A STUDY OF RETAIL ADVERTISER AND

GENERAL POPULATION ATTITUDES

TOWARD THE MEDIA OF

ALVA, OKLAHOMA

By

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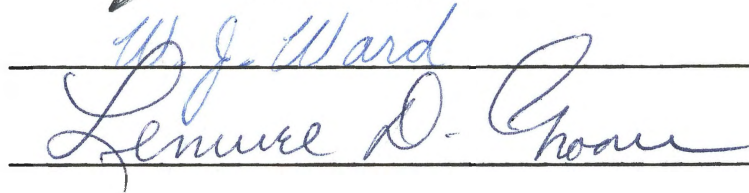of the requirements for the
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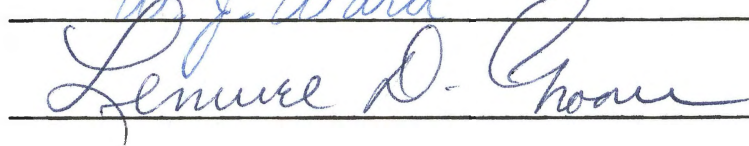
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PREFACE

The primary objective of this study was to investigate the image of the media in Alva, Oklahoma as seen by the retail advertisers and the general population.

This study explored the attitudes these various groups held toward the media and a number of different media concepts. This exploratory study was concerned with the image of radio station KALV and the _Alva Review Courier_ newspaper. Using the semantic differential, the author sought to locate image problems that might exist and formulate possible solutions to such problems. This study of the attitudes toward or image of the Alva media was attempted with the intent that it would be useful in helping the media better serve the community.

I am also deeply indebted to my parents, Mr. and Mrs. Albert L. Norman for their encouragement, understanding and financial support during my entire education. Without their support and sacrifice this project could not have been accomplished. Appreciation is also expressed to my parents-in-law, Mr. and Mrs. Loyd Hamaker.

Finally, special gratitude goes to my wife, Sheree, for her patience, understanding, encouragement and sacrifice during the completion of this study. Her support and assistance during the course of my higher education has meant a great deal to our future.

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LIST OF SYMBOLS

SD   — Semantic Differential

ANOVA   — Analysis of Variance

ARC   — _Alva Review Courier_ daily newspaper in Alva

KALV   — KALV radio station in Alva

ARCN   — _Alva Review Courier_ Local News

KALVN   — KALV Local News

ARCAD   — _Alva Review Courier_ Advertisements

KALVAD   — KALV Advertisements

MARTIN   — Lynn Martin, General Manager of KALV

EDWARDS — Gary Edwards, Editor of the _Alva Review Courier_

EV   — Evaluative Semantic Differential Meaning Dimension

ER   — Ethical Responsibility Semantic Differential Meaning Dimension

PN   — Potency Semantic Differential Meaning Dimension

ARCEV   — _Alva Review Courier_ Evaluative Dimension

ARCER   — _Alva Review Courier_ Ethical Responsibility Dimension

ARCPN   — _Alva Review Courier_ Potency Dimension

KALVEV   — KALV Evaluative Dimension

KALVER   — KALV Ethical Responsibility Dimension

KALVPN   — KALV Potency Dimension

ARCNEV   — _Alva Review Courier_ Local News Evaluative Dimension

ARCNPN   — _Alva Review Courier_ Local News Potency Dimension

ARCNER   – <u>Alva Review Courier</u> Local News Ethical Respon-
              sibility Dimension

KALVNEV   – KALV Local News Evaluative Dimension

KALVNER   – KALV Local News Ethical Responsibility
              Dimension

KALVNPN   – KALV Local News Potency Dimension

ARCADEV   – <u>Alva Review Courier</u> Advertisements Evaluative
              Dimension

ARCADER   – <u>Alva Review Courier</u> Advertisements Ethical
              Responsibility Dimension

ARCADPN   – <u>Alva Review Courier</u> Advertisements Potency
              Dimension

KALVADEV   – KALV Advertisements Evaluative Dimension

KALVADER   – KALV Advertisements Ethical Responsibility
              Dimension

KALVADPN   – KALV Advertisements Potency Dimension

MARTINEV   – Lynn Martin, General Manager KALV Evaluative
              Dimension

MARTINER   – Lynn Martin, General Manager KALV Ethical
              Responsibility Dimension

MARTINPN   – Lynn Martin, General Manager KALV Potency
              Dimension

EDWARDSEV   – Gary Edwards, Editor <u>Alva Review Courier</u>
              Evaluative Dimension

EDWARDSER   – Gary Edwards, Editor <u>Alva Review Courier</u>
              Ethical Responsibility Dimension

EDWARDSPN   – Gary Edwards, Editor <u>Alva Review Courier</u>
              Potency Dimension

CHAPTER I

INTRODUCTION

Radio and newspapers have been interrelated since the start of broadcasting in the United States as a form of mass communication. In attempting to understand the relationship between newspapers and radio, it seems imperative to look at their past involvement.

The author's investigation reveals the line of demarcation between friendliness and antagonism can be drawn with the formation of chain broadcasting, the competition for the national advertising dollar, and more particularly, the sharp focusing of national attention upon the Dodge automobile advertising program of 1928 and the national election of the same year.[1] Radio made its first bid for national recognition in the news field in 1922 when WSB, the Atlanta Journal station, flashed news of a fire which threatened the city. Boastingly, the Philadelphia Inquirer announced to its readers that it served the news first because, through a radio enthusiast, "the news came into the Inquirer's office even before the first flash from the Associated Press reached Philadelphia."[2] The Kansas City Star commented, "The radio beat the press last night as a medium for broadcasting news."[3]

Regardless of the argument over which was the first radio broadcast in the United States, radio first achieved national prominence with hard news election returns from KDKA, Pittsburgh, and WWJ, Detroit. In the beginning, however, newspapers were using broadcasting. The press looked upon it as a toy, a rather complex and sophisticated publicity tool in which there was a growing public curiosity. The initial analysis of the press was accurate, but what the press achieved in perception of the status quo they more than lacked in foresight. The role of broadcasting was going to change, but the nation's editors and publishers were slow to recognize this change, even as it was taking place.[4]

According to the United States Chamber of Commerce, total production of radio sets in 1925, in terms of dollars, reached the amazing total of $170,390,572, compared to the relatively meager $54,000 of 1923.[5] This indicated the potential "power" radio could possess in the future.

Just as the Dodge advertising program focused attention on the national advertising dollar that might be escaping the press, so did the national election of 1928 clinch for the newspapers just what the national radio broadcasting meant. Following that election, Editor and Publisher commented, "The newspaper apparently is only a queer kind of business which gives its product away to a competitor."[6] In 1956, Russell J. Hammargren in a Journalism Quarterly article stated he believed the reporting of 1928 election

results represented the first clear step toward open warfare between the press and radio. According to Hammargren, the Associated Press had spent $250,000 on election coverage, while NBC and CBS had set up networks totaling 126 stations to broadcast the results of AP's efforts.[7] Could anyone question that conflict and competition for audience appeal and advertisers' dollars were inevitable?

From this point in radio and press history, state and national newspaper associations busied themselves with resolutions to restrict news broadcasting, mostly because it was incongruous for newspapers to furnish free news to radio when, in the words of H. V. Kaltenborn, "Radio companies are getting a large share of the advertising revenue which used to go to newspapers."[8]

The publishers' concern over radio's increasing intrusions into news and advertising was the dominant issue at the 1931 meeting of the American Newspaper Publishers' Association (ANPA). The Radio Committee of ANPA issued a report which concluded that:

> Radio competes with newspapers today in news, editorials, features and advertising, and when you have named these you have just about encompassed the whole newspaper.[9]

Action of some sort seemed to be called for but rational alternatives available to the publishers were extremely limited. Indeed, as the situation is examined, one can see publishers were being met at most levels with outright competition in the best of American traditions.

Thus, there was little solid evidence upon which ANPA could base any decision. The result of the deliberations on the radio question was a series of resolutions:

> The first placed the association on record as seeking a Federal law restricting the radio stations, as newspapers are restricted, in the matter of advertisements carrying lottery or gift features. The second, aside from calling on newspapers to make broadcasting stations pay for the publication of their programs, called for a conference with the great news-gathering agencies to devise a means of restricting the broadcasting of news to the newspapers and the agencies. The third called for an investigation into the legality of direct advertising over a monopolized wavelength under Federal Franchise.[10]

The publishers thought they had several valid reasons for not letting radio become an agency for news dissemination. In an editorial in Editor and Publisher, the trade journal said the following:

> First, radio broadcasting was not free. It was under government control, and therefore, the potential for propaganda was too great. Second, because of physical limitations, radio could only do a superficial job of reporting the news, and this served only to create confused, incomplete public thought and intensified ignorance on public matters. Third, radio is more interested in selling news than serving the public. Fourth, meager reporting of news is not in the public interest.[11]

These reasons impressed few people other than the publishers. Isabelle Keating, writing in Harper's in the midst of the dispute, was far from kind in her reaction:

> Without going into an analysis of these arguments, it is sufficient here to point out that, while some of them are simply wishful thinking, others are a denial, deliberate or otherwise, of demonstrated facts. There can be no question but that radio can and has put a good deal more than a smattering of news on the air; and as for the

argument that radio's news is "against public policy"--well, there is always a section of the public which thinks a large section of the press is against public policy; and I daresay one could make out as good a case against the latter as the former on that count.[12]

Radio's treatment of news was somewhat more objectively analyzed by Allen Raymond writing in 1933:

Radio is beating the newspaper almost daily, whenever it sees an event which it deems of sufficient importance to broadcast. Incomplete, to be sure, abnominably reported, often, by radio's student newscasters. But first by radio, and second by newspaper.[13]

Throughout the entire disagreement between the press and the broadcasting industry, one fact stands out. Both parties failed to consider the public. The press was guilty of this charge more than were the broadcasters, but radio must also carry part of the burden.

The newspaper representatives inquired in quarters where radio's representatives could not fail to hear whether there may not have been irregular allocation of wave bands from time to time; whether radio was not in fact subservient to the political party in power because of its government license; whether, as a result, it was not unqualified to purvey disinterested news--questions which could only trouble the broadcasters and the Federal Radio Commission. These actions frightened broadcasters into agreeing to the "Biltmore Program" and the press pressures.[14]

On December 16, 1933, the New York Times reported a 10-point plan for supplying news to radio which was drawn up and agreed upon by the radio committee of the ANPA,

representatives of the press services and representatives of
NBC and CBS at the Biltmore Hotel in New York City. Thus,
the "Biltmore Program" came into being. There would appear
to be nothing in this agreement which would be to the advan-
tage of radio. And, indeed, future events indicated that
many of the non-affiliated and independently owned radio
stations across the country paid little attention to it.
For those who did, the "Biltmore Program" limited news for
broadcast, broadcast news editors selected by newspapers,
no sponsors allowed on radio, delayed news several hours,
and imposed other limitations which hampered the growth of
broadcasting.[15]

Reasons for the broadcasters agreeing to the publishers'
plan are not really clear, but both parties seemed to show
a lack of foresight. They seemed incapable of discerning,
even vaguely, what roles each would play in the future
process of information dissemination, even though a large
number of social commentators of the time were able to
define those roles clearly.

The charge of negative public consideration, however,
ought to be tempered with some of the hard economic facts of
life that were pressing themselves on the publishers. The
press foresaw economic disaster if radio was permitted to do
what they had been doing for so many years. Indeed, radio's
advertising revenues were constantly growing while the
press's were declining. This, coupled with the fact that all
these events took place during the depression, made the

publisher's position somewhat understandable, if not laudable.[16] The advertisers, under our system of private enterprise, really had the power to finance broadcasting. When radio began to compete on a national scale, and later on a local scale, for listeners' attention and advertising dollars that had previously belonged exclusively to the print media, the period of press-radio conflict truly began.

In a very real sense, too, radio's challenge in the area of news represented the first serious challenge made against the printed media. Newspapers had not met such a challenge before, and they were not prepared for it when it came. Radio was delivering the news faster than newspapers, and was making money doing it. The fact that the public obviously wanted radio to perform this service was a bitter pill for the publishers to swallow. The end of the press-radio war of the 1930's slowly saw positions of social usefulness for both parties being carved out. Both the press and radio may well have become stronger as a result.

However, as newspaper and radio found a social position, their battle moved from one of trying to survive as separate enterprises to a battle for the advertising dollars and audience appeal. This brought about in the past decade the increasingly popular "image concept." As now used in the mass media, a radio station's or newspaper's image can be defined as the "impression" or "picture" of a media unit. No longer do newspapers have a monopoly on the advertising dollars in a market. Each media unit, be it a radio station

or a newspaper operation, must strive to project the best image possible in order to achieve financial success and thus retain the power to express its opinions.

Purpose of the Study

This study attempted to investigate the general populations' image of, or attitude toward, a local radio station and a local newspaper in a community that had only one radio station and one newspaper. Hereafter "image of" will be taken to mean "attitude towards" because of their related semantic meanings. Also investigated, was the retail advertisers' image of the same local radio station and newspaper. These retail businesses bought advertisements from both the radio station and newspaper.

Questions for which this study hoped to find answers were:

1. What was the general populations' over-all image of the local radio station and local newspaper?

2. What was the retail advertisers' over-all image of the local radio station and local newspaper?

3. What was the general populations' image of each of the four individual concepts evaluated on the semantic differential scale for both the local radio station and the local newspaper?

4. What was the retail advertisers' image of each of the four individual concepts evaluated on the semantic differential scale for both the local

radio station and the local newspaper?

5. Was there a difference between the general popu-
   lations' image of the local media units and the
   image held by the retail advertisers?

6. Of the concepts judged by respondents for both the
   radio station and newspaper, what recommendations
   could be made to point out areas where the partic-
   ular media unit might improve its over-all image?

7. Can the semantic differential be used effectively
   to find the connotative meaning people have for a
   particular media unit?

Scope of the Study

This study has some specific limitations which should
be brought out. These are the limitations that the author
believes to have the strongest and most pronounced effect on
this study. First, the author investigated a single small
market or community with one radio station and one daily
newspaper. The application of the findings contained in
this research should not be used to predict the situation in
other markets. This does not mean the design of the research
cannot be applied effectively to other markets.

Second, the study did not intend to define the over-all
success of a newspaper or radio station. The author did
hope to indicate variables that might have a significant
effect on a media unit's image in relation to the general
population and the retail advertisers.

Third, this study was a preliminary investigation of a given market. The author, for the most part, did not attempt to test hypothetical relationships among the concepts or variables.

Hopefully, this study revealed some significant image problems the local radio station or newspaper in this single community might have had in the summer of 1975. The author tried to isolate concepts related to the two media units' images. At the same time, it was anticipated this study would assist other communities that choose to follow the guidelines set down in this investigation.

FOOTNOTES

[1] Russell Hammargren, "Origin of the Press-Radio Conflict," Journalism Quarterly, XIII (March, 1936), p. 93.

[2] "A Newspaper Beat," Literary Digest, LXXV (October 21, 1922), p. 27.

[3] Ibid.

[4] George E. Lott, "The Press-Radio War of the 1930's," Journal of Broadcasting, XIV (Summer, 1970), p. 275.

[5] Hammargren, p. 92.

[6] "Radio and Elections," Editor and Publisher, LX (November 10, 1928), p. 30.

[7] Hammargren, p. 93.

[8] John Roche, "Kaltenborn Views Radio as Menace," Editor and Publisher, LXI (February 8, 1930), p. 9.

[9] New York Times (April 23, 1931), p. 14.

[10] New York Times (April 24, 1931), p. 16.

[11] Isabelle Keating, "Pirates of the Air," Harper's (September, 1934), p. 466.

[12] Ibid.

[13] Allen Raymond, "The Coming Fight Over Radio News," The New Outlook (June, 1933), p. 13.

[14] Lott, p. 281.

[15] Ibid., p. 284.

[16] Ibid., p. 282.

CHAPTER II

REVIEW OF LITERATURE

Image Studies of Radio and Newspapers

The concept of "image" has been of considerable concern
to broadcasters, among others, since the mid-1950's. Numer-
ous trade journal articles after 1955 show that broadcasters
are aware that audience size alone is insufficient as an
indicator of their effectiveness as message sources. Accep-
tance of the message is also determined, the broadcasters
claim, by the prestige of the station. There has been a
limited amount of published research on the elements that
affect the prestige or image of stations. Stations that have
paid to have their images studied are reluctant to publish
the complete research results.

Broadcasters have become aware of, and have expressed
concern about, their responsibilities. An increasing amount
of emphasis has been attached to impressions as seen by the
public. Not only are broadcasters interested in the type of
information yielded in traditional radio and newspaper
studies, that is, who listens to or reads what and at what
time, but in knowing in what regard their particular medium
is held in the eyes of the public. That is, to what extent
does the public hold a particular attitude toward a station

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or newspaper with regard to one or several particular standards of evaluation? One term which is often used to designate the object of concern of the media unit is the "image." In discussing this particular term in Broadcasting, John E. McMillin says, "The advertising catchword of 1958 was easily the word 'image'."[1]

Several other terms often used interchangeably with "image" are "impression," "personality," or "attitude toward," a media unit, as it is reflected in the community it serves. Media attempts to investigate their own "images" have not exhausted the prospect of profitable learning from this concept and probably won't for years to come, if ever.[2]

Traditionally, studies in the area of broadcasting have followed the pattern of marketing and public opinion polling. Commercial research organizations ordinarily have relied upon such methods as the telephone coincidental survey, roster, diary and mechanical recorder techniques to gather data relative to the broadcasting media. Questions asked and information yielded from these methods often have not been subjected to precise statistical analysis. It is believed the use of the semantic differential technique as a measuring instrument in media research will permit more meaningful analysis of a medium's image.

The semantic differential is a combination of associational and rating scale procedures. Its purpose is to discover the direction and intensity of connotative meanings of concepts via seven-point, bi-polar adjective scales. Each

seven-point scale continum lies between two psychologically polar terms such as "Good-Bad." Subjects mark on each scale the place where they judge the connotative meaning of a concept to fall.

Presumably, if the polar terms of a particular scale have no relationship to the concept for the respondent, he will place a mark in the center, or neutral point, of the scale. If one of the polar terms describes or applies to the concept perfectly, the subject will place the mark beside that term. By having the subject rate each concept on many bi-polar adjective scales, it becomes possible to discover the connotative meanings of the concepts as an outcome of the resulting rating profile.

Although limited work has been done on station image research using the semantic differential technique, various studies ranging from investigations in psycholinguistics to research in communications effects are discussed by Osgood et al.[3] Many studies directed at the attitude toward, or image of, a media unit have been conducted which shed some light on problems in image studies.

An article by Roy Carter in 1954 was the forerunner of a much larger project which had been inspired by Chilton Bush's vision of a standardized, reliable measure which could be used to assess readers' attitudes toward their newspapers.

The core of this work was undertaken by James Brinton in a 1956 doctoral thesis. He hypothesized 10 attitudinal

areas for this newspaper-reader relationship study and devised Guttman-type scales for each area. Using the scale scores from a sample of men readers, he factor analyzed the results and found not 10, but 3 attitudinal areas. One major factor explained most of the variance for most of the scales, and this he labeled a "general" factor. The two weaker factors seemed to fit the labels "accuracy" and "bias." After results had been replicated in large-sample studies in several cities, the revised scales appeared in 1957 as "The Stanford Test" in Brinton, Bush and Newell's "The Newspaper and Its Reader." This did provide a standardized set of scales with high reliability and provided full information on the factor structure plus scale patterns and intensity plots of the individual scales.[4]

This work had not been finished before the semantic differential made its debut. Indeed, the same year Brinton finished his doctoral thesis, Jack Lyle reported in a master's thesis at Stanford the attitudinal responses to a newspaper as guaged by a 20-item semantic differential and an abbreviated version of the Brinton scales. Through factor analysis, Lyle found high correlation in the attitudinal structures yielded by the semantic differential and Brinton scales. However, Lyle extracted five factors emerging from this correlational matrix instead of three. The "general" factor had split into three: "newsworthiness," "general quality," and a "residual" factor. The general similarity of Lyle's semantic differential scale to the Stanford Test

suggests that the scales were measuring much the same attitudinal factors.[5]

Melvin A. Goldberg, director of research for the Westinghouse Broadcasting Company, and Percy Tannenbaum of the University of Illinois, conducted a study in the Pittsburgh metropolitan area designed to get a deeper measure of a radio listener's reaction to programming.[6] The purpose of the study was to locate reasons listeners might have for liking one station's "sound" and not another, and which of several stations would appear most like the respondent's conception of an "ideal" station. The semantic differential technique was used.

All 265 respondents, aged 13 and over, admitted to having listened to radio "sometime during the past week." Each was asked to evaluate five Pittsburgh radio stations and an "ideal" station. A separate identical form was used for each of the six evaluations. Respondents did not know the survey was being conducted for station KDKA or Westinghouse. Table I lists the 14 scales used in all the evaluations (See Table I, Page 17).

From this study Westinghouse learned that listeners reliably describe how they would like an "ideal" station to sound. The study also revealed in what areas a given station differed from this "ideal." Obviously, the semantic differential profile of the "ideal" station was nearest the ends of the scale continua which represented the more favorable of bi-polar terms. Of the five leading Pittsburgh

stations, KDKA was found to come closest to the "ideal"

station image.

TABLE I

SEMANTIC DIFFERENTIAL SCALES USED
IN GOLDBERG'S PITTSBURGH STUDY

Unpleasant-pleasant	Stuffy-casual	Unfair-fair
Rough-smooth	Tense-relaxed	Weak-strong
Worthless-valuable	Heavy-light	Stale-fresh
Low class-high class	Dull-exciting	Loud-soft
Passive-active	Usual-unusual	

Another study on station image is described in "The

People Talk Back to Radio."[7] Conducted in Houston, Texas

for station KPRC by the Institute for Motivational Research,

Inc., this study sought to discover:

1. The real needs and desires of the Houston radio
audience today and how Houston stations fulfill them.

2. The attitudes of the listening audience concerning
KPRC and other Houston stations.

3. Whether these attitudes had measurable effect on
advertising carried by each station.

4. The difference, if any, between people who listen
to KPRC and other Houston stations.

5. The missing elements in radio, which, if combined
with the best of radio today, would give a blueprint
for tomorrow's ideal station.[8]

The major research instruments used in this study were indepth interviews and projective tests. Respondents included 270 subjects of both sexes representing a variety of occupations, ages, educational levels and socioeconomic status.

Results showed that (1) KPRC was considered more reliable, believable, expert, professional, authoritative, reputable, and educational than any other Houston station; (2) KPRC commercials were considered more reliable, more believable and more trustworthy than commercials of any other Houston station; (3) more people turned to KPRC news than any other station and (4) the group that listened most to KPRC contained a higher proportion of people from upper level occupations, professions and social classes. KPRC listeners also included a generally higher percentage of thought leaders, trend setters and active community people.

Once again, the indepth interview was used. If the semantic differential had been used, a more accurate measure of the strengths and weaknesses in the areas mentioned possibly could have been attained as well as a more substantive comparison with other media.

In the spring of 1957, Motivation Analysis, Inc., in a study for CBS radio, attempted to evaluate some qualitative differences between large network-owned stations and the leading competitive independent stations in the same cities.[9] Basically, this study, like the others discussed, was concerned with the station image. It grew out of the desire

for answers to the following questions:

 1. Do listeners pay closer attention to some radio stations than others?

 2. Do listeners regard some stations more favorably than others?

 3. Are listeners more likely to believe some stations more than others?[10]

The study was conducted in the six cities in which CBS owned radio stations operate. The six major cities were New York, Chicago, Los Angeles, Boston, St. Louis and San Francisco. A total of 1,202 radio listeners responded to semi-structured indepth interview.

Results showed that listeners (1) paid more attention to CBS radio stations than to any other, (2) could distinguish between stations, and (3) believed CBS radio stations more than any other, both in programming and advertising.

Once again, the use of the semantic differential could have allowed the researchers to get at connotative meanings the audiences held toward the media without the limitations of specific questions.

Pulse, Inc. conducted a study for radio station WWDC in Washington, D.C., designed to profile its audience into people, not statistics. Base for the study was 500 men and 500 women residing in and around the District of Columbia. Ten questions were asked of the respondents:

 1. When you first turn on your radio, what do you listen to? (music, news, etc.)

 2. When you first turn on your radio, what do you tune to?

 3. What station do you first tune to for news?

4. What station do you first tune to for local news?

5. In time of emergency, where do you turn on your radio dial?

6. What station plays the music you like?

7. If all but one station were forced to leave the air, which one would you like to remain?

8. Which of the following words describes each of these stations? Dull? Lively?

9. Which of the following words describes each of these stations? Old-fashioned? Modern?

10. Which of the following words describes each of these stations? Friendly? Unfriendly?[12]

As may be noted, the last three questions are somewhat similar to the nature of a semantic differential measurement. That is, responses to bi-polar terms are used in an attempt to gain an evaluative index of stations. However, the dichotomous level of response could not measure the degree to which the audience ranked the adjectives. The investigators concluded that WWDC had a definite personality to a very great number of people. The station was considered lively, modern and friendly.

Dealing with the problem of station image, one major question was asked in a Pulse, Inc., study in 1958. "If you hear conflicting accounts of the same news story on different radio stations, which of these stations would you believe?"[13] This study concluded that "a station's image is at best an intangible thing, but its importance cannot be minimized. The WHDH image is one of believability and reflects the results of more than a decade of responsible management."[14]

A major contribution to research on station images was
a study conducted by Alfred Politz Research, Incorporated in
three different markets.[15] A major portion of this study
was devoted to developing the important qualitative charac-
teristics of stations as reflected in the composition of the
audience, the attitudes in the composition of the audience,
the attitudes and opinions of people, and reasons underlying
the public's preferences and reactions. During November,
1954, 1,800 personal interviews were conducted in the WJR,
Detroit area, 1,200 in the WHAS, Louisville area and 1,050
in the WGY, Albany area. The two significant contributions
of this study were:

> 1. The confirmation of the continuing vitality of
> radio in its unique role as the constant companion
> of the American people.
>
> 2. The discovery that people are much more highly
> selective than supposed and in each market they
> choose a particular station as their favored companion
> from among the many available in the area.[16]

It is in the light of the second contribution listed
above that the author believes the Politz study treats most
relevantly the image of a medium whether it be a radio or
newspaper.

Related Studies

Earlier the author mentioned the somewhat discrepant
factor structures reported by Lyle and Brinton in studies of
newspaper reader attitudes. This type of problem was devel-
oped in much more detail in a paper Percy Tannenbaum, pro-
fessor of journalism and psychology and director of the

Mass Communications Research Center at the University of Wisconsin, published in the <u>Deutschmann</u> <u>Memorial</u> <u>Papers</u> of 1963. Tannenbaum contrasted Lyle's factor structure with a series of his own semantic differential studies and others conducted by Paul Deutschmann and Donald Kiel in 1960.[17]

Tannenbaum left us with the picture of three individual sets of investigations which had produced different results. Yet are they really different? Tannenbaum pointed out that the three sets had involved three different scale items which varied in similarity of meaning from set to set; and, for good measuring, different methods of factor rotation were involved.

Tannenbaum's paper is useful as a documentation of one aspect of establishing the reliability of attitudinal approach and the stability (or lack thereof) of the variable they are measuring. To find such a similarity in results, using somewhat different (but basically similar) methods applied in different locations over a period of several years is encouraging.

Paul Deutschmann was a pioneer in the study of media images. His intense concern with measuring attitudes toward newspapers consumed much of his professional life. The rationale for such an interest is perhaps best expressed in his own introduction to the various Inland Daily Press Association image reports:

> A newspaper lives and has its being in a
> community of persons. It usually reaches most
> of these persons most every day. The repeated

> contacts--plus what other people say--build
> up an image . . . (which) is a complex of all
> attitudes toward the paper, all the connota-
> tions it has for people . . . the meaning of
> the paper to the community. How the paper is
> regarded, the amount of readership it gets,
> the attention paid to its advertising and
> editorials--all of these factors are related
> to the "image." At the extremes, even the
> matter of subscribing or not subscribing is
> related.[18]

While Deutschmann was deeply committed to assessment of

newspaper images, his general concern with mass communica-

tions led him to study the images of various mass media

institutions. Here his interest was in the measurement of

mass media judgements treated collectively, and in the ques-

tion of similarities and differences between the image of

the various media. An obvious requisite of this latter con-

cern was the development of an appropriate measurement device

to allow for adequate comparisons. Deutschmann's idea of

measurement in social science was not merely to ask a "bunch"

of people a "bunch" of questions, and assume valid assess-

ment, as in some of the studies listed earlier. Rather, he

saw fit to base his observations on sound methodological

foundations. In much of his mass media image research, he

tended to rely on the principles of Guttman scaling, as in

his applications of the Stanford newspaper attitude scale.

A standardized test to measure the public's attitude

toward its newspaper was developed at Stanford University

and published in 1958. The test measures general satisfac-

tion with the newspaper and 12 attitudinal dimensions such

as fairness, accuracy and adequacy of news content. It used

several special designed questions to get at the attitudes.
It does not use the semantic differential, but does represent
a major attempt to develop an attitude scale.[19]

Deutschmann, a firm and convinced advocate of the seman-
tic differential technique, helped pioneer its application
to study attitudes and images regarding mass media. A main
reason for using the semantic differential was recognition
that the public's judgement of a newspaper, say, probably
was not based on a simple unitary standard, but rather could
vary along a number of different dimensions. Thus, a good
deal of Deutschmann's work was directed at isolating and
identifying the various dimension or continua involved in
newspaper and other media judgements. The use of such mul-
tivariate procedures as the semantic differential was most
appropriate to such purposes. The accompanying application
of factor analysis as a means of isolating the various
dimensions also became a hallmark of the Deutschmann form of
analysis.[20]

The work by Deutschmann served to focus attention on
the semantic differential, setting the stage for additional
activity in this area. The Pittsburgh radio station study
mentioned earlier used the semantic differential technique.
As with other semantic differential applications, a set of
14 scales was selected to represent the basic connotative
dimensions recurring in a wide variety of different appli-
cations, as well as additional attributes deemed to be
appropriate to radio stations. A total of 265 respondents

rated 6 different radio stations on this set of scales. The same three meaning dimensions that have characterized most semantic differential data (evaluation, potency and activity) appeared most prevalent in this study.

In the late 1950s, responses on readership and related variables were supplemented with image data obtained via semantic differential forms independently developed by Minnesota researchers. The data subjected to factor analysis included: ratings from approximately 200 subjects in 1957 on a 16-scale semantic differential form for 3 specific newspaper concepts; ratings in 1958 obtained on a 17-scale form quite similar to the 1957 form with the addition of ideal concept ratings, ideal Sunday newspaper, ideal evening paper and ratings of a small town paper on a shortened 12-scale form. Each set of data was subjected to an independent analysis of each concept. While results did not demonstrate complete internal consistency, due to distinct differences in judgement, as well as to variations in scale selection, there was rather striking correspondence in the basic dimensionality of the semantic space.

Five factors consistently emerged in the factor analyses. The usual general evaluative, potency and activity factors were present. Two additional types of evaluative factors appeared as well. They were labeled ethical evaluation and stylistic evaluation. The results with newspaper images in Minnesota were generally quite similar to the over-all findings of radio stations in Pittsburgh.[22]

The general findings in Minnesota were given added significance in a 1959 survey conducted in Wausau, Wisconsin. Semantic differential data again were collected as part of a larger project. This time a broader range of scales could be employed. The strong confirmation of previous findings yielded the same five-factor space with apparently substantial generality across the judgements of different mass media institutions. Similar studies conducted in the Inland Daily newspapers and the Milwaukee Journal yielded the same five-factors as revealed in the previous studies.[23]

To this point, the author has discussed only research dealing with radio or newspaper images as separate media units with no interaction or comparison. Obviously, a concern developed quite early for a scale allowing for between media comparisons. In fact, Deutschmann's research dealt with single newspaper images but also considered between media comparisons.

Two questions were raised by this type of comparison. First, does the public use the same dimensions for judging each of the media independently? Secondly, even if the same dimensions are used, is the same relative emphasis or salience given the various factors across media? Deutschmann's work dealt with the first question and the studies by Percy Tannenbaum and Jack McLeod dealt with the second question.

Deutschmann's work on between media images is perhaps best represented in his re-analysis of semantic differential data gathered earlier by Scripps-Howard researchers. The

original data were collected from 550 respondents in ten different cities. Each respondent rated four general concepts (newspapers, magazines, radio and television) against a set of 24 semantic differential scales. An initial focus for the analysis was all four media treated together. A total of five fundamental factors presented themselves and were labeled by Deutschmann and Kiel as ethical, potency, pleasant veracity, informative vitality and entertainment. While each of the individual media shared some aspect of the five general factors, some rather distinctive between media differences in factor structures were obtained. For example, the three items defining the so-called pleasant veracity factor cluster together for the newspaper image, but fell on three apparently independent factors for radio.[24]

The image studies conducted by Tannenbaum and McLeod stemmed from the work of Deutschmann. In a smaller scale study conducted on the same four concepts, it was readily apparent that the factor structures for the four media were basically alike. Put more accurately, given the five basic factors already described for the newspaper image, no other medium turned up a factor that could not be identified readily as essentially similar to one of these five. Indeed, further examination revealed that while one factor may not have been as obvious for one medium as for another, the scales with highest loadings appeared on the same factor for the other media. The difference between the Deutschmann study and the Tannenbaum and McLeod study can be explained

by the fact that the latter dealt with the ideal media image comparison, while the Deutschmann study dealt with a rather general abstract representation of each medium.[25]

Both the Deutschmann and Tannenbaum-McLeod studies primarily concluded that the basic three-dimensional structure found in most semantic judgements was maintained. A word of caution was expressed by Tannenbaum and McLeod that radio is more of an entertainment medium than newspapers and this would be pointed out when using the bi-polar adjective pairs associated with the entertainment factor. Caution must be taken in choosing the bi-polar adjective pairs. However, media units can be compared effectively if the polar adjective scales are selected carefully and are representative of the three basic meaning dimensions (evaluative, activity and potency) observed by Osgood.[26]

A list of the polar adjective pairs which have appeared most valuable for use in media comparison research and were utilized in picking adjective pairs used to develop the semantic scales for this investigative study are found in Appendix A.

None of the previously mentioned studies on the image of newspaper and radio stations have attempted to compare the general populations' image of the media units with that of the retail advertisers in the community. With no previous research to explain such a comparison, this study was exploratory in nature. To lay the groundwork for future studies in this area and to indicate problems that might exist with

the individual media units under consideration, the author
sought to discover the image concept differences that might
exist between retail advertisers and the general population.

FOOTNOTES

[1] John E. McMillin, "Commercial Commentary," _Broadcasting_, LVI (January 3, 1959), p. 6.

[2] Charles Osgood, George Suci and Percy Tannenbaum, _The Measurement of Meaning_ (Urbana, 1957) p. 331.

[3] Ibid.

[4] James E. Brinton, "Public Attitudes Toward the Press" (unpub. Ph.D. Dissertation, Stanford University, 1956).

[5] Jack Lyle, "Semantic Differential Scales for Newspaper Research," _Journalism Quarterly_, XXXVII (1960), p. 559.

[6] "New Way to Measure Stations," _Sponsor_ (November 23, 1957), pp. 42-43.

[7] Mark Munn, "Research in Brief-A Quarterly Survey," _Journal of Broadcasting_, III (1959), p. 162.

[8] Ibid.

[9] "Different," _An Evaluation of Some Qualitative Differences Between Radio Stations_, a publication of CBS Radio Motivation Analysis, Incorporated (New York, 1957), p. 12.

[10] Ibid.

[11] "Personality Profile of a Radio Station," _A Study of Station WWDC Washington D.C._, a publication of Pulse, Incorporated (New York, 1958), p. 8.

[12] Ibid.

[13] "Radio's Five Years of Great Change-1952/1958," _A Qualitative Survey of WHDH Boston_, a publication of Pulse, Incorporated (New York, 1962), p. 41.

[14] Ibid.

[15]"Radio Today-New Discoveries about the Constant Companion of the American People," A Survey in Major Markets, a publication of Alfred Politz Research, Incorporated (New York, 1954), p. 18.

[16]Ibid.

[17]Percy Tannenbaum and Jack McLeod, "Public Images of Mass Media Institutions," Paul J. Deutschmann Memorial Papers in Mass Communication Research (Cincinnati, 1963), p. 51.

[18]Ibid.

[19]Chilton Bush, ed., News Research for Better Newspapers (New York, 1966), p. 122.

[20]Tannenbaum, p. 52.

[21]Ibid., p. 53.

[22]Ibid.

[23]Ibid., p. 54.

[24]Paul Deutschmann and Donald Kiel, A Factor Analytic Study of Attitudes Toward the Mass Media (Cincinnati, 1960), p. 6.

[25]Tannenbaum, p. 58.

[26]Ibid.

CHAPTER III

METHODOLOGY

Data pertaining to the attitude toward, or image of,
the Alva Review Courier (newspaper) and KALV (radio station)
were obtained through personal interviews using the semantic
differential. The same media concepts and meaning scales
were used with both the general population and retail adver-
tisers (See Appendix B).

The independent variables were the two type respondents
(general population and retail advertisers), the eight con-
cepts judged (KALV; Alva Review Courier; Lynn Martin, KALV
general manager; Gary Edwards, Alva Review Courier editor;
KALV local news coverage; Alva Review Courier local news
coverage; KALV advertisements and Alva Review Courier adver-
tisements) and the three semantic differential dimensions
(evaluation, ethical responsibility and potency). The
dependent variable was the meaning scores assigned by the
respondents along nine seven-point semantic differential
scales.

The semantic differential (S.D.) was used to compare
the images of the local newspaper and radio station from
basically two points of view. One approach was designed to
measure a "holistic" (entire newspaper or radio station)

image and the other approach was geared to measure "analytic" (newspaper or radio station broken down into various concepts) image.

The notion of the semantic differential grew out of research in the psychological experience of synesthesia. Synesthesia, as defined, is:

> . . . a phenomenon characterizing the experiences of certain individuals, in which certain sensations belonging to one sense or mode attach to certain sensations of another group and appear regularly whenever a stimulus of the latter type occurs.[1]

For example, a happy person may be said to feel "high." Music may be described as "red," sadness may be experienced as "black," or "low," and so forth. Until recently, this phenomenon has been considered rare. Now, however, researchers believe it might be the common basis of figurative use of language, and can be used as a basis for a technique of social research called the semantic differential. The major research technique used in this study, the semantic differential, was developed by Osgood and others for the measurement of meaning.[2]

Osgood describes the rationale of the semantic differential as follows:

> Through the functioning of a generalization principle, the concept will elicit checking of that scale position whose dominant mediator component most closely matches in intensity the corresponding component in the process associated with the concept itself. Since the positions checked on the scales constitute the coordinates of the concept's location in the semantic space, we assume that the coordinates in the measurement

space are functionally equivalent with the components of the representational mediation process associated with this concept.[3]

The following postulates were advanced with reference to the semantic differential as a measuring instrument:

1. The process of description or judgement can be conceived as the allocation of a concept to an experimental continuum, definable by a pair of polar terms.

2. Many different experimental continua, or ways in which meanings vary, are essentially equivalent and hence may be presented by a single dimension.

3. A limited number of such continua can be used to define a semantic space within which the meaning of any concept can be specified.[4]

All these postulates have been substantiated by research utilizing the semantic differential. The S.D. has been used effectively as a measure of attitudes toward, or image of, a particular concept. The instrument, as tested by Osgood and his colleagues, has proved to be reliable and valid.[5] Regarding the scale adjectives, Osgood pointed out:

. . . the secret to the semantic differential method lay in selecting the sample of descriptive polar terms. Ideally, the sample should be as representative as possible of all the ways in which the subjects' meaning judgement can vary, and yet be small enough in size to be efficient in the experiment.[6]

The scales for this study were selected by the author on the basis of their relevance to the concepts being judged, their factorial composition, their semantic stability for the concepts, and their successful use in other communication research. The scaling against which the subjects' attitudes of the concepts were being rated are in Table II.

TABLE II

SEMANTIC DIFFERENTIAL SCALES COMPORTING
TO THREE MEANING DIMENSIONS

Meaning Dimensions	Differential	
Evaluative	Attractive	-Unattractive
	Superior	-Inferior
	Balanced	-Unbalanced
Ethical Responsibility	Responsible	-Irresponsible
	Accurate	-Inaccurate
	Unbiased	-Biased
Potency	Powerful	-Weak
	Important	-Unimportant
	Meaningful	-Unmeaningful

Selection of Sample

A map was obtained of the Alva, Oklahoma community, whose residents comprised the universe for this study. A block cluster sample of Alva was used, and a total of 284 general population respondents and 46 business advertisers were interviewed. A respondent selection key developed by Roy E. Carter was used to give men and women of various ages a known chance of being interviewed. Using this method, sex and age were included at approximately the same proportion as they existed in the community.[7] From an Alva Chamber of Commerce list of retail merchants, the entire population of retail advertisers was drawn for interviews (Retail Merchants

List, See Appendix C). Personal contact with each member of the general population was attempted three times before an alternative random selection was made.

One interview per household was conducted. Contingencies such as replacements and unique neighborhood composition were covered explicitly in directions to interviewers. Of the 300 interviews attempted, 284 were completed. The age and sex distributions in the sample were compared to those in the entire population. As the following table graphically illustrates, no substantive differences (chi square $<$ .05) appeared between the sample and the population with regard to age and sex.[8]

TABLE III

COMPARISON OF SAMPLE STATISTICS
AND POPULATION PARAMETERS

Age Groups	Sample	Population
Females 15-19	9% - 28	10% - 30
Females 20-34	14% - 42	14% - 42
Females 35 and over	26% - 78	28% - 84
	49% - 148	52% - 156
Males 15-19	8% - 24	9% - 27
Males 20-34	16% - 49	17% - 51
Males 35 and over	21% - 63	22% - 66
	45% - 136	48% - 144
Approximate Totals	94%	100%
Raw Total	N = 284	

Under the most conservative conditions, the sample size
of 284 could be expected to contain approximately a 6 percent
error margin with a confidence level of 95 percent.

Analysis of Data

The raw data were obtained from the semantic differen-
tial with the direction and intensity of meaning assigned by
respondents via the seven-point, bi-polar adjective scales.
Each of the seven positions was assigned a numerical value.
A subject's meaning score on a particular rating was the
numerical value corresponding to the scale position he
checked. An example of the scale form used is shown
(Figure 1).

Good _____ _____ _____ _____ _____ _____ _____ Bad

    1   2   3   4   5   6   7
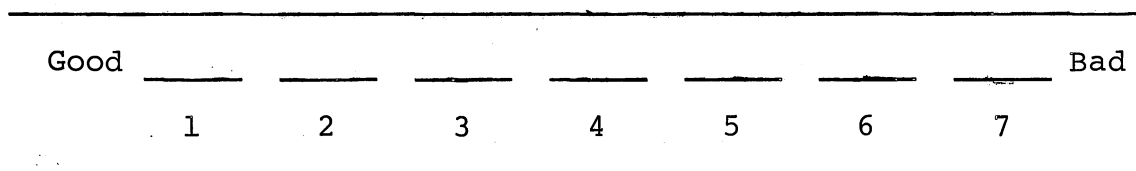
Figure 1. Semantic Differential Bi-Polar Adjective Scale

Each respondent was exposed to the eight concepts and
rated each on the nine adjective scales. This study was
concerned with analyzing the mean scores of the general pop-
ulation, broken into six sex-by-age groups, and the retail
advertisers to arrive at the image they held toward the

concepts and dimensions under consideration. The concepts were chosen because they were believed to be salient to respondents' meaning spaces.

Product-moment coefficients of correlation were computed to describe the degree and direction of relationships between each of the eight media concept-meaning dimension combinations.

For this study, correlations which did not achieve a level of $\pm.20$ were considered negligible; correlations between $\pm.20$ and $\pm.40$ were considered definite, but small; correlations between $\pm.40$ and $\pm.70$ were termed moderate; but substantial; and correlations between $\pm.70$ and $\pm.90$ were considered high and marked. Correlations above $\pm.90$ were termed very dependable.

Intercorrelation of media concept-meaning dimension scores were run on responses of advertisers and the general population samples, separately.

Factor Analysis

Through factor analysis of the two correlation matrices, it was possible to extract clusters or factors of media concept-meaning dimensions that held similar meanings for the advertisers and the general population.

Analysis of Variance

Through multi-factor variance analysis, the author was able to determine if differences existed in images

respondents had of KALV and the Alva Review-Courier. The eight media concepts and three meaning dimensions were juxtaposed and variance analyzed for six sex-by-age groups.

To explain better the image mean scores held by each group as a whole, the author arbitrarily assigned a poor, fair and good rating to the seven-point semantic scale. Any mean score falling in the range of 1.0 to 2.9 was considered a poor image, a mean score falling in the range of 3.0 to 4.9 was considered a fair image and a mean score falling in the range from 5.0 to 7.0 was considered a good image.

FOOTNOTES

[1] H. C. Warren, _Dictionary of Psychology_ (Boston, 1934), p. 42.

[2] Charles E. Osgood, "The Nature and Measurement of Meaning," _Psychological Bulletin_, XL (May, 1952), pp. 197-237.

[3] Charles E. Osgood, George Suci and Percy Tannenbaum, _The Measurement of Meaning_ (Urbana, 1957), p. 30.

[4] Osgood, _Psychological Bulletin_, XL, p. 227.

[5] Jim C. Nunnally, _Popular Conceptions of Mental Health_ (New York, 1961), pp. 192-193.

[6] Osgood, _The Measurement of Meaning_, p. 227.

[7] Leslie Kish, "A Procedure of Objective Respondent Selection Within the Household," _Journal of the American Statistical Association_, XLIV (1940), pp. 380-387.

[8] United States Census Data, 1970, p. 142.

[9] Jalayne Service, _A User's Guide to the Statistical Analysis System_ (Raleigh, 1972), p. 200.

CHAPTER IV

RESULTS

Retail Advertisers

Taking the populations to be examined one at a time, the first under consideration was the retail advertisers. The total number of retail advertisers that took part in the study was 46. Only three advertisers refused. Because 94 percent of the population participated, any difference in responses was considered significant.

Concept-Dimension Clusters

First, the author sought to determine the interrelationships of media concepts and meaning dimension combinations. Each of the media concepts had three meaning scores. For example, radio station KALV was rated by each of the 46 retail advertisers on the evaluative, potency and ethical responsibility meaning dimensions. Likewise, each advertiser rated the other seven media concepts on those meaning dimensions. This means that 24 mean scores were obtained from each of the 46 advertisers (eight media concepts by three meaning dimensions). By intercorrelating these 24 sets of mean scores, the author generated a 24-by-24 matrix showing relationships of each concept-meaning combination

with every other combination (See Appendix D). Intercorrela-
tions of the 24 media concept-meaning dimension combinations
in Appendix D were used to determine if some combinations
were more similar in meaning for the retail advertisers than
were others. If so, clusters of concept-dimensions could be
extracted through factor analysis.

In this study, the author extracted three clusters, or
factors, of concept-dimensions from the intercorrelation
matrix by using the principal components method of factor
analysis with varimax rotation. The widely-used principal
components method essentially defines the original correla-
tion matrix with as few hypothetical variables as possible.
A maximum amount of variance is extracted as each factor is
calculated. In a three-factor solution, for example, the
first factor comprises the number of variables that contain
the greatest amount of total variation in the dependent
responses. From the remaining variables, the second factor
is extracted, then the third and so on. The complementary
varimax rotation of factors mathematically objectifies the
correlation of each variable with each factor. Through
rotation of 90-degree axes in m-dimensional space, "best
fit" points are found where clusters of variables have max-
imum loading on one of the factors.

Table IV (page 43) presents the three factors, as seen
by Alva retail advertisers. Under each factor are listed
the correlations (factor loadings) of the media concepts-
meaning dimensions comprising that factor. The first factor,

for example, comprises 12 concept-dimension combinations
which were viewed by retail advertisers as more like each
other in meaning than they were like any concept-dimension
associated with the other two factors.

TABLE IV

ROTATED FACTOR MATRIX OF CONCEPTS-DIMENSIONS
FOR RETAIL ADVERTISERS

Concept-Dimension	Factor 1	Factor 2	Factor 3
KALVEV	.81		
KALVER	.83		
KALVPN	.87		
ARCEV		.87	
ARCER		.82	
ARCPN		.86	
KALVNEV	.83		
KALVNER	.89		
KALVNPN	.83		
ARCNEV		.86	
ARCNER		.86	
ARCNPN		.93	
KALVADEV	.84		
KALVADER	.77		
KALVADPN	.81		
ARCADEV		.70	
ARCADER		.79	
ARCADPN		.68	
MARTINEV	.76		
MARTINER	.88		
MARTINPN	.87		
EDWARDSEV			-.87
EDWARDSER			-.71
EDWARDSPN			-.74
% Total Variance	47.77	37.21	15.02

The 12 concept-dimensions in the first factor pertain to all combinations of KALV media concepts and the three meaning dimensions. The common underlying index comprising the first factor is KALV.

What does all this mean? Simply this: To the degree that retail advertisers saw KALV as valuable, potent and ethically responsible; they also saw KALV's news, advertising and general manager as valuable, potent and ethically responsible. In other words, the advertisers held similar meaning for the various aspects of KALV, and this meaning was different than that held for the <u>Alva Review Courier</u>.

The nine concept-dimensions in the second factor pertained to the <u>Alva Review Courier</u>. Thus, the advertisers saw the newspaper, its news coverage and its advertising as similar in meaning.

The third factor was loaded only with <u>Alva Review Courier</u> editor, Gary Edwards. And the loadings were negative which means that if the advertisers saw Edwards as valuable, they also saw him as potent and ethically responsible. And the meaning they had for him on these dimensions was different than that held for various aspects of his <u>Alva Review Courier</u> and KALV.

Put another way, Edwards stood alone in the advertisers' views. Inspection of the intercorrelation matrix in Appendix D bears this out. The advertisers did not associate Edwards impressively high with the radio station or newspaper concept-dimensions. However, they did strongly

associate "Edwards with Edwards" on the three meaning dimensions (average r = .83). The editor, then was not identified with his paper as strongly as the general manager was identified with KALV.

Differences in Media Images

The fact that KALV and the <u>Alva Review Courier</u> (ARC) were seen as similar to each other, yet different from one another, does not indicate the degree of direction of meaning.

Table V lists the average meaning score for each media concept on each meaning dimension. One way to read Table V is to compare the "inside" mean scores with the marginal or total means (See Table V, Page 46).

First, the reader should note that the over-all grand mean image in the lower right corner of Table V is 3.88, which, by the author's arbitrary guideline, falls in the "fair image" range about halfway between "poor" and "good."

Scanning down the right column of Table V, the highest mean image was of <u>Alva Review Courier</u> advertisements (4.11), compared with a mean of 3.94 for KALV ads. The higher score for ARC ads tended to be due to the advertisers' higher evaluative and potency dimension ratings (4.10 vs. 3.92 and 3.99 vs. 3.70, respectively).

KALV held the edge over the <u>Alva Review Courier</u> on news image (4.07 vs. 3.77), and this was true across the board, especially on the value placed on KALV news over ARC news

(4.08 vs. 3.55, respectively). The difference in value placed on radio and newspaper news coverage was the largest recorded among the advertisers.

TABLE V

MEAN SCORE FOR MEDIA CONCEPTS-MEANING
DIMENSIONS: RETAIL ADVERTISERS

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	3.52	3.86	3.47	3.61
ARC	3.75	4.05	3.57	3.79
KALV News	4.08	4.12	4.02	4.07
ARC News	3.55	3.98	3.77	3.77
KALV Ads	3.92	4.19	3.70	3.94
ARC Ads	4.10	4.24	3.99	4.11
Martin	3.69	3.75	3.75	3.73
Edwards	4.06	4.11	3.87	4.01
Dimension Total Mean Score	3.83	4.04	3.77	3.88

Gary Edwards, Alva Review Courier editor, tended to net a higher over-all image among retail advertisers than did Lynn Martin, general manager of KALV (4.01 vs. 3.73). This tended to be due mostly to their over-all perceived value of Edwards (4.06 vs. 3.69 for Martin) and his ethical respon- sibility (4.11 vs. 3.75 for Martin).

Over-all, the two Alva media tended to be seen by retail advertisers as: first, ethically responsible (4.04), second, valuable (3.83) and third, as showing strength or potency (3.77).

It should be noted that all the raw mean image differences above fell in the 3.0 to 4.9 range arbitrarily assigned by the author. This indicated that the retail advertisers hold a fair image of the media in Alva.

General Population

The sample statistics for this study were drawn to match population parameters. The results of this procedure left us with age groups with greatly differing number of respondents. Because of this, no over-all analysis of the variance was attempted but a factorial analysis of the variance was computed for each of the six sex-by-age groups. The sex-by-age groups were then discussed individually. The analysis revealed some meaningful differences among the three semantic differential meaning dimensions and differences between the eight concepts depending on the sex and age group being analyzed. Images of the media in Alva differed by the various sex and age groups.

Concept-Dimension Clusters:
General Population

As in the case of retail advertisers, the 24 media concept-meaning dimensions were intercorrelated to generate

a 24 by 24 correlation matrix (See Appendix E). This matrix
can be used to describe the degree of direction and relation-
ships between each of the 24 concept-dimension combinations
involved in this study. Coefficients of correlation within
the matrix ranged from negligible to high-and-marked.

As with the retail advertisers, the rotated factor
matrix revealed that three factors comprised the same
concept-dimension indices on the first, second and third
factors as evidenced with the retail advertisers (See Table
VI, Page 49). Table VI lists each concept-dimension correla-
tion with the factor on which it had the highest loading.

The general population as well as the retail adver-
tisers, saw KALV over-all, as well as its news coverage,
advertising and general manager as similar. This is shown
by the high covariation among the 12 KALV concept-dimensions
combination correlations in the first factor.

The second factor was loaded with the same nine news-
paper concept-dimensions for the general population as it
was for the retail advertisers. However, covariation among
the concept-dimensions is not as strong as with the retail
advertisers. The second factor, general population, explains
28.51 percent of the total variation in scores, whereas the
second factor, retail advertisers explained 37 percent.

Put more simply, the general population saw the Alva
Review Courier concept-dimensions as more closely associated
with each other than with KALV. However, this association
was not as strong as that of the retail advertisers. In

fact, the second factor for the most part, involved the value and ethical responsibility of the <u>Alva</u> <u>Review</u> <u>Courier's</u> advertising and news. These are the concept-dimensions in which more than half the total variation in responses to them were explained by the second factor.

TABLE VI

ROTATED FACTOR MATRIX OF CONCEPTS-
DIMENSIONS FOR GENERAL POPULATION

Concept-Dimension	Factor 1	Factor 2	Factor 3
KALVEV	.85		
KALVER	.88		
KALVPN	.85		
ARCEV		.64	
ARCER		.61	
ARCPN		.66	
KALVNEV	.86		
KALVNER	.86		
KALVNPN	.87		
ARCNEV		.70	
ARCNER		.73	
ARCNPN		.68	
KALVADEV	.88		
KALVADER	.83		
KALVADPN	.84		
ARCADEV		.76	
ARCADER		.82	
ARCADPN		.88	
MARTINEV	.88		
MARTINER	.85		
MARTINPN	.88		
EDWARDSEV			-.85
EDWARDSER			-.88
EDWARDSPN			-.88
% Total Variance	50.57	28.51	20.92

Again Gary Edwards, _Alva Review Courier_ editor, stood
alone in the third factor. His image in the eyes of the
general population was different than that for KALV and the
Alva Review Courier.

Media Images: Total
and by Sex and Age

The average meaning for each media concept across the
three meaning dimensions gives the media concept's total
mean image. The right-hand column of Table VII lists the
total mean image for each of the eight concepts. The lower
right entry of 4.16 in Table VII represents the mean image
of KALV and _Alva Review Courier_ combined. On a seven-point
semantic differential scale, the 4.16 mean image lies be-
tween "neutral" and "somewhat good," leaning toward former.
By the author's arbitrary cutoff points, the image lies
around the middle of the "fair" range of 3.0 to 4.9 (See
Table VII, Page 51).

In Table VII, KALV netted a total mean image of 4.05,
rated highest on News and Advertising (4.14 and 4.13, re-
spectively). The _Alva Review Courier_ elicited a mean image
of 4.25. It, too, was rated highest on News and Advertising
(4.31 and 4.56, respectively).

From the population, over-all, the _Alva Review Courier_
tended to draw a somewhat higher image on all concepts
across all three meaning dimensions, except on potency of
its news coverage. Here, KALV was rated a mean difference

of .02 over the newspaper (4.20 vs. 4.18). This over-all higher image of the Alva Review Courier did not prevail across sexes and age groups, as evidenced in several instances that follow.

TABLE VII

GENERAL POPULATION: CONCEPT-BY-DIMENSION

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	3.98	4.06	4.11	4.05
ARC	4.20	4.30	4.25	4.25
KALV News	4.09	4.12	4.20	4.14
ARC News	4.32	4.44	4.18	4.31
KALV Ads	4.06	4.15	4.17	4.13
ARC Ads	4.40	4.70	4.57	4.56
Martin	3.62	3.70	3.66	3.66
Edwards	4.16	4.23	4.20	4.20
Total	4.10	4.21	4.17	4.16

In the following discussion, reference will be made to the evaluative meaning dimension ratings as "value" or "attitude" ratings. Likewise, "strength" will be substituted at times for "potency" in citing a meaning score. These are synonymous terms accepted in parlance about

semantic differential scales and meaning dimensions. The
three semantic meaning dimensions utilized have proven them-
selves valuable in discussing the value, or strength, of a
concept.

Females: 15-19

Referring to females 15-19, variance analysis showed
some significant differences between the media concepts
(p < .0001) and also between some of the concept-dimension
combinations (p < .0001).

Difference-between-means analyses showed that this
group, which comprises 10 percent of Alva's population,
differ in degree of different meanings they had over-all,
as shown in Table VIII (See Table VIII, Page 53).

Differences between the mean evaluation (3.73), mean
ethical responsibility (3.79) and mean potency (3.71) fell
within chance expectations.

From the right column of Table VIII, the younger fe-
males saw no significant differences, over-all, between KALV
and the Alva Review Courier (3.83 vs. 4.26). However, this
similarity broke down on two meaning dimensions. The group
of 28 females viewed the Alva Review Courier as more ethi-
cally responsible (3.70 vs. 4.35) and more potent than KALV
(4.24 vs. 3.71).

Significant differences were registered between all
other pairs of media concepts. Females 15-19 held a higher
image of the Alva Review Courier's news (3.99 vs. 3.07),

advertisements (4.48 vs. 3.39) and editor, Gary Edwards,
(4.11 vs. 2.78). These image differences held up across
all three meaning dimensions.

TABLE VIII

FEMALES 15-19 CONCEPT-BY-DIMENSION MEAN SCORES

| Media Concepts | Meaning Dimensions | | | Total Mean Image |
	EV	ER	PN	
KALV	4.09_{**}	3.70_*	3.71_*	3.83_{**}
ARC	4.19	4.35	4.24	4.26
KALV News	3.01_*	3.05_*	3.14_*	3.07_*
ARC News	4.19	4.33	3.46	3.99
KALV Ads	3.35_*	3.21_*	3.61_*	3.39_*
ARC Ads	4.06	4.70	4.69	4.48
Martin	2.65_*	2.97_*	2.71_*	2.78_*
Edwards	4.26	3.97	4.08	4.11
Total	3.73**	3.79**	3.71**	3.74

*Significant $<$ .05   **Not Significant

Though significant difference did occur among the
younger females, most mean ratings fell within the 3.0 to
4.9 range indicating a "fair" image of the media. In fact,
the grand mean image was 3.74. "Poor" ratings, however,
were given to Lynn Martin, KALV station manager. His

ratings were less than 3.0 across all the three meaning dimensions.

Females 20-34

The 42 women in this group did not differ in degree of evaluative, ethical responsibility and potency meaning dimensions, as shown in Table IX. Differences among the average meanings of 4.17, 4.20 and 4.15 fell within chance expectations.

TABLE IX

FEMALES 20-34 CONCEPT-BY-DIMENSION MEAN SCORES

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	3.91**	4.11**	3.96**	3.99**
ARC	4.22	4.19	4.28	4.23
KALV News	4.03**	4.19**	4.21**	4.15**
ARC News	4.30	4.35	4.23	4.29
KALV Ads	4.29**	4.26**	4.22**	4.26*
ARC Ads	4.73	4.79	4.63	4.72
Martin	3.79**	3.56**	3.57**	3.64*
Edwards	4.05	4.17	4.10	4.11
Total	4.17**	4.20**	4.15**	4.17

*Significant $<$ .05   **Not Significant

Though meanings were the same across all media con-
cepts, the overall image of two pairs of concepts differed
across the three meaning dimensions. The right-hand column
of Table IX suggests that females 20-34 registered a more
positive impression of the Alva Review Courier advertising
than that of KALV (4.72 vs. 4.26). Likewise, the newspaper
editor was viewed more favorably than the radio station
manager, (4.11 vs. 3.64).

Again, the author points out that all mean scores fell
within the 3.0 to 4.9 range, with an over-all average of
4.17. This indicated a "fair" image held by this female
age group which comprised 14 percent of the Alva population.

Females 35 and over

Table X suggests that, like the two younger groups, the
35 and over female group viewed the combined aspects of the
two media alike on their value (4.71), ethical responsi-
bility (4.76) and potency (4.78) (See Table X, Page 56).

KALV, however, drew a more favorable image than the
Alva Review Courier, across all dimensions of meaning, as
shown in the right-hand column of Table X (4.75 vs. 4.40).

The 35 and over females, Alva's largest community group
comprising 28 percent of the population, held similar views
of the media's news, advertising and managers, over-all.
However, in the cases of news and managers, differences
existed on some meaning dimensions. KALV's news was rated
more valuable (5.22 vs. 4.93) and potent (5.15 vs. 4.86)

than the Alva Review Courier's. KALV general manager,
Martin, was considered more responsible (4.64 vs. 4.31) and
stronger (4.56 vs. 4.36) than editor, Edwards.

TABLE X

FEMALES 35 AND OVER CONCEPT-BY-DIMENSION MEAN SCORES

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	4.60*	4.71*	4.94*	4.75*
ARC	4.32	4.50	4.39	4.40
KALV News	5.22*	4.97**	5.15*	5.12**
ARC News	4.93	4.81	4.86	4.87
KALV Ads	4.88**	5.06**	4.91**	4.95**
ARC Ads	5.01	5.10	5.07	5.06
Martin	4.44**	4.64*	4.56*	4.55**
Edwards	4.31	4.31	4.36	4.33
Total	4.71**	4.76**	4.78**	4.75

*Significant $<$.05   **Not Significant

The majority of mean attitude scores from this sample
of 78 females fell into the 3.0 to 4.9 range indicating a
"fair" image of Alva media. Two fell into the "good" range,
including a 5.12 rating for KALV news and 5.06 for Alva
Review Courier ads.

Males 15-19

This young group of males, comprising only nine percent of the Alva population, held the same image of the radio station as they did the newspaper. The total mean image of 3.97 was somewhat higher than the mean image of 3.74 held by females 15-19.

TABLE XI

MALES 15-19 CONCEPT-BY-DIMENSION MEAN SCORES

Image Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	3.68**	4.08**	4.10**	3.95**
ARC	3.68	3.90	3.91	3.85
KALV News	3.96**	4.13**	4.44**	4.18**
ARC News	4.07	4.36	4.18	4.21
KALV Ads	3.83**	4.02**	4.36**	4.07**
ARC Ads	3.58	4.08	3.90	3.86
Martin	3.54**	3.71**	3.92**	3.72**
Edwards	3.82	3.77	4.05	3.88
Total	3.77*	4.01*	4.11*	3.97

*Significant $<.05$ **Not Significant

This sample of 24 males 15-19 expressed the least favorable mean attitude toward the Alva media (3.77) on the

evaluative meaning dimension. They did see the media as
more responsible (4.01) than valuable and stronger (4.11)
than responsible.

Males 20-34

The third largest segment of the Alva population,
males 20-34, comprised 17 percent of the total.

TABLE XII

MALES 20-34 CONCEPT-BY-DIMENSION MEAN SCORES

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	2.90*	2.98*	2.89*	2.93*
ARC	3.87	3.99	3.97	3.94
KALV News	3.24*	3.29*	3.18*	3.24*
ARC News	3.77	3.91	3.54	3.74
KALV Ads	2.89*	3.44*	2.92*	3.09*
ARC Ads	4.14	4.23	4.13	4.16
Martin	2.60*	2.97*	2.74*	2.77*
Edwards	3.80	4.19	3.84	3.94
Total	3.40**	3.62*	3.40**	3.48

*Significant $<$.05   **Not Significant

This age group held different images of the two media
on all aspects studied, as shown by the significant

differences in the four pairs of mean scores in the right-hand column of Table XII. (See Table XII, Page 58). Further, they saw the Alva media as more responsible (3.62) than were valuable (3.40) or potent (3.40).

The Alva Review Courier was more impressive to this sample of 45 men on all counts. Even so, the total mean image of the newspaper fell in the lower half of the "fair" range, with a 3.95. Total mean image for the combined media reached only 3.48, which was lower than the mean image held by their female counterparts (4.17) in the 20-34 age group.

Males 35 and over

Older males felt the combined media of Alva were equally valuable, responsible and potent, or strong, as shown by the respective average meaning ratings of 4.85, 4.89 and 4.86 on the bottom row of Table XIII (See Table XIII, Page 60).

Further, they did not distinguish between KALV and the ARC concepts over-all. However, this second largest segment of the population (22 percent) thought KALV was a stronger community force than the Alva Review Courier (5.05 vs. 4.70) but less valuable (4.69 vs. 4.90).

KALV news was seen as more valuable (5.07) and potent (5.07) than the Alva Review Courier's. Too, the radio station's ads were rated more valuable (5.12) but less ethically responsible (4.89).

TABLE XIII

MALES 35 AND OVER CONCEPT-BY-DIMENSION MEAN SCORES

Media Concepts	Meaning Dimensions			Total Mean Image
	EV	ER	PN	
KALV	4.69*	4.77**	5.05*	4.84**
ARC	4.90	4.88	4.70	4.83
KALV News	5.07*	5.07**	5.07*	5.07**
ARC News	4.68	4.90	4.78	4.79
KALV Ads	5.12*	4.89*	5.01**	5.01**
ARC Ads	4.88	5.27	5.02	5.06
Martin	4.68**	4.37*	4.47*	4.51**
Edwards	4.74	4.94	4.75	4.81
Total	4.85**	4.89**	4.86**	4.87

*Significant $<$.05   **Not Significant

Finally, like the 20 to 34 male group, this sample of
63 older males saw KALV's station manager as a less respon-
sible or potent community force than the ARC editor. It
should be recalled that the older female group saw the
station manager as a more responsible and a powerful force.

Those older males were more impressed with the Alva
media than any group, with a total mean image of 4.87,
which borders on a "good" rating. In fact, KALV's news
and advertising and the Alva Review Courier's advertising
fell into the "good" image range. The second highest image
was recorded by the older female group (4.75).

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The "image concept" has become increasingly popular in
the last decade. As now used in broadcasting, a station's
image can be defined as the "impression" or "picture" of a
station held by any person exposed in anyway to the station.
The same factors and impressions are true for the image of a
newspaper. As such, the image should be the result of all
exposure having to do with that media unit. It is possible
to obtain an over-all image or images of each media unit in
a given market. It is possible that a number of images may
exist for each media unit, based upon its various appeals
and services that it offers to the community.[1]

These ideas taken into consideration, this study
attempted to investigate the images of, or attitudes toward,
radio station KALV and the Alva Review Courier newspaper.
This exploratory study examined two groups in the Alva
community. First, the retail advertisers' image of, or
attitudes toward, the Alva media were measured using the
semantic differential. Secondly, the general populations'
images of, or attitudes toward, the Alva media were measured
using the semantic differential.

The image of the media in Alva were measured by questioning 46 retail advertisers and 284 members of the general population. An over-all image for both KALV and the Alva Review Courier were measured along with measurements of six other concepts related to the media (KALV News, ARC News, KALV Ads, ARC Ads, Lynn Martin, Gary Edwards). Both of the groups making up the universe for the sample judged the eight concepts along the same nine semantic differential scales by the three scales representing each of the three dimensions used: Evaluative, Ethical Responsibility and Potency.

The responses of retail advertisers and the general population were then used to generate a correlation matrix for each of the two groups (See Appendixes D and E). The correlation matrix can be used to describe the degree and direction of relationships between each of the 24 concept-dimension combinations involved in this study.

In order to identify individual clusters of concept-dimensions for the retail advertisers and the general population, a rotated factor matrix was generated for each group (Factor Analysis). The retail advertisers factor matrix and the general population factor matrix formed identical factors. Both groups factored the 12 KALV concepts-dimensions into factor one, the first 9 Alva Review Courier concepts-dimensions into the second factor and the 3 Edwards concepts-dimensions formed factor three.

Because the total population of retail advertisers was taken, any difference between the mean score was reported as

significant. Because of the variations in the size of the
six sex-by-age groups in the general population, no over-all
analysis of the variance was computed for the entire popula-
tion. However, the six sex-by-age groups were treated
separately to an analysis of the variance. For each age
group, the F-ratios indicated significant differences that
were present between the concepts, between the semantic
dimensions and indicated the significant interactions. Each
of the six sex-by-age groups plus the retail advertisers,
had the mean scores for every concept-dimension combination
placed in one of three ranges designated by the author. The
image ranges were mean scores between 1.0 and 2.9 presented
a poor image, mean scores between 3.0 and 4.9 presented a
fair image, and mean scores between 5.0 and 7.0 presented a
good image of the Alva media.

In analyzing the mean scores for the retail advertisers,
the author found they preferred the Alva Review Courier
over-all, the Alva Review Courier Ads, and Gary Edwards.
The only KALV concept to receive the higher mean score was
KALV News. Looking at the possible interaction of concepts
and dimensions, the Alva Review Courier was preferred in
every area except news and once again KALV was preferred in
that area.

Examining the media in Alva across the three semantic
meaning dimensions, the retail advertisers saw the media as
first Ethical Responsible, second, Valuable and finally,
the Potency dimension. Applying the mean scores of all

concepts and dimensions, it was found that all the retail advertisers mean scores fell in the 3.0 to 4.9 range. This indicates the retail advertisers had a fair image of the media (KALV and Alva Review Courier) in Alva.

In respect to the general population, KALV drew a more favorable response on most aspects from older persons of both sexes who comprised 50 percent of the population. Older women rated the station, as a whole, higher on all meaning dimensions, while males 35 and over saw the station, over-all, as more valuable and potent.

The station's news, though rated the same as the Alva Review Courier's, over-all, by women 35 and over, came out ahead in value and potency. The same was true for older men's image of KALV news. Additionally, men 35 and over rated the station's ads more valuable and ethically responsible.

Older women were more impressed with KALV general manager, Martin, than with editor Edwards, from the standpoints of responsibility and strength.

The Alva Review Courier was rated higher than KALV on all concepts by females 15-19 and males 20-34. Women 20-34 were more impressed with the newspaper's advertisements and editor Edwards than with KALV advertising and general manager, Martin.

The younger males, 15-19, did not distinguish between the radio station and the newspaper on any count. Therefore, they saw the radio station and newspaper the same over-all.

A salient point to be made here is that, though the Alva Review Courier was viewed more favorably than KALV by more groups on more concepts, the percentage of population must be taken into account. KALV made a strong showing on many concepts with the two largest segments of the Alva population, . . . those 35 and over persons of both sexes, who comprised half the population. The Alva Review Courier was viewed more favorably by about 41 percent.

Conclusions

Findings in this study indicated that the retail advertisers and the six sex-by-age breakdowns hold various opinions of the eight concepts under consideration. Over-all the retail advertisers have a fair image of the media in Alva (KALV and Alva Review Courier). The populations' images of the various concepts range from poor to good. However, the majority of the mean scores across all six of the sex-by-age groups indicates that a fair image is most prevalent when looking at the media as a whole. Over-all, the semantic meaning dimension for the general population tends not to show any differences in the dimensions.

Question No. 1. The first question this study attempted to look at was the image the general population held for the media in Alva. A fair image tends to be the most prevalent in the six sex-by-age groups.

Question No. 2. The second question dealt with the image the retail advertisers hold toward the media. The

retail advertisers in Alva hold a fair image of the media units.

Question No. 3. The third question of this study dealt with the general populations' image of the various concepts being evaluated of both KALV radio and the Alva Review Courier newspaper. Once again, the eight concepts over-all had a strong tendency to hover in the fair image area. Although different sex-by-age groups had various images of the concepts under consideration, the over-all image of the Alva media as seen by the general population would have to be considered fair.

Question No. 4. The fourth question dealt with the retail advertisers attitudes toward the eight concepts being evaluated. All the mean scores for the eight concepts of KALV and the Alva Review Courier revealed that the retail advertiser holds a fair image of the Alva media.

Question No. 5. Question five asks if there was a difference between the general populations' image of the media in Alva and the retail advertisers image of the Alva media? Because of the largely differing numbers of respondents in the various groups, no statistical tests were computed. However, looking at the over-all results for the general population and for the retail advertisers, it can be seen that a fair image of the media is prevalent in both populations.

Question No. 6. Of the concepts being judged by the respondents for each group, what recommendation can be made

to point out areas of image problems? Although the various
sex-by-age breakdowns indicate various areas of strengths
and weaknesses for the different media and the same is true
for the retail advertisers, it appears that both KALV and
the Alva Review Courier need to examine their role in the
community. Neither media unit seems to be serving the com-
munity as well as they might. The mean scores consistently
falling near the mid-point of our semantic scale indicates
to the author that the media in Alva is having little effect
one way or the other on the retail advertisers or the gen-
eral population.

Question No. 7. Can the semantic differential be used
effectively to find the connotative meaning people have for
a particular media unit? The semantic differential has
proven itself valid in other media comparison studies. In
this study, the dimensions tend not to be seen separately.
Either the adjective pairs chosen for this study did not
adequately represent their respective semantic dimensions or
the respondents in this study felt the media performance was
equal across the three dimensions. The adjective pairs
chosen for this study have proven themselves valuable in
other media research and the author believes they were
representative of their respective dimensions.

Recommendations

Based on the findings of this study, the author recom-
mends that radio station KALV and the Alva Review Courier

newspaper examine the concepts utilized in this study as
well as other factors affecting their over-all image. The
author believes that the fair image of the media in Alva as
seen by the retail advertisers and the general population
indicates the media is not performing up to their potential.

This study did not try to predict the over-all success
of the Alva media. The media in Alva obviously do serve the
public in many ways, but the over-all image of the media
could be improved. This community is a single station and
single newspaper market which makes the job of pleasing
every age group in the population difficult. The managers
of the individual media units can take the information pro-
vided in this study and analyze ways in which a better image
can be achieved.

The author would recommend that the media units examine
the service they are now providing the community of Alva,
make various changes to improve their image and then attempt
this study again using the same criteria. The improvement
on a media unit's image can do nothing but increase commu-
nity preference for the media and possibly increase the
profits of the media.

FOOTNOTES

[1]Percy Tannenbaum and Jack McLeod, "Public Images of Mass Media Institutions," Paul J. Deutschmann Memorial Papers in Mass Communications Research (Cincinnati, 1963), pp. 51-60.

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APPENDIXES

APPENDIX A

SEMANTIC DIFFERENTIAL SCALES

LIST OF SCALES LOADING ON EACH OF THE FIVE FACTORS

Stylistic	Ethical
Exciting--Dull	Fair--Unfair
Fresh--Stale	Truthful--Untruthful
Easy--Difficult	Accurate--Inaccurate
Neat--Messy	Unbiased--Biased
Colorful--Colorless	Responsible--Irresponsible

Potency	Activity
Bold--Timid	Tense--Relaxed
Powerful--Weak	Active--Passive
Loud--Soft	Modern--Old Fashion

General Evaluative

Pleasant--Unpleasant
Valuable--Worthless
Important--Unimportant
Interesting--Boring

Source: Percy Tannenbaum and Jack McLeod, "Public
         Images of Mass Media Institutions," Paul
         Deutschmann Memorial Papers in Mass Communica-
         tion Research (Cincinnati, 1963), p. 52.

ALL MEDIA ANALYSES

Ethical Responsibility	Informative Vitality
Responsible--Irresponsible	Progressive-Unprogressive
Reputable--Irreputable	Alert--Unalert
Wholesome--Unwholesome	Fresh--Stale
Orderly--Unorderly	Meaningful--Unmeaningful

Pleasant Veracity	Entertainment
Pleasant--Unpleasant	Interesting--Uninteresting
Good--Bad	Pleasing--Unpleasing
Truthful--Untruthful	Relaxed--Tense

Potency

Important--Unimportant
Powerful--Weak

Source: Paul Deutschmann and Donald Kiel, A Factor Analy-
tic Study of Attitudes Toward the Mass Media
(Cincinnati, 1960), p. 10.

TWENTY SCALES SELECTED FOR THE SEMANTIC DIFFERENTIAL

Evaluative	Evaluative
Clean--Dirty	Interesting--Uninteresting
Fresh--Stale	Careful--Careless
Fair--Unfai	Accurate--Inaccurate
Superior--Inferior	Right--Wrong
Attractive--Unattractive	Unbiased--Biased
Complete--Incomplete	Balanced--Unbalanced
	Impartial-Partial

Activity	Potency
Fast--Slow	Light--Heavy
Sharp--Dull	Large--Small
Active--Passive	Strong--Weak

Source: Jack Lyle, "Semantic Differential Scales For
          Newspaper Research," Journalism Quarterly, XXXVII
          (Stanford University, 1960), p. 559.

APPENDIX B

QUESTIONNAIRE

SEMANTIC DIFFERENTIAL SCALES AND
CONCEPTS USED IN INTERVIEWS

CONCEPTS

Attractive   ___:___:___:___:___:___:___ Unattractive

Superior   ___:___:___:___:___:___:___ Inferior

Balanced   ___:___:___:___:___:___:___ Unbalanced

Responsible   ___:___:___:___:___:___:___ Irresponsible

Accurate   ___:___:___:___:___:___:___ Inaccurate

Unbiased   ___:___:___:___:___:___:___ Biased

Powerful   ___:___:___:___:___:___:___ Weak

Important   ___:___:___:___:___:___:___ Unimportant

Meaningful   ___:___:___:___:___:___:___ Unmeaningful

The concepts to title each scale are:

Radio Station KALV

Alva Review Courier

Lynn Martin

Gary Edwards

KALV Local News Coverage

Alva Review Courier Local News Coverage

KALV Advertisements

Alva Review Courier Advertisements

APPENDIX C

ALVA RETAIL ADVERTISERS

ALVA RETAIL ADVERTISERS
ALVA, OKLAHOMA

1. Alva Office Supply
2. Oklahoma Tire & Supply
3. Wood - Appleman
4. Thilsted Electric
5. Bestyet Food Center
6. Gleyre's TV & Appliance
7. The Donut Shop
8. Bloyd Distributing Company
9. Marcum & Marcum
10. Neuman's Music Center
11. Pettit's House of Carpet
12. Loomis, C. E. Furniture Company
13. Mode O'Day Shop
14. Guys & Gals Boutique
15. Tanner Brothers
16. Tyree's Mens Wear
17. Holder-Southern Drug
18. C. R. Anthony
19. Gibson Discount Center
20. Arganbright Real Estate & Auction Company
21. Ludlum, Sadie A., Real Estate
22. Old Surety Life Insurance Company
23. Filson Real Estate
24. Jones, Clyde Real Estate & Auction
25. Montgomery Ward & Company
26. J. C. Penney, Company, Incorporated
27. Tanner, E. W., Company, Incorporated
28. Leu's Davis Paint Store
29. Ideal Food Store
30. Ed's Mart
31. Safeway Grocery
32. Reed's Farm & Ranch Supply
33. Shafer's Radio & TV
34. T. G. & Y.
35. Western Auto
36. Brown's Shoe Fit
37. Daisy Village
38. Coast To Coast
39. Ashley Alva Outlet
40. Etc. Shoppe
41. Pat Fuson Carpets
42. Gard's Jewelry
43. Magnuson's Food Store
44. Darnall Furniture
45. Oklahoma Glass & Wallpaper
46. Heads & Threads Boutique

APPENDIX D

RETAIL ADVERTISERS' CORRELATION MATRIX

RETAIL ADVERTISERS' CORRELATION MATRIX

	KALVEV	KALVER	KALVPN	ARCEV	ARCER	ARCPN	KALVNEV	KALVNER	KALVNPN	ARCNEV	ARCNER	ARCNPN	KALVADEV	KALVADER	KALVADPN	ARCADEV	ARCADER	ARCADPN	MARTINEV	MARTINER	MARTINPN	EDWARDSEV	EDWARDSER	EDWARDSPN
KALVEV	X	.69	.78	.08	.01	.10	.55	.67	.58	.10	.02	.13	.67	.58	.68	-.05	.01	-.09	.54	.67	.70	.29	.30	.36
KALVER	.69	X	.64	-.13	-.06	-.29	.62	.83	.72	-.08	.05	-.10	.59	.72	.52	-.13	-.16	-.18	.56	.74	.73	.18	.30	.19
KALVPN	.78	.64	X	-.01	-.03	.04	.59	.67	.61	-.02	.04	.04	.80	.59	.85	-.12	-.08	-.16	.59	.75	.79	.22	.31	.31
ARCEV	.08	-.13	-.01	X	.64	.79	-.13	-.15	-.08	.79	.66	.82	.14	.13	.16	.70	.76	.64	-.11	-.16	-.07	.41	.53	.53
ARCER	.01	-.06	-.03	.64	X	.70	-.14	-.02	-.09	.62	.82	.67	.11	.07	.09	.53	.75	.58	-.10	-.10	-.05	.28	.53	.40
ARCPN	.10	-.29	.04	.79	.70	X	-.18	-.25	-.21	.69	.60	.80	.08	.03	.11	.63	.73	.65	-.07	-.13	-.10	.32	.38	.52
KALVNEV	.55	.62	.59	-.13	-.14	-.18	X	.86	.79	.07	.04	-.03	.58	.58	.53	-.17	-.26	-.14	.66	.74	.71	.17	.16	.10
KALVNER	.67	.83	.67	-.15	-.02	-.25	.86	X	.81	-.01	.11	-.07	.65	.70	.59	-.18	-.21	-.17	.64	.75	.74	.24	.32	.19
KALVNPN	.58	.72	.61	-.08	-.09	-.21	.79	.81	X	-.01	.08	.01	.68	.70	.57	.05	-.04	.002	.65	.67	.70	.27	.19	.19
ARCNEV	.10	-.08	-.02	.79	.62	.69	.07	-.01	-.01	X	.77	.90	.08	.14	.20	.54	.54	.51	.02	-.61	-.05	.37	.45	.50
ARCNER	.02	.05	.04	.66	.82	.60	.04	.11	.08	.77	X	.78	.22	.23	.21	.60	.68	.61	-.004	-.03	.01	.34	.55	.44
ARCNPN	.13	-.10	.04	.82	.67	.80	-.03	-.07	.01	.90	.78	X	.19	.19	.25	.65	.66	.64	-.04	-.08	-.08	.36	.43	.56
KALVADEV	.67	.59	.80	.14	.11	.08	.58	.65	.68	.08	.22	.19	X	.72	.81	.18	.15	.07	.58	.68	.73	.29	.40	.40
KALVADER	.58	.72	.59	.13	.07	.03	.58	.70	.70	.14	.23	.19	.72	X	.59	.15	.13	.11	.57	.65	.56	.26	.39	.41
KALVADPN	.68	.52	.85	.16	.09	.11	.53	.59	.57	.20	.21	.25	.81	.59	X	.02	.05	-.04	.53	.64	.64	.23	.33	.38
ARCADEV	-.05	-.13	-.12	.70	.53	.63	-.17	-.18	.05	.54	.60	.65	.18	.15	.02	X	.88	.90	-.06	-.20	-.07	.47	.47	.55
ARCADER	.01	-.16	-.08	.76	.75	.73	-.26	-.21	-.04	.54	.68	.66	.15	.13	.05	.88	X	.84	-.09	-.19	-.07	.42	.51	.52
ARCADPN	-.09	-.18	-.16	.64	.58	.65	-.14	-.17	.002	.51	.61	.64	.07	.11	-.04	.90	.84	X	-.12	-.23	-.13	.53	.50	.55
MARTINEV	.54	.56	.59	-.11	-.10	-.07	.66	.64	.65	.02	-.004	-.04	.58	.57	.53	-.06	-.09	-.12	X	.78	.73	.27	.21	.32
MARTINER	.67	.74	.75	-.16	-.10	-.13	.74	.75	.67	-.06	-.03	-.08	.68	.65	.64	-.20	-.19	-.23	.78	X	.86	.29	.34	.29
MARTINPN	.70	.73	.79	-.07	-.05	-.10	.71	.74	.70	-.05	.01	-.08	.73	.56	.64	-.07	-.07	-.13	.73	.86	X	.34	.33	.27
EDWARDSEV	.29	.18	.22	.41	.28	.36	.17	.24	.27	.37	.34	.36	.29	.26	.23	.47	.42	.53	.27	.29	.34	X	.83	.85
EDWARDSER	.30	.30	.31	.53	.53	.38	.16	.32	.19	.45	.55	.43	.40	.39	.33	.47	.51	.50	.21	.34	.33	.83	X	.82
EDWARDSPN	.36	.19	.31	.53	.40	.52	.10	.19	.19	.50	.44	.56	.40	.41	.38	.55	.52	.55	.32	.29	.27	.85	.82	X

APPENDIX E

GENERAL POPULATIONS' CORRELATION MATRIX

GENERAL POPULATIONS' CORRELATION MATRIX

	KALVEV	KALVER	KALVPN	ARCEV	ARCER	ARCPN	KALVNEV	KALVNER	KALVNPN	ARCNEV	ARCNER	ARCNPN	KALVADEV	KALVADER	KALVADPN	ARCADEV	ARCADER	ARCADPN	MARTINEV	MARTINER	MARTINPN	EDWARDSEV	EDWARDSER	EDWARDSPN
KALVEV	X	.84	.88	.37	.35	.33	.73	.68	.73	.36	.27	.36	.78	.67	.75	.30	.24	.25	.73	.71	.74	.28	.27	.34
KALVER	.84	X	.81	.24	.27	.20	.72	.75	.71	.26	.24	.26	.73	.73	.70	.26	.22	.15	.77	.79	.76	.19	.23	.25
KALVPN	.88	.81	X	.30	.32	.32	.73	.71	.78	.33	.28	.41	.74	.68	.74	.30	.23	.26	.72	.68	.75	.23	.24	.32
ARCEV	.37	.24	.30	X	.76	.83	.19	.19	.25	.64	.60	.69	.33	.20	.33	.56	.47	.57	.24	.22	.26	.56	.53	.62
ARCER	.35	.27	.32	.76	X	.77	.19	.27	.22	.70	.77	.66	.26	.25	.22	.41	.56	.49	.24	.23	.23	.53	.61	.60
ARCPN	.33	.20	.32	.83	.77	X	.19	.24	.27	.64	.64	.78	.26	.16	.28	.47	.48	.59	.13	.11	.17	.56	.52	.63
KALVNEV	.73	.72	.73	.19	.19	.19	X	.86	.86	.31	.16	.26	.76	.66	.68	.27	.22	.21	.72	.65	.69	.16	.15	.18
KALVNER	.68	.75	.71	.19	.27	.24	.86	X	.85	.32	.29	.32	.74	.75	.69	.25	.23	.18	.71	.69	.69	.16	.22	.22
KALVNPN	.73	.71	.78	.25	.22	.27	.86	.85	X	.36	.26	.40	.76	.70	.76	.31	.26	.32	.76	.69	.75	.20	.15	.23
ARCNEV	.36	.26	.33	.64	.70	.64	.31	.32	.36	X	.82	.80	.37	.29	.29	.50	.53	.53	.32	.27	.30	.45	.48	.54
ARCNER	.27	.24	.28	.60	.77	.64	.16	.29	.26	.82	X	.72	.22	.26	.22	.44	.61	.36	.24	.21	.22	.40	.50	.48
ARCNPN	.36	.26	.41	.69	.66	.78	.26	.32	.40	.80	.72	X	.37	.28	.36	.49	.44	.56	.27	.21	.31	.47	.47	.57
KALVADEV	.78	.73	.74	.33	.26	.26	.76	.74	.76	.37	.22	.37	X	.80	.88	.35	.24	.26	.79	.71	.75	.24	.22	.28
KALVADER	.67	.73	.68	.20	.25	.16	.66	.75	.70	.29	.26	.28	.80	X	.78	.23	.26	.22	.71	.70	.70	.16	.27	.20
KALVADPN	.75	.70	.74	.33	.22	.28	.68	.69	.76	.29	.22	.36	.88	.78	X	.32	.26	.35	.75	.67	.75	.23	.22	.28
ARCADEV	.30	.26	.30	.56	.41	.47	.27	.25	.31	.50	.44	.49	.35	.23	.32	X	.72	.74	.32	.29	.31	.40	.37	.40
ARCADER	.24	.22	.23	.47	.56	.48	.22	.23	.26	.53	.61	.44	.24	.26	.26	.72	X	.79	.28	.23	.24	.38	.42	.37
ARCADPN	.25	.15	.26	.57	.49	.59	.21	.18	.32	.53	.56	.56	.26	.22	.35	.74	.79	X	.24	.13	.24	.38	.33	.39
MARTINEV	.73	.77	.72	.24	.24	.13	.72	.71	.76	.32	.24	.27	.79	.71	.75	.32	.28	.24	X	.84	.90	.22	.22	.25
MARTINER	.71	.79	.68	.22	.23	.11	.65	.69	.69	.27	.21	.21	.71	.70	.67	.29	.23	.13	.84	X	.86	.19	.26	.24
MARTINPN	.74	.76	.75	.26	.23	.17	.69	.69	.75	.30	.22	.31	.75	.70	.75	.31	.24	.24	.90	.86	X	.17	.20	.25
EDWARDSEV	.28	.19	.23	.56	.53	.56	.16	.16	.20	.45	.40	.47	.24	.16	.23	.40	.38	.38	.22	.19	.17	X	.81	.86
EDWARDSER	.27	.23	.24	.53	.61	.52	.15	.22	.15	.48	.50	.47	.22	.27	.22	.37	.42	.33	.22	.26	.20	.81	X	.83
EDWARDSPN	.34	.25	.32	.62	.60	.63	.18	.22	.23	.54	.48	.57	.28	.20	.28	.40	.37	.39	.25	.24	.25	.86	.83	X

VITA

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Candidate for the Degree of

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         ATTITUDES TOWARD THE MEDIA OF ALVA, OKLAHOMA

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