

NEWS VALUES AND NEWS DECISIONS OF SELECTED
ASSOCIATED PRESS AND UNITED PRESS
INTERNATIONAL NEWSMEN IN OKLAHOMA

By

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PREFACE

This thesis is concerned with how Associated Press and United Press International newsmen in Oklahoma select and evaluate different kinds of news stories.

The AP and UPI are the two major wire services in the United States, serving virtually every newspaper, television and radio station. Newsmen who work for these two wire services make key daily decisions on what makes up the news. The end product of their decisions is reflected in the news report received by millions of readers in the nation, and around the world.

This study then seeks to shed some light on how these news decisions are made and to determine if a pattern exists in news judgments of wire service newsmen. Fourteen Oklahoma wire service newsmen--seven from AP and seven from UPI--participated in this study.

Many persons made significant contributions to this project. I would like to take this opportunity to express my appreciation for the assistance and guidance given me by Dr. Walter J. Ward, director of journalism graduate studies at Oklahoma State University, whose news model was used in this study.

I would also like to thank Dr. Harry Heath, director of the Oklahoma State University School of Journalism and Broadcasting, who provided me with a parttime faculty position while pursuing a master's degree.

Also, I would especially like to thank the 14 AP and UPI newsmen

who willingly took part in this study. Each took time from a busy schedule to rank-order the stories in the pool.

They were all considerate and patient in their relationship with the author. All expressed a keen interest in the study and were equally eager to learn of the results.

In addition, I would like to thank Mrs. Martha Harnish for her typing excellence and advice.

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CHAPTER I

INTRODUCTION

A large percentage of news carried in newspapers and broadcast over radio and television stations is wire news. It arrives in the newsroom as the end product of a vast news network.

Newspapers in this country get the bulk of their national and foreign news from two wire services, the Associated Press and United Press International. Together they supply three-quarters of all foreign news to American newspapers and 90 percent to radio and television stations.¹

The AP is a cooperative owned by its 1,700 member newspapers and 2,000 radio and television stations in the United States. It also has 4,000 customer papers and radio stations outside this country. It picks up news from any member and distributes it all on the wire. It also covers some news with its own staff.²

The UPI, a privately owned commercial service, has 5,800 clients (newspapers, radio and television stations) in the U.S. and 110 other countries.³

The work of journalists on the wire services is similar to that of their opposite numbers on newspapers, the principal difference be-

¹Ira Henry Freeman and Beatrice O. Freeman, Careers in Journalism, (New York, 1966), pp. 112-116.

²Ibid., p. 112.

³Ibid., p. 114.

ing speed. With a deadline literally every minute, the wire service reporter must keep his story moving, perhaps in short "takes" of one paragraph at a time.⁴

In small bureaus the news service man writes and edits his own copy. In large relay bureaus, a large part of the staff concentrates on editing the report delivered to members.⁵

AP and UPI are the two principal wire services delivering news to clients in Oklahoma. Both wire services maintain bureaus in Oklahoma City and Tulsa, staffed by fulltime newsmen. Each service employs from 8-10 fulltime newsmen in the state. They also have stringers in all parts of the state.

The four wire service bureaus act as "gatekeepers" for state news sent to their clients. The importance of this function cannot be underestimated.

Without the wire services the newspapers in the United States and other countries could not keep their readers supplied with up-to-the minute news from outside their local territory. A look at any daily newspaper shows this. On the front page there will be half a dozen or more stories which carry the initials AP or UPI just after the name of the city in which the story originates.⁶

How do these wire service editors and reporters decide which news stories to move over the wires to their clients? How do they decide

⁴Ibid., p. 115.

⁵Ibid., p. 116.

⁶Phil Ault, News Around the Clock - Press Associations in Action, (New York, 1960), p. 10.

which stories have the highest priority, which stories move first and which might not move at all?

Is there a hierarchy of news elements involved in these daily decisions? Would it be possible to predict which news stories would get preference on the wire and which would not?

Also, are there any differences in the news values of the two wire services? Do AP and UPI newsmen agree on what makes the news? Or are there significant differences?

The purpose of this study then is a further attempt to refine another level of the "gatekeeper"--the wire service newsman.

In the wire service bureaus in Oklahoma both editors and reporters act as "gatekeepers." They will be referred to as wire service newsmen.

A press association telegraph wire network across the country is similar to a transcontinental railroad system. There is a main trunk line to which the association's main bureaus and most of the country's biggest newspapers are connected. From the main line, branch circuits, called "side wires," reach out to smaller newspapers and distant corners of the country. The places where these side wires leave the main trunk are "relay points." Each state or regional wire runs off the main trunk and services local clients.⁷

Since secondary wires cannot accommodate all the main line news, plus regional news, the editor at each relay point must decide which stories from the pile on his desk should be relayed to the branch lines.⁸

⁷Ibid., p. 11.

⁸Ibid., p. 12.

These wire filers must know what their client newspapers want and when they want it. The most exciting story is of little use to a newspaper if it arrives after the paper has gone to press. A hundred times a day the wire filer must look at all the dispatches on his desk and decide which to move on his particular wire first. The telegraph will carry only so many words a minute. Every press association man constantly is looking over his shoulder at the clock.⁹

The wire service newsman then acts as a gatekeeper in that he controls the flow of news.

Malcolm S. MacLean, Jr., says that special stress should be placed on the communicator. He says that this field of journalism has been sadly neglected.¹⁰

This study would be an attempt to shed some light on the news values of one communicator role--the wire service newsman.

More specifically, the study would investigate the communicator role of wire service newsmen in Oklahoma.

The decisions of the wire service newsman show up in all daily newspapers, as well as in most radio and television station news reports in the state. His decisions have a potentially great impact on how Oklahomans view their state's political, social and economic environment.

Wilbur Schramm, Stanford University, has said that no aspect of communication is so impressive as the enormous number of choices and

⁹Ibid., p. 13.

¹⁰Malcolm S. MacLean, Jr., "Systems of News Communication," Communication: Theory and Research, ed. Lee Thayer, (Springfield, 1967).

discards which must be made between the formation of the symbols in the mind of the communicator and the approach of a related symbol in the mind of the receiver.¹¹

What factors then influence what the wire service newsman decides will move on the wire? What are the news values which interact with other factors to influence the wire service newsman's decisions?

This study will utilize a three-dimensional news model developed by Walter J. Ward.¹² Ward's model reduced scores of news characteristics to three news dimensions which were semantically independent, yet related to actual news judgment situations.

The three news dimensions and their respective news elements were: NORMALITY, oddity, conflict, neither; PROMINENCE, known principals, unknown principals; and SIGNIFICANCE, impact, magnitude, no impact.

Lorenzo Edward Carter used the same model to test city editors and reporters on five Oklahoma daily newspapers in a master's thesis. Carter dropped the magnitude element after Ward found it too weak to pull out any significant experimental variance in news judgments.

Part of this study was designed to determine if the hierarchy of news values found in these two studies held up with wire service newsmen.

¹¹Wilbur Schramm, "The Gatekeeper: A Memorandum," Mass Communications, (Urbana, 1960), p. 176.

¹²Walter J. Ward, "News Values, News Situations and News Selections: An Intensive Study of Ten City Editors" (unpub. Ph.D. Dissertation, University of Iowa, 1967).

Review of Literature

A review of "gatekeeper" studies reveals that most have dealt with a newspaper newsroom situation. Emphasis has been on the news editor or news reporter. Several have dealt with wire editors on daily newspapers. Studies of wire service operations are lacking. But many researchers have stressed the need for such studies.

The "gatekeeper" concept originated in the social-psychological work of Kurt Lewin during World War II. He primarily was interested in the food purchasing habits of housewives in wartime. He focused on finding persons and places where decisions were made.¹³

Concerned with how food came to reach the family table, he presented a "channel theory." He said that food moves step by step through a channel with different patterns for each food item and each path.¹⁴

"Food does not move by its own impetus. Entering or not entering a channel and moving from one section of a channel is effected by a 'gatekeeper,'" Lewin wrote.¹⁵ The "gate regions" are governed "either by impartial rules or by a 'gatekeeper.'"¹⁶

Lewin also said that the case "holds not only for food channels, but also for the traveling of a news item through certain communication channels in a group, for movement of goods and the social locomo-

¹³Kurt Lewin, "Psychological Ecology (1943)," Field Theory in Social Science, (New York, 1951), p. 170.

¹⁴Ibid.

¹⁵Ibid., p. 176.

¹⁶Ibid., p. 186.

tion of individuals in many organizations."¹⁷

This reference to the news item traveling through communication channels gave rise to the "gatekeeper" concept in mass communications.

David Manning White, in the first communications gatekeeper study, investigated decision making by a telegraph editor on a daily newspaper. White wanted to know how the wire editor decided which of three versions of a story from competing wire services he would use.¹⁸

White saw any person in a newspaper office who makes news choices as a "gatekeeper." He concluded that the wire editor's subjectivity and personal biases were the most important factors in his decision-making. Like most studies of news judgment, White's effort was weak, experimentally and, thus, in variance control.

Other gatekeeping studies followed. Many concentrated on the newspaper situation and the wire editor in particular.

Walter Gieber extended the White study to 16 wire editors on Wisconsin dailies, which received only the AP wire service.¹⁹

Gieber's intensive study attempted to shed light on how the wire editors selected wire news for their papers. He pointed out that much of the decision-making process was being provided by the press associations.

He found that the wire editors accepted the AP as a reliable re-

¹⁷Ibid., p. 187.

¹⁸David Manning White, "The 'Gate Keeper': A Case Study in the Selection of News," Journalism Quarterly, Vol. 27, (Fall, 1950), pp. 383-390.

¹⁹Walter Gieber, "Across the Desk: A Study of 16 Telegraph Editors," Journalism Quarterly, Vol. 33, (Fall, 1956), pp. 423-432.

commender of news and they consistently used budget stories. The telegraph editors were dependent on the AP. In one sense the dependency was qualitative. The wire editors, working in a day-to-day frame of reference, rarely judged an item in the context of current events.²⁰

In another sense, the dependency was mechanical. First, the economic realities of publication placed mechanical controls over the wire desk. The deskmen said they lacked the time to evaluate the content of a news story. Wire news was a production tool.²¹

Gieber found the telegraph editor caught in a strait jacket of mechanical details. To the editor the most significant force in processing the news was getting copy into the newspaper. He was concerned with the immediate details of his work rather than the social arena in which news is made and given meaning. In this situation, Gieber wrote, the wire editor can do little more than the most meager copy-reading and editing.²²

More importantly, Gieber said the wire editors were little more than secondary recommenders of the news. The AP made the primary selection. Gieber found that the wire editors added whatever display cues were necessary and passed the stories on to the readers.

Gieber also found that news could be defined as "what comes in." The wire editors were asked what kinds of news they wanted the AP to send. Their responses indicated little concern with news, per se, but

²⁰Ibid., p. 429.

²¹Ibid.

²²Ibid., p. 432.

with the mechanics of wire traffic.²³

Gieber concluded that, as a "gatekeeper" in the channel of telegraph news, the wire editor appeared to be passive.

Gieber wrote, "the press association has become the recommender of news to the wire editor and thus the real selector of telegraph news. The wire editor evaluated the news according to what the AP sent him."

Gieber then concluded that if the reader got "vital information about the working of his democratic political system one day and a plethora of crime and accident news the next, it was due to the nature of the channels of press association news and the 'open gateway' of the newspaper."²⁴

In other words, Gieber said the gates of the wire editors tended to be left open indiscriminately until the wire newshole was filled. He said the important decisions on content of wire news were being made further up the line.

A principal consideration of this study was to determine what happens "further up the line."

John T. McNelly, in a 1959 study, investigated what happened "further up the line" in the international flow of news. He said that relatively unpublicized 'gatekeepers' operated on an international scale making news decisions.²⁵

In effect, McNelly was taking a look at the wire services in the

²³Ibid., p. 430.

²⁴Ibid., p. 432.

²⁵John T. McNelly, "Intermediary Communicators in the International Flow of News," Journalism Quarterly, Vol. 36, (Winter, 1959), pp. 23-26.

international arena of news. This is one of the few studies dealing with wire news in any way. Many of his findings were pertinent to this study on the state level.^X

McNelly said that communication researchers lack systematic knowledge about the big decisions on what news goes where, at what length and in what form. He suggested a model of the processes involved in the movement of news among nations.²⁶

Citing studies by White, Gieber, Casey, and Copeland, McNelly pointed out that the most important gatekeeping was done before the news reached the newspaper wire editor. He said the global news decisions were made in the major bureaus of the big wire services.²⁷

McNelly, like Schramm, emphasized a whole series of editing junctures along the lines of news flow. Stories were cut, rewritten, touched up with interpretation, boiled down, etc.

He suggested more study of the key news decision makers who handle international news.

MacLean also was struck by Gieber's conclusion that the wire service was the main recommender of news to the wire editor.²⁸

MacLean found that Iowa dailies served by AP and UPI were quite similar in the wire stories they placed on the front page on a given day. He concluded that "major changes or major editorial decisions on wire stories are not made by the wire editor, but further up the line. That is, the AP Bureau in Des Moines, for example, will send a recom-

²⁶Ibid.

²⁷Ibid.

²⁸MacLean, p. 298.

mendation through to the editors saying that 'we think, on the basis of what we know about the stories that are coming in now, that these are going to be the important stories today.'²⁹

Gold and Simmons report a coefficient of concordance of .91 for the pattern relationships of news story usage among 24 Iowa dailies. They attribute this similarity to "uncritical acceptance" of wire service copy, and they point out a strong relationship between the total amount of wire copy a newspaper uses and the amount of news the paper prints in any content category.³⁰

Warren Breed found that budgets and service instructional messages contributed to a standardization of newspaper content.³¹

This is another indication of the tremendous impact wire service news decisions have on the news report received by the readers.

Abraham Z. Bass, in a gatekeeper study of United Nations Radio, said that the news flow process should be divided into functions of news gathering and news processing. Bass said that research attention should be focused on the "news gatherer" instead of the "news processor." He said it was the news gatherer who made the significant decisions in the flow of news.³²

²⁹Ibid., p. 302.

³⁰David Gold and Jerry L. Simmons, "News Selection Patterns Among Iowa Dailies," Public Opinion Quarterly, Vol. 29, (Fall, 1965), pp. 425-436.

³¹Warren Breed, "Newspaper 'Opinion Leaders' and Processes of Standardization," Journalism Quarterly, Vol. 32, (Summer, 1955), pp. 277-284.

³²Abraham Z. Bass, "Refining the 'Gatekeeper' Concept: A UN Radio Case Study," Journalism Quarterly, Vol. 46, (Spring, 1969), pp. 69-72.

Bass found that the internal structure of news distribution of United Nations Radio paralleled the pattern of news dissemination by a wire service to its clients. He pointed out these elements of the press are not seen by listeners or readers.³³

Bass said the central news desk acted as a wire agency, collecting and disseminating news items. He found that "language units" in his study were the equivalent of telegraph editors in a newspaper.

Bass wrote, "Telegraph editors do not originate copy. They take from a given supply, the wire, with its built-in order of priority as shown on the budget.

"The question for the telegraph editor is how to fit given material, in a directed order, into the available space. The decision as to what is news has been made by the centralized news agency."³⁴

Bass said there has been a historical misapplication of the original gatekeeper concept. He said this resulted in a misplaced emphasis on the telegraph editor.

Bass concluded that the gatekeeper concept should emphasize the "news gatherer." He said that news gathering is the activity of reporters and writers, headed by an editor or bureau chief, who collect information and prepare news copy according to accepted standards. Bass concluded this was the role of a wire service. He said that local reporters, headed by a city editor, can be thought of as a little news agency.³⁵

³³Ibid., p. 70.

³⁴Ibid.

³⁵Ibid., p. 72.

Bass said that news processing was the handling and adopting of news copy. These are duties normally handled by the telegraph editor. He stressed that research should not be focused on the telegraph editor, but rather on the news gatherer level.

"The main decision whether the item is news was made by the news gatherers who placed it on the circuit to the news processors," Bass wrote.

Bass said that the telegraph editor may have been chosen by White, Gieber and others for study because they felt he was an easy worker in the newsflow to study.³⁶

Many of the studies cited thus far point out the importance of news decisions by wire service "gatekeepers" and the relatively passive role of telegraph editors on daily newspapers. The author, hopefully, defined better this important gatekeeper role.

Another aspect of this study dealt with news values and attempts to help answer the age-old question: "What is news?" The preceding analyses have indicated that, for most daily newspaper telegraph editors, 'news' is what the wire services say it is.

This brings up the question: "What do wire service newsmen say is news?" What are the priorities of newsworthiness for wire service newsmen?

Determinants of newsworthiness over the years have been assembled into vast lists of specific categories, or elements, or characteristics of the news.

Research seems to indicate that there is a consistency in news

³⁶Ibid.

values and that news determinants can be reduced to a more structured and parsimonious model.

Wayne A. Danielson found a similarity in the selection and play of news events during the 1960 presidential campaign.³⁷

Wilbur Schramm showed that the flow of news between cities was related to population.³⁸ These studies support the contention there is a consistency in news judgment.

Guido Stempel III in a 1963 study suggested the possibility of working out a definition of news values in a study of 25 afternoon newspapers. He found agreement on six factors of news, which he termed suspense-conflict, public affairs, human interest, specific incidents pinpointed in time, positive news and government-politics. Stempel concluded that news was "a more complex process than we have suspected."³⁹

Other studies have emphasized influences on the newsmen. Gieber said the newsman was "subject to newsroom bureaucracy" in his decisions.⁴⁰

Breed found pressures to conform were exerted on the newsman from

³⁷Wayne A. Danielson, "Applying Guttman Scaling to Content Analysis" (unpub. study, School of Journalism, University of North Carolina, 1961).

³⁸Wilbur Schramm, "Newspapers of a State as a News Network," Journalism Quarterly, Vol. 35, (Spring, 1959), pp. 177-182.

³⁹Guido Stempel III, "An Empirical Exploration of the Nature of News," Paul J. Deutschman Memorial Papers in Mass Communication, ed. Wayne A. Danielson, Scripps Howard Research, (Cincinnati, 1963), p. 21.

⁴⁰Walter Gieber, "City Desk: Model of News Decisions" (unpub. paper presented to the Media Research Panel of the Association for Education in Journalism, August, 1964).

executives and older staffers on the newspaper.⁴¹

Gieber and White, as pointed out earlier, found subjectivity and personal biases to be important elements in the process of deciding what is news.

Other studies have cited news input, journalism ethics and training as influencing the gatekeeper's decision making.

Paul B. Snider, in a 1967 study, suggested more investigation of "old, familiar news factors of proximity, timeliness, prominence, etc., to determine whether they are in fact still valid or whether they are anachronisms of the Pulitzer-Hearst era of journalism."⁴²

As mentioned earlier, Ward constructed a pool of stories with one or a combination of news elements based on definitions of his theoretical three-dimensional model. Ward found that the city editors in his study agreed significantly on the importance of specific news elements and combinations.

Carter used Ward's model and found a similar ranking among Oklahoma city editors and reporters.⁴³

Robert W. Clyde and James K. Buckalew analyzed 15 newspaper and 3 television editors using a similar method. They used a pool of input consisting of 64 news items, representing 31 combinations of news ele-

⁴¹Warren Breed, "Social Control in the Newsroom," Mass Communications, ed. Wilbur Schramm, (Urbana, 1960), p. 85.

⁴²Paul B. Snider, "Mr. Gates Revisited: A 1966 Version of the 1949 Case Study," Journalism Quarterly, Vol. 44, (Autumn, 1967), pp. 419-427.

⁴³Lorenzo Edward Carter, "News Values of Editors-Reporters on Five Oklahoma Newspapers" (unpub. Master's thesis, Oklahoma State University, 1970).

ments.

They found that the prediction of an editor's news judging patterns may be improved if the items are characterized by news facets or dimensions. They also found that newspaper and television news editors tend to think alike in their editing behavior.⁴⁴

Buckalew, in another study of television news editors, found that a fairly good prediction of a TV news editor's judging patterns could be obtained if the units of input were characterized by five news facets.

Buckalew found that normality, significance, proximity, timeliness, and visual availability aided in prediction. He found that another facet, prominence, did not seem to help in prediction.⁴⁵

Carter suggested other newsmen could be tested to see if their news values were similar to his findings in Oklahoma and Ward's in eight other states. He suggested one such group could be wire service newsmen.

"These wire service newsmen function as key gatekeepers for a whole state," Carter wrote. "They collect 'top news' from across the state, then write, edit and relay this news over state wires to subscribing newspapers, radio and television stations. Do these wire service newsmen have a similar hierarchy and consistency of news values?"⁴⁶

⁴⁴Robert W. Clyde and James K. Buckalew, "Inter-media Standardization: A Q-Analysis of News Editors," Journalism Quarterly, Vol. 46, (Summer, 1969), pp. 349-351.

⁴⁵James K. Buckalew, "A Q-Analysis of Television News Editors Decisions," Journalism Quarterly, Vol. 46, (Spring, 1969), pp. 135-137.

⁴⁶Carter, p. 121.

Taking cues from these researchers, this author set out to investigate further the "nature of news."

CHAPTER II

METHODOLOGY AND DESIGN

In this study, the author constructed a pool of 48 news stories representing all possible combinations of operationally defined news elements.

The author attempted to determine the priority of these news elements among wire service newsmen. Associated Press and United Press International newsmen in Oklahoma City and Tulsa were asked to rank order the stories along a Q-sort continuum from "highest priority" to "lowest priority."

The independent variables were the news elements in the 48 stories selected for the study. The dependent variable was the priority-of-use Q-rank scores.

Four judges verified the news element or combination of elements contained in the stories. Where possible, the stories were actual news stories that appeared recently in state newspapers.

Ward did not include proximity and timeliness as news characteristics. He held them constant. In every story used in the input pool it was assumed the event occurred "today" in the "local area" for the wire service newsmen in this study.

The stories for this study then comprised three news dimensions and their elements, or sub-facets. They were: Normality, oddity, conflict, neither; Prominence, known principals, unknown principals; and

Significance, impact, no impact.

Definition of News Elements

Operational definitions of the three news dimensions, their elements, and examples, are as follows:

A. NORMALITY: Comprises three news sub-facets, depicting situations of Oddity, Conflict, and Neither (Oddity nor Conflict).

- a₁ Oddity--An action or event that is rarer than just the unusual (a murder is unusual, but not an oddity). Generally, the action or event has a "twist"--that is, it is different from the day-to-day turn of events...or opposite from what we've learned to expect, and thus, predict in our culture and our time.
- a₂ Conflict--Any open clash between persons, groups, animals, or involving a clash with any of these three against nature. The clash can be either verbal or physical. The conflict must be obviously intense, with distinct "movement against" by one or both opposing forces.
- a₃ Neither--(Oddity nor Conflict)--Actions or events not unusual enough to be considered an oddity or a "movement against" that is intense enough to be constituted as conflict.

Example of Oddity: Fred Avery was an unobtrusive old man who lived for 40 years in a downtown Oklahoma City hotel so close to the economic edge that he collected and sold soda bottles to buy his 35-cent breakfast and \$2 dinner.

He died last week and left an estate of more than \$1.8 million.

Example of Conflict: An Oklahoma City man was killed last night in a head-on collision three miles east of Oklahoma City on Interstate 40. The victim was identified as Adam Lowe, Oklahoma City.

B. PROMINENCE: Presence in a news story of any person or group or institution which has gained fame through inheritance, accomplishment, etc.

- b₁ Known Principals--Known through repeated past publicity or position in society and/or community.
- b₂ Unknown Principals--Unknown principal or absence of any principal. No repeated past publicity.

Example of Known Principal: Mickey Mantle, former New York Yankee baseball great, will be a special guest at a program tomorrow in his hometown of Commerce.

C. SIGNIFICANCE: Stories relating participation in an event by a large number of readers, or representing immediate impact, or potential impact, in the very near future, on a large number of readers. Political, economic, social and moral consequences are of concern here. Impact can be physical or psychological, but it must be obviously concrete as opposed to the abstract.

c₁ Impact--Any physical or non-physical event in which a larger number of readers participate--or which affects, now or in the future, a large number of persons in the community. "Affect" is used with impact or consequences in mind. The "effect" can be damaging or enhancing.

c₂ No Impact--Actions or events which fail to have impact on a large number of readers.

Example of Impact: State tax collections during the fiscal year that ended June 30 totaled \$523,581,397, topping the half-billion mark for the first time and surpassing the previous year's all time high by some \$35 million.

All possible combinations of news elements cited above were represented in the 48 news stories utilized in this study. Each story contained one or more levels of the three independent news dimensions, PROMINENCE, NORMALITY, and SIGNIFICANCE.

The 2 x 2 x 3 three-dimensional design employed in this research contained 12 possible combinations of news stories. In other words, 12 items were required to represent all combinations of news elements. Four stories were used to represent each combination.

Below are the 12 possible combinations of news elements:

1. Known Principals, Impact and Oddity.
2. Known Principals, Impact and Conflict.
3. Known Principals and Impact.

4. Known Principals and Oddity.
5. Known Principals and Conflict.
6. Known Principals.
7. Impact and Oddity.
8. Impact and Conflict.
9. Impact.
10. Oddity.
11. Conflict.
12. Neither (no news element).

Seven newsmen from each press association, or 14 respondents in all, participated in this study. The means of the rankings then were compared.

Hypotheses

The hypotheses in this study were taken from findings of Ward and Carter. The author attempted to extend Ward's three-dimensional news model to another level of gatekeeper. He also attempted to find the relationship between the news elements in the stories and the gatekeepers' rankings of these stories. Another facet of the study was to determine the relationship between the different wire service newsmen and their rankings of the stories.

Therefore, the following hypotheses are presented:

No. 1: The presence of the NORMALITY, SIGNIFICANCE and PROMINENCE news elements in the stories will show a significant differential effect on the newsmen's judgments. In other words, the means of the stories containing each of the three news dimensions will differ.

No. 2: The newsmen will value news elements in the following or-

der, from high to low: Impact, Oddity, Known Principals, Conflict. This hierarchy was found by both Ward and Carter. If this hierarchy is found among wire service newsmen it would indicate there is a consistency of news values among newsmen.

No. 3: Associated Press newsmen and United Press International newsmen will have similar rankings on the stories. This will show there is no significant difference in the rankings of news values between the wire service newsmen.

This last hypothesis is an attempt to research the widely-held opinion of many newsmen who feel that the AP is more conservative and the UPI more sensational in handling of news.¹

Q-Methodology

William Stephenson's Q-Methodology was used as the basis for measurement and analysis of the newsmen's judgments.

Q-sorting is a method of rank-ordering objects along a normal or quasi-normal frequency distribution and assigning numbers to them.

This results in a large number of responses from each subject. In Q-technique any person can become the subject of a detailed factor and variance analysis.²

According to MacLean, an advantage of Q-methodology is that the sorting procedure closely resembles the gatekeeper decision process. This is because the newsman compares all the items in a given pool,

¹Freeman, p. 116.

²MacLean, p. 295.

then assigns them priorities or values.³

The newsmen were instructed to sort the stories into seven piles, the complete array making up a normal or quasi-normal distribution, as shown below:

highest	7	6	5	4	3	2	1	least
priority	-	-	-	-	-	-	-	priority
use	4	6	8	12	8	6	4	use

The numbers above the line are values assigned to stories in each pile. The numbers below the line are the numbers of stories to be placed in each pile. For example, the 4 stories placed at the extreme left received a score of seven each. All statistics were computed from the obtained scores.

Analysis of Variance

One main object of this study was to determine the independent and interactive effects of the independent news elements on the dependent news judgments of priority.

To perform the strongest test of these effects, the author used a modified Type III Analysis of Variance, also known as a multi-factor mixed design with repeated measures on one factor.⁴

This analysis of variance sought to show the independent and interactive effects of the three news dimensions on different types of newsmen.

Another major portion of the study sought to show the effects of

³Ibid.

⁴James L. Bruning and B. L. Kintz, Computational Handbook of Statistics, (Glenview, 1968), pp. 61-72.

the news dimensions on the judgments of the Associated Press newsmen, as compared with the United Press International newsmen in Oklahoma. In this analysis the independent variables would be the news dimensions. In the first analysis, types of newsmen were isolated through correlation and linkage analysis. The second analysis treated Associated Press and United Press International newsmen as different types.

In this modified Type III analysis, the 48 stories were considered as subjects. In other words, there were twelve groups of four subjects each who were subjected to various treatments. The treatments corresponded to the types of newsmen involved. The combinations or levels of news elements are listed on Pages 19-20. The stories in each group were considered as a representative sample of that news dimension's levels.

For example, in the Impact, Conflict, Known Principals group there were four stories. The stories were considered as subjects and the types of editors were considered as treatments. Then the author asked the question: How did the different types of editors treat the various groups of news dimensions in terms of priority of use?

The analysis of variance design called for repeated measures on one factor. In this case the repeated measure was the statistical type of gatekeeper in one portion of the study and the wire service type in another portion.

For example, the wire service type of gatekeeper involved, AP and UPI, received all three news dimensions to judge. The AP and UPI newsmen ranked the same 48 stories comprising the same combinations of news elements. Or, it may help to think of the wire service newsmen as three treatment levels. The treatment levels were consistent across

all 12 groups of subjects. The same is true of the statistical, or behavioral, type of gatekeeper located by correlation and linkage analysis. In Chapter III two types of wire service gatekeepers were isolated by statistical methods. These types are explained in detail later. For now, they can be called Type I and Type II gatekeepers.

The following 2 x 2 x 2 x 3 paradigm shows how the levels of independent variables were juxtaposed for the analysis of variance.

Using the multi-factor mixed design, the author was able to pull out or extract variances in the scores due to news dimensions and statistical or behavioral type in one test and variances due to news dimensions and wire service types in another test.

In other words, the author pulled out differences caused by separate behavioral "types" of gatekeepers. For instance, some gatekeepers placed higher emphasis on Conflict stories than other gatekeepers. This difference was isolated and identified. This meant that a 'truer' picture could be drawn of the effects of the news dimensions on the gatekeepers' rankings of stories.

Since a portion of this study was to investigate the differences, if any, between Associated Press newsmen and United Press International newsmen, a similar technique was used here. Any "differences" caused by virtue of a gatekeeper working for AP or UPI was identified and extracted. This left a stronger basis for testing the effects of the news dimensions.

This analysis of variance also enabled the author to view the Type I-Type II and AP-UPI differences. A great deal of information could be found from this one statistical analysis.

In this study the author was in effect working with four experi-

PROMINENCE

Known Principals

Unknown Principals

SIGNIFICANCE

Impact

No Impact

Impact

No Impact

NORMALITY

	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.
AP												
UPI												
Type I												
Type II												

Figure 1. Model of Paradigm used in Factorial Analysis of Variance of Newsmen's Scores.

mental variables with several levels each. Three of the variables were the independent news dimensions which were sub-divided into sub-elements. The SIGNIFICANCE dimension was divided into Impact and No Impact news elements; the PROMINENCE dimension was separated into two element levels, Known Principals and Unknown Principals; the NORMALITY dimension was partitioned into Oddity, Conflict and Neither elements.

These three variables were in effect manipulated while the fourth experimental variable--type of newsman--was held constant across all three news dimensions. In each of the analyses there were two levels of this fourth experimental variable, the Type I and Type II gatekeepers in one and the AP and UPI gatekeepers in the other.

The question of interaction, then, could be posed: What are the effects of the various combinations of news elements on the different types of newsmen?

Since the interaction problem states the levels of the three news dimensions, all possible combinations of these three variables were formed to establish treatment groups. The 12 resulting combinations are listed on Pages 19-20.

As mentioned earlier, the 48 stories were considered as subjects, divided into 12 groups and the groups then were thought of as receiving certain "treatments." The "treatments" were the types of gatekeepers. The types of gatekeepers then comprised the repeatable factor. In other words, there were repeated measures on this factor since the same "subjects" or stories were ranked by all the gatekeeper types.

Therefore, for the first three factors, the three news dimensions underwent three different gatekeeper types.

The multi-factor mixed design with repeated measures on one factor

enabled the author to answer several research questions after an analysis of variance was employed to show how the newsmen differed on the selection of news items representing the news element levels.

It was possible to perform an analysis of the variance and interactions between subjects or stories. A number of tests could then be run to answer research questions raised in this study.

Analyses of the differences among mean scores for the groups enabled the author to tell if there were significant differences among the news elements. In other words, if the gatekeepers ranked Impact stories significantly different from stories containing No Impact; if there were significant differences in stories involving Known Principals and those involving Unknown Principals, or if there were significant differences in stories containing Oddity, Conflict, or Neither of those news elements.

Also, it was determined if the mean priority ranking of one news element depended on its combination with one or more of the other news elements. In other words, did a combination of news elements make a "bigger story" than a story containing a single element?

The author then was able to determine if there was any significant difference on over-all ranking of news dimensions by the types of gatekeepers. Put another way, was there difference between the types of gatekeepers on stories containing Impact, Known Principals, Oddity and Conflict or combinations thereof?

CHAPTER III

SIMILARITIES AMONG NEWSMEN'S JUDGMENTS

The fourteen wire service gatekeeper respondents ranked 48 news stories on a 7-point continuum, thereby enabling the author to find over-all agreement and relationships among the gatekeepers.

In other words, correlation and linkage (factor) analysis point out agreements among the gatekeepers instead of differences as is the case in analysis of variance.

Factor analysis indicates common characteristics of the wire service newsmen and shows which newsmen "cluster together" in ranking different news elements.

According to Kerlinger, "Factor analysis is a method for determining the number and nature of the underlying variables among large numbers of measures."¹

It may also be called a method for extracting common factor variances from sets of measures. In this study, the linkage or factor analysis isolated clusters of newsmen who were more similar to each other in their news judgments than they were with any other newsmen participating.

As Kerlinger points out: "Factor analysis serves the cause of scientific parsimony. Generally speaking, if two tests measure the

¹Fred N. Kerlinger, Foundations of Behavioral Research, (New York, 1966), p. 650.

same thing, the scores obtained from them can be added together. If, on the other hand, the two tests do not measure the same thing, their scores cannot be added. Factor analysis tells us, in effect, what tests or measures can be added and studied together rather than separately."²

Thus, factor analysis limits the number of variables with which the scientist must cope. It also helps the scientist to locate and identify unities or fundamental properties underlying tests and measures.³ Since the author was dealing with newsmen, he was interested in the underlying news values that best characterized the different clusters or types of respondents.

Newsmen Types

In this study, the author obtained a large number of responses from a few persons. He then correlated and factor analyzed the responses for each of the wire service newsmen. Altogether there were 672 decisions on news stories made by the fourteen gatekeepers.

The gatekeepers included Jim Campbell, Paul English, Jim Purdy, Richard Boggs, Harry Culver and Jerry Witcher of United Press International in Oklahoma City, and Guy Goodine of UPI in Tulsa; also, Dennis Eckert, Stella Roberts, Tom Laceky, Dennis Montgomery, Doug Todd, Jerry Scarbrough of Associated Press in Oklahoma City, and Doug Tucker of AP in Tulsa.

Since a relatively few persons were studied quite intensively,

²Ibid.

³Ibid.

Stephenson's Q-methodology was used as mentioned earlier.

Kerlinger has stated that Q-methodology is suited to testing theories on small sets of individuals carefully chosen for 'known' or presumed possession of some significant characteristic or characteristics.⁴

In this study, the individuals were all wire service newsmen. Analysis was performed on the newsmen's judgments of stories.

Intercorrelations were computed to indicate the relationships and agreement. Table I shows the correlation coefficients of each newsman with each of the other 13. The correlation coefficients range from a low of .498 for Purdy-Goodine to a high of .853 for Todd-Lacey and Scarbrough-Montgomery.⁵

In factor analysis of the Q matrix, the author identified clusters or "types" of gatekeepers who were most alike in judging the news stories. This underlying unity or commonality of gatekeepers was one of the major explorations in this study.

One of the most objective cluster methods available to researchers for statistical analysis is the procedure recommended by McQuitty.⁶ This method consists of identifying clusters of "types" by locating, through the size of the correlation coefficients, the variables or

⁴Ibid.

⁵The correlations are all statistically significant at the .001 level according to statistical tables on critical values of Pearson's r correlation coefficient. This simply means that the similarity between any two of the newsmen's judgments would exceed chance similarity 999 times out of 1000. In other words, the newsmen highly agree on the ranking of the news stories.

⁶L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, XVII (1957), pp. 207-229.

TABLE I
CORRELATION MATRIX

	Campbell	English	Purdy	Boggs	Culver	Witcher	Goodine	Eckert	Roberts	Lacey	Montgomery	Todd	Scarborough	Tucker
Campbell		.838	.692	.691	<u>.794</u>	<u>.765</u>	.706	<u>.809</u>	.772	.809	.802	.824	.816	.809
English	<u>.838</u>		.692	.662	.691	.706	.647	<u>.809</u>	.750	.846	.735	.779	.816	.706
Purdy	.692	.692		.521	.721	.573	.498	.632	.595	.662	.662	.669	.669	.632
Boggs	.691	.662	.521		.699	.588	.699	.647	.677	.684	.706	.757	.735	.610
Culver	.794	.691	<u>.721</u>	.699		.662	.632	.721	.684	.772	.779	.779	.791	.669
Witcher	.765	.706	.573	.589	.662		.588	.662	.588	.662	.581	.654	.684	.713
Goodine	.706	.647	.498	.699	.632	.588		.691	.566	.647	.772	.735	.677	.735
Eckert	.809	.809	.632	.647	.721	.662	.691		.699	.757	.713	.809	.721	.691
Roberts	.772	.750	.595	.677	.684	.588	.566	.699		.706	.772	.654	.831	.713
Lacey	.809	<u>.846</u>	.662	.684	.772	.662	.647	.757	.706		.779	<u>.853</u>	.802	.691
Montgomery	.802	.735	.662	.706	.779	.581	<u>.772</u>	.713	.772	.779		.779	<u>.853</u>	.699
Todd	.824	.779	.669	<u>.757</u>	.779	.654	.735	<u>.809</u>	.654	<u>.853</u>	.779		.831	.735
Scarborough	.816	.816	.669	.735	.791	.684	.677	.721	<u>.831</u>	.802	<u>.853</u>	.831		.742
Tucker	.809	.706	.632	.610	.669	.713	.735	.691	.713	.691	.699	.735	<u>.742</u>	

tests most highly related. In this study linkage analysis identified the gatekeepers who tended to think "most alike."

Behavioral Types

The following analysis factored out behavioral types of wire service gatekeepers. In other words, these were the newsmen who clustered together, or who were most highly correlated in news judgment. (Another portion of this study investigated similarities and differences in the two wire service types, United Press International gatekeepers and Associated Press gatekeepers. These two 'types' were not determined by statistical analysis but by assignment, or by virtue of the wire service they worked for.)

The author determined the different types of gatekeepers who thought alike in terms of different kinds of stories and attempted to locate the underlying factors behind each type. These underlying factors comprised the characteristics of news valued by the different types.

All fourteen gatekeepers, seven from UPI and seven from AP, were included in one correlation analysis.

McQuitty's linkage analysis, a form of factor analysis, was used to link different gatekeepers together into factors or clusters.⁷ In

⁷Factor analysis always begins with the correlation matrix. In Table I, the underlined correlations in each column represent the first step in McQuitty's factor analysis. Clusters, which are factors, are derived from the highest correlations in each column.

The underlined correlation identifies the person that is most like the person for that column. For example, in the first column the highest correlation is .838 between Campbell and English. In each column there will be one or more highest correlations.

linkage analysis, the highest of the underlined entries in the matrix is selected. In this case the highest were .853 between Todd and Laceky and .853 between Montgomery and Scarbrough, as shown in Table I, page 32. These are what McQuitty called reciprocal pairs, or the pairs of gatekeepers involved who have the highest correlation with each other. To these gatekeepers are then linked other gatekeepers according to steps outlined by McQuitty to form one cluster, or type.

The linkage analysis performed on the highest correlations located two clusters or "types" of gatekeepers. Type I cluster included ten of the fourteen wire service gatekeepers, Campbell, English, Purdy, Boggs, Culver, Witcher, Eckert, Laceky, Todd and Tucker. The Type II cluster singled out Goodine, Roberts, Montgomery and Scarbrough.

The two types are indicated in Table II.

A separate correlation matrix was constructed for each type, as shown in Tables III and IV. The correlations in each column were summed and, according to linkage analysis theory, the largest total indicates the gatekeeper most representative for that type.

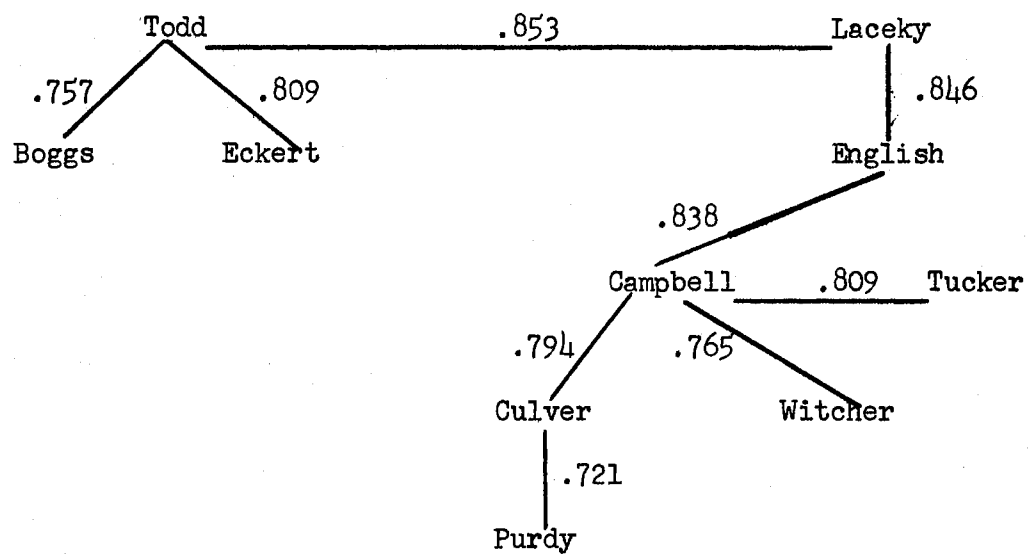
Table III indicates that Campbell was most representative of the Type I gatekeepers. Montgomery was the representative for the Type II gatekeepers, as shown in Table IV. Table V shows the correlation of each gatekeeper with the representative for each type.

Ten of the gatekeepers, then, clustered into Type I, with Campbell the representative. There were four gatekeepers in the other cluster or Type II. In other words, ten of the gatekeepers had a similar pattern in ranking the stories in the pool. But all of the gatekeepers were in high general agreement as evidenced by the over-all high correlations. This means that the differences in the two types of gatekeep-

TABLE II

TYPES OF GATEKEEPERS REVEALED THROUGH LINKAGE ANALYSIS

Type I



Type II

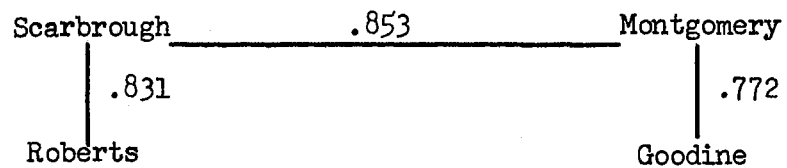


TABLE III

INTERCORRELATIONS OF TYPE I GATEKEEPERS

	Campbell	English	Purdy	Boggs	Culver	Witcher	Eckert	Lacey	Todd	Tucker
Campbell		.838	.692	.691	.794	.765	.809	.809	.824	.809
English	.838		.692	.662	.691	.706	.809	.846	.779	.706
Purdy	.692	.692		.521	.721	.573	.632	.662	.669	.632
Boggs	.691	.662	.521		.699	.588	.647	.684	.757	.610
Culver	.794	.691	.721	.699		.662	.721	.772	.779	.669
Witcher	.765	.706	.573	.589	.662		.662	.662	.654	.713
Eckert	.809	.809	.632	.647	.721	.662		.757	.809	.691
Lacey	.809	.846	.662	.684	.772	.662	.757		.853	.691
Todd	.824	.779	.669	.757	.779	.654	.809	.853		.735
Tucker	.809	.706	.632	.610	.669	.713	.691	.691	.735	
	<u>7031</u>	6729	5794	5860	6508	5985	6537	6736	6859	6256

Representative Type I: Campbell

TABLE IV

INTERCORRELATIONS OF TYPE II GATEKEEPERS

	Goodine	Roberts	Montgomery	Scarborough
Goodine		.566	.772	.677
Roberts	.566		.772	.831
Montgomery	.772	.772		.853
Scarborough	.677	.831	.853	
	2015	2169	<u>2397</u>	2361

Representative Type II: Montgomery

TABLE V

CORRELATION OF GATEKEEPERS WITH TYPAL REPRESENTATIVE FOR EACH TYPE

	Type I (Campbell)	Type II (Montgomery)
Campbell	1.000	.802
English	.838	.735
Purdy	.692	.662
Boggs	.691	.706
Culver	.794	.779
Witcher	.765	.581
Goodine	.706	.772
Eckert	.809	.713
Roberts	.772	.772
Laceky	.809	.779
Montgomery	.802	1.000
Todd	.824	.779
Scarborough	.816	.853
Tucker	.809	.699

ers are not great. But this portion of the study investigated these differences.

The following discussion will take a close look at the two types.

Type I: "Impact-Prominence" Gatekeeper

Campbell, as representative of the Type I gatekeeper, ranked stories containing the Impact news element highest, as did an overwhelming majority of all the wire service gatekeepers. Twelve of the fourteen newsmen ranked Impact stories highest.

Campbell in his ranking of the stories in the pool had a mean of 4.92 for Impact stories, followed by 4.44 for Oddity, 4.42 for Prominence and 4.31 for Conflict. This lower ranking of Conflict was a characteristic of the Type I newsman.

Mean scores in Table VI show that, over-all, the Type I gatekeeper ranked Impact stories highest, followed by Prominence, Oddity and Conflict last. A later discussion of the Type II gatekeepers will show a higher ranking for the Conflict element.

All of the wire service newsmen told the author they felt Impact was usually involved in what they considered "top play" stories.

Campbell said the wire services had to serve broadcast and newspaper clients in all sections of the state and, therefore, stories affecting wide areas of the state were favored. In other words, the wire service man has always to keep in mind the wide scope he is covering in his news report.

Since the Type I gatekeepers favored Impact and Prominence stories, the group was labeled "Impact-Prominence." Oddity had a mean score of 4.39 and Prominence 4.42.

TABLE VI

MEAN SCORES OF NEWS ELEMENTS

	Campbell	English	Purdy	Boggs	Culver	Witcher	Goodline*	Eckert	Roberts*	Lacey	Montgomery*	Todd	Scarborough*	Tucker	Total
Impact	4.92	5.08	4.79	5.04	5.04	4.58	4.67	4.54	5.12	5.21	5.13	4.96	5.12	4.75	4.97
Oddity	4.44	4.12	4.62	4.19	4.56	4.31	4.63	4.19	3.81	4.19	4.37	4.50	4.31	4.87	4.38
Prominence	4.42	4.46	4.54	4.46	4.25	4.66	4.16	4.50	4.25	4.25	4.21	4.33	4.33	4.33	4.38
Conflict	4.31	4.37	4.00	4.45	4.43	4.19	4.63	4.43	4.50	4.31	4.44	4.31	4.51	3.88	4.35

*Type II Gatekeepers

In keeping with the low Conflict ranking, several of the Type I gatekeepers said some other news element needed to be involved before a Conflict story would get "top play."

An examination of the raw score rankings of the stories in Appendix C will verify this. For example, Campbell gave highest play to the four stories in the pool involving a combination of Conflict, Prominence and Impact.

In fact, all of the gatekeepers gave top ranking to two stories in this category. These two unanimous "top play" stories were the resignation of the University of Oklahoma president who was under fire from the Governor and election results of the Democratic primary for governor.

In contrast to these high rankings, stories involving only Conflict as a single element were near the bottom of the rankings. For example, Campbell placed near the bottom stories about a woman being found dead and a story about a youth who was critically injured in a fight.

This same "small play" of stories containing only Conflict or violence was found by Carter in a majority of city editors and reporters in his study.⁸

This study tends partially to confirm Carter's conclusion that much recent criticism of the press concerning overplaying stories of violence is not valid. The wire service newsmen, at least in Oklahoma and on the stories presented to them in this pool, do not place great value on Conflict or violence alone in a story. Conflict must be com-

⁸Carter, p. 81.

bined with other news elements before it merits top play.

While Impact was generally the top ranked news element, two of the Type I gatekeepers expressed a preference for other news elements. Tucker had a mean score of 4.87 on Oddity stories, the highest ranking for this type of story. In support of this, Tucker said he went for stories that had an unusual or feature angle. He said he felt stories of this type were easier to write and had higher reader interest. Witcher scored a 4.66 on Prominence stories, the highest for this news category. Witcher also expressed an interest in stories involving "big names" or prominent persons. He said the story about the 2-headed calf on Senator Harris' father's farm was a much better story because of Harris' involvement. Witcher also showed a higher preference for other stories involving prominent persons.

Type II: "Impact-High Conflict" Gatekeepers

Four of the gatekeepers clustered together into Type II. Completion of linkage analysis of this group indicated that Montgomery was representative of this type. A look at the mean scores in Table VI shows Montgomery ranked Impact at 5.13, Conflict at 4.44, Oddity at 4.37 and Prominence at 4.21.

As mentioned earlier, both types of gatekeepers ranked Impact as the highest news element. An examination of the over-all rankings shows that the Type II gatekeepers unanimously placed Conflict in the second spot. Because of these ratings, the second cluster of gatekeepers was designated as "Impact-High Conflict."

The gatekeepers designated in the "Impact-High Conflict" category included Montgomery, Roberts, Scarbrough and Goodine. They favored

stories that had significance or consequence on their readers, and, as opposed to the Type I gatekeeper, they also went more for stories involving Conflict, or violence.

Indicative of this preference for stories of Conflict, Goodine said he felt stories involving confrontations had more reader interest. It should be pointed out, however, that even the "Impact-High Conflict" gatekeepers gave relatively low rankings to stories involving only Conflict, or violence. Like the Type I gatekeepers, these newsmen also tended to play higher stories that involved two or more of the news elements.

The over-all mean scores for the "Impact-High Conflict" gatekeepers were as follows: Impact 5.01, Conflict 4.52, Oddity 4.28 and Prominence 4.24.

Summary of Q Analyses

Two types of gatekeepers were factored out in linkage analysis and the representative of each type determined. A "Impact-Prominence" cluster of ten gatekeepers was found, along with a "Impact-High Conflict" group of four gatekeepers.

Commonalities uncovered in the "Impact-Prominence" cluster found Impact stories ranked highest with a mean of 4.89, followed by Prominence 4.42, Oddity 4.39 and Conflict 4.26. In the "Impact-High Conflict" groups Impact was also highest at 5.01, followed by Conflict 4.52, Oddity 4.28 and Prominence 4.24.

The over-all agreement of the fourteen gatekeepers was extremely high as indicated by the correlations, all significant at the .001 level. The major difference in the two types appeared to be in ranking

stories involving Conflict. One cluster of gatekeepers ranked Conflict stories lowest, while the other gatekeepers gave this news element a second rating behind Impact. Also the "Impact-Prominence" gatekeepers gave the news elements Prominence and Oddity slightly higher over-all scores.

The author also sought a consensus of ranking the news elements by all fourteen gatekeepers. This was found by averaging the means of all the wire service newsmen taking part in the study.

An average of the means revealed Impact as the top news element with a score of 4.97, followed by Prominence at 4.38, Oddity 4.38, and Conflict 4.35.

How do these findings compare with the related hypothesis? Hypothesis No. 2 stated that the wire service newsmen would value the news elements in the following order, from high to low: \bar{X} Impact $>$ \bar{X} Oddity $>$ \bar{X} Known Principals $>$ \bar{X} Conflict.

The over-all means of the rankings failed completely to confirm this hypothesis. However, the hierarchy was partially fulfilled. Impact was the highest ranked news element and Conflict the lowest over-all, which agreed with the findings in Ward's and Carter's earlier studies. However, with the wire service newsmen Prominence ranked just slightly higher than Oddity which was the second highest news element in the earlier studies.

These findings then tend partially to indicate the consistency and commonality of news values found among newspapermen.

This study would indicate that wire service newsmen tend to place higher emphasis on Prominence over-all than do newspapermen.

But generally these findings support earlier findings of a hier-

archy and consistency of news values. It supports the proposition that a fairly good prediction of newsmen's judging patterns can be obtained if the stories are characterized by Impact, Oddity, Prominence and Conflict news elements.

CHAPTER IV

DIFFERENCES IN NEWS JUDGMENT OF NEWSMAN BEHAVIORAL TYPES

This chapter is concerned with variance among the priority of use assigned to the news elements, and combinations of news elements, by the newsmen respondents.

As mentioned earlier, a multi-factor mixed analysis of variance with repeated measures on one factor was used. This enabled the author to extract differences in rankings of the stories by the different statistical types of gatekeepers. This meant the author could get a "truer" or "stronger" picture of the effects of the three news dimensions, the independent variables, on the newsmen's rankings of the stories, the dependent variable.

The reader is reminded that the three independent news dimensions each were subdivided into sub-elements. The PROMINENCE dimension was divided into Known Principal and Unknown Principal levels; the NORMALITY dimension was partitioned into Oddity, Conflict and Neither levels and the SIGNIFICANCE dimension was divided into Impact and No Impact levels.

These elements were used to categorize dimensions of news in various types of stories, which wire service newsmen could rank order. The score assigned to a story ranking was presumed to be an indicant of the newsman's priority of use--the dependent variable.

This chapter is primarily concerned with investigating the problem

stated in Hypothesis No. 1. The hypothesis stated that the presence of the NORMALITY, SIGNIFICANCE and PROMINENCE news elements in the pool of stories would show a significant differential effect on the newsmen's judgments.

It will help to clarify this if the reader remembers that fourteen gatekeepers judged 48 news stories each on a rank-order continuum ranging from "highest priority use" to "lowest priority use." Each of the stories judged by the gatekeepers contained one or more levels of the three independent news dimensions.

In the last chapter, the author "factored" out two types of gatekeepers, the "Impact-Prominence" and the "Impact-High Conflict." As stated earlier, there were variations in the rankings of the stories due to differences in gatekeeper types. This was the within group variance. The method of analysis enabled the author to identify these differences, leaving the between group variance which presumably was the differences caused by the news elements.

Mean rank scores for the two types of gatekeepers were computed and listed in Figure 2. In analysis of the differences among the groups of news stories, scores for the two gatekeeper types were combined. Each cell of Figure 2 contains the mean score of the four stories that made up each of the 12 groups. This mean score was figured from a mean score of the gatekeepers who fell into the two types.

Figure 2 illustrates the mean scores of the 12 groups of stories and the breakdown for the Type I or "Impact-Prominence" gatekeepers and the Type II or "Impact-High Conflict" gatekeepers. The author then determined if the differences or variations in the mean scores were greater than what could be expected by chance. In other words, to what

	<u>SIGNIFICANCE</u>											
	Impact						No Impact					
	<u>PROMINENCE</u>											
	Known			Unknown			Known			Unknown		
<u>NORMALITY</u>												
	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.
Type I	5.05	6.70	4.25	4.85	3.90	4.82	3.45	4.20	2.90	4.27	2.50	1.15
Type II	5.06	6.63	4.88	4.62	4.20	4.68	2.56	3.87	2.56	4.62	3.12	1.12
Mean	5.06	6.67	4.57	4.74	4.05	4.75	3.01	4.04	2.73	4.45	2.81	1.14

Figure 2. Mean Priorities of All Levels of Independent News Elements and Gatekeeper Types

TABLE VII

ANALYSIS OF VARIANCE F-RATIO TABLE: BEHAVIORAL TYPES

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	210.95			
Between Groups	47	199.72			
Between Impact, No Impact	1	89.64	89.64	140.06	.01
Between Known, Unknown	1	11.26	11.26	17.59	.01
Between Oddity, Conflict, Neither	2	23.82	11.91	18.69	.01
Interactions:					
Significance x Prominence	1	2.08	2.08	3.25	n.s.
Significance x Normality	2	10.54	5.27	8.07	.01
Prominence x Normality	2	24.64	12.32	19.25	.01
Prominence x Normality x Significance	2	14.63	7.31	11.42	.01
Between Groups Error	36	23.11	.64		
Within Groups	48	11.23			
Types	1	.00			
Types x Normality	2	2.00	1.00	6.25	.05
Types x Prominence	1	.46	.46	2.86	n.s.
Types x Significance	1	.62	.62	3.80	n.s.
Types x Significance x Prominence	1	.91	.91	5.68	.05
Types x Significance x Normality	2	.01	.005	<.02	n.s.
Types x Prominence x Normality	2	.01	.005	<.02	n.s.
Types x Prominence x Normality x Significance	2	.02	.01	<.02	n.s.
Within Error	36	5.79	.16		

extent, if any, were the newsmen's judgments affected by the presence of the Impact, Oddity, Conflict and Known Principals news elements in the stories?

The research questions asked by the author are illustrated in Analysis of Variance F-Ratio Table VII. The key information is the F-ratios.

The author now turns to a step-by-step analysis of the findings. Each test in the F-table was conducted to answer a specific research question.

Tests of Research Questions

1. Was there a significant difference in the newsmen's evaluation of Impact and No Impact news elements in the stories?

Figure 2 shows that half of the stories contained the Impact news

	SIGNIFICANCE		
	Impact	No Impact	Mean Scores
<u>PROMINENCE</u>			
Known Principal	5.43	3.26	4.35
Unknown Principal	4.51	2.80	3.65
Mean Scores	4.97	3.03	4.00 Grand Mean

Figure 3. Mean Priorities of SIGNIFICANCE Elements of Impact and No Impact, Plus Mean Priorities for PROMINENCE Elements of Known and Unknown Principals

element and half No Impact. The means are shown in Figure 3.

The mean score for stories containing Impact, 4.97, was significantly greater than the mean of stories with No Impact, 3.03. As shown

in Table VII, page 49, the F-ratio for Impact and No Impact news element is 140.06. A difference as great as this would occur less than one time in a hundred by chance ($p < .01$).

This means that the wire service gatekeepers ranked stories containing the Impact news element significantly higher than stories containing No Impact. In other words, there were meaningful differences in the priority of use of Impact and No Impact elements.

2. Was there a significant difference in the newsmen's evaluation of Known Principal and Unknown Principal news elements in the stories?

The answer is yes. The F-ratio for Known Principal and Unknown Principal in Table VII is 17.59. A difference as large as that observed between the mean scores would occur by chance less than one time in 100 ($p < .01$).

The mean scores in Figure 3 are Known Principal, 4.35, and Unknown Principal, 3.65. Wire service newsmen ranked stories containing Known Principal news element significantly higher than stories without that element.

3. Was there a significant difference in the newsmen's evaluation of Oddity, Conflict and Neither (Oddity nor Conflict) news elements in the stories?

The F-ratio of 18.69, Table VII, was significant at the .01 level. This indicated there was significant difference in the mean scores of Conflict, 4.40; Oddity, 4.32; and Neither, 3.30 shown in Figure 4. But this test only told the author there was a significant difference between the highest, Conflict, 4.40, and the lowest, Neither, 3.30.

A "gap test" for three or more variables, was used to see if there was significant difference between the means of Oddity and Conflict,

<u>NORMALITY</u>					
	Oddity	Conflict	Neither	Means	
<u>SIGNIFICANCE</u>					
Impact	4.90	5.36	4.66	4.97	
No Impact	3.73	3.43	1.94	3.03	
Means	4.32	4.40	3.30	4.00	Grand Mean

Figure 4. Mean Priorities of NORMALITY News Elements of Oddity, Conflict and Neither

and Oddity and Neither.¹ The gap test indicated the difference between Oddity and Conflict was not significant at the .05 level. This meant that a difference this large could have occurred by chance.

The difference between Oddity, 4.32, and Neither, 3.30, was significant at the .01 level.

In other words, the gatekeepers ranked stories containing Oddity and Conflict significantly higher than stories containing neither Oddity nor Conflict. Conflict stories had a higher mean score than Oddity stories, but this difference was not significant and could have been caused by chance variation in the scores, and not by the newsmen's priority of use of news elements.

4. Did the combination of PROMINENCE and SIGNIFICANCE news elements have a different effect on the newsmen's judgments than did either of the elements alone?

This question determined any interactive effect of the news elements. So far, the tests have centered on the different levels of the

¹James L. Bruning and B. L. Kintz, Computational Handbook of Statistics, (Dallas, 1968), pp. 112-115.

three news dimensions and the effects on the gatekeepers' evaluation of the stories.

In this and other interactive tests, the author was in effect asking: did PROMINENCE news elements combine with SIGNIFICANCE news elements to put a significantly different value on stories than did either of those news dimensions alone?

Figure 4, page 52, juxtaposes the mean scores of PROMINENCE and SIGNIFICANCE news elements.

Table VII, page 49, shows a non-significant interaction F-ratio of 3.25. This indicates that the mean scores of 4.97 for Impact, 3.03 for No Impact, 4.35 for Known Principal and 2.80 for Unknown Principal were not different enough from the grand mean of 4.00 to be statistically significant. In other words a difference this large could have occurred by chance. The effects of the PROMINENCE and SIGNIFICANCE news elements on the newsmen's judgments were independent of each other.

This means that a story which contained Impact, for example, would not have been "played" any higher or lower by the newsmen had the story also contained a Known Principal or an Unknown Principal.

5. Did the combination of NORMALITY and SIGNIFICANCE news elements have a different effect on the newsmen's judgments than did either of the elements alone?

The answer is yes. Table VII indicates that the F-ratio of 8.07 was significant at the .01 level. The mean scores of NORMALITY and SIGNIFICANCE news elements are shown in Figure 4. The differences among the mean scores were so great that they would occur by chance less than one time in 100.

The cells of Figure 4 show this interaction. Oddity stories when

combined with Impact have a mean score of 4.90 and a 3.73 in combination with No Impact. This indicates that stories containing Impact and Oddity held higher priority of use than stories containing Oddity and No Impact.

A similar priority for stories combining Impact and Conflict was found over stories containing Conflict and No Impact. Stories containing Neither (Oddity nor Conflict) and No Impact had a low mean of 1.94 as compared to a 4.66 for stories with Impact and Neither.

In short, newsmen placed significantly higher evaluations on the news elements Oddity, Conflict and Neither when they were combined with Impact than when they were alone in a story.

6. Did the combination of NORMALITY and PROMINENCE news elements have a different effect on the newsmen's judgments than did either of the elements alone?

The answer here is yes. The F-ratio in Table VII for this test was 19.25, significant at the .01 level. This meant that stories combining the levels of NORMALITY and PROMINENCE had a significant effect on how the newsmen evaluated the stories.

	NORMALITY			
	Oddity	Conflict	Neither	Means
<u>PROMINENCE</u>				
Known Principal	4.04	5.36	3.65	4.35
Unknown Principal	4.60	3.43	2.95	3.65
Means	4.32	4.40	3.30	4.00
				Grand Mean

Figure 5. Mean Priorities of NORMALITY Elements of Oddity, Conflict, and Neither, Plus Mean Priorities for PROMINENCE Elements of Known and Unknown Principals

Looking at each level of the NORMALITY news dimension in Figure 5 the effect of combination with the PROMINENCE levels can be noted. Oddity stories containing Known Principals are played lower than stories containing Unknown Principals. Carter also found this unusual occurrence in his study of reporters and city editors, as did Ward.

The opposite trend is noted with Conflict stories. The over-all mean for Conflict stories is 4.40, but the mean for Conflict when combined with Known Principals is 5.36.

Stories containing neither Oddity nor Conflict received higher play when they involved Known Principals than when they did not.

7. Did the combination of NORMALITY, PROMINENCE and SIGNIFICANCE news elements have an interactive effect of gatekeepers' rankings of stories?

Table VII shows an F-ratio of 11.42. The interaction among the various levels of the three news dimensions was significant at the .01 level. This means that the differences among the mean scores of Figure 6 would occur by chance less than one time in 100.

	PROMINENCE						
	Known			Unknown			
	NORMALITY						
	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Means
<u>SIGNIFICANCE</u>							
Impact	5.06	6.67	4.57	4.74	4.05	4.75	4.97
No Impact	3.01	4.04	2.73	4.45	2.81	1.14	3.03
Means	4.04	5.36	3.65	4.60	3.43	2.95	4.00

Figure 6. Mean Priorities of All Levels of PROMINENCE, SIGNIFICANCE and NORMALITY News Elements

Figure 6 shows that the wire service gatekeepers perceived stories

containing Known Principals, Conflict and Impact highest (6.67). The newsmen next favored stories combining Impact, Oddity and Known Principals (5.06).

This triple interaction test indicated that newsmen place greater value on stories that combine elements of all three news dimensions.

In summary, these tests of the variations between the groups of stories supported Hypothesis No. 1 that the presence of the NORMALITY, SIGNIFICANCE and PROMINENCE news elements in the stories showed a significant differential effect on the newsmen's judgments.

Differences Within Behavioral Types

Since the hypotheses did not specifically mention the interaction types of gatekeepers with the news elements, the author will not go into great detail in outlining the findings in the lower half of Table VII.

This portion of the F-table was concerned with pinpointing differences in scores on the stories caused by the statistical or behavioral type of gatekeeper involved.

A look at Table VII reveals that only two of the F-ratios in the analysis are significant. The other F-ratios are not statistically significant (n.s.) which means that the two types of gatekeepers did not differ on their evaluations of stories involving those news elements or combinations of elements.

Table VII shows the F-ratio of 6.25 was significant at the .05 level for types of gatekeepers in combination with the NORMALITY news dimensions, as shown in Figure 7, illustrating the difference in the Type I or "Impact-Prominence" and the Type II or "Impact-High Conflict"

gatekeepers. This supports the findings in Chapter III, indicating that the types of gatekeepers differed significantly in their evaluations of stories containing NORMALITY news elements. A gap test earlier showed there was no difference in the over-all ranking of Oddity and Conflict alone, but there is an interactive effect when combined with types of gatekeepers.

NORMALITY				
<u>TYPES</u>	Oddity	Conflict	Neither	Means
Type I	4.41	4.35	3.28	4.00
Type II	4.22	4.46	3.31	4.00
Means	4.32	4.40	3.30	4.00

Figure 7. Mean Priorities of NORMALITY News Elements by Types of Gatekeepers

Figure 7 shows the Type I gatekeeper ranked Oddity stories at 4.41 and Conflict stories at 4.35 while the Type II gatekeeper tended to reverse this rating. The Type II gatekeeper placed Conflict stories at 4.46 and Oddity stories at 4.22.

It must be remembered however that the correlation matrix in Chapter III indicated a high degree of agreement among all of the fourteen gatekeepers. All of the individual correlations were significant at the .001 level.

But there were differences within each group of stories, caused by the type of gatekeeper evaluating the stories. The purpose of this part of the analysis was to determine what caused this variation in the scores, small even though it might have been.

Table VII also indicates the F-ratio for Types x SIGNIFICANCE x PROMINENCE was significant at the .05 level. This means that the gatekeeper types differed in their evaluations of news stories which combined levels of these news elements, as shown in Figure 8.

<u>TYPES</u>	<u>SIGNIFICANCE</u>				
	<u>Impact</u>		<u>No Impact</u>		
	<u>PROMINENCE</u>				
	Known	Unknown	Known	Unknown	Means
Type I	5.33	4.52	3.52	2.64	4.00
Type II	5.52	4.50	3.00	2.95	4.00
Means	5.43	4.51	3.26	2.80	4.00

Figure 8. Mean Priorities of SIGNIFICANCE News Elements, PROMINENCE News Elements by Types of Gatekeepers

Figure 8 sheds more light on the differences among the Type I and Type II gatekeepers. The mean scores in the paradigm were significant at the .05 level, meaning differences as great as these could only occur 5 times in 100 by chance.

The Type II gatekeepers tended to value stories involving Impact and Known Principals higher than the Type I gatekeepers. The Type II gatekeepers had a mean score of 5.52 for this combination compared to 5.33 for the Type I gatekeeper.

The Type I gatekeepers had a mean score of 3.52 for stories involving Known Principals and No Impact. The Type II gatekeeper had a 3.00 for this cell.

Therefore, Type I gatekeepers tended to place a higher value on

stories involving Known Principals and No Impact than did the Type II gatekeepers. But when the element of Impact was added, the Type II gatekeepers then tended to rank the stories higher than the Type I gatekeeper.

These tests helped draw a clearer picture of the differences in the types of gatekeepers.

Remembering that all gatekeepers placed high over-all value on Impact, the author was able to draw some conclusions about the differences in the gatekeepers.

The ten gatekeepers in the Type I category placed higher values on the news elements of Oddity and Known Principals in stories. They tended to give significantly higher "play" to these types of stories than the Type II gatekeepers.

The four gatekeepers in the Type II category favored Conflict stories and stories involving a combination of Impact and Known Principals significantly higher than the Type I categories.

CHAPTER V

DIFFERENCES IN NEWS JUDGMENTS OF ASSOCIATED PRESS AND UNITED PRESS INTERNATIONAL TYPES

This chapter deals with analysis similar to Chapter IV, except the comparison is between the two wire service types, AP and UPI, instead of between the statistical or behavioral types.

In Chapters III and IV the author "factored out" two behavioral types of gatekeepers from the fourteen participating newsmen. The variations or differences in the rankings of the 48 stories in the pool caused by these behavioral factors were extracted and analyzed separately. This made for a stronger test of the differences in the rankings attributed to the effects of the news elements themselves.

In other words, the author obtained a clearer picture of the independent and interactive effects of the news dimensions on the way the newsmen assigned priority to the stories.

In this chapter, the rankings of the seven AP newsmen and seven UPI newsmen were compared, using the same statistical method. The differences in rankings attributed to the wire service type were extracted and analyzed. Again this resulted in a stronger test of the differences caused by the news elements. It also allowed the author to investigate at the same time the differences between the AP and UPI newsmen in Oklahoma in their evaluations of the stories in the pool.

Types	<u>SIGNIFICANCE</u>												Grand Mean
	Impact						No Impact						
	<u>PROMINENCE</u>						<u>NORMALITY</u>						
	Known			Unknown			Known			Unknown			
Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.		
AP	5.11	6.68	4.50	4.86	4.03	5.00	2.93	4.00	2.72	4.46	2.54	1.18	4.00
UPI	5.04	6.68	4.21	4.82	3.93	4.57	3.46	4.21	2.93	4.32	2.72	1.11	4.00
Mean	5.05	6.68	4.36	4.84	3.97	4.79	3.20	4.11	2.83	4.39	2.63	1.15	4.00

Figure 9. Mean Priorities of All Levels of SIGNIFICANCE, PROMINENCE, and NORMALITY News Elements by AP and UPI Gatekeepers

In this multi-factor analysis, the repeated factor was the wire service type.

Figure 9 shows the mean priorities assigned by AP and UPI newsmen to the four stories in each of the 12 groups that comprised the various combinations of the three news dimensions, SIGNIFICANCE, PROMINENCE and NORMALITY.

Tests of Research Questions

1. Was there a difference in the wire service newsmen's evaluations of Impact and No Impact stories?

Table VIII, page 63, shows an F-ratio of 158.5 for Impact, No Impact news elements. The probability of differences as large as those observed among the mean rankings of stories dealing with Impact and No Impact news elements would occur by chance less than one time in 100. Figure 10 shows the mean scores for stories involving Impact and No Impact news elements, along with Known and Unknown Principals.

	SIGNIFICANCE		
	Impact	No Impact	Means
<u>PROMINENCE</u>			
Known	5.37	3.38	4.38
Unknown	4.53	2.72	3.62
Means	4.95	3.05	4.00

Figure 10. Mean Priorities of SIGNIFICANCE and PROMINENCE News Elements

The SIGNIFICANCE levels and their mean scores, as shown in Figure 10, are Impact, 4.95, and No Impact, 3.05. The F-ratio table indicated

TABLE VIII

ANALYSIS OF VARIANCE F-RATIO TABLE: AP-UPI

<u>Source</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	95	208.55			
Between Groups	47	198.26			
Between Impact, No Impact	1	87.21	87.21	158.5	.01
Between Known, Unknown	1	13.35	13.35	24.2	.01
Between Oddity, Conflict, Neither	2	24.48	12.74	23.2	.01
Interactions:					
Between Significance x Prominence	1	.37	.37	.67	n.s.
Between Normality x Significance	2	8.02	4.01	7.3	.01
Between Prominence x Normality	2	26.54	13.27	24.2	.01
Between Prominence x Normality x Significance	2	17.58	8.79	16.9	.01
Between Groups Error	36	19.71	.55		
Total Within Variance	48	10.29			
Types	1	0.00			
Types x Significance	1	.60	.60	3.33	n.s.
Types x Normality	2	.05	.025	n.s.	n.s.
Types x Prominence	1	.59	.59	3.50	n.s.
Types x Prominence x Significance	1	1.46	1.46	8.11	.01
Types x Prominence x Normality	2	.69	.35	1.95	n.s.
Types x Significance x Normality	2	.05	.025	n.s.	n.s.
Types x Prominence x Normality x Significance	2	.10	.05	n.s.	n.s.
Within Error	36	6.75	.18		

a difference as large as this could occur by chance less than one time in 100. This means that participating newsmen preferred stories involving Impact significantly more than stories without this news element.

2. Was there a difference in the wire service newsmen's evaluation of Known Principals and Unknown Principals?

The Table VIII F-ratio for Between Known, Unknown is 24.2--significant at the .01 level again indicating that differences as large as those among the PROMINENCE level mean scores would occur by chance less than one time in 100.

The mean scores comparing stories involving Known Principals and Unknown Principals are shown in Figure 10. The mean priority for the Known Principal is 4.38 and for Unknown, 3.62, showing a higher priority for stories containing that news element.

In other words, newsmen regarded stories concerning persons, groups or institutions which have gained fame or position as being more important than stories without these characteristics.

3. Was there a difference in the wire service newsmen's evaluation of Oddity, Conflict and Neither?

Referring to Table VIII, the answer is yes. The F-table indicates an F-ratio of 23.2 for the levels of the NORMALITY news dimension. This ratio was significant at the .01 level and indicated there were meaningful differences between the mean scores of Oddity, Conflict and Neither news elements, as shown in Figure 11.

The F-table indicates that mean priorities for Oddity, 4.38, Conflict, 4.35, and Neither, 3.28, were significantly different. But this only shows that there was a difference between the highest, Oddity stories, and the lowest, stories involving neither Oddity nor Conflict.

<u>SIGNIFICANCE</u>	<u>NORMALITY</u>			
	Oddity	Conflict	Neither	Means
Impact	4.96	5.33	4.56	4.95
No Impact	3.80	3.37	1.99	3.05
Means	4.38	4.35	3.28	4.00

Figure 11. Mean Priorities of NORMALITY and SIGNIFICANCE News Elements

A gap test showed no difference between Oddity and Conflict, but a significant difference between each of these two elements and the Neither news element. In other words, the newsmen gave higher priority to stories involving Oddity or Conflict over stories involving neither of these news elements.

The difference in priority given to Oddity and Conflict was not significant. There was a high probability that this difference was due to chance and not to the news element involved.

4. Did the combination of SIGNIFICANCE and PROMINENCE news elements have a different effect on the newsmen's evaluations than did either of the elements alone?

This question was concerned with the interactive effect of the news dimensions working together. In other words did stories combining the elements of SIGNIFICANCE and PROMINENCE rate "bigger play" from the newsmen than stories containing either of the news elements alone?

The interaction test analyzed the differences among the mean priorities shown in Figure 10, page 62.

Table VIII indicates insignificant interaction of SIGNIFICANCE and PROMINENCE. In other words, the newsmen did not place a greater value

on stories involving a combination of these elements than on stories involving just one of the elements.

Figure 10 explains this better. It was determined in earlier tests that there were significant differences between Impact and No Impact and Known Principals and Unknown Principals. The question here, then, is: "Did any of these elements work together to gain a higher priority of use than the element gained alone?" The answer is no.

5. Was there significant interaction among SIGNIFICANCE and NORMALITY news differences in the newsmen's evaluations of the stories?

Referring to Table VIII, page 63, an F-ratio of 7.3 for SIGNIFICANCE and NORMALITY indicates significance at the .01 level. Stories combining the elements of these two news dimensions had a differential effect on evaluations of those stories by the newsmen. The mean scores for the combinations of elements are shown in Figure 11, page 65.

Stories involving Impact and Conflict have the highest mean priority of 5.33 followed by Impact-Oddity stories with a mean of 4.96. Stories involving Impact and Neither (Conflict nor Oddity) were last with a mean of 4.56. The F-ratio indicates that differences as large as these noted could only have occurred by chance less than one time in 100.

This means that when Impact was added to NORMALITY stories, the mean priority of use greatly increased. A check of the marginal means will reveal this. Oddity stories have a mean of 4.38, but when Impact is added the mean increases to 4.96. Conflict stories showed a mean of 4.35, but when Impact was added the mean was 5.33. Stories involving neither Oddity nor Conflict showed a mean of 3.28. This increased to 4.56 when Impact became a part of the story.

6. Was there significant interaction among PROMINENCE and NORMALITY news elements in the newsmen's evaluations of the stories?

Table VIII shows an F-ratio of 24.2 for PROMINENCE and NORMALITY, again significant at the .01 level.

This interaction can be shown in Figure 12.

	NORMALITY			
	Oddity	Conflict	Neither	Means
<u>PROMINENCE</u>				
Known	4.14	5.40	3.60	4.38
Unknown	4.61	3.30	2.97	3.62
Means	4.38	4.35	3.28	4.00

Figure 12. Mean Priorities of NORMALITY and PROMINENCE News Elements

Again, the F-ratio indicates that stories involving a combination of PROMINENCE and NORMALITY had a differential effect on the newsmen's evaluations of the stories.

In Figure 12, it can be noted that stories involving a combination of Known Principals and Conflict have the highest mean priority of 5.40. This is considerably higher than the mean for Conflict stories, 4.35, as indicated by the marginal mean. This simply means that the newsmen placed significantly greater priority on stories combining Known Principals and Conflict. The newsmen also placed greater value on Neither (Conflict nor Oddity) stories which involved Known Principals than they did on Neither stories with Unknown Principals.

It should be noted that Oddity stories involving Unknown Principals had a mean of 4.61, higher than Oddity stories with Known Principals,

4.14. This rather curious finding means that the newsmen to a significant degree "played down" Oddity stories when prominent persons or institutions were involved.

7. Did PROMINENCE, NORMALITY and SIGNIFICANCE news elements interact to affect the gatekeepers' judgments of stories?

The answer is yes to this question. Again looking at Table VIII, the F-ratio of 16.9 shows interaction among the various levels of the three news dimensions was significant at the .01 level. This can be seen by looking at the marginal mean scores in Figure 9.

The means suggest that the gatekeepers placed highest values on stories combining Impact, Known Principals and Conflict. This combination of elements of all three news dimensions had a mean of 6.68. The next highest combination was stories involving Impact, Known Principals and Oddity, 5.08.

Relatively high play also was given to stories involving Impact and Oddity, 4.84, and stories containing only Impact, 4.79.

Scores indicate that the newsmen placed highest priority on Impact, Known Principals, Oddity and Conflict in the stories.

Generally, stories that combined two or more of the elements gained higher play from the gatekeepers. Stories that had Impact, Known Principals and Conflict were given top priority along with stories involving Impact, Known Principals and Oddity.

AP-UPI Comparison

The author now turns to interaction of types of gatekeepers and news elements, as shown on the bottom half of Table VIII.

The author sought to determine if there were any significant dif-

ferences in the way the gatekeepers from the two wire services evaluated the pool of stories.

1. Was there a difference in the way AP and UPI newsmen evaluated stories containing SIGNIFICANCE news elements?

Table VIII shows an F-ratio of 3.33 for Wire Service Types and SIGNIFICANCE, which is not statistically significant. This means that AP and UPI newsmen did not differ in priority given to stories containing Impact and No Impact.

<u>TYPES</u>	<u>SIGNIFICANCE</u>		
	Impact	No Impact	Means
AP	5.03	2.96	4.00
UPI	4.88	3.12	4.00
Means	4.95	3.04	4.00

Figure 13. Mean Priorities of SIGNIFICANCE News Elements by Wire Service Types

Figure 13 illustrates the comparative priorities placed on Impact and No Impact stories by the wire service gatekeepers. The AP newsmen had a mean of 5.03 on Impact stories and the UPI newsmen ranked them at 4.88. From the insignificant F-ratio this simply means the AP and UPI newsmen essentially assigned the same priority to stories containing Impact and No Impact.

2. Was there a difference in the way AP and UPI newsmen evaluated stories containing PROMINENCE news elements?

Table VIII reveals no significant interaction between types and PROMINENCE with an F-ratio of 3.50.

Figure 14, mean priorities of PROMINENCE news elements, shows AP and UPI newsmen did not differ significantly on stories involving Known Principals and Unknown Principals.

PROMINENCE			
<u>TYPES</u>	Known	Unknown	Means
AP	4.32	3.68	4.00
UPI	4.42	3.58	4.00
Means	4.37	3.63	4.00

Figure 14. Mean Priorities of PROMINENCE News Elements by Wire Service Types

The UPI gatekeepers scored stories involving Known Principals at 4.42, while the AP newsmen assigned a mean priority of 4.32 on this news element. However, the differences did not exceed chance.

3. Was there a difference in the way AP and UPI newsmen evaluated stories containing NORMALITY news elements?

The Table VIII F-ratio of .025 is not significant. The AP and UPI newsmen, then, were not different in their evaluations of stories containing Oddity, Conflict and Neither, the three sub-elements of the NORMALITY news dimension.

Figure 15 reveals that UPI ranked Oddity stories at 4.41, compared to 4.34 for AP; and Conflict stories at 4.39, compared to 4.31 for AP. But these differences were no larger than could be expected by chance.

In essence, there was no difference in the way the AP and UPI gatekeepers ranked NORMALITY stories.

NORMALITY				
	Oddity	Conflict	Neither	Means
<u>TYPES</u>				
AP	4.34	4.31	3.35	4.00
UPI	4.41	4.39	3.20	4.00
Means	4.38	4.35	3.28	4.00

Figure 15. Mean Priorities of NORMALITY News Elements by Wire Service Types

4. Was there a difference in the way AP and UPI newsmen evaluated stories containing PROMINENCE and SIGNIFICANCE news elements?

The Table VIII F-ratio of 8.11 indicates a significant difference at the .01 level. In other words, priority differences as large as those observed between the newsmen's judgments could only have occurred by chance one time in 100.

These differences can be seen in Figure 16.

SIGNIFICANCE					
	Impact		No Impact		
	<u>PROMINENCE</u>				
	Known	Unknown	Known	Unknown	Mean
<u>TYPES</u>					
AP	5.53	4.63	3.22	2.73	4.00
UPI	5.21	4.44	3.53	2.72	4.00
Mean	5.37	4.53	3.38	2.72	4.00

Figure 16. Mean Priorities of SIGNIFICANCE and PROMINENCE News Elements by Wire Service Types

The AP newsmen's priority for Impact-Known Principals was 5.53, compared with UPI at 5.21. The AP newsmen also assigned higher priority to stories involving only Impact with a mean of 4.63, compared to a mean of 4.44 for the UPI newsmen.

The only difference between the AP and UPI newsmen in Oklahoma was in their evaluations of stories involving Impact, No Impact, Known Principals and Unknown Principals.

5. Was there a difference in the way AP and UPI newsmen evaluated stories containing SIGNIFICANCE and NORMALITY news elements?

The .025 F-ratio in Table VIII is not statistically significant. This means that AP and UPI newsmen did not differ in their evaluations of stories containing both SIGNIFICANCE and NORMALITY news elements.

This demonstrates again the high degree of similarity in the wire service gatekeepers' priority rankings.

Juxtaposed mean priorities of SIGNIFICANCE and NORMALITY news elements are shown in Figure 17.

<u>TYPES</u>	<u>SIGNIFICANCE</u>							Mean
	Impact			No Impact				
	Odd.	Conf.	Neit.	Odd.	Conf.	Neit.		
AP	4.99	5.36	4.75	3.69	3.27	1.95	4.00	
UPI	4.93	5.31	4.39	3.89	3.46	2.02	4.00	
Means	4.96	5.33	4.56	3.79	3.37	1.99	4.00	

Figure 17. Mean Priorities of SIGNIFICANCE and NORMALITY News Elements by Wire Service Types

The differences in mean priorities were no greater than could be expected by chance. AP and UPI newsmen assigned essentially the same priority to stories combining SIGNIFICANCE and NORMALITY news elements.

6. Was there a difference in the way AP and UPI newsmen evaluated stories containing PROMINENCE and NORMALITY news elements?

The F-ratio of 1.95 for this combination was not significant according to Table VIII. This means that AP and UPI newsmen essentially assigned the same priorities. The differences, as shown in Figure 18, were no greater than could have been expected by chance.

<u>TYPES</u>	<u>PROMINENCE</u>						
	Known			Unknown			
	Odd.	Conf.	Neit.	<u>NORMALITY</u>			Mean
Odd.				Conf.	Neit.		
AP	4.02	5.34	3.61	4.66	3.23	3.09	4.00
UPI	4.25	5.44	3.57	4.57	3.32	2.84	4.00
Means	4.14	5.39	3.59	4.61	3.28	2.97	4.00

Figure 18. Mean Priorities of PROMINENCE and NORMALITY News Elements by Wire Service Types

7. Was there a difference in the way AP and UPI newsmen evaluated stories containing PROMINENCE, SIGNIFICANCE and NORMALITY news elements?

Referring again to Table VIII, the F-ratio of .05 is not statistically significant. So again this means AP and UPI newsmen did not differ in assigning priorities to stories combining all three news dimensions.

Mean priorities are shown in Figure 9, page 61.

In summary, the comparison of AP and UPI newsmen on all levels of news dimensions revealed a high degree of agreement. The only difference was on stories combining SIGNIFICANCE and PROMINENCE. Looking at the news elements singly, the author found that AP newsmen ranked stories combining Impact and Known Principals significantly higher than the UPI newsmen.

Hypothesis No. 3 in this study stated there would be no significant differences in the rankings of stories by AP and UPI newsmen who participated in the study. This hypothesis then was not completely confirmed. There were differences, but on only one level of news elements.

Another example of the relationship between rankings by the two wire services can be illustrated if the evaluations of the 12 groups of stories, representing all combinations of news stories, are compared and the rankings correlated.

This comparison is based on the hierarchy of news elements as shown in Table IX.

To determine the degree of association, Spearman rho correlations were run on the rankings shown in Table IX, page 75. The ranking of groups of stories by AP and UPI were correlated using this method and a correlation of .95 was found. Checking this correlation against a t-table it was found this correlation was significant at the .001 level. This means that a correlation this high probably would occur by chance only one time in 1,000--a tremendously high degree of agreement between AP and UPI newsmen.

TABLE IX

COMPARATIVE HIERARCHY OF NEWS ELEMENT RANK POSITIONS: AP-UPI

ASSOCIATED PRESS

Rank	News Elements	Mean Score
1	Impact, Known Principals, Conflict	6.68
2	Impact, Known Principals, Oddity	5.11
3	Impact	5.00
4	Impact, Oddity	4.86
5	Impact, Known Principals	4.50
6	Oddity	4.46
7	Impact, Conflict	4.03
8	Known Principals, Conflict	4.00
9	Known Principals, Oddity	2.93
10	Known Principals	2.72
11	Conflict	2.54
12	Neither	1.18

UNITED PRESS INTERNATIONAL

Rank	News Elements	Means
1	Impact, Known Principals, Conflict	6.68
2	Impact, Known Principals, Oddity	5.04
3	Impact, Oddity	4.82
4	Impact	4.57
5	Oddity	4.32
5.5	Impact, Known Principals	4.21
5.5	Known Principals, Conflict	4.21
7	Impact, Conflict	3.93
8	Known Principals, Oddity	3.46
9	Known Principals	2.93
10	Conflict	2.72
11	Neither	1.11

rho = .95 (p < .001)

CHAPTER VI

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This study was concerned with the decision-making of seven Associated Press newsmen and seven United Press International newsmen as they assigned priorities to 48 news stories.

The 48 news stories represented all possible combinations of a three-dimensional news model. The stories consisted mainly of actual state news stories and were prejudged by a panel of judges to determine if they did, in fact, contain the designated news elements.

The fourteen newsmen participants worked in the Oklahoma City and Tulsa bureaus of the two wire services. They rank-ordered the stories along a dimension of "highest priority use" to "lowest priority use" as if they were to actually utilize them in their wire report for that day.

The independent variables included the various levels of news elements contained in the 48 news stories. The levels were parts of Ward's three-dimensional news model, whose three dimensions and their respective sub-elements were: PROMINENCE, Known, Unknown; NORMALITY, Oddity, Conflict, Neither; and SIGNIFICANCE, Impact and No Impact.

The dependent variable was the newsmen's judgments of priority of use along a 7-point continuum.

Objectives and Findings

Objective No. 1. The first objective of this study was to determine commonalities among the fourteen wire service newsmen.

The results of Chapter III on correlation and factor analysis were most pertinent to this objective. Correlations determined over-all agreement among the wire service newsmen and linkage analysis of correlations determined statistical or behavioral types of gatekeepers.

Determining the behavioral types of gatekeepers aided other portions of this study by better identifying the causes of variations in mean priorities placed on the stories by the newsmen.

Linkage analysis was performed to determine two types of gatekeepers, Impact-High Conflict and Impact-Prominence.

The Impact-Prominence gatekeepers ranked Impact highest, followed by Known Principals, Oddity and Conflict. The Impact-High Conflict gatekeepers also ranked Impact highest, followed by Conflict, Oddity and Known Principals.

Over-all mean priorities showed Impact to be the highest news element with a mean of 4.97, Oddity and Known Principals had identical over-all means of 4.38 and Conflict was the lowest at 4.35.

In this analysis, wire service reporters favored to a high degree stories involving Impact, or stories which had a direct or indirect effect on a large number of persons.

Carter and Ward in earlier studies found Impact to be the highest ranked news element, followed by Oddity, Known Principals and Conflict, in that order.

This study partially confirms this ranking. The Oddity and Known

Principal news elements, at least for the wire service newsmen in this study, were ranked identical. But the over-all pattern of gatekeeper judgments was established, pointing out a commonality of agreement on the relative importance of the news elements.

Table X, page 79, shows that the wire service newsmen placed highest value on stories which combined Impact, Known Principals and Conflict and stories containing Impact, Known Principals and Oddity.

Looked at singly, the gatekeepers favored Impact, Oddity, Known Principals and Conflict, in that order. This ranking is identical to the ranking found by Carter and Ward. When these elements are combined with other news elements, however, newsmen in some cases placed a higher value on the news elements.

For instance, Conflict was the lowest ranked news element, ranking No. 11 in Table X. But when it is combined with other elements it has a higher ranking. Stories containing well-known persons were also ranked relatively low.

Although linkage analysis showed Conflict played a big hand in news judgment, the Conflict element alone, got little priority from the wire service gatekeepers. A similar finding was noted by Carter.

The point is that stories involving only Conflict or Known Principals received low priority from the gatekeepers. Stories having high impact on a large number of persons received top play, followed by Oddity or unusual "feature" occurrences. Thus, Conflict or Known Principals, alone, could not hold their own as a top news story.

Also in Chapter III, the author discussed how the fourteen newsmen agreed in over-all priorities given to the 48 stories.

These correlations showed tremendously high degree of similarity

TABLE X
 HIERARCHY OF NEWS ELEMENTS
 WIRE SERVICES COMBINED

Rank	News Elements	Means
1	Impact, Known Principals, Conflict	6.68
2	Impact, Known Principals, Oddity	5.08
3	Impact, Oddity	4.84
4	Impact	4.79
5	Oddity	4.39
6	Impact, Known Principals	4.36
7	Known Principals, Conflict	4.11
8	Impact, Conflict	3.97
9	Known Principals, Oddity	3.20
10	Known Principals	2.83
11	Conflict	2.63
12	No News Elements	1.15

among the fourteen newsmen in judging stories. All correlations were significant at the .01 level.

Thus the correlations pointed out another significant finding in this study. The correlations indicated the newsmen tended to think alike on the relative priorities given to news stories.

Ward and Carter, too, found a high degree of similarity in judgment.

In summary, correlations and factor analysis indicated that the wire service newsmen tend to see eye-to-eye on what makes the news. They placed relatively the same emphasis on the stories making up the pool.

Although the over-all ranking of the news elements does not completely confirm the earlier findings, the high degree of similarity tends to confirm the proposition that Ward's three-dimensional news model has a vital use in systematically pinning down just what makes up the news.

Objective No. 2. The second objective was to determine what elements, or combinations of elements in the news stories, have the highest probability of being selected by the gatekeepers.

Table X, page 79, indicates that stories receiving the highest priority from the wire service newsmen were those which combined Impact, Known Principals and Conflict. Next were stories which contained a combination of Impact, Known Principals and Oddity. Assigned third priority were stories that contained Impact and Oddity. Stories with Impact, alone, were in fourth place.

Stories receiving the lowest priority were those with No News Elements and those with only Conflict or Known Principals.

Priorities of the wire service newsmen were compared with Carter's localized rankings and Ward's rankings. This comparison is shown in Table XI.

TABLE XI

COMPARATIVE HIERARCHY OF NEWS ELEMENT RANK POSITIONS

News Elements	Wire Service Rankings	Carter's Rankings	Ward's Rankings
Impact, Known Principals, Conflict	1	2	1
Impact, Known Principals, Oddity	2	1	3
Impact, Oddity	3	3	2
Impact	4	4	6
Oddity	5	5	8
Impact, Known Principals	6	8	7
Known Principals, Conflict	7	7	5
Impact, Conflict	8	6	4
Known Principals, Oddity	9	11	9
Known Principals	10	10	10
Conflict	11	9	11
No News Elements	12	12	12

Wire Service-Carter rho = .94 (p .01)

Wire Service-Ward rho = .88 (p .01)

The wire service newsmen correlated with Carter's rankings at .94 and with Ward at .88. Both of these correlations were significant at above the .01 level.

In all three studies, top play was given to stories combining

three of the news elements. Conflict and Known Principals alone in a story was consistently ranked at the bottom of the listing.

In summary, the correlations between the rankings of stories in this study and earlier studies indicates a very high agreement among newsmen on what makes the news.

Objective No. 3. The third objective of this study was to determine in what ways and to what extent the gatekeepers in this study varied in their news selections.

The author wanted to know what effect the various news dimensions had on the gatekeepers' evaluations of the stories.

This analysis took two directions. Chapter IV involved behavioral or statistical types of gatekeepers. Chapter V involved wire service types.

In both cases, variance caused by the gatekeeper types was identified and extracted to give a better picture of the effect of the news dimensions.

The reader is referred to Table VII, page 49, and Table VIII, page 63, showing F-ratios.

Both tables show that the between groups variance for stories containing Impact, Known Principals, Conflict and Oddity was statistically significant. This means that the dependent variable, the newsmen's priorities of use, probably was due to the manipulation of the PROMINENCE, NORMALITY and SIGNIFICANCE news elements. For instance, Impact stories were found to be valued significantly greater than No Impact stories, etc.

The two tables show four tests were run for interaction of the news elements. Three of the four tests were significant, which means that

the various levels of the independent variables did interact with each other and have an interactive effect on the newsmen's priority rankings.

In other words, PROMINENCE news elements interacted with NORMALITY, NORMALITY with SIGNIFICANCE, and PROMINENCE with NORMALITY and SIGNIFICANCE to have an effect on the newsmen's rankings of stories. No significant interaction was found when PROMINENCE was combined with SIGNIFICANCE.

In summary, the variance analysis of the newsmen's responses suggested that the presence of Impact, Conflict, Oddity and Known Principal news elements did affect the newsmen's judgments. Significant interaction was found in three of the interplays among news elements, and this interaction did affect the way the newsmen played the various stories.

Objective No. 4. Another objective of this study was to determine the behavioral types of gatekeepers and try to draw a clearer picture of these types. In Chapter III, the Impact-Prominence and Impact-High Conflict types were isolated.

Table VII, page 49, shows that Types and NORMALITY was significant at the .05 level, meaning that differences as large as those observed could occur by chance five times in 100.

A check of the mean priorities in Figure 7, page 57, shows the Type I or Impact-Prominence gatekeepers placed a higher value on Oddity stories while the Impact-High Conflict gatekeepers scored higher on Conflict stories.

Table VII also shows significant differences for Types and the interaction of SIGNIFICANCE and PROMINENCE. Figure 8, page 58, shows that the Type II gatekeepers favored stories combining Impact and Known

Principals significantly higher than the Type I gatekeepers. The Type I gatekeepers were higher than the Type II gatekeepers on stories with Known Principals and No Impact.

On all other levels of the news dimensions, the two gatekeeper types were essentially the same.

Objective No. 5. Another key portion of this study was to investigate the differences, if any, between the seven Associated Press newsmen and the seven United Press International newsmen on their evaluations of the stories.

This analysis is shown in Table VIII, page 63. The within group variances in the table are the variances caused by the differences between the wire service types.

The F-ratios here reveal that the AP and UPI newsmen were almost identical in their evaluations of the news stories. Only on stories involving a combination of PROMINENCE and SIGNIFICANCE was a difference greater than could be expected by chance.

AP newsmen scored a mean of 5.53 on stories combining Impact and Known Principals, while the UPI newsmen scored 5.21. This difference was significant at the .01 level.

On all other levels of the news dimensions, the AP and UPI newsmen were essentially the same.

Testing the Individual Hypotheses

Hypothesis No. 1. This hypothesis stated that presence of the NORMALITY, SIGNIFICANCE and PROMINENCE news elements in stories would show a significant differential effect on the newsmen's judgments.

The analysis of variance of the 14 wire service newsmen's respon-

ses indicated that the presence of the various levels of the news items did reliably affect the newsmen's judgments.

This analysis was shown in Chapters IV and V. In both analyses stories were played higher by newsmen when they contained Impact, Known Principal, Oddity or Conflict than when stories did not contain these elements.

Of four tests for interaction in both analyses, only one where stories involved a combination of PROMINENCE and SIGNIFICANCE news elements proved to be insignificant. Carter in his study found a similar ranking. Three tests showed significant interaction involving mutual interplay of PROMINENCE x NORMALITY, NORMALITY x SIGNIFICANCE and PROMINENCE x NORMALITY x SIGNIFICANCE.

These significant variations in the effects of the news dimensions on newsmen's judgments were found after variance due to gatekeeper types had been identified and extracted.

In general, results relevant to Hypothesis No. 1 were in the expected direction. The tests showed the presence of the news elements, PROMINENCE, SIGNIFICANCE and NORMALITY did have a reliable effect on the way newsmen played up the stories.

For research purposes, the findings in relation to this hypothesis means that if news is categorized according to Ward's three-dimensional news model, a fairly accurate prediction of newsmen's evaluations of stories can be made.

In other words, this gives a more parsimonious picture of what makes up the news and how newsmen evaluate news. This would aid in predicting what sorts of news would be passed on to potential readers.

Hypothesis No. 2. This hypothesis stated that the wire service

newsmen would value news elements in the following order, from high to low: Impact, Oddity, Known Principals, Conflict.

The hypothesis for ranking stories in this hierarchy was formulated from findings in Ward's study and Carter's study.

The over-all rankings only partially confirmed this hypothesis. The average of means revealed Impact as the top news elements with an over-all mean of 4.97, followed by Oddity and Known Principals tied at 4.38 and Conflict as the lowest valued news element at 4.35.

The wire service newsmen confirmed that Impact was the highest news element and Conflict the lowest, but no difference was established between Oddity and Known Principals. Thus, only a portion of the hierarchy found by Ward and Carter was found in this study.

However, a look at the over-all rankings of news elements in Table X, page 79, shows that when the news elements are considered singly Impact is highest at 4.79, followed by Oddity, 4.39, Known Principals, 2.83, and Conflict, 2.63. This ranking is then identical to Ward's and Carter's.

This would indicate there is a consistency of news values among newsmen. The results confirm a portion of Hypothesis No. 2.

Hypothesis No. 3. This hypothesis stated there would be no basic differences in the way AP and UPI newsmen evaluated the stories in the pool. This analysis was reported in Chapter V.

Of the seven F-tests which directly compared AP and UPI, six of the tests were not significant.

Only on stories combining PROMINENCE and SIGNIFICANCE was there a significant difference. As pointed out earlier, AP newsmen placed a higher value on stories involving Known Principals and Impact than did

the UPI newsmen.

Therefore, the results confirm Hypothesis No. 3. There were no great differences in the way AP and UPI newsmen participants in Oklahoma evaluated news stories.

A correlation of .95 was found between the priority of the news elements from AP and UPI newsmen, as shown in Table IX, page 75. Again, this indicates commonalities in news judgment--a high similarity in what newsmen judge to be news.

This hypothesis was formulated in an attempt to test the widely held opinion that the AP is more conservative in handling the news and UPI more sensational. For these wire service men in Oklahoma it can be stated there are no basic differences. AP and UPI newsmen are in high agreement on what makes news.

Conclusions

This study was designed to test further the practicability of Ward's three-dimensional news model which classifies news elements into a theoretical structure. It also sought to shed some light on a little researched area of journalism, the wire service reporter and how he decides what is news.

The author utilized Ward's model to test 14 Oklahoma wire service newsmen as they rank-ordered 48 news stories specially selected and constructed to fit all combinations of news elements in the model. Judges were used to determine if the stories did actually contain the news elements.

This study then was based on Ward's findings and an earlier study by Carter using the Ward model with city editors and reporters on daily

newspapers in Oklahoma.

Carter found that Ward's news model and hierarchy of news values held up under two different situations applied to judgments of Oklahoma newsmen.

In Carter's study, the newsmen in a GENERALIZED sort rank-ordered 24 stories concerning a hypothetical town, Middleport. Then Carter localized the 24 stories, inserting real places, names and events in each of five Oklahoma cities. The newsmen then rank-ordered the stories in the LOCALIZED sort. Carter found a high degree of similarity in both sorts and this pattern of news judging correlated highly with that found by Ward earlier.

This author set out to find if this pattern would hold up with another level of gatekeeper, the wire service reporter.

Discussion of the objectives, findings and hypotheses indicated this study generally confirmed Ward's findings, thus establishing the reliability of the three-dimensional model and its application toward a better understanding of the makeup of news.

There was a high degree of similarity in the way the 14 wire service newsmen in this study evaluated the stories in the pool. They saw essentially eye-to-eye on rank-ordering the 48 stories involved.

The hierarchy of news values found earlier was partially confirmed. Impact was the top news value and Conflict the lowest with Oddity and Known Principals ranked the same between the highest and lowest.

It was significantly established that the presence of the various combinations of news elements did affect the newsmen's judgment.

Also, the over-all ranking of the news elements correlated highly with Ward's and Carter's findings.

Finally, a remarkable similarity was found in the way AP and UPI newsmen evaluated the stories.

All of these findings establish the usefulness of the three-dimensional news model. This study demonstrates the model can be used not only in the newspaper newsroom situation, but in other news gathering situations.

This study and earlier studies support the contention that a lot of unnecessary philosophizing and debate over the whys and wherefores of what comprises the news can be reduced if the news model were used in news room decision making.

This study was an attempt to bring parsimony to schools of journalism and newsroom decision-making concerning news. It was an attempt to provide some scientific validity to what makes up the news, an area of debate filled with a lot of untested theory.

Recommendations

The results of this study tend to indicate that a standard fare of news is being presented to news consumers in Oklahoma through the two major wire services. The newsmen who took part in this study represented a substantial majority of wire service newsmen who work in the four wire service bureaus in the state. Fourteen of 18 wire service reporters participated.

As pointed out in Chapter I, a high percentage of news carried by newspapers and broadcast by radio and TV stations is wire service news. Wire services have a tremendous impact on the fare news consumers receive. The conclusions of this study indicate a high similarity in news, no matter which wire service is involved.

Other studies cited in this report have supported the over-all conclusion there is a hierarchy of news values. There are common grounds for determining what news is. A consistent pattern has been found in judging news in studies involving city editors in several states, among reporters on daily newspapers and among Associated Press and United Press International newsmen in four bureaus of one state.

These various gatekeepers operate at different points along the news flow channel. They all must make decisions on 'what is news?'. The decisions must be based on the news elements involved in whatever idea, happening, event or situation is under consideration. How to tell news from non-news and which news takes priority then becomes the problem.

This study helps pin down these elements. It helps to define the news values involved in these decisions and enables newsmen to "talk about" why they make news evaluations.

What bearing do the results of this study have for working journalists in the field? What are the implications for teachers of reporting and editing in schools of journalism? How can these findings help newsmen in answering growing criticism of the press? And in what other areas are the findings applicable and is there further research that would be fruitful?

The author now turns to a discussion of the specific recommendations based on the findings in this study.

Classroom Implications

One major recommendation in this study supports Carter's and Ward's suggestions that the three-dimensional news model can be used in jour-

nalism textbooks and classrooms.

Most textbooks include news elements but these lists are many and cumbersome. And, more importantly, the news elements are discussed mainly as personal opinions of the textbook writer. There is little scientific evidence to support much of this "armchair philosophy."

Ward's news model was the first step in putting scientific structuring into the makeup of news.

The news elements and the hierarchy of news values would help bring consistency to an area marked by debate, vague generalizations and unwieldy lists of news elements. It would in effect help bring order into an order marked by chaos.

A great advantage of the Ward model is that it reduces long categories of news to a relatively simple, workable model. News stories can be plugged into the model and based on this study and others a fairly accurate prediction can be made on how the story would be evaluated by newsmen.

These news elements and the hierarchy of news values could be used in journalism schools. Tests could be devised by instructors to check aptitudes of students interested in journalism. The news elements could be used to construct meaningful exercises for students in lab situations.

The J-students could then see how their evaluations stack up against the judgments of professionals in the field. Instructors would have a more constructive yardstick to use in measuring student performance against what would be expected of them on the job.

Detailed instruction could be given on specific news elements and combinations of elements. Students would have a better picture of what

professionals evaluate as "top news" as opposed to lesser important stories. Impact, for instance, can be shown to be an essential ingredient of "top news." Conflict or violence alone in a story on the other hand has relatively low play.

Stories that involve combinations of news elements may be played higher. The interaction of news elements is seldom discussed in present classrooms and textbooks.

In general, the news model and the results of this study could be used to advantage in textbooks and journalism classrooms.

Newsroom Implications

Pinning down the nature of news elements and finding commonalities in the way newsmen decide the news of the day would be of great help to all journalists.

Newsmen on the job would have a better way of thinking about news. The three-dimensional model provides a way of categorizing news. The newsman would be better able to judge how other newsmen would evaluate a story and he would know if his own evaluation was in line with other professionals.

The findings in this study help pin down these commonalities. The hierarchy of elements gives a newsman a better way to classify news.

The model could be used by news gathering organizations to train newsmen. Also news agencies and newspapers could devise tests based on the findings reported in this study to test applicants for news jobs. Tests could be devised for employees to decide which reporters, for example, exhibited news decision behavior which would best qualify

them for editing jobs.

Newsmen working on stories would know that "bigger news" involved a combination of news elements. It would help them in knowing what elements to look for, what questions to ask, how to pursue an otherwise routine story to make a bigger and more meaningful story out of it.

The rationale behind the Ward model and a brief summary of the findings in this study were presented March 21, 1971, to a meeting of the Oklahoma Press Association. The practicality of the model was praised by several of the professional newsmen in attendance.

Leland Gourley, publisher of the Henryetta Daily Free Lance, a daily newspaper, said it was "the most imaginative and practical research study to come out of a school of journalism in twenty years."¹

Ben Blackstock, secretary-manager of the Oklahoma Press Association, wrote later, "I hope you continue this research for I feel that its applications and conclusions will be beneficial, not only to students but editors in general, for years to come."²

The news model and findings in this study could be used in several ways in newsrooms by professional newsmen as they gather, process and evaluate the news.

Answer Criticisms of the Press

The findings in this study should help journalists better answer growing criticisms of the press. This research indicates a high degree

¹Leland Gourley, statement in public meeting of Oklahoma Press Association, March 21, 1971, Oklahoma City.

²Ben Blackstock, letter to Dr. Walter J. Ward and George Rhoades, Oklahoma State University, March 22, 1971.

of similarity in how newsmen evaluate the news.

Commonalities in news decision making indicates that several news elements need to be present before a story is "played big" in the press. Much criticism of the press has charged that the press plays up news of conflict or violence.

Ward's and Carter's findings, reinforced by this author's study, indicate that newsmen generally play Conflict lowest of the news elements. Conflict does play a role in banner headline stories, but only when it is combined with other elements.

This research study helps newsmen answer this criticism by showing scientifically that Impact is usually the main ingredient of top news. Critics often select the Conflict angle from top stories to criticize. Newsmen should point out that Impact and other news elements are involved.

Being aware of the news elements and the hierarchy of news values will better enable editors to explain to the public why news is selected and displayed the way it is. This knowledge gives them a system to explain news decisions instead of vague generalizations.

This does not mean that criticisms of the press are unfounded. There are many valid points on which the press could and should be taken to task. Many of these criticisms involve definitions of news, but this study was an attempt to provide some scientific evidence on how news is defined.

Value judgments on rather or not this is the way news should be defined were not attempted in this study. The concern here was in finding what elements were involved in what newsmen say is news.

Before newsmen can answer criticisms or establish better defini-

tions of news, they need to know what elements are now concerned with what is presently evaluated as top, medium and low news. This study then was an attempt to shed some light on what newsmen now evaluate as news.

Other Areas of Research

This research was concerned with wire service newsmen in Oklahoma. Other wire service newsmen in other states could be tested to see if a similar hierarchy and consistency of news values would be found.

Newsmen in larger, key bureaus such as Washington, D.C., and New York City where decisions are made on major national and international news could be checked to see if their news values are similar.

Another vital area which could be researched involves news values of readers. This would enable editors to have a clearer picture of what readers regard as news.

An examination could be made of news values held by public relations men and public information officials. This would enable these writers to examine their values to see if they conform to those held by newsmen.

A knowledge of these values would enable the public relations men and public information officials to get a better "play" in the press for their releases.

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A P P E N D I C E S

APPENDIX A
48 NEWS STORIES LISTED UNDER RESPECTIVE
NEWS ELEMENT COMBINATIONS

CONFLICT, PROMINENCE, IMPACT (CPI)

1. David Hall and Bryce Baggett emerged as the leaders in the Democratic gubernatorial primary last night and will meet in a runoff.

Both candidates predicted victory. Hall led in the balloting, but could not capture a majority.

2. Dr. J. Herbert Hollomon resigned today as president of the University of Oklahoma with a parting blast at Gov. Dewey Bartlett.

Hollomon had been under fire from Bartlett and others since the student anti-war demonstrations at OU last May, but OU regents voted last month to extend his contract for another year.

3. A district judge today granted an injunction which blocks a rock festival scheduled this weekend at Turner Falls.

Dist. Judge Bob Howell made his ruling on the request of Atty. Gen. G. T. Blankenship after two days of arguments on whether the proposed rock festival would be a health and traffic hazard.

Opponents said the festival would attract thousands of hippies to the state and create a drug problem.

4. Oklahoma will lose one of its six congressional seats on the basis of preliminary census figures released today in Washington.

Legislative sources immediately speculated that either U. S. Rep. John N. Happy Camp, R-Waukomis, or U. S. Rep. Tom Steed, D-Shawnee, would be likely choices for a head-on battle for survival.

ODDITY, PROMINENCE, IMPACT (OPI)

5. Thousands of Oklahomans will be among the angriest in the nation tomorrow when they receive their state income tax forms. A delinquency notice will be enclosed.

"A computer has finally been caught cat-napping," said Lee Winters, state treasurer.

The computer mistake was caught, but not before thousands of notices were mailed.

Winters said citizens should just ignore the delinquency notices.

6. State election board secretary Basil Wilson said today thousands of ballots for the November election would have to be reprinted because a name had been left off.

He said a rush printing job would have to be undertaken to insure ballots for all election boards in the state.

American party candidate Glenn O. Young's name was left off the ballot for attorney general, he said. The error was discovered after hundreds of thousands of the ballots were already printed.

7. An electrical power blackout hit large sections of Oklahoma today. Electrical company officials said the shortage was caused by a heavy accumulation of dead cockroaches in a key power transformer near

Enid.

Gov. Dewey Bartlett said his office was looking into the situation. The dead roaches caused a 10-minute blackout at 3 p.m. today in most of Oklahoma City, Tulsa and other areas of northern and north central Oklahoma.

8. A swarm of angry bees today routed state legislators from the legislative chambers, delaying the opening session of the legislature. Legislators were getting ready for the first session when the bees suddenly poured into the chamber, scattering lawmakers.

State capitol workers were trying to clear the bees out during the afternoon.

CONFLICT, IMPACT (CI)

9. The possibilities of a rabies flareup in widespread portions of Oklahoma were raised today in the wake of reports of rabid animals in five southern and southwestern counties.

State health department officials said rabid animals were reported in Caddo, Stephens, Harmon, Jackson and Grady counties.

10. Five Oklahoma non-brand, cut-rate service stations in Oklahoma City and Tulsa were padlocked this morning and managers were charged with operating pumps adjusted to give the customer a "short gallon" of gasoline.

Police in the two cities were checking about 10 other stations suspected of short-changing customers during the current flurry of "gas wars."

11. Oklahoma cattle raisers were warned today by law enforcement officials that cattle thefts were increasing in the state.

Crime bureau agents were investigating the theft of 40 steers near Waurika and another theft of 55 head near Enid.

12. Twenty young persons were arrested last night in a series of raids in four state cities as officials launched a crackdown on drug violators.

Youths were arrested in Oklahoma City, Tulsa, Norman and Stillwater and charged with illegal possession of marijuana.

ODDITY, IMPACT (OI)

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

Ronald Bateson, 23, convicted auto thief who escaped from El Reno Federal Reformatory three weeks ago, voluntarily returned "home" today, exclaiming he had spent the "most satisfying three weeks of my life."

Bateson was the man who posed as the jolly old Santa Claus on the

Oklahoma state capitol building steps day after day for three weeks bringing joy to hundreds of tots. Scores of parents possess photos taken of their children sitting on Santa's knee.

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

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

Air traffic at the state's biggest airport was shut down for three hours.

15. A cigarette, unknowingly flipped into a pile of cleaning rags, caused a fire this morning which gutted the main Oklahoma City Fire Station, leaving a large portion of the state capital city crippled for fire protection.

16. A squirrel with a taste for cable today knawed into a key telephone line near Chickasha and knocked out phone service for most of central Oklahoma, including a large part of Oklahoma City.

The squirrel was electrocuted on the spot. Phone workers were several hours restoring service to the blanked out area.

CONFLICT, PROMINENCE (CP)

17. Secretary of State John Rogers is a co-defendant in a \$5 million countersuit filed in District Court involving an Oklahoma City firm in which Rogers was once a partner.

18. Former University of Oklahoma football star James Robert "Bob" Kalsu has been killed in action in Vietnam, his family said today.

Kalsu, an All-American selection in 1967, was killed by mortar fire.

19. Nine guns, \$20,000 in cash and old coins, four rings, 200 stereo records and a new set of encyclopedias were stolen last night from the home of Dr. James Luke, state medical examiner, after he was knocked unconscious.

20. Hank Thompson, popular country and western singer, and his wife Dorothy are expected to be divorced tomorrow in Tulsa District Court ending a 2-year divorce case and 23 years of marriage.

ODDITY, PROMINENCE (OP)

21. "Two heads are better than one," Sen. Fred Harris said today. One of Harris' father's cows on the family farm near Hastings gave birth to a two-headed calf today.

22. Victor Wickersham, former Oklahoma congressman, said today his farm near Mangum was being invaded by hordes of small black and yellow lizards.

Wickersham said he was told by experts that the lizards were "Tiger Salamanders." The salamanders, he was told, migrate to farm ponds and apparently Wickersham's farm was selected as the migration site.

23. Sen. Henry Bellmon is suffering from a sprained shoulder sustained when he went to an Atlantic Ocean beach at Assateague, Va.

"I was body surfing and got caught by a big wave. It dumped me end over end," the senator said.

24. Gov. Dewey Bartlett was a delighted golfer today. He fired a 220-yard hole-in-one today at the Quail Creek golf course in Oklahoma City.

PROMINENCE, IMPACT (PI)

25. Rep. Carl Albert, D-Okla., today said federal aid for Oklahoma highways would total \$15 million this coming year, a new high for the state.

26. Oklahoma House Speaker Rex Privett sewed up a third term in the powerful post Wednesday as House Democrats made him a near-unanimous choice in the caucus he called.

27. Phillips Petroleum Co., Bartlesville, announced today it was raising the price of its regular gasoline two cents a gallon to retailers. The increase is expected to boost gasoline prices throughout the state.

28. Oklahoma, one of the seven states considered for a medium-sized atom smasher, has counted itself out of the running.

The state withdrew at a meeting today at the Argonne Laboratory in Lemont, Ill. Attending the meeting were Gov. Dewey Bartlett and other state officials.

Bartlett said the trend of the meeting made it clear that the state's chances were not commensurate with the expense and efforts required to remain in the running.

IMPACT (I)

29. State tax collections during the fiscal year that ended June 30 totaled \$523,581,397, topping the half-billion mark for the first time and surpassing the previous year's all time high by some \$35 million.

30. A plan to increase auto license tags in Oklahoma for 1971 by

an average of \$5 per tag was approved today.

31. Oklahoma schools are scheduled to receive approximately \$15 million in federal aid during the coming school year, it was announced today in Washington.

32. Tuition increases of \$6 an hour were announced today for all colleges and universities in the state.

CONFLICT (C)

33. A 16-year-old Tulsa youth remained in poor condition in the intensive care unit of a Tulsa hospital tonight after being shot earlier in the day. A 24-year-old man was charged in connection with the shooting.

34. An Oklahoma City man was killed last night in a head-on collision three miles east of Oklahoma City on Interstate 40. The victim was identified as Adam Lowe, Oklahoma City.

35. A 79-year-old Oklahoma City woman was found dead in her apartment today. Police said the woman had been strangled.

36. A Midwest City youth hitchhiking from Tulsa to his home was robbed at gunpoint today by a man who picked him up at the Tulsa Turner Turnpike gate. A short time later a suspect was arrested at Chandler.

ODDITY (O)

37. Fred Avery was an unobtrusive old man who lived for 40 years in a downtown Oklahoma City hotel so close to the economic edge that he collected and sold soda bottles to buy his 35-cent breakfast and \$2 dinner.

He died last week and left an estate of more than \$1.8 million.

38. It always pays to check one's mailbox every day, especially at Christmastime, as Jerry Wells, 75, who for years has lived in a one-room shack near a southside auto salvage yard, will testify.

Wells, whose only mail normally is his monthly social security check, stopped to pick up his check this morning.

He found two checks: his social security check and a cashier's check for \$10,000, with a note reading "Merry Christmas and a Happy New Year." The note was unsigned.

39. Oklahoma County deputies said today they have "freed" a 64-year-old woman who had been locked in a stable about five miles east of Oklahoma City for two years.

Deputies said Ruth Monetatchi was kept in a stable by her brother, Fred Tomah, and his wife, Gertie. No explanation was given for the im-

prisonment.

Mrs. Monetatchi said the stable had all the comforts of home. There were some 500 bottles of wine stored in the horse stalls.

40. Brian Hughes, 23, Oklahoma City, lined up a buyer for 4,000 wartime military police helmets at \$2.40 each and purchased them at a military surplus auction.

The buyer backed out, leaving Hughes with a houseful of helmets and he said he's sell them at \$1.20 each, or 36 cents apiece to anyone who would take the lot.

PROMINENCE (P)

41. Jim G. Lucas, a native of Checotah who became a world famous newspaperman, will be buried in Checotah tomorrow.

42. Dale Robertson, Oklahoma-born movie star, was top bidder at a quarterhorse sale near Yukon yesterday.

43. Jim Shoulders, former rodeo champion, plans to take part in the performance tonight of the annual state Prison Rodeo in McAlester.

44. Mickey Mantle, former New York Yankee baseball great, will be a special guest at a program tomorrow in his hometown of Commerce.

NOTHING (N)

45. The first horse entry has been made at the state fair by a Midwest City woman, Mrs. Bernice Hahne, who entered an unnamed paint filly.

46. Four Oklahoma guidance counselors will leave tomorrow for a three-week tour of high schools along the Atlantic Coast.

47. William T. Nailon, Jr. was named biologist in the southwestern division office of the Army Engineers at Dallas today after serving in the same capacity in Tulsa for 24 years.

48. The South Side Oklahoma City Do-Si-Do Square Dance Club, comprising about 40 members, will hold a dance at 8:30 p.m. tomorrow in the Town and Country Dance Club Building, 1209 NW 23rd.

Handwritten text, possibly a title or header, including the words "RESEARCH CENTER" and "PRODUCTION".

APPENDIX B

INSTRUCTIONS FOR Q-SORTING

48 NEWS ITEMS

INSTRUCTIONS FOR SORTING NEWS STORIES

1. Please imagine that the enclosed deck of news stories comprises an unusually big day's input and treat them as you would in your bureau.
2. Remove the rubber band from the deck of news story cards. Now please read each story carefully. After you finish reading the stories, lay them aside all in one pile.
3. Now take the deck of cards with the red square on the top and remove the rubber deck. Lay aside the top card with the red square. Now spread this deck of numbered cards in front of you, left to right, from 1 to 7, as follows:

4 Stories	6 Stories	8 Stories	12 Stories	8 Stories	6 Stories	4 Stories
1	2	3	4	5	6	7
Least Wire Priority						Top Wire Priority

4. Pick up the pile of news stories. Choose 4 that you would give highest priority on the wire and place them on top of Card No. 7. From the remaining stories you have, take 6 stories that you would give next highest wire priority and place them on top of Card No. 6. Go on down the line until you complete the ranking of stories with the designated number of stories atop each numbered card. At any time you may change your mind on the placement of stories, if you wish.
5. Now that all the cards are sorted, pick up the piles from right to left in the following manner: Pick up Pile No. 7, including the identification card on the bottom. Place Pile No. 7, on top of Pile No. 6. Continue on down the line. Just put the rubber band around the complete pile and that's it.

UNIVERSITY OF
LANCASTER
LANCASTER BOND
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LANCASTER, PA

APPENDIX C
SCORES OF Q SORT

WIRE SERVICE REPORTERS Q SORT

No.	News Elements Theme	Campbell	English	Purdy	Boggs	Culver	Witcher	Goodine	Eckert	Roberts	Lacey	Montgomery	Todd	Scarborough	Tucker
1.	CPI Hall-Bagg	7	7	7	7	7	7	7	7	7	7	7	7	7	7
2.	CPI Hollomon	7	7	7	7	7	7	7	7	7	7	7	7	7	7
3.	CPI Rock Fest	7	7	7	7	5	6	6	5	7	7	6	7	6	5
4.	CPI Congress	7	7	5	6	7	7	6	7	7	7	6	6	7	6
5.	OPI Computer	4	4	4	6	6	4	6	4	4	5	4	4	5	4
6.	OPI Ballots	5	3	7	4	7	4	4	5	5	4	7	4	4	7
7.	OPI Blackout	6	5	6	5	5	7	4	6	5	4	7	6	7	4
8.	OPI Bees	4	5	5	6	6	4	5	5	4	6	5	6	6	6
9.	CI Rabies	4	4	3	7	4	5	6	4	5	4	5	4	5	5
10.	CI Cut Rate	4	4	4	5	4	4	4	4	5	5	5	4	3	3
11.	CI Rustlers	3	4	4	4	3	3	3	3	4	4	4	3	3	4
12.	CI Raids	3	3	3	4	6	2	3	4	4	5	4	4	4	2
13.	OI Santa	4	6	5	4	5	5	7	4	4	6	6	6	6	5
14.	OI Elephants	6	4	4	4	5	3	5	5	6	6	5	7	6	4
15.	OI Fire Sta.	5	5	6	6	5	3	5	6	3	6	5	6	4	4
16.	OI Squirrel	4	6	5	5	5	3	5	3	2	3	4	5	4	5
17.	CP Rogers	5	4	4	6	3	3	6	5	5	3	3	5	4	6
18.	CP Kalsu	6	6	4	5	5	6	5	7	4	4	4	5	4	4
19.	CP Luke	3	4	4	4	4	3	4	6	4	4	4	6	5	3
20.	CP Thompson	3	5	3	2	3	4	4	4	1	3	3	2	2	2
21.	OP Calf	3	3	2	4	3	6	4	2	3	2	2	3	3	5

No.	News Elements Theme	Campbell	English	Purdy	Boggs	Culver	Witcher	Goodine	Eckert	Roberts	Lacey	Montgomery	Todd	Scarborough	Tucker
22.	OP Lizards	4	3	2	5	4	4	2	3	3	3	2	3	2	3
23.	OP Bellmon	3	3	5	3	3	4	2	3	4	2	2	3	3	3
24.	OP Hole-in-One	4	4	5	3	3	4	2	3	2	4	2	4	3	5
25.	PI Albert	5	5	3	4	2	5	4	4	5	5	4	4	5	4
26.	PI Privett	5	5	6	6	5	5	3	5	4	4	6	4	4	4
27.	PI Phillips	4	6	4	4	4	4	3	6	5	5	4	5	4	4
28.	PI Atom Smash	5	4	3	2	3	2	5	4	6	4	5	3	5	4
29.	I Tax Collect.	4	5	3	5	4	4	4	6	6	4	5	4	5	5
30.	I Car Tags	6	6	6	5	6	5	4	4	6	6	5	4	5	4
31.	I School Aid	4	4	2	5	4	5	3	4	6	5	4	5	5	5
32.	I Tuition	5	6	6	3	6	6	2	5	6	6	3	5	6	6
33.	C Youth	2	2	2	4	2	2	4	1	3	2	3	2	3	2
34.	C Car Fatal	3	2	3	3	4	4	4	2	3	3	4	3	3	3
35.	C Woman Dead	2	2	3	2	3	2	3	2	3	3	3	3	2	2
36.	C Robbery	3	2	1	3	4	2	3	3	3	1	3	2	3	1
37.	O Old Man	6	5	4	3	4	6	7	6	5	5	4	4	4	7
38.	O Check	5	4	4	4	4	5	6	5	4	5	6	5	4	6
39.	O Freed	6	3	6	3	6	5	6	4	4	4	6	5	6	6
40.	O Helmets	2	3	4	2	2	2	4	3	3	2	3	3	2	4
41.	P Lucas	4	4	5	3	4	6	2	3	2	4	4	4	4	3
42.	P Robertson	2	2	2	2	2	3	2	2	4	3	3	2	1	2
43.	P Shoulders	1	1	4	2	2	3	3	2	2	2	2	2	2	3
44.	P Mantle	2	3	5	4	2	4	3	4	2	3	2	2	4	3

No.	News Elements Theme
45.	N Horse
46.	N Counselors
47.	N Biologist
48.	Do-Si-Do
1	Campbell
1	English
1	Purdy
1	Boggs
1	Culver
1	Witcher
1	Goodine
1	Eckert
1	Roberts
1	Lacey
1	Montgomery
1	Todd
1	Scarborough
1	Tucker

VITA

2

George Roger Rhoades

Candidate for the Degree of

Master of Science

Thesis: NEWS VALUES AND NEWS DECISIONS OF SELECTED ASSOCIATED
PRESS AND UNITED PRESS INTERNATIONAL NEWSMEN IN OKLAHOMA

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