," "The Real Threat to Independent Banking," "Cherish Your Regulatory Options Under a

Decentralized System," and "Oklahoma's Stake in Energy." This has provided a wide range of subject matter.

Advertising revenues have been the chief financial support of the magazine, thus, a great many advertisements, many of which have been in color, have appeared in each issue. Much of the advertising has been done by large Oklahoma banks, but some has come from even larger banks outside Oklahoma which act as correspondent banks for many Oklahoma banks. Large companies which sell bank products and services also have advertised.

The subscription rate for the magazine has been \$5.00 per year or 50¢ per single issue. Members of the OBA have received the magazine as part of their annual dues, as do many "friends" of the OBA. Thus, the number of actual subscribers may have been limited.

Prior Studies

Two prior studies of the reading habits of subscribers to The Oklahoma Banker were conducted in 1971 and 1972. (See Appendix A.) Both studies were conducted one year apart using the same questionnaire with only minor changes. The discussion of these studies has been based on a combination of the two studies rather than each individual study.

The questionnaires were mailed to the regular subscriber list of the magazine. This list was comprised of mostly bank presidents, chairmen of the boards, and vice presidents. While some other lower echelon officials have read the magazine, the respondents to the questionnaire have comprised the hierarchy of banking institutions in Oklahoma.

More than 55 percent of the readers indicated they spent approximately 30 minutes per month reading The Oklahoma Banker. Since the magazine has been published monthly, the presumption has seemed clear that readers have devoted approximately 30 minutes to reading each issue.

In rating the appearance of the magazine, more than 57 percent rated it as "excellent." About 42 percent reported the appearance was "good." Less than one percent assigned it a rating of "poor." This high approval of the appearance of the magazine did not reveal what the readers believed about the content. In a separate category, 64 percent listed the content as "good." About 35 percent reported the content was "excellent," and less than one percent reported content was "poor." The readers rated the content more highly than the appearance.

An open-ended response question asked "what type of subject matter would you like to add to The Oklahoma Banker?" As might have been expected, a variety of answers was given, ranging from "new innovations in banking" to "history of Oklahoma Territory and Indian Territory banking" to "more retail-oriented bank subject matter." These responses served as a foundation for selecting items of subject matter to be included in the present study.

In attempting to determine future content for the magazine, the question was asked in the prior studies whether the readers wanted more controversial issues dealing with banking laws and management included. The response was about 74 percent in favor of more controversial issues being discussed in various articles in the magazine. This supported the responses to what type of subjects the readers were interested in most.

When asked if they would consider submitting an article to the magazine which might be of interest to other readers, the response seemed to be negative. However, those who replied favorably said they might submit an article "in the field which they are most knowledgeable."

The most important information about subject matter gained from both prior surveys was the reader preference for the regular features of The Oklahoma Banker. When the responses were accumulated, the editor was able to make a rank-ordering of those preferences. The overwhelming first choice was "People and Places." This has been an important part of each issue to which considerable space has been allocated. It has consisted of a listing, in short sentence form, of promotions, new titles, new employees, retirements, births, deaths, and other personal information concerning the entire banking family in Oklahoma. Pictures of individuals and groups have been used when available. Each bank has had someone designated to collect this information about employees and to send it to the magazine for publication. Thus, this feature has served to provide the most information about the people involved in the banking industry in Oklahoma, which has constituted one of the functions of the magazine.

Second on this priority list was "Articles on Oklahoma Banking." This category correlated with responses to the question of what subject matter the readers would like to add to the magazine. Since these articles would seemingly be classified as the technical information about the industry itself so often found in internal magazines, it did seem logical that readers would prefer to see more of this information. Because this category was rated second to "People and Places," much emphasis in the present study was placed upon attempting to identify

those subject areas and specific article subject matters which should be added to the content of the magazine.

Other features which were listed with much smaller percentages of preference were, in order of ranking: "Charters and Changes," status of new bank charters and changes in names of banks; "OBA Meeting Highlights and Announcements," information on upcoming meetings and brief summaries of past meetings and other OBA official announcements; "President's Message," a letter from the OBA President discussing work of the OBA as well as other matters; "Banking--National and International," discussions of changes in banking outside Oklahoma; and "Dates to Remember," a simple calendar listing of statewide banking activities for the coming months.

Upon examination of these studies on a broad basis, the conclusions seemed obvious. The readers preferred to read about other people in banking, that is, who was being promoted to what position. While an average of 30 minutes was spent reading each issue, the reader apparently has spent much of that time looking through the listings of "People and Places" for names of friends and associates in banking. Most of the remainder of the 30 minutes was spent reading the technical information presented in several of the in-depth articles about banking. What little time remained was devoted to glancing at calendar events and activities of the OBA, the changes in bank status and the President's message.

The purpose of the current study, then, was to determine what changes, if any, have occurred among reader preferences since the two prior studies were conducted, and to identify subject areas and specific subject materials which could be added to the magazine.

CHAPTER II

SURVEY DESIGN AND ANALYSIS

With the two objectives of determining what, if any, changes have occurred among reader preferences since the two prior studies and of identifying subject areas and special subject materials which could be added to the magazine in mind, the author proceeded to determine the proper methodology for obtaining the most productive results from the study. Since the study sought to determine what the readers of the magazine liked to read most, it seemed appropriate to use a mail questionnaire.

The personal interview method was rejected because of the great difficulty in obtaining a possible 1,400 interviews with readers scattered throughout the state.

The mailing list of The Oklahoma Banker basically has been a composite of upper echelon bankers, a relatively homogeneous group. For this reason, any in-depth demographics would have been repetitious and unnecessary. By not including such a section in the questionnaire, more space could be devoted to reader preferences of the various features, subject areas, and specific subject ideas.

However, the editor of the magazine wanted to make comparisons of preferences based on geographical location of the readers. Accordingly, it was decided that the mailing list of The Oklahoma Banker be segregated into three groups for the purpose of comparisons.

One of the groups consisted of those readers located in the western half of Oklahoma. The Oklahoma Banker's Association identification of this group has been Group I and Group II. For the purpose of this study, the group was identified as Groups I and II. A second group was comprised of those readers in the eastern half of the state, or the OBA's Group III and Group IV. This group was identified in this study as Groups III and IV. The third group was the city bankers located in Oklahoma City and Tulsa. They were identified in this study as the OBA's Oklahoma City and Tulsa Group.

As a point of clarification, the OBA's Groups I, II, III, and IV function as subgroups of the Association. Each has elected officers and committee personnel, and have had meetings and seminars on various phases of banking. These four groups have divided the state into quarters, with Group I being located in the southwest, Group II located in the northwest, Group III located in the northeast, and Group IV located in the southeast.

The editor was seeking to ascertain what differences, if any, these various groups would express about subject matter in The Oklahoma Banker and how this information would compare on a geographical basis.

Although readers in the Oklahoma City and Tulsa areas have been included in the OBA groups, for the purpose of this study the city bankers were segregated to form a separate group. This enabled the author to make comparisons of the groups according to rural and urban orientation. On the basis of geographical location alone, certain differences in the groups exist. Groups I and II would be classified as largely rural and agriculturally oriented. Groups III and IV would be classified as rural but more commercially oriented and less

agriculturally oriented than Groups I and II. The Oklahoma City and Tulsa Group would be classified as urban and the least agriculturally oriented group and more industrially oriented and commercially oriented than the other two groups.

In this study, then, these three groups served as comparison groups, so that preferences of readers could be discussed in terms of geographical location.

It was decided that color codes should be used to identify the groups. Questionnaires for Groups I and II were printed on blue paper, Groups III and IV on yellow paper, and the Oklahoma City and Tulsa Group on red paper.

A random sample of readers was considered but discarded because it was believed the most significant results would be obtained from the highest amount of returns. Thus, the questionnaires were mailed to the entire mailing list of approximately 1,400 bankers during the first week of June, 1974. Follow-up techniques were planned to insure the greatest amount of returns.

Selection of Subject Areas

A thorough examination of the contents of the past 12 issues of The Oklahoma Banker published prior to this study was made to gain insight to the type of questions to be included in the questionnaire. The subject matter of those issues covered a wide range of topics.

The 12 issues studied contained an average of 38 pages per issue. Because the magazine has been supported mainly from advertising revenues, a great many advertisements appeared in each issue. The remainder of available space was filled by the following categories of subject matter.

The percentages given represent the approximate space the category occupied in each issue:

OBA-related activities	23 %
People and Places	20 %
In-depth factual or opinionated articles	11 %
President's Message	2.5%
Editor's Notes from the Nation	2.5%
Dates to Remember	2 %
Charters and Changes	.5%

Even though the OBA activity reports appeared to be the largest category of material, "People and Places" was the largest single feature in each issue. The OBA-related activity reports were scattered throughout the magazine and included a wide variety of topics, such as coverage of meetings and seminars, reports on OBA services, text of speeches, Hall of Fame honorees, memorials to deceased bankers, listings of OBA officials, listings of Group officials, and financial reports of the condition of the OBA. It was noted that although "People and Places" was the most preferred regular feature according to the prior studies, it was allocated the second highest amount of space. The OBA-related material was allocated the most space but was rated fourth among other feature material in the prior studies.

A thorough review of the two previous studies by the OBA was conducted to determine which subject areas were to be included in the present study. Responses to one particular open-ended question provided much valuable information in determining subject areas. The question asked what type of subjects the readers would like to add to The Oklahoma Banker. (See Appendix A.) These varied responses were listed and examined.

Because these subject matter preferences were expressed by readers at least one year prior to this study, this investigator believed other possible topics concerned with the most current problems in the banking industry should be considered.

The editor of the magazine then conducted several brainstorming sessions with other members of the OBA executive staff to propose more current subject areas. In addition, the author investigated various internal publications dealing with the thrift industry to find additional subject areas. The magazines were national publications such as The State Advisor, Credit Union Magazine, The Magazine of Bank Administration, The Independent Banker, and The Oklahoma Independent Banker.

As a final preparation, the editor and the author discussed and assessed each of the specific subject ideas. Each one was worded as specifically as possible to eliminate misunderstanding as to meaning on the part of the readers. This often inherent problem was considered minimal in view of the composition of the readers. It would be logical to assume that the readers would be the most knowledgeable individuals in the banking industry.

With the topics worded as specifically and clearly as possible, readers seemingly would have less difficulty understanding them. This not only would help insure greater returns, because it would take less time to complete, but also seemingly would aid in receiving more accurate responses.

After the list of 58 specific article topics was completed, it was divided into nine subject areas to which each of the article topics applied. This, in effect, represented nine areas of possible interest to readers with a total of 58 subtopics or specific article titles under

those nine areas. This was done so that reader preferences for the subject areas could be measured. The readers would be asked first to rate the nine areas of interest and then to rate the specific subject ideas under each of those nine areas. Eventually, a rank-ordering of reader preferences could be made. This information would indicate what subjects readers wanted to read about, and what specific topics under those subjects interested them.

For the regular feature material, those appearing in current issues were listed, as well as several others which the editor was considering including. Reader preferences for the features would be evidence as to which ones should be continued, deleted, or added.

A complete listing of the 58 subject ideas and the nine broad subject areas as well as the regular features have been placed in Appendix C.

Preparing the Questionnaire

Much thought and study were given the actual wording and construction of the questionnaire. Serious consideration was given the problem of reader bias. Kerlinger [1, p. 493] notes that an individual can give the same response to every item: "... he can endorse them all enthusiastically or all indifferently depending on his particular response bias."

This problem was especially acute in this study with such a homogeneous group as bankers. Their high degree of loyalty toward their own association could have biased their responses and limited criticism. An indication of this apparent bias was detected in the prior studies where 66 percent said the magazine content was "good" and

34 percent said it was "excellent." In appearance, 56 percent rated it "excellent" and 42 percent "good." Less than 1 percent expressed negative criticism about either the content or appearance of the magazine.

The problem of reader bias may have been diminished considering the large number of subject topics and the wide range of information the questionnaire sought. Readers should have found some topics much more valuable than others and thus should have rated some higher than others.

Rating Techniques

Originally, rank order and the standard Likert-type scales were considered as scaling techniques. The rank-order method was discarded because of the lack of independence involved. According to Kerlinger [1, p. 496]:

...After choosing the first item of four, only three are left. After three have been chosen and ranked, only one item and one rank remain. This introduces spurious negative correlation between items, correlation that is a result of the measurement procedure.

Because of a desire for a relatively short questionnaire, the Likert-type scale was chosen. It should have enabled the reader to respond to the items quickly. According to Kerlinger [1, p. 515]:

...numerical rating scales are perhaps the easiest to construct and use. They also yield numbers that can be directly used in statistical analysis. In addition, because the numbers represent equal intervals in the mind of the observer, they may approach interval measurement.

The seven-point scale was selected as it appeared to be relatively standard and should have allowed a fairly wide range of response.

Kerlinger [1, p. 517] cited one of the dangers of using this type of scale:

...An exasperating source of invalidity in ratings is the error of central tendency, the general tendency to avoid the extreme judgments and rate right down the middle of a rating scale. It manifests itself particularly when raters are unfamiliar with the objects being rated.

Because this group of above-intelligence bankers should be well acquainted with each of the subject items, it was hoped that this defect would not occur in this study. Each reader should have had a definite opinion about each topic, thus minimizing the neutral responses.

At first the author considered a random arrangement of the specific subject topics rather than grouping together the topics of each subject area. This should have allowed for more independent responses by the readers. However, upon closer examination of the situation, the author concluded that if the specific topics were grouped together under their respective subject areas, the readers would have been able to make stronger preference expressions. By seeing several topics listed under one subject area, the readers should have been able to compare them and to note higher preferences for some and lower preferences for others. It was hoped that this would help minimize neutral responses, as well as clarify the final rank ordering of subject topics.

In summary, the questionnaire was composed of three parts. Readers were asked to rate the eight selected features of the magazine. Then they rated the nine special subject areas. Finally they were asked to compare and to rate the 58 specific subject topics listed under their respective subject areas. These areas are shown in Appendix C.

Design Variables

It appeared that one dependent variable and two independent variables could be identified:

- 1) The dependent variable appeared to be the reader preference. The question of what subject ideas readers of the magazine most wanted to read about could be answered as a result of the identification of reader preference for the various subject ideas.
- 2) Subject ideas was the first independent variable. This was an assigned variable.
- 3) The second independent variable comprised the demographic characteristics of the respondents. This variable was identifiable because of the division of respondents into the various groups relating to location. These characteristics functioned as assigned independent variables.

Controlling Response

The main drawback in using the mail questionnaire was the possible lack of response. According to Kerlinger [1, p. 397], returns of less than 40 to 50 percent have been common:

...If mail questionnaires are used, every effort should be made to obtain returns of at least 80 to 90 percent or more, and lacking such returns to learn something of the characteristics of the nonrespondents.

It was hoped in this study that a high return would result from the high degree of responsibility exercised by the group of Oklahoma bank presidents, chairmen, and vice presidents. The instructions were

printed on the questionnaire itself and were stated as concisely as possible. (See Appendix B.)

Because the questionnaire was sent by the OBA, the final returns indicated that perhaps the readers sensed an obligation to their own association to respond in order to have their opinions of the magazine known.

A follow-up letter was planned if response was weak, but within two months from the date of mailing, the returns indicated that such a letter was unnecessary.

Questionnaire Returns

The questionnaire was mailed to the subscriber mailing list of The Oklahoma Banker. This comprised approximately 1,400 bankers in Oklahoma. Within a month, the majority of the questionnaires had been received by the OBA. After another month a total of 1,246 or 89 percent had been returned.

Tabulation

A special form was devised so that all questionnaires in each of the different groups could be tabulated on one page. The data resulted in a rating score for each item. Thus, each group was tabulated separately and compared. Also, it was possible to rank order the subject areas and the subject items within those areas, according to the rating scores.

Because an 89 percent response was achieved, it was possible to view the tabulated results as highly representative of the universe

thus eliminating many of the statistical tests for validity which would normally have been used had lower returns been received.

Each of the individual groups, as well as the Total Group, were analyzed separately by means of a rank-ordering in regard to preferences for the nine subject areas. Within those nine subject areas the 58 specific article topics were rank-ordered for preferences.

CHAPTER III

FINDINGS

Responses were received from a total of 1,246 bankers or 89 percent of the total universe of 1,400. The response from Groups I and II was 439 or 35.25 percent of the total. Eighty-nine percent of Groups I and II responded. From Groups III and IV the response was 433 or 34.75 percent of the total. Eighty-eight percent of Groups III and IV responded. The Oklahoma City and Tulsa Group had a response of 374 or 30 percent of the total. Eighty-seven percent of this group responded.

Regular Features

An examination of the regular feature articles of the magazine indicated the most popular feature of each individual group.

TABLE I
GROUP PREFERENCES FOR REGULAR FEATURES

Rank	<u>Groups I and II</u>		Rank	<u>Groups III and IV</u>	
1	People and Places	7.0	1	People and Places	5.3
2	Dates to Remember	5.1	2	Dates to Remember	4.3
3	Charters and Changes	4.9	3	President's Message	4.3
4	Letters to the Editor	4.5	4	Letters to the Editor	4.1
5	President's Message	4.4	5	Editor's Notes from Nation	3.6
6	Editor's Notes from Nation	3.7	6	Charters and Changes	3.3
7	OBA Leadership Listing	2.6	7	OBA Leadership List	2.3
8	Jokes	1.6	8	Jokes	1.1

Rank	<u>Oklahoma City and Tulsa Group</u>		Rank	<u>Total All Groups</u>	
1	People and Places	4.7	1	People and Places	6.1
2	Charters and Changes	4.3	2	Dates to Remember	4.5
3	Letters to the Editor	4.3	3	President's Message	4.3
4	President's Message	4.0	4	Letters to the Editor	4.3
5	Dates to Remember	3.7	5	Charters and Changes	4.2
6	Editor's Notes from Nation	3.5	6	Editor's Notes from Nation	3.6
7	OBA Leadership List	2.2	7	OBA Leadership List	2.4
8	Jokes	1.2	8	Jokes	1.3

The feature which was rated highest by each individual group and the Total Group was "People and Places." Groups I and II chose "Dates to Remember," "Charters and Changes," and "Letters to the Editor" as other important or popular features. Groups III and IV rated "Dates to Remember," "President's Message," and "Letters to the Editor" as important features. The Oklahoma City and Tulsa Group made the same as Groups III and IV. The Total Group favored "Dates to Remember," "President's Message," and "Letters to the Editor" as the most important features.

The least important features listed by Groups I and II were "Jokes," "OBA Leadership Listing," and "Editor's Notes from the Nation." Groups III and IV rated "Jokes," "OBA Leadership Listing," and "Charters and Changes" as the least popular features. The Oklahoma City and Tulsa Group made the same selections for the least important features as did Groups I and II. The Total Group rated "Jokes" as the least important feature and rated "OBA Leadership Listing" seventh and "Editor's Notes from the Nation" sixth.

Responses From Groups I and II

TABLE II

GROUPS I AND II PREFERENCES FOR SUBJECT AREAS

Legislation and regulatory changes	5.3
Topics peculiar to Oklahoma	4.7
Lending	4.2
Managerial innovations	3.5
Marketing research and trends	2.8
OBA meetings and reports on services	2.6
Routine bank operations	2.5
History and growth of financial competition	2.2
Less check society	1.2

Groups I and II readers rated the subject area "Legislation and regulatory changes" as the most important. Other subjects rated high were "Topics peculiar to Oklahoma," and "Lending." The three lowest

rated subjects were "Less check society," "History and growth of financial competition," and "Routine bank operations."

TABLE III

GROUPS I AND II PREFERENCES FOR "LEGISLATION AND REGULATION CHANGES" SUBJECT IDEAS

Court decisions with impact on banking	6.2
Effects of proposed or actual regulatory changes	4.8
Pending issues which will determine bank's ability to compete	4.8
Ramifications of pending legislation	4.6
Conflicts of interest	2.3
Minority lending and hiring rulings	1.5

The specific subject ideas relating to legislation and regulation changes which were rated highest by Groups I and II were those which pertained to current happenings in the legislature, courts, Congress, and other banking regulatory agencies. "Conflicts of interest" and "Minority lending and hiring rulings" scored low in comparison to other topics in the category.

TABLE IV

GROUPS I AND II PREFERENCES FOR "TOPICS PECULIAR TO
OKLAHOMA" SUBJECT IDEAS

Agricultural financing	7.0
Salary survey	5.3
Bank structure	4.6
Changing correspondent services and relationships	4.0
Deposit growth of banks, credit unions, savings and loan associations, etc.	3.5
Deposit of public funds	2.4
Commodities hedging	2.4
Effect of 100% insurance of public funds	2.2
New bank openings	1.5
Personality profiles of Oklahoma bankers	1.4

"Topics peculiar to Oklahoma" subject ideas was the second choice of Groups I and II. This group of western Oklahoma bankers unanimously rated "Agricultural financing" as the most important issue in this category. This group also rated "Salary survey," "Bank structure," and "Changing correspondent services and relationships" as popular article ideas.

Least important to this group were "Personality profiles of Oklahoma bankers," "New bank openings," "Effect of 100% insurance of public funds," "Commodities hedging," and "Deposit of public funds."

TABLE V
GROUPS I AND II PREFERENCES FOR "LENDING" SUBJECT IDEAS

Agricultural lending	6.4
Installment lending	5.1
Commercial lending	4.4
Signature lending	3.0
Residential lending	2.8
Industrial lending	2.4

The third choice of the subject ideas of Groups I and II was "Lending." This agriculturally-oriented group rated "Agricultural lending" as the most important idea. They also chose "Installment lending" and "Commercial lending" as important topics. The least popular idea was "Industrial lending."

TABLE VI
GROUPS I AND II PREFERENCES FOR "MANAGERIAL INNOVATIONS" SUBJECT IDEAS

Asset allocation	6.3
Bank purchasing (determination of value)	6.2
Employee benefits	5.9
Industrial and/or business development	5.9
Mortgage and municipal bond insurance	3.6
Spread management	3.3
Leveraged leasing	1.5

The importance of how a bank spends its money was the primary interest to Groups I and II in "Managerial innovations." The most popular subject ideas were "Asset allocation" and "Bank purchasing." Those were followed closely by "Employee benefits" and "Industrial and/or business development." The least popular idea was "Leveraged leasing."

TABLE VII
GROUPS I AND II PREFERENCES FOR "MARKETING RESEARCH
AND TRENDS" SUBJECT IDEAS

Community service	6.2
Determination of bank's image in the community	5.5
Advertising effectiveness measurement	4.1
The marketing mix and bank profitability	3.4
Cross-selling, employee training	2.6
In-bank communications	2.3
Market differentiation	1.4

Groups I and II rated "Marketing research and trends" fifth. "Community service" was the most important topic listed in this category. An important aspect of community service, that of "Determination of bank's image in the community" placed second. Third was another aspect of community service, "Advertising effectiveness measurement."

Of least importance to this group of small town bankers were "Market differentiation," "In-bank communications," and "Cross-selling, employee training."

TABLE VIII

GROUPS I AND II PREFERENCES FOR "OBA MEETINGS, AND REPORTS
ON SERVICES" SUBJECT IDEAS

Review of topics discussed at seminars	6.3
How can I make the OBA work for me?	6.2
Committee actions and activities other than meetings	4.3
Officer placement service	2.7
OBA group insurance program	2.7
OBA meeting announcements and reports	1.9
OBA advertising and economic education	1.9
Quarterly listing of OBA leaders	1.2
Quarterly OBA financial reports	1.1

The sixth subject area was "OBA meetings and reports on services." The topics ranked highest in importance to Groups I and II were "Review of topics discussed at seminars" and "How can I make the OBA work for me?" Readers expressed a strong desire to find out what they missed at important seminars and how they could become more effective members of their organization. The rating scores reflected a less than enthusiastic attitude about the services of the OBA and the listings of financial reports and officers.

TABLE IX
 GROUPS I AND II PREFERENCES FOR "ROUTINE BANK OPERATIONS"
 SUBJECT IDEAS

Electronic data processing in small to medium-sized banks	5.7
Records retention	5.6
Uniform Commercial Credit Code	5.4
Internal auditing vs outside auditing	5.2

"Routine bank operations" was rated as seventh among subject areas by Groups I and II. The rating scores in this category reflected a closeness of importance of each of the topics as the spread of the scores was from 5.2 to 5.7. The readers placed an almost similar priority on all four subject topics and indicated a positive desire to be informed about each of the topics.

TABLE X
 GROUPS I AND II PREFERENCES FOR "HISTORY AND GROWTH OF
 FINANCIAL COMPETITION" SUBJECT IDEAS

Unit banking's opportunities and challenges	6.6
Comparative tax status of financial institutions	5.7
Comparative status of non-banking vs banking institutions	5.1
Interstate banking through holding companies	4.9
Thrift industry's origin and progress	3.7

"History and growth of financial competition" was rated eighth by Groups I and II. Of prime importance was "Unit banking's opportunities and challenges." Readers also rated the "Comparative tax status of financial institutions," "Comparative status of non-banking versus banking institutions," and "Interstate banking through holding companies" as important topics. "Thrift industry's origin and progress" was rated last in this category.

TABLE XI

GROUPS I AND II PREFERENCES FOR "LESS CHECK SOCIETY"
SUBJECT IDEAS

Development of automated clearing house	6.3
Ownership of automated clearing house	5.4
Feasibility of cash dispensing machines	5.3
Thrift industry's use of Electronic Funds Transfer System	5.1

The subject area rated last by Groups I and II was "Less check society." Although the scores reflect a high interest in the topics, its ranking as the least preferred area indicated that the topics included were not as important to the readers as others listed in other categories. The most important topic was "Development of automated clearing house" and the least important topic was "Thrift industry's use of Electronic Funds Transfer System."

Responses From Groups III and IV

TABLE XII

GROUPS III AND IV PREFERENCES FOR SUBJECT AREAS

Topics peculiar to Oklahoma	4.6
Legislation and regulatory changes	3.9
Routine bank operations	3.8
Managerial innovations	3.4
Marketing research and trends	3.4
Lending	3.3
OBA meetings and reports on services	1.7
History and growth of financial institutions	1.6
Less check society	1.2

The category rated highest by Groups III and IV was "Topics peculiar to Oklahoma." Other important subject areas to this group were "Legislation and regulatory changes" and "Routine bank operations." Of least importance were the categories "Less check society," "History and growth of financial institutions," and "OBA meetings and reports on services."

TABLE XIII

GROUPS III AND IV PREFERENCES FOR "TOPICS PECULIAR TO
OKLAHOMA" SUBJECT IDEAS

Bank structure	6.9
Salary survey	6.4
Agricultural financing	5.9
Deposit growth of banks, credit unions, savings and loan associations, etc.	4.2
Deposit of public funds	4.2
Changing correspondent services and relationships	4.0
Effect of 100% insurance of public funds	3.2
Personality profiles of Oklahoma bankers	1.6
New bank openings	1.4
Commodities hedging	1.4

It appeared that respondents in this group were highly concerned with the topic of "Bank structure" in Oklahoma as indicated by the 6.9 rating score. Two other topics which scored high among preferences for subject ideas in this category were "Salary survey" and "Agricultural financing." The subject ideas rated as least important were "Commodities hedging," "New bank openings," and "Personality profiles of Oklahoma bankers."

TABLE XIV

GROUPS III AND IV PREFERENCES FOR "LEGISLATION AND
REGULATORY CHANGES" SUBJECT IDEAS

Court decision with impact on banking	6.7
Effects of proposed or actual regulatory changes	5.7
Pending issues which will determine bank's ability to compete	5.1
Ramifications of pending legislation	5.0
Conflicts of interest	2.8
Minority lending and hiring rulings	2.0

The subject area of "Legislation and regulatory changes" was rated second by Groups III and IV. Four of the topics received high ratings in comparison with two which did not. Readers in Groups III and IV seemed most interested in court decisions and pending legislation and its affect on the banking industry and least interested in "Minority lending and hiring rulings" and "Conflicts of interest."

TABLE XV

GROUPS III AND IV PREFERENCES FOR "ROUTINE BANK
OPERATIONS" SUBJECT IDEAS

Uniform Commercial Credit Code	5.8
Electronic data processing	5.7
Internal auditing vs outside auditing	5.6
Records retention	5.3

"Routine bank operations" was ranked third among the subject areas by Groups III and IV. The rating scores in this category reflected a closeness of importance of each of the topics as the range of scores varied from 5.3 to 5.8 and indicated a positive desire to be informed about each of the topics. Readers in Groups III and IV seemed more interested in "Uniform Commercial Credit Code," "Electronic data processing," and "Internal auditing versus outside auditing" than they did with "Records retention."

TABLE XVI

GROUPS III AND IV PREFERENCES FOR "MANAGERIAL
INNOVATIONS" SUBJECT IDEAS

Industrial and/or business development	6.9
Asset allocation	6.2
Bank purchasing	5.6
Employee benefits	5.5
Spread management	3.7
Mortgage and municipal bond management	3.0
Leveraged leasing	2.5

"Managerial innovations" was ranked fourth by Groups III and IV. Rated most popular of the topics in this category were "Industrial and/or business development" and "Asset allocation." The least popular topics were "Leveraged leasing," "Mortgage and municipal bond management," and "Spread management."

TABLE XVII

GROUPS III AND IV PREFERENCES FOR "MARKETING RESEARCH
AND TRENDS" SUBJECT IDEAS

Community service	6.1
Determination of bank's image in the community	5.8
Cross-selling, employee training	5.1
Advertising effectiveness measurement	4.9
The marketing mix and bank profitability	4.9
In-bank communications	4.5
Market differentiation	2.2

"Marketing research and trends" was rated fifth by Groups III and IV. The most important topics rated by the readers in this category were "Community service" and "Determination of bank's image in the community." The least important topic was "Market differentiation." The other four topics in the category were ranked in the middle range of preferences with scores that were closer to the top preference than to the bottom preference.

TABLE XVIII

GROUPS III AND IV PREFERENCES FOR "LENDING" SUBJECT IDEAS

Installment lending	5.6
Commercial lending	5.5
Agricultural lending	5.2
Residential lending	3.3
Signature lending	2.5
Industrial lending	2.4

"Lending" subjects were rated sixth by Groups III and IV. "Installment lending" and "Commercial lending" were rated highest by this group and slightly ahead of "Agricultural lending." The other three topics were rated significantly lower than the top three preferences. "Industrial lending" was the least popular of the topics in this category.

TABLE XIX

GROUPS III AND IV PREFERENCES FOR "OBA MEETINGS AND REPORTS ON SERVICES" SUBJECT IDEAS

Review of topics discussed at seminars	6.6
How can I make the OBA work for me?	6.2
OBA meeting announcements and reports on services	6.2
Committee actions and activities other than meetings	5.7
Officer placement service	3.1
OBA group insurance program	2.9
OBA advertising and economic education	2.4
Quarterly listing of OBA leaders	1.7
Quarterly OBA financial listing	1.4

"OBA meetings and reports on services" was rated seventh by Groups III and IV. The most important topic rated by this group was "Review of topics discussed at seminars." "How can I make the OBA work for me?" and "OBA meeting announcements and reports on services" tied for the second and third most important topics. "Committee actions and activities other than meetings" was fourth. Of least importance were those topics pertaining to the listings of financial reports and

listings of OBA leaders. This group also expressed little interest in the programs of the OBA executive staff such as officer placement service, group insurance program, and advertising and economic education.

TABLE XX

GROUPS III AND IV PREFERENCES FOR "HISTORY AND GROWTH OF FINANCIAL COMPETITION" SUBJECT IDEAS

Unit banking's opportunities and challenges	6.7
Comparative status of non-banking vs banking	5.5
Comparative tax status of financial institutions	5.4
Interstate banking through holding companies	5.0
Thrift industry's origin and progress	4.0

Groups III and IV ranked "History and growth of financial competition" as eighth among the subject areas. The most important topic was "Unit banking's opportunities and challenges." The least important topic was "Thrift industry's origin and progress." The three remaining topics were rated high and the scores indicated a closeness as to their popularity.

TABLE XXI

GROUPS III AND IV PREFERENCES FOR "LESS CHECK SOCIETY"
SUBJECT IDEAS

Development of automated clearing house	6.5
Feasibility of cash dispensing machines	5.9
Thrift industry's use of Electronic Funds Transfer System	5.2
Ownership of automated clearing house	4.6

"Less check society" was the lowest rated category by Groups III and IV. The most popular topic was "Development of automated clearing house," followed by "Feasibility of cash dispensing machines." Of least importance was "Ownership of automated clearing house."

Responses From the Oklahoma City and Tulsa Group

TABLE XXII

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR SUBJECT AREAS

Topics peculiar to Oklahoma	6.0
Legislation and regulatory changes	5.8
Managerial innovations	4.5
Marketing research and trends	4.4
Lending	3.0
OBA meetings and reports on services	2.8
History and growth of financial competition	2.1
Routine bank operations	1.2
Less check society	1.1

The subject area rated highest by the Oklahoma City and Tulsa Group was "Topics peculiar to Oklahoma" followed closely by "Legislation and regulatory changes." Of least importance to this group were "Less check society," and "Routine bank operations."

TABLE XXIII

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "TOPICS
PECULIAR TO OKLAHOMA" SUBJECT IDEAS

Bank structure	7.0
Salary survey	5.9
Changing correspondent services and relationships	4.9
Deposit of public funds management	4.8
Deposit of growth of banks, credit unions, savings and loan associations	4.4
Personality profiles	2.9
New bank openings	2.5
Effect of 100% insurance of public funds	2.5
Agricultural financing	1.8
Commodities hedging	1.8

"Bank structure" was the unanimous preference for the most important topic in this category as rated by the Oklahoma City and Tulsa Group. The second most important topic was "Salary survey." The lowest scoring topics were "Commodities hedging" and "Agricultural financing" which both rated 1.8.

TABLE XXIV

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "LEGISLATION
AND REGULATORY CHANGES" SUBJECT IDEAS

Court decisions with impact on banking	6.9
Effects of proposed or actual regulatory changes	5.9
Pending issues which will determine bank's ability to compete	5.8
Ramifications of pending legislation	5.3
Conflicts of interest	3.8
Minority lending	2.2

"Legislation and regulatory changes" was selected as the second most important area by the Oklahoma City and Tulsa Group. Almost unanimously this group rated "Court decisions with impact on banking" as the most important topic in the category. The second highest rated topic was "Effects of proposed or actual regulatory changes" followed closely by "Pending issues which will determine bank's ability to compete." The least important issues were "Minority lending" and "Conflicts of interest."

TABLE XXV

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "MANAGERIAL
INNOVATIONS" SUBJECT IDEAS

Bank purchasing or determination of value	6.8
Asset allocation	6.7
Employee benefits	5.7
Industrial development	5.3
Spread management	5.2
Leveraged leasing	2.9
Mortgage and municipal bond insurance	2.7

The third highest rated subject area was "Managerial innovations." "Bank purchasing or determination of value" was rated the most important topic in this category with a score of 6.8, and "Asset allocation" was second with a score of 6.7. The next three topics received rating scores that were relatively close to each other. The least important topics were "Mortgage and municipal bond insurance" and "Leveraged leasing."

TABLE XXVI

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "MARKETING
RESEARCH AND TRENDS" SUBJECT IDEAS

Cross-selling, employee training	6.5
Advertising effectiveness measurement	5.6
Determination of bank's image in the community	5.5
Marketing mix and bank profitability	5.4
In-bank communication	4.4
Community service	3.8
Market differentiation	2.5

"Marketing research and trends" was rated fourth by the Oklahoma City and Tulsa Group. The most important topic in the category was "Cross-selling, employee training." "Advertising effectiveness measurement," "Determination of bank's image in the community," and "Marketing mix and bank profitability" scored second, third, and fourth, respectively, and were separated by a difference of .2. The least important topic rated by the Oklahoma City and Tulsa Group was "Market differentiation."

TABLE XXVII

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "LENDING OPERATIONS" SUBJECT IDEAS

Commercial and real estate lending	6.9
Installment lending	6.1
Industrial lending	5.9
Residential lending	4.6
Agricultural lending	4.6
Signature lending	2.4

"Lending operations" was the fifth rated subject area of the Oklahoma City and Tulsa Group. "Commercial and real estate lending" had an almost unanimous rating of 6.9 followed by "Installment lending" and "Industrial lending." "Residential lending" and "Agricultural lending" were tied for fourth. The least important topic in this category was "Signature lending."

TABLE XXVIII

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "OBA MEETINGS
AND REPORTS ON SERVICES" SUBJECT IDEAS

Review of topics discussed at seminars	6.9
How can I make the OBA work for me?	5.9
Committee actions and activities other than meetings	5.5
OBA meetings announcements and reports on services	4.2
Officer placement service	4.1
OBA advertising and economic education	2.9
Quarterly listing of OBA leaders	1.8
Quarterly OBA financial reports	1.8
OBA group insurance program	1.8

"OBA meetings and reports on services was rated sixth by the Oklahoma City and Tulsa Group. The most important topic in this category was "Review of topics discussed at seminars," with a high rating of 6.9. Second most important topic was "How can I make the OBA work for me?" followed by "Committee actions and activities other than meetings." The lowest rated topics were "OBA group insurance program," "Quarterly OBA financial reports," and "Quarterly listing of OBA leaders," all with a 1.8 score.

TABLE XIX

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "HISTORY AND
GROWTH OF FINANCIAL COMPETITION" SUBJECT IDEAS

Unit banking opportunities and challenges	5.9
Interstate banking through holding companies	5.9
Comparative status of non-banking vs banking	5.7
Comparative tax status of financial institutions	4.8
Thrift industry's origin and progress	4.2

"History and growth of financial competition" was rated seventh by the Oklahoma City and Tulsa Group. Two topics in this category, "Unit banking's opportunities and challenges" and "Interstate banking through holding companies," were rated highest. "Comparative status of non-banking versus banking" followed closely. Of least importance were "Thrift industry's origin and progress" and "Comparative tax status of financial institutions."

TABLE XXX

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "ROUTINE BANK
OPERATIONS" SUBJECT IDEAS

Internal auditing versus outside auditing	5.9
Uniform Commercial Credit Code	5.8
Electronic Data Processing	5.3
Record retention	5.2

The eighth rated preference of the Oklahoma City and Tulsa Group was "Routine bank operations." All four of the topics received high scores varying in range from 5.2 to 5.9. This reflected the positive desire to be informed on all of the topics. The highest rated topic was "Internal auditing versus outside auditing" and the lowest rated topic was "Record retention."

TABLE XXXI

OKLAHOMA CITY AND TULSA GROUP PREFERENCES FOR "LESS
CHECK SOCIETY" SUBJECT IDEAS

Development of automated clearing house	6.1
Ownership of automated clearing house	5.7
Feasibility of cash dispensing machines	5.5
Thrift industry's use of Electronic Funds Transfer System	5.2

The least preferred category by the Oklahoma City and Tulsa Group was "Less check society." All of the topics in this category were rated high by the readers with "Development of automated clearing house" as the highest and "Thrift industry's use of Electronic Funds Transfer System" as lowest.

Responses From the Total Group

TABLE XXXII

TOTAL GROUP PREFERENCES FOR SUBJECT AREAS

Topics peculiar to Oklahoma	5.0
Legislation and regulatory changes	4.9
Managerial innovations	3.7
Lending	3.6
Market research and trends	3.4
Routine bank operation	2.7
OBA meetings and reports on services	2.3
History and growth of financial competition	2.0
Less check society	1.2

The highest rated category by the Total Group was "Topics peculiar to Oklahoma" followed closely by "Legislation and regulatory changes." The least important category was "Less check society." Other low rated categories were "History and growth of financial competition," "OBA meetings and reports on services," and "Routine bank operations."

TABLE XXXIII

TOTAL GROUP PREFERENCES FOR "TOPICS PECULIAR TO OKLAHOMA"
SUBJECT IDEAS

Bank structure	6.1
Salary survey	5.9
Agricultural financing	5.3
Changing correspondent services and relationships	4.2
Deposit growth of banks, credit unions, savings and loan associations	4.0
Deposit of public funds management	3.6
Effect of 100% insurance of public funds	2.7
Personality profiles of Oklahoma bankers	1.9
Commodities hedging	1.9
New bank openings	1.7

The Total Group rated "Topics peculiar to Oklahoma" as the most important subject area. "Bank structure" was the most important topic in this category and "Salary survey" was a close second. "Agricultural financing" was rated third. The least important subject ideas were "New bank openings," "Commodities hedging," and "Personality profiles of Oklahoma bankers," the latter two received the same score.

TABLE XXXIV

TOTAL GROUP PREFERENCES FOR "LEGISLATION AND
REGULATORY CHANGES" SUBJECT IDEAS

Court decisions with impact on banking	6.6
Effects of proposed or actual regulatory changes	5.4
Pending issues which will determine bank's ability to compete	5.2
Ramifications of pending legislation on operations	4.9
Conflicts of interest	2.9
Minority lending and hiring rulings	1.9

The second most important topic was "Legislation and regulatory changes." The Total Group rated "Court decisions with impact on banking" as the most important subject area in the category. "Effects of proposed or actual regulatory changes" and "Pending issues which will determine bank's ability to compete" were ranked second and third with a .2 difference separating them. The least important area was "Minority lending and hiring rulings."

TABLE XXXV

TOTAL GROUP PREFERENCES FOR "MANAGERIAL INNOVATIONS"
SUBJECT IDEAS

Asset allocation	6.4
Industrial and/or business development	6.3
Bank purchasing, determination of value	6.1
Employee benefits	5.7
Spread management	3.9
Mortgage and municipal bond insurance	3.2
Leveraged leasing	2.2

"Managerial innovations" was ranked third among topics by the Total Group. "Asset allocation" was the most important subject area followed closely by "Industrial and/or business development" and "Bank purchasing, determination of value." "Employee benefits" was ranked fourth. The least important topic area was "Leveraged leasing." Other low rated topics were "Mortgage and municipal bond insurance," and "Spread management."

TABLE XXXVI

TOTAL GROUP PREFERENCES FOR "LENDING" SUBJECT IDEAS

Installment lending	5.6
Commercial lending	5.5
Agricultural lending	5.5
Residential lending	3.5
Industrial lending	3.3
Signature lending	2.7

The fourth rated topic by the Total Group was "Lending." "Installment lending" was ranked highest with a 5.6 score, and was followed by "Commercial lending" and "Agricultural lending" with the identical score of 5.5. The lowest rated area was "Signature lending."

TABLE XXXVII

TOTAL GROUP PREFERENCES FOR "MARKETING RESEARCH AND
TRENDS" SUBJECT IDEAS

Community service	5.6
Determination of bank's image in community	5.6
Advertising effectiveness measurement	4.8
Cross-selling, employee training	4.5
Marketing mix and bank profitability	4.5
In-bank communications	3.7
Market differentiation	2.0

"Marketing research and trends" was rated fifth by the Total Group. "Community service" and "Determination of bank's image in community" tied for the most important subject area in this category. They were followed by "Advertising effectiveness measurement," "Cross-selling, employee training," and "Marketing mix and bank profitability." The latter two had identical scores. "Market differentiation was the lowest scoring topic.

TABLE XXXVIII

TOTAL GROUP PREFERENCES FOR "ROUTINE BANK OPERATIONS"
SUBJECT IDEAS

Uniform Commercial Credit Code	5.7
Electronic Data Processing in small banks	5.6
Internal auditing vs outside auditing	5.5
Records retention	5.4

"Routine bank operations" was rated sixth among the Total Group preferences. All four of the subject areas presented in this category received high scores and were separated from most preferred to least preferred by .3.

TABLE XXXIX

TOTAL GROUP PREFERENCES FOR "OBA MEETINGS AND REPORTS
ON SERVICES" SUBJECT IDEAS

Review of topics discussed at seminars and meetings	6.6
How can I make the OBA work for me?	6.1
Committee actions and activities other than meetings	5.1
OBA meeting announcements and reports	4.1
Officer placement service	3.2
OBA group insurance program	2.6
OBA advertising program	2.2
Quarterly listing of officers	1.6
Quarterly OBA financial reports	1.4

"OBA meetings and reports on services" was the topic rated seventh by the Total Group. The highest rated subject area was "Review of topics discussed at seminars and meetings" followed by "How can I make the OBA work for me?" The third highest topic area was "Committee actions and activities other than meetings." Least important among the subject ideas were "Quarterly OBA financial reports" and "Quarterly listing of officers."

TABLE XL

TOTAL GROUP PREFERENCES FOR "HISTORY AND GROWTH OF
FINANCIAL COMPETITION" SUBJECT IDEAS

Unit banking's opportunities and challenges	6.5
Comparative tax status of financial institutions	5.4
Comparative status of non-banking institutions vs banking	5.4
Interstate banking through holding companies	5.2
Thrift industry's origin and progress	4.0

The eighth ranked topic was "History and growth of financial competition." The most important subject idea was "Unit banking's opportunities and challenges." Two ideas, "Comparative tax status of financial institutions" and "Comparative status of non-banking institutions versus banking," tied for second. The least important subject area was "Thrift industry's origin and progress."

TABLE XLI

TOTAL GROUP PREFERENCES FOR "LESS CHECK
SOCIETY" SUBJECT IDEAS

Development of automated clearing house	6.3
Feasibility of cash dispensing machines	5.6
Thrift industry's use of Electronic Funds Transfer Systems	5.2
Ownership of automated clearing house	5.2

The least important subject area rated by the Total Group was "Less check society." All four ideas in this category received high scores. "Development of automated clearing house" was ranked first and "Feasibility of cash dispensing machines" second. "Thrift industry's use of Electronic Funds Transfer Systems" and "Ownership of automated clearing house" tied for third.

TABLE XLII

TOTAL GROUP RANKINGS OF SUBJECT IDEAS

Court decisions with impact on banking	6.6
Review of topics discussed at meetings and seminars (OBA)	6.6
Unit banking's opportunities	6.5
Asset allocation	6.4
Industrial and/or business development	6.3
Development of automated clearing house	6.3
Bank structure	6.1
Bank purchasing; determination of value	6.1
How can I make the OBA work for me?	6.1
Salary survey	5.9
Employee benefits	5.7
Uniform Commercial Credit Code	5.7
Installment lending	5.6
Community service	5.6
Determination of bank's image in the community	5.6
Electronic Data Processing	5.6
Feasibility of cash dispensing machines	5.6
Commercial lending	5.5
Agricultural lending	5.5
Internal auditing vs outside auditing	5.5
Effects of proposed or actual regulatory changes	5.4
Records retention	5.4
Comparative tax status of financial institutions	5.4
Comparative status of non-banking vs banking	5.4
Agricultural financing	5.3
Pending issues which will determine bank's ability to compete	5.2
Interstate banking through holding companies	5.2
Thrift industry's use of Electronic Funds Transfer Systems	5.2
Ownership of automated clearing house	5.2
Committee actions and activities other than at meetings	5.1
Ramifications of pending legislation	4.9
Advertising effectiveness measurement	4.8
Cross-selling, employee training	4.5
Marketing mix and bank profitability	4.5

TABLE XLIII

GROUPS I AND II RANKINGS OF SUBJECT IDEAS

Agricultural lending	7.0
Unit banking's opportunities	6.6
Agricultural financing	6.4
Review of topics discussed at seminars	6.3
Development of automated clearing house	6.3
Asset allocation	6.3
Court decisions with impact on banking	6.2
Bank purchasing; determination of value	6.2
Community service	6.2
How can I make the OBA work for me?	6.2
Employee benefits	5.9
Industrial and/or business development	5.9
Electronic data processing in medium-sized banks	5.7
Comparative tax status of financial institutions	5.7
Records retention	5.6
Determination of bank's image in community	5.5
Uniform Commercial Credit Code	5.4
Ownership of automated clearing house	5.4
Salary survey	5.3
Feasibility of cash dispensing machines	5.3
Internal auditing vs outside auditing	5.2
Installment lending	5.1
Comparative status non-banking vs banking	5.1
Thrift industry's use of Electronic Funds Transfer Systems	5.1
Interstate banking through holding companies	4.9
Effects of proposed or actual regulatory changes	4.8
Pending issues which will determine bank's ability to compete	4.8
Ramifications of pending legislation	4.6
Bank structure	4.6

TABLE XLIV

GROUPS III AND IV RANKINGS OF SUBJECT IDEAS

Bank structure	6.9
Industrial and/or business development	6.9
Court decisions with impact on banking	6.7
Unit banking's opportunities	6.7
Review of topics discussed at seminars	6.6
Development of automated clearing house	6.5
Salary survey	6.4
Asset allocation	6.2
How can I make the OBA work for me?	6.2
OBA meeting announcements and reports on services	6.2
Community service	6.1
Agricultural financing	5.9
Feasibility of cash dispensing machines	5.9
Uniform Commercial Credit Code	5.8
Determination of bank's image in community	5.8
Effects of proposed or actual regulatory changes	5.7
Electronic data processing in medium-sized banks	5.7
Committee actions and activities other than meetings	5.7
Internal auditing vs outside auditing	5.6
Bank purchasing; determination of value	5.6
Installment lending	5.6
Employee benefits	5.5
Commercial lending	5.5
Comparative status of financial institutions	5.5
Comparative tax status of non-banking vs banking	5.4
Records retention	5.3
Agricultural lending	5.2
Thrift industry's use of Electronic Funds Transfer Systems	5.2
Pending issues which will affect bank's ability to compete	5.1
Cross-selling, employee training	5.1
Ramifications of pending legislation	5.0
Interstate banking through holding companies	5.0
Advertising effectiveness measurement	4.9
Marketing mix and bank profitability	4.9

TABLE XLV

OKLAHOMA CITY AND TULSA GROUP RANKINGS OF SUBJECT IDEAS

Bank structure	7.0
Court decisions with impact on banking	6.9
Commercial lending	6.9
Review of topics discussed at seminars	6.9
Bank purchasing, determination of value	6.8
Asset allocation	6.7
Cross-selling, employee training	6.5
Installment lending	6.1
Development of automated clearing house	6.1
Salary survey	5.9
Effects of proposed or actual regulatory changes	5.9
Industrial lending	5.9
How can I make the OBA work for me?	5.9
Unit banking's opportunities	5.9
Interstate banking through holding companies	5.9
Internal auditing vs internal auditing	5.9
Pending issues which will determine bank's ability to compete	5.8
Uniform Commercial Credit Code	5.8
Employee benefits	5.7
Comparative status of financial institutions	5.7
Ownership of automated clearing house	5.7
Advertising effectiveness measurement	5.6
Determination of bank's image in community	5.5
Committee actions and activities other than meetings	5.5
Feasibility of cash dispensing machines	5.5
Marketing mix and bank profitability	5.4
Ramifications of pending legislation	5.3
Industrial and/or business development	5.3
Electronic data processing in medium-sized banks	5.3
Spread management	5.2
Records retention	5.2
Thrift industry's use of Electronic Funds Transfer Systems	5.2
Changing correspondent services and relationships	4.9
Deposit of public funds management	4.8
Comparative tax status of financial institutions	4.8

Table XLII reported the combined positive ratings of the various suggested article topics by all bankers in Oklahoma responding to the questionnaire. The two most important topics appeared to be "Court decisions with impact on banking" and "Review of topics discussed at meetings and seminars of the OBA." The readers seemed to place high emphasis, rating scores of above 6.0, on the topics of "Unit banking's opportunities," "Asset allocation," "Industrial and/or business development," "Development of automated clearing house," "Bank structure," "Bank purchasing, determination of value," and "How can I make the OBA work for me?"

Four topics which were rated just above the middle range of preferences, but which were the lowest rated preferences were "Ramifications of pending legislation," "Advertising effectiveness measurement," "Cross-selling, employee training," and "Marketing mix and bank profitability." These received scores between 4.5 and 4.9.

Groups I and II rated "Agricultural lending" as the most important topic by assigning it a score of 7.0. The second and third most important topics were "Unit banking's opportunities" and "Agricultural financing." The next three topics, which received the same rating score, 6.3, were "Review of topics discussed at seminars," "Development of automated clearing house," and "Asset allocation." The next four topics, "Court decisions with impact on banking," "Bank purchasing, determination of value," "Community service," and "How can I make the OBA work for me?," each were rated at 6.2.

Topics which were rated above the middle range of preferences, but were the lowest rated preferences, were "Interstate banking through holding companies," "Effects of proposed or actual regulatory changes,"

"Pending issues which will determine bank's ability to compete," "Ramifications of pending legislation," and "Bank structure." Their scores ranged from 4.6 to 4.9.

Groups III and IV rated two topics, "Bank structure" and "Industrial and/or business development," as highest preferences. The two topics rated second highest were "Court decisions with impact on banking" and "Unit banking's opportunities." Other topics which received ratings above 6.0 were "Review of topics discussed at seminars." "Development of automated clearing house," "Salary survey," "Asset allocation," "How can I make the OBA work for me?," "OBA meeting announcements and reports on services," and "Community service."

Two topics rated just above the middle range of preferences, but which were the lowest rated preferences, were "Advertising effectiveness measurement," and "Marketing mix and bank profitability." Each had a rating of 4.9.

The Oklahoma City and Tulsa Group rated "Bank structure" highest with a score of 7.0. Three topics tied for second with a score of 6.9. They were "Court decisions with impact on banking," "Commercial lending," and "Review of topics discussed at seminars." Other highly rated topics above 6.0 were "Bank purchasing, determination of value," "Asset allocation," "Cross-selling, employee training," "Installment lending," and "Development of automated clearing house."

Three topics which were rated above the middle range of preferences, but which were the lowest rated preferences, were "Changing correspondent services and relationships," "Deposit of public funds management," and "Comparative tax status of financial institutions." The ratings were from 4.8 to 4.9.

CHAPTER IV

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The major findings of this study were that the most popular regular feature of the magazine was "People and Places," that the most important subject areas were "Topics peculiar to Oklahoma" and "Legislation and regulatory changes," and that the differences in geographic location seemed to indicate differences in preferences for the subject ideas.

The most popular regular feature of The Oklahoma Banker was "People and Places" (Table I, page 19). This agreed with the findings of the two previous studies in which "People and Places" was the most popular and most well-read feature of the magazine. Other features which were rated high by the Total Group of respondents were "Dates to Remember," "Letters to the Editor," "President's Message," and "Charters and Changes" (Table I, page 19). "Editor's Notes from the Nation" received less than an enthusiastic rating from the readers. All groups rated it lower than 4.0 (Table I, page 19). The two least popular features were "Jokes" and "OBA Leadership Listing" (Table I, page 19). All of the individual groups listed "People and Places" as the most popular feature and "Jokes" and "OBA Leadership Listing" as the two least popular features (Table I, p. 19).

The most important subject area from which topics for articles for the magazine could be drawn, according to the Total Group, was "Topics

peculiar to Oklahoma" (Table XXXII, page 43). This subject area was rated highest by Groups III and IV (Table XII, page 28), the Oklahoma City and Tulsa Group (Table XXII, page 35), and the Total Group (Table XXXII, page 43). "Legislation and regulatory changes" was the subject area rated second highest by Groups III and IV (Table XII, page 28), the Oklahoma City and Tulsa Group (Table XXII, page 35), and the Total Group (Table XXXII, page 43). Groups I and II rated "Legislation and regulatory changes" as most important and "Topics peculiar to Oklahoma" as second most important (Table II, page 20). Other important subject areas reported by the Total Group were "Managerial innovations," "Lending," and "Marketing research and trends" (Table XXXII, page 43).

Least important among the subject areas was "Less check society," which was rated last by the Total Group (Table XXXII, page 43) and by all of the individual groups (Table II, page 20) (Table XII, page 28) (Table XXII, page 35). "History and growth of financial competition" was ranked next to least important by the Total Group (Table XXXII, page 43) and all the individual groups (Table II, page 20) (Table XII, page 28) except the Oklahoma City and Tulsa Group which rated it third least important (Table XXII, page 35). Information about the OBA activities contained in the subject area "OBA meetings and reports on services" was ranked third least important by the Total Group (Table XXXII, page 43). Groups I and II (Table II, page 20) and the Oklahoma City and Tulsa Group (Table XXII, page 35) rated the OBA reports as fourth least important. Groups III and IV (Table XII, page 28) rated it as third least important.

The geographic differences tended to introduce differences in preferences for certain subject matters. Groups I and II, bankers

from western Oklahoma, clearly indicated that this group was primarily interested in subject ideas which pertained to agricultural subjects and to the small town bank. In the subject area of "Topics peculiar to Oklahoma," Groups I and II (Table IV, page 22) rated "Agricultural financing" a unanimous choice as the most important subject idea. "Salary survey" and "Bank structure" were ranked second and third, respectfully. In comparison, Groups III and IV, bankers from eastern Oklahoma, rated "Agricultural financing" as third behind "Bank structure" and "Salary survey" (Table XIII, page 29). The Oklahoma City and Tulsa Group (Table XXIII, page 36) ranked "Agricultural financing" tied for least important with "Commodities hedging" among the ten topics in the subject area.

Groups I and II (Table VII, page 24) and Groups III and IV (Table XVII, page 32) rated "Community service" and "Determination of the bank's image in the community" as the two most desirable subject ideas in the subject area of "Marketing research and trends," as compared with the Oklahoma City and Tulsa Group (Table XXVI, page 38) which placed "Community service" as next to last and "Determination of the bank's image in the community" as third among the seven subject ideas.

Groups III and IV seemed less concerned with agricultural topics than Groups I and II and more concerned with commercial and business development. In the "Managerial innovations" subject area, Groups III and IV (Table XVI, page 31) rated "Industrial and/or business development" as the most important as compared with Groups I and II (Table VI, page 23) which rated that subject idea tied for third with "Employee benefits." Groups I and II rated "Asset allocation" as the most

important subject idea in that subject area. The Oklahoma City and Tulsa Group (Table XXV, page 38) ranked "Industrial and/or business development" as fourth with "Bank purchasing, determination of value" rated first.

Among "Lending" subject ideas, Groups III and IV (Table XVIII, page 32) rated "Installment lending" as most important with "Commercial lending" second, "Agricultural lending" third, and "Industrial lending" last. It should be noted that although Groups III and IV rated "Industrial lending" as last, the group rated "Commercial lending" as second. While the terms "industrial," "business," and "commercial" were all used to represent the business industry in general, this does not mean that responses from Groups III and IV were contradictory. The group placed a high importance on business and commercial development but not on "Industrial lending." Industrial lending may not be an important part of any small Oklahoma bank's loan portfolio, although "Commercial lending" and other small business lending probably is.

Groups I and II (Table V, page 23) rated "Agricultural lending" first, "Installment lending" second, "Commercial lending" third, and "Industrial lending" last. The Oklahoma City and Tulsa Group (Table XXVII, page 38) rated "Commercial lending" first, "Installment lending" second, "Industrial lending" third, and "Agricultural lending" fourth tied with "Residential lending." Both Groups I and II (Table V, page 23) and Groups III and IV (Table XVIII, page 32) rated "Industrial lending" as least important in this subject area.

The Oklahoma City and Tulsa Group was the group least concerned with the agricultural and small-town topics. This group placed more emphasis on the banking structure in Oklahoma and on bank purchasing.

In the subject area of "Marketing research and trends," "Community service" was ranked next to last place by the Oklahoma City and Tulsa Group (Table XXVI, page 38) with "Cross-selling, employee training" first, "Advertising effectiveness measurement" second, "Determination of the bank's image in the community" third. Groups I and II (Table VII, page 24) ranked "Community service" first, "Determination of the bank's image in the community" second, and "Advertising effectiveness measurement" third. Groups III and IV (Table XVII, page 32) rated "Community service" first, "Determination of bank's image in the community" second, "Cross-selling, employee training" third, and "Advertising effectiveness measurement" and "The marketing mix and bank profitability" tied for fourth. The Oklahoma City and Tulsa Group showed more interest in services to the customer than in community service, and more interest in the lending areas which effect the metropolitan areas than those which effect the small towns.

In the subject area of "OBA meetings and reports on services," all three groups seemed to place the same importance on two ideas in that area. "Review of topics discussed at seminars" was rated highest by all three, with "How can I make the OBA work for me?" as second (Table VIII, page 25) (Table XIX, page 33) (Table XXVIII, page 40). All three of the groups listed the subject ideas concerned with the work of the OBA executive staff as least important. The listings of financial reports and officers was rated lowest by all the groups.

Only in one subject did the individual groups agree completely on the ratings of the topics. The category was "Legislation and regulatory changes." The groups ranked "Court decisions with impact on banking" as most important. "Effects of proposed or actual regulatory

changes" was second, followed by "Pending issues which will determine bank's ability to compete." The least important subject ideas were "Minority lending and hiring rulings" and "Conflicts of interest" (Table III, page 21) (Table XIV, page 30) (Table XXIV, page 37).

In summary, the differences in preferences among the three groups seemed to lie in the geographical location of the groups. Groups I and II, composed of bankers on the western side of Oklahoma, expressed the strongest preferences about agricultural topics, the unit banking situation, and other topics which effect the small town banking philosophy. Groups III and IV, composed of bankers on the eastern side of the state, supported more business and commercial development topics. They were less agriculturally-oriented than Groups I and II, but more so than the Oklahoma City and Tulsa Group. Groups III and IV also expressed interest in the small town banking principles. Both Groups III and IV and Groups I and II were concerned about community service and the image of the bank in the community. The Oklahoma City and Tulsa Group, more oriented toward urban philosophies, placed more importance on topics which pertained to large-scale banking. It was the least interested in community service and topics which affected the small town banker. The Oklahoma City and Tulsa Group placed more emphasis on individual services to the banking customer than on community service or the bank's image in the community. It also was more interested in business and commercial development than in agricultural financing. All three of the groups placed high importance on legislative, judicial, and other regulatory decisions which might affect the banking industry in Oklahoma. All three wanted to know how to be more effective members of the Oklahoma Bankers Association and what was going

on at the OBA meetings and seminars. All seemed rather disinterested in the internal programs carried out by the OBA executive staff and the quarterly listings of financial reports and officers and committee personnel.

Recommendations

Based on the results of this study, it would be recommended to the editor of The Oklahoma Banker:

1. That the feature "People and Places" be continued as it appeared to be the most important and most well-read feature of the magazine. Serious consideration should be given to the amount of space allocated to this feature. More space could be devoted to "People and Places" if and when more material is available. It would be possible to increase the space for "People and Places" by decreasing the space given to some less popular features.
2. That the editor should devote more space to such reader-preferred topics as "Topics peculiar to Oklahoma," "Legislation and regulatory changes," and "Managerial innovations." The listings of the specific article ideas contained in Chapter III on pages 51 through 54 should be used as guidelines for selecting articles for the magazine. These listings represented the hierarchy of preferences of readers, and since these were selected by the various OBA groups, the articles would seem to appeal to the largest number of readers. Some attention should be paid to the articles of geographical importance to the readers. Discussions of agricultural

topics, for instance, should be printed in issues with articles about urban banking so that a particular issue would have the greatest possible universal appeal.

3. That listings of the various OBA officers, directors, and regional officers, as well as financial reports, would be used only in a certain designated issue during the year. Readers expressed extremely low interest in having these listings take valuable space in even as many as four publications a year. Perhaps the editor should consider publishing this listing in a specific issue each year, i.e., the issue following an election of officers.
4. That the editor would seriously consider the addition of a "Letters to the Editor" column. This feature received considerable support and its addition to the magazine, even on a limited basis such as quarterly or whenever a sufficient number of letters have been received, would provide a much-needed forum for exchange of information from the readers to the magazine.
5. That the main area for reporting on the OBA activities would be concentrated on "Review of topics discussed at seminars," "How can I make the OBA work for me?," and "Committee actions and activities other than meetings."
6. That the editor would discontinue any plans for the inclusion of "Jokes" in the magazine. The readers expressed strong disapproval of such material for addition to the magazine.
7. That the lists of individual group preferences for the subject ideas shown in Tables XLII (page 51), XLIII (page 52),

XLIV (page 53), and XLV (page 54) be used in organizing topics for group meetings and seminars. These lists also show the differences and similarities among the groups for various specific topics which would be helpful in preparing material for each individual group.

Suggested Research

After evaluating the present study and those previously conducted by the OBA, several areas would be recommended for further study:

1. As this study was totally concerned with content, consideration should be given the area of format of the magazine. Such a study would explore the use of pictures, headlines, type size, column width, color, and other journalistic techniques in The Oklahoma Banker.
2. More consideration should be given to the "People and Places" feature. This is overwhelmingly the most popular feature of the magazine. Studies should evaluate whether the amount of space should be increased. Location within the magazine of this feature should also be studied. The study should determine how the feature could be improved to make it more effective, considering content and format.
3. More study should be given to the content of the articles presented in the magazine. As this study was conducted approximately two years ago, the preferences of the readers of the magazine may have changed.
4. A follow-up of this study is recommended on a regular periodic basis.

SELECTED BIBLIOGRAPHY

- (1) Kerlinger, Fred N. Foundations of Behavioral Research. New York: Holt, Rinehart and Winston, Inc., 1964.

APPENDIX A

1971 AND 1972 READERSHIP SURVEY RESULTS

OKLAHOMA BANKER QUESTIONNAIRE

A survey among readers of The Oklahoma Banker was conducted in 1971 and 1972 to determine reader preferences for content of the magazine. A mail questionnaire was sent to all the members of the Oklahoma Bankers Association whose names appeared on the mailing list.

Responses received are shown on each of the questions.

1. Your reading habits in regard to the Oklahoma Banker are as follows:

18.5%	a. 10 minutes per month
55.2%	b. 30 minutes per month
19.3%	c. 60 minutes per month
4.7%	d. More than one hour
2.1%	e. Other

2. How do you rate the present appearance of the Oklahoma Banker?

57 %	a. Excellent
42.6%	b. Good
.4%	c. Poor

3. What is your opinion of the overall content of the Oklahoma Banker?

35 %	a. Excellent
64.2%	b. Good
.8%	c. Poor

4. What type of subject matter would you like to add to the Oklahoma Banker?

Responses are listed at end of questionnaire.

5. Would you consider contributing an article to the Oklahoma Banker?

71%	a. No
29%	b. Yes

6. Please indicate those features of the Oklahoma Banker which you enjoy reading most by marking your first, second and third choice of topics from the list below:

60.4%	a. People and Places
1.0%	b. On The Spot
11.0%	c. Charters and Changes
.9%	d. AIB News
19.1%	e. Articles on Banking
1.0%	f. The Chairman Speaks - Committee Reports
1.6%	g. President's Message
5.0%	h. Dates to Remember
.0%	i. Other

7. Do you feel that Oklahoma Banker should include more articles on controversial issues?

74%	a. Yes
25%	b. Should remain status quo
1%	c. No

Responses to Question 4. - What type of subject matter would you like to add to the Oklahoma Banker?

Coverage of two-sided issues.

Less information about our own meetings and more about things over the country concerning banking.

More publicity regarding the OBA's TV advertising effort.

More about latest services and innovations nation wide.

Additional articles as to "mechanics" or procedures on banking.

More on bank operations.

Operations.

More detailed information (Examples Case Studies)

What Examiners look for, three C's for credit, etc.

More articles by bankers about how they are handling current banking problems.

Like to see how the different banks advance in size (in Oklahoma) like in newspapers. Explain what prime rate means, etc. - only most bankers already know.

More retail oriented bank subject matter.

More on continuing education for bankers and an economic education development.

Consumer Education - Economic Education.

More expression toward unity of services to all customer/all communities - competition is fine to a degree but seemingly there is much confusion among customers what regulations governs some banks and why certain advertising leads them to believe one can do what another cannot do.

Current Legislative matters, State and National.

Employee Pension Plans.

Opinion Surveys and Banking matters.

New credit techniques.

Human interest stories about pioneer bankers, etc.

Tell us why MBHC's or Branching is going to be shoved down our throats.

Content is fine except for more controversial material.

A department confined to recent regulation changes.

Reports on other states rulings and changes.

Operations survey material - Oklahoma.

More subjects related to Oklahoma development.

Subjects of interest to banking in Oklahoma.

New innovations in banking.

More articles on security measures for securities.

Those dealing with current banking problems.

Articles on Marketing Research - how's and why's.

Information concerning "State" interpretations of state and FDIC Regulations and Rulings.

More frequent follow-ups on newly chartered banks with approximate opening dates if possible.

If possible "How we do it" articles on all phases of banking.

Marketing.

More articles regarding new banking changes.

Updating Banking Operations.

Would like to see articles on Pro Independent Banking.

History of Oklahoma Territory and Indian Territory banking.

Would like to see question and answers on legal problems confronting bankers.

More news on Legislation, considered pros and cons thereof.

Court decisions concerning banking.

More on Oklahoma Banking and ideas of all kinds from Oklahoma bankers.

National, State & FDIC comments.

Have less information from the large Tulsa and Oklahoma City banks, more information on the smaller banks.

Maybe a "Do You Know" type page, highlighting some person in Oklahoma banking circles, not necessarily a president of a bank, but just an interesting person in banking.

A legal column, discussing recent Oklahoma cases pertaining to banking.

Feature stories re individual banks - special accomplishments, projects.

Banking Community Service - All a bank has to sell is Service through people - who are a part of any community - bring it together. The industry has gone as far as it can - taking...now it may have to (Give) a little - and really serve the community where it is... Needs direction (OBA Magazine).

Legislation.

Pitfalls and problems involved in certain lending areas.

We need all the information we can get on the 4 items mentioned in question 6. (bank structure, taxation, legislation, new credit techniques).

Legal column on current legal questions every month.

Monthly up-to-date summary of important changes of regulation "Q"
and other important regs.

News on Independent Banking (Ass'n).

Legal opinions which affect banking and suggestive legal forms
for banks.

Feasibility of Computer use in 5 million banks.

APPENDIX B

SURVEY QUESTIONNAIRE

O K L A H O M A B A N K E R S A S S O C I A T I O N

643 N. E. 41st, Oklahoma City, Oklahoma 73105

SURVEY OF READERS OF THE OKLAHOMA BANKER

This questionnaire is to ascertain how The Oklahoma Banker can better respond to the needs of its readers. Your sincere response to these questions will help us judge the effectiveness of the magazine and make it more relevant to your needs. A prompt return of the questionnaire will be greatly appreciated.

* * * *

Please rate each of the regular features of the magazine by placing an (X) on the value scale from Most Important to Least Important.

MOST IMPORTANT

LEAST IMPORTANT

<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7	6	5	X 4	3	2	1

Regular Features:

President's Message

<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7	6	5	4	3	2	1

Dates to Remember

<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7	6	5	4	3	2	1

OBA Leadership Listing of OBA Board of Directors, committee leaders

<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>
7	6	5	4	3	2	1

MOST IMPORTANTLEAST IMPORTANT

People and Places

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Charters and Changes

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Jokes or humorous occurrences

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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"Letters to the Editor" opinion forum

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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"Editor's Notes" from the Nation

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Please rate each of the following subject areas on a scale from MOST IMPORTANT to LEAST IMPORTANT by placing an (X) in the appropriate space.

MOST IMPORTANTLEAST IMPORTANT

History and growth of financial competition

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
----------	----------	----------	----------	----------	----------	----------

Topics peculiar to Oklahoma

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
----------	----------	----------	----------	----------	----------	----------

Marketing research and trends

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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MOST IMPORTANTLEAST IMPORTANT

OBA meetings and reports on services

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Routine bank operations

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Less check society

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
----------	----------	----------	----------	----------	----------	----------

Managerial innovations

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Legislation and regulatory changes

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Lending operations

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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Please rate each of the specific article topics on a value scale from MOST IMPORTANT to LEAST IMPORTANT by placing an (X) in the appropriate space.

MOST IMPORTANTLEAST IMPORTANTI. History and growth of financial competition

Unit banking's opportunities and challenges

<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>
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MOST IMPORTANTLEAST IMPORTANT

Thrift industry's origin and progress

7	6	5	4	3	2	1
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Interstate banking through bank holding companies

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Comparative tax status of financial institutions

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Comparative status of non-banking financial institutions
versus banking

7	6	5	4	3	2	1
---	---	---	---	---	---	---

II. Topics peculiar to Oklahoma banking

Agricultural financing

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Commodities hedging

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Bank structure

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Deposit growth of banks, credit unions, and savings and loans

7	6	5	4	3	2	1
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Effect of 100% insurance of public funds

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANT

New bank openings

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Personality profiles of Oklahoma bankers

7	6	5	4	3	2	1
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Deposit of public funds management

7	6	5	4	3	2	1
---	---	---	---	---	---	---

Salary survey

7	6	5	4	3	2	1
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Changing correspondent services and relationships

7	6	5	4	3	2	1
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III. Marketing research and trends

Community service

7	6	5	4	3	2	1
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Determination of bank's image in the community

7	6	5	4	3	2	1
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Market differentiation

7	6	5	4	3	2	1
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In-bank communications

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANT

Cross-selling, employee training

7	6	5	4	3	2	1
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Advertising effectiveness measurement

7	6	5	4	3	2	1
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The marketing mix and its affect on bank profitability

7	6	5	4	3	2	1
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IV. OBA meetings and reports on services

Officer Placement Service

7	6	5	4	3	2	1
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OBA Group Insurance Program

7	6	5	4	3	2	1
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How can I make the OBA work for me?

7	6	5	4	3	2	1
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OBA meeting announcements and reports

7	6	5	4	3	2	1
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Quarterly OBA financial reports

7	6	5	4	3	2	1
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Committee actions and activities other than meetings

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANT

Review of topics discussed at seminars and meetings

7	6	5	4	3	2	1
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Quarterly listing of OBA Board of Directors and other officers

7	6	5	4	3	2	1
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OBA advertising and economic education

7	6	5	4	3	2	1
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V. Routine bank operations

Uniform Commercial Credit Code

7	6	5	4	3	2	1
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Electronic Data Processing in medium-sized banks

7	6	5	4	3	2	1
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Records retention

7	6	5	4	3	2	1
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Internal auditing versus outside auditing

7	6	5	4	3	2	1
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VI. Less check society

Development of the automated clearing house

7	6	5	4	3	2	1
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Feasibility of cash dispensing machines

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANT

Thrift industry's use of Electronic Funds Transfer Systems

7	6	5	4	3	2	1
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Ownership of automated clearing house

7	6	5	4	3	2	1
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VII. Managerial innovations

Leveraged leasing

7	6	5	4	3	2	1
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Spread management

7	6	5	4	3	2	1
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Asset allocation

7	6	5	4	3	2	1
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Employee benefits

7	6	5	4	3	2	1
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Mortgage and municipal bond insurance

7	6	5	4	3	2	1
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Bank purchasing, determination of value

7	6	5	4	3	2	1
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Industrial and/or business development

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANTVIII. Legislation and regulatory changes

Court decisions with impact on banking

7	6	5	4	3	2	1
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Ramifications of pending legislation on operations

7	6	5	4	3	2	1
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Effects of proposed or actual regulatory changes

7	6	5	4	3	2	1
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Conflicts of interest

7	6	5	4	3	2	1
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Pending issues which will determine bank's ability to compete

7	6	5	4	3	2	1
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Minority lending and hiring rulings

7	6	5	4	3	2	1
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IX. Lending

Agricultural lending

7	6	5	4	3	2	1
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Industrial lending

7	6	5	4	3	2	1
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Commercial lending

7	6	5	4	3	2	1
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MOST IMPORTANTLEAST IMPORTANT

Residential lending

7 6 5 4 3 2 1

Installment lending

7 6 5 4 3 2 1

Signature loans

7 6 5 4 3 2 1

APPENDIX C

LIST OF SUBJECT AREAS AND TOPICS

SUBJECT AREAS

- (1) History and growth of financial competition
- (2) Topics peculiar to Oklahoma
- (3) Marketing research and trends
- (4) OBA meetings and reports on services
- (5) Routine bank operations
- (6) Less check society
- (7) Managerial innovations
- (8) Legislation and regulatory changes
- (9) Lending operations

SUBJECT IDEAS CATEGORIZED UNDER SUBJECT AREAS

History and growth of financial competition

Unit banking's opportunities and challenges
 Thrift industry's origin and progress
 Interstate banking through bank holding companies
 Comparative tax status of financial institutions
 Comparative status of non-banking financial institutions
 versus banking

Topics peculiar to Oklahoma banking

Agricultural financing
 Commodities hedging
 Bank structure
 Deposit growth of banks, credit unions, and savings and loans
 Effect of 100% insurance of public funds
 New bank openings
 Personality profiles of Oklahoma bankers
 Deposit of public funds management
 Salary survey
 Changing correspondent services and relationships

Marketing research and trends

Community service
 Determination of bank's image in the community
 Market differentiation
 In-bank communications
 Cross-selling, employee training
 Advertising effectiveness measurement
 The marketing mix and its affect on bank profitability

OBA meetings and reports on services

- Officer Placement Service
- OBA Group Insurance Program
- How can I make the OBA work for me?
- OBA meeting announcements and reports
- Quarterly OBA financial reports
- Committee actions and activities other than meetings
- Review of topics discussed at seminars and meetings
- Quarterly listing of OBA Board of Directors and other officers
- OBA advertising and economic education

Routine bank operations

- Uniform Commercial Credit Code
- Electronic Data Processing in medium-sized banks
- Records retention
- Internal auditing versus outside auditing

Less check society

- Development of the automated clearing house
- Feasibility of cash dispensing machines
- Thrift industry's use of Electronic Funds Transfer Systems
- Ownership of automated clearing house

Managerial innovations

- Leveraged leasing
- Spread management
- Asset allocation
- Employee benefits
- Mortgage and municipal bond insurance
- Bank purchasing, determination of value
- Industrial and/or business development

Legislation and regulatory changes

- Court decisions with impact on banking
- Ramifications of pending legislation on operations
- Effects of proposed or actual regulatory changes
- Conflicts of interest
- Pending issues which will determine bank's ability to compete
- Minority lending and hiring rulings

Lending

Agricultural lending
Industrial lending
Commercial lending
Residential lending
Installment lending
Signature loans

VITA

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