

AGE, EDUCATION, AS DETERMINANTS OF INTEREST IN
IMMEDIATE AND DELAYED REWARD NEWS ON
WOMEN'S PAGES

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PREFACE

This thesis was aimed at finding if differences in age and education of women readers would provide different reading interests in immediate or delayed reward stories on the women's pages of their newspapers. The writer of this study worked for some time on a women's news staff and was interested in how interested women were in the section of the paper that is set aside for them.

Many persons contributed significantly to this study. And this writer would be very chagrined if she overlooked them. Without their assistance, this study would never have been completed. Namely the respondents who took the time to answer the questionnaire. Without them, there would have been no study and their help made this what it is. Miss Jennifer Lamb, Mrs. Matt Schaefer, Mrs. Dale Van DeVenter, Mrs. Ed Carter, and Mrs. Elton Nixon are especially thanked for their hours of judging. Especially for their patience when they were asked to rejudge the sample.

Others who helped to make this study more meaningful include Dr. Harry Heath, director of the School of Journalism and Broadcast Communications at Oklahoma State University, whose encouragement and faith enabled me to begin this program, and Dr. Walter J. Ward, director of graduate studies of the School of Journalism and Broadcast Communications at Oklahoma State University, who was always willing to help solve problems and to provide counsel. It was his encouragement which made this study come alive for me. Dr. Ward's knowledge of research methodology

proved to be most instrumental and meaningful in making this study a worthwhile learning experience.

Perhaps those who must be thanked the most are my husband, Richard, and my parents, Mr. and Mrs. Earl Newburn. Their encouragement and sacrifice is felt and appreciated by this writer.

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CHAPTER I

PROBLEM AND OBJECTIVES

The purpose of this study is to find if differences in age and education of women make a difference in how much they expose themselves to immediate or delayed reward news stories found on the women's pages of their newspapers. Specifically, this study will indicate:

1. If the editorial space, which is devoted to news pertaining to women's interests, is meeting the needs of the women readers.
2. If readers would like to find more variety in the selection of material available on the women's pages.
3. If editors of women's pages need to change their policies to better meet their readers' desires.

Seemingly, women's pages are the least researched sections of newspapers. The material available is truly insufficient for a section of the paper which receives a good portion of the readership. Hohenberg estimates that nearly seventy per cent of the women readers show an interest in this portion of their paper.¹

What makes news on the women's pages different from that in the remaining pages of the newspaper? From the woman's editor point of view, women's news is "any article or 'story'" in which the time element is of

¹John Hohenberg, The Professional Journalist (New York, 1960), p. 13.

major importance--that is, any item concerning an event about to happen or which has happened recently. All other material is labeled women's features.²

When an editor is asked what kinds of stories her readers want she may often have a very 'pat' answer which really indicates that she is giving her readers what she thinks they want. Harrison noted in her study that editors defined their typical readers by what they thought they might be.³ She reports that of the 19 editors in her study, 7 thought the 'typical reader' was attitudinal or action orientated, two editors believed their readers as average or above average--but no indication was given of what level these readers were compared with. Two editors typed their readers as typically homemakers and mothers. Three editors gave a variety of the mentioned answers, and one editor had no answer.⁴

One point is quite crucial here. In no instance did any of these editors take her information from a survey of readership which would substantiate her "understanding" of her readers. Their ideas of what their "typical reader" was like were preconceived notions which they thought might fit the majority of their audience.

Among the 19 editors in Harrison's study, there was some agreement of what a woman's page should do. The entire group (19) felt that women's pages should "offer news about interesting things women were

²Jean W. Sharda, Study of Women's Pages in Iowa Daily Newspapers (unpublished master's thesis, State University of Iowa, 1952), p. 8.

³Elizabeth H. Harrison, A Survey of Women's News Editors as Gatekeepers (unpublished master's thesis, Michigan State University, 1966), p. 68.

⁴Ibid.

doing, both in the community and outside it." Eighteen editors felt that the pages should "provide news of value to women in their roles as wives, mothers, and homemakers."

A small group of these editors (8) added that they believed women's pages should "tackle family-related problems of the day, such as changing sex mores." And even a smaller number (4) added further that they felt their pages should "alert women to situations where they might form power blocs."⁵

Gloria Biggs, women's editor of Gannett News Service, says that to learn what a woman seeks in reading is as easy as P-I-E. She feels that what interests a woman most is people, information, and emotion.⁶

Therefore, the primary question of this study was: What difference does age and education of women make in selective exposure to immediate and delayed reward news stories found on the women's pages of their newspapers?

In none of the research data available was this writer able to find concrete data on what a reader wanted to see on her women's pages.

⁵Ibid., p. 72.

⁶"Talk to Women's Editor, Promotion Men Urged," Editor & Publisher, Vol. 102, No. 21, p. 48.

CHAPTER II

REVIEW OF LITERATURE

This writer has found only five theses dealing with women's pages. For this reason, some of the review of past research will come from studies involving general news and characteristic elements found therein.

What is a woman's page? Sharda states that a woman's page is "any selection of material which is consistently blocked off, apparently for the purpose of appealing to women readers."¹

To be classified as a woman's page, the selection of material must either be an 'average' page, an extension of an 'average' page, or a 'special' page.

The average page would include selections of women's material which bear a definitive label, or which, if not labeled, appear in consecutive newspaper issues in relatively the same place regarding the rest of the content.

An extension is a selection of material, evidently the overflow of an average page; this extension might be adjacent to the latter or elsewhere, so long as it carried a label.

The special page is a selection of material centering about a theme as food or fashion.²

Hohenberg describes the women's page as a service section of the newspaper. It is designed to fit a certain need--that of offering news especially for women--in much the same manner as the sports section or the business section of the paper meets needs of other readers.³ Women's

¹Sharda, p. 8.

²Ibid.

³Hohenberg, p. 375.

pages can become chatty and informal in comparison with the copy of the rest of the newspapers, says Fox.⁴

However, the more careful observer of women's pages will notice a new trend in material offered. The movement from society news to a women's interest page has made the section more interesting to more readers, simply because the socially prominent people of a community have not been given the public mention each time they have turned. More column space is being devoted to scientific news, news which would be important to all the readers in that they can make use of what they read. This writer believes that this trend could be compared to the utility that a business section offers a business man. If a woman finds a solution to a cleaning problem or cooking dilemma from the pages of her newspaper, she takes time to look at it daily to see if more aids are available.

What changes come about and how they are put into effect is often the result of pressure from the community or an enterprising writer for the women's staff. A questionnaire, which was sent by the Associated Press Managing Editors Association, brought this to light. Though none of the respondents was identified, many of their comments were included in a report found in a recent issue of Editor & Publisher.⁵

The problems of staffs seemed to relate to the kind of work which was printed on the women's pages. A college graduate would join the staff, marry, and move when her husband was transferred, or she would

⁴Rodney Fox, Agricultural and Technical Journalism (New York, 1968), p. 86.

⁵Newton H. Fulbright, "Lady Editors Pithy in APME Comments," Editor & Publisher, Vol. 102, No. 42, October 18, 1969, pp. 20, 22.

quit when a family was expected. Those staff members with a desire to expand and improve the pages met with opposition from top management, and those staff members who did not desire expansion were usually often careless with the copy.

Another problem with women's news is that of handling the engagement and wedding news. How it is handled varies with the papers, but many newspapers still feel that the most coverage given is the best coverage. This trend is slowly losing ground to a mass collection of engagements and weddings listed in columns. The Washington Post, St. Louis Globe and Post-Dispatch, Dallas Morning News, and Houston Chronicle and Post are examples of this change.

The problem which editors face, once the engagements and weddings have been condensed, is what kind of material to put into the leftover space. At this point, this study will prove most useful. "What kinds of news are most important to my readers?," an editor can ask. "Will fashion hold most important? Or, foods, health, travel, home furnishings, child care or solutions to family problems?" The selection of possible subject matter is vast and the choice rests upon the final judgment of the woman's editor.

In Harrison's gatekeeper study, the 16 editors were asked to rank-order what they felt was the most important copy which they selected for their pages. What each editor selected and the number of editors per selection were: knowledge of community and readers, eleven editors; editor's interest in story and its merits, two editors; comments received for similar stories in the past, one editor; and from interest as shown from readership surveys, two editors.

The survey response was usually qualified by the number of letters, calls, etc., which an editor received after a particular article was

published in the paper.

Style changes also have given women's pages a "face-lifting." The style is somewhat freer than straight news coverage, but in the more scientific features, the language is not as formal as in the past.⁶

Although direct study with the readers of women's pages has not been conducted, several readership studies have been conducted for over-all readership of newspapers. These projects have involved the effective persuasive ability of a story, attitude change, and message content, to name just a few.

Katz and Lazarsfeld's noted Decatur study offers insight into kinds of readers, as well as opinion leadership roles within a community. This team separated the kinds of women into four life-cycle categories--life-cycle meaning the age and marital status of the women. These four categories were girls, small family wives, large family wives, and matrons. The major categorization criterion was marital status. Although single women over 35 were still in the first group, the percentage of women who were single and over 35 was so small that they were not included in the study.

Besides life-cycle, two other factors were selected by Katz and Lazarsfeld: social and economic status and gregariousness. The determinants for social and economic status were on three levels--high, middle, and low--and were structured according to the educational level and the amount of rent paid by each respondent.

Gregariousness was the final factor. Determinants of this were obtained by asking the women how many friends they could visit with

⁶Jo Ann Mercer, An Investigation of the Content of Modern Women's Pages (unpublished master's thesis, University of Missouri, 1961), p. 68.

comfortably and how many organizations they belonged to. The number of organizations proved to be the most important question, as women who belonged to more than two organizations were usually more gregarious than women who belonged to less than two.

The interaction between life-cycle, social and economic status, and gregariousness provided the basis for the opinion leader study. As social and economic status became higher, the gregariousness of the women was higher, provided she was an older woman whose children were not at home.⁷ These characteristics and factors will be discussed again on pages 19 through 21.

As to types of stories found on the women's page, this writer decided to look at the differences in reward offered in the copy. The two kinds of reward--immediate and delayed--could relate what a woman reader looks for when she picks up her paper and reads the women's news section. Schramm states that immediate reward "is simple associational learning, or problem solving. A stimulus is presented; the response is rewarded. When the stimulus is again presented, there is a tendency to make the same response."⁸

Delayed reward, Schramm explains, is the process "which leads a reader or listener to select a news item, even though he knows it may not reduce tension, but actually increase tension...."⁹

The immediate and delayed rewards can be linked with what C. S.

⁷Eliah Katz and P. F. Lazarsfeld, Personal Influence: The Part Played by People in the Flow of Mass Communication (New York, 1955), pp. 219-233.

⁸Wilbur Schramm, "The Nature of News," Journalism Quarterly, Vol. 26, No. 2, p. 261.

⁹Ibid.

Sherrington calls anticipatory and consummatory responses.¹⁰ The former being a setting up of a drive with expectation of possible danger (anticipatory) while the other is the consummation of a drive which gives the expected reward immediately (consummatory).

Schramm relates essentially the same relation between educational and social status as the Katz-Lazarsfeld Decatur study. That is, the higher the education level the more likely an individual will expose himself to more tension-building delayed reward stories. Katz and Lazarsfeld found that education and social status had an effect upon gregariousness, while Schramm found that the individual's willingness to expose himself to tension-creating news was directly related to level of education, age, and economic status.¹¹

In the Decatur study, Katz and Lazarsfeld were looking for determinants of opinion leaders among women in the community. Why were some women leaders and others followers? To learn more about this, women were interviewed about their age, marital status, number of children, educational level, amount of rent paid for home, number of persons actively acquainted with, and the number of organizations in which they were active. Answers to these seven questions provided information for life-cycle, social status and gregariousness.

From their study, Katz and Lazarsfeld could make these conclusions:

1. On both status levels (high and low), high gregariousness increases with the life-cycle progression.
2. The girls, on both status levels, are least likely to score high, and most likely to score medium, on the

¹⁰C. S. Sherrington, The Integrative Action of the Nervious System (New Haven, 1906), pp. 326-333.

¹¹Wilbur Schramm and David M. White, "Age, Education, Economic Status: Factors in Newspaper Reading," Journalism Quarterly, Vol. 26, No. 3, p. 261.

gregariousness index.

3. Lower status women of each life-cycle type are more likely to score low on gregariousness than upper status women, but this is strikingly so among the girls and also quite marked among the small family wives.

4. Upper status women are particularly likely to join the ranks of the least gregarious in the transition from girlhood to marriage; beginning with the small family wives, the rate of low gregariousness remains constant. Among the low status women, there is no corresponding swell in the ranks of the low gregariousness level.¹²

Schramm and White relate this in nearly the same aspect. By taking age, education, and socio-economic status among readers of an Illinois city, they considered the willingness of a reader to expose himself to various portions of his paper in relation to the three factors mentioned. Several conclusions were made by Schramm and White (eighteen in all), but those which relate most closely to this study include:

Education seems to make a greater difference in women's reading than in men's.

Economic status seems to make a greater difference in men's reading than in women's.

Reading of society news is low in the teens and thereafter rises to a high plateau between the ages of 30 and 60. In the case of women, it increases significantly with economic status.¹³

Hence, from the Katz-Lazarsfeld study and the Schramm and White study, this writer wishes to learn if age and education do make a difference in women's interests in immediate and delayed reward stories found on the women's pages.

¹²Katz, p. 232.

¹³Schramm and White, p. 152.

CHAPTER III

DESIGN, METHODOLOGY AND ANALYSIS

In order to determine what kinds of readers read what types of stories on the women's pages, it was necessary to make each independent variable mutually exclusive and exhaustive and strive for the biggest differences possible.

Age was made mutually exclusive through definition and an arbitrary point set by this writer. Younger women were between ages 18 and 44 because this writer wished to consider women from the age of 18 and older. This is simply a measurement aid, not an opinion of this writer's as to when womanhood actually begins!

Education was made mutually exclusive and exhaustive by separating the two levels between high school and college. This breakdown allowed every respondent to fit some place in the education variable.

The third independent variable--reward--was divided into immediate and delayed. Rather than place all the judgment on her shoulders, this writer consulted five judges to aid in the selection of the immediate and delayed reward stories.

The dependent variable is likelihood of reading any story in the women's pages.

Selection of Judges

Five women were asked to aid in the selection of the stories and the grouping into either immediate or delayed reward stories. Two of

the women were members of the graduate program in journalism at Oklahoma State University, Stillwater, Oklahoma. One was editor of the women's pages for the Stillwater (Oklahoma) News Press. One was a graduate in the bachelor program in journalism at Oklahoma State University, and the fifth was a member of the secretarial staff for the school of journalism, Oklahoma State University, but did not hold any formal journalism training. Of these five, four were married, and of these four, two had children.

Selection of Stories

Stories were taken from the Stillwater News Press and Tulsa World women's pages for this study. Issues published during the month of November, 1969, were considered because most of the clubs and organizations are really moving into their activities and there is some seasonal copy for Thanksgiving available. One hundred twenty-eight stories were selected by this writer. In no way were the stories labeled to give the judges any indication of what reward this writer considered each. Each judge was asked to read each story and then to group the story according to immediate reward, delayed reward, or ambiguous reward--which would include stories with both immediate and delayed reward or vague reward.

The judging was designed to delimit the 128 stories to 30; fifteen immediate reward stories and fifteen delayed reward stories, which would be submitted to respondents.

Questionnaire Format

A summated rating scale accompanied each story submitted to respondents. Each story would have a seven-point rating scale which the respondent rated from "most likely to read" to "least likely to read."

How can this measure exposure to immediate and delayed reward?

An example of one of the 30 stories and its rating scale follows:

28 Fall styles range all the way from a single tunic worn over a straight lined skirt or pants to the ornate, richly-beaded vest looking similar to old-time Gypsy outfits.
Long-lined jackets, long-sleeved dresses, long-line pants, loose easy hems and fluidity in motion will be the fashion emphasis this fall, says Janelle Allison, OSU extension specialist. For several months, long-lined tunics, vests and weskits have been featured.

Most Likely To Read	7	6	5	4	3	2	1	Least Likely To Read
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This scale allowed the writer to obtain the degree of likelihood a respondent had to reading any particular story which appeared submitted to her. Purpose of the summated rating scale is to place an individual somewhere on an agreement continuum of the attitude in question, e.g. likelihood of reading immediate reward as compared to delayed reward stories.

Each story was labeled either immediate or delayed reward, as ascertained by the judges.

Methodology

Selection of 30 stories from the original 128 entailed two different judging sessions with each judge. During each session, the judges were given an operational definition of immediate reward and delayed reward. Then each judge was asked to read each story and place it in one of three different groups--immediate reward, delayed reward or ambiguous reward. The ambiguous reward was a catch-all for stories which did not seem to have any reward value or which seemed to contain both immediate and delayed reward.

After the first judging, seven stories were unanimously immediate reward stories and 32 stories received four out of five possible votes for immediate reward. However, none of the stories was selected unanimously in the delayed reward category, and only three stories received four votes for delayed reward stories.

Selection of the 15 immediate reward stories was possible with the first judging. Six of the seven stories which received five votes were included in the sample and this researcher selected the remaining nine stories from the 32 which the judges had given four votes. Selection of the remaining nine were determined by a variation in story topic.

Because this writer felt a story should have at least four votes before it could be considered for use, she decided to ask the five judges to re-evaluate the stories. Seventy-four stories were included in the second sample. Those stories which were removed had received four or more votes for the immediate reward or had been given two or more votes for ambiguous reward in the first judging.

One judge commented during the second judging that different women would consider different stories in different manners:

Delayed reward is difficult to determine. What is delayed reward for me might be immediate reward or ambiguous reward for someone else. A story about training a baby or toddler has no reward factor for me since my children are school age and my training for the younger age is long past.¹

Her comment offered a possible reason for the difficulty in getting 15 delayed reward stories for the questionnaire. What is delayed reward, and to whom is a story delayed? In all the review of literature,

¹Mrs. Sue Carter, comment made while judging stories, December 15, 1969.

this writer found no answers to these questions, other than the considerations of environment and the individual needs of each person. The second judging was conducted by asking each of the nine judges to reread the stories remaining in the sample and group them into two categories: delayed reward or ambiguous and immediate reward. The second category was a catch-all for all stories which the judges felt were not delayed. Four of the stories for delayed reward received five votes and eleven received four.

Thus the story sample was delimited to 15 immediate reward stories (gained from the first judging) and 15 delayed reward stories (obtained from the second judging). See Appendix A, page 41.

Summated Rating Scale

On the summated rating scale, the individual indicated her degree of likelihood of reading a story. Her total score was computed by adding the subscores assigned to her responses to all the separate items.² The rationale for using such total scores as a basis for placing individuals on a scale are as follows:

The probability of agreeing with any one of a series of favorable items about an object, or of disagreeing with any unfavorable item, varies directly with the degree of favorableness of an individual's attitude about the subject.³

In this study, the respondents were asked to rank their likeliness to read a story on a seven point scale shown earlier in this chapter. The degrees of likely to read could be interpreted as such: (7) most

²Claire Selltiz, Marie Jahoda, Morton Deutsch and Stuart W. Cook, Research Methods in Social Relations (New York, 1959), p. 359.

³Ibid., pp. 366-67.

likely to read, (6) very likely to read, (5) probably read, (4) might read, (3) not likely to read, (2) very likely not to read, (1) most likely not to read. The numbers for each of the values did not appear on the questionnaire, but were applied once the questionnaires were returned and tabulated. Although this writer was testing for exposure to immediate or delayed reward, she felt that likelihood of reading a particular story would indicate her daily exposure to immediate or delayed reward stories on the women's pages.

Besides the 30 stories and rating scales, a page of demographic data was included. This included the age of the respondent, amount of formal education received, marital status, number of children and the number of organizations to which she belonged. Primarily, this writer was interested in the age and education levels. However, further study to more depth can be conducted because of the added information obtained. See Appendix B, page 42.

Analysis

From the research question, this writer had three variables which could interact with each other. The three independent variables were: (1) Age (younger and older women); (2) Education (high school and college); and (3) Story Type (immediate and delayed reward). The dependent variable, as mentioned, was likelihood of readership.

The following analysis paradigm illustrates how the variables are juxtaposed against each other:

		Younger Women		Older Women	
		<u>Age</u>			
		<u>Education</u>			
Story Type		High School	College	High School	College
	Immediate Reward		a ₁ b ₁ c ₁	a ₁ b ₂ c ₁	a ₂ b ₁ c ₁
Delayed Reward		a ₁ b ₁ c ₂	a ₁ b ₂ c ₂	a ₂ b ₁ c ₂	a ₂ b ₂ c ₂

The variables could be coded as such:

A. Age:

Younger Women = a_1

Older women = a_2

B. Education:

High School = b_1

College = b_2

C. Reward:

Immediate = c_1

Delayed = c_2

The statistical methods will be discussed more fully in Chapter IV, but at this point it should be recognized that a multiple analysis of variance must be used to test differences between variables and to test interaction. The tests which the analysis of variance will produce will provide answers to the hypotheses which follow.

Seven tests will be run on the mean likelihood of readership scores as follows:

1. Difference of variance between mean scores of younger and older women.
2. Difference of variance between mean scores of high school and college educational levels.
3. Difference of variance between mean scores of immediate and delayed reward stories.
4. Interaction of age and story types.
5. Interaction of age and education.
6. Interaction of education and story types.
7. Interaction of age, education, and story types.

Selection of Respondents

Respondents were selected by using the table of random numbers and the telephone directory of Stillwater, Oklahoma. One hundred twenty-five pages were selected with the use of the table, then a second run through the numbers indicated whether to use the right-hand column (even numbers) or left-hand column (odd numbers) of each page. Each column had a maximum of 82 listings, so a third run through the table of random numbers gave the particular respondent who would receive the questionnaire. A Stillwater City Directory was used to insure there was a woman living at the address. If the position selected was a place of business or the directory indicated that no women were living at the residence, this writer simply moved one down the column until the requirement of a woman resident was filled.

Operational Definitions

To help clarify the scope of this study, the following terms will be defined as such:

Story: A story which will be used in the questionnaire will consist of at least two paragraphs of the original story printed in one of the November issues of either the Tulsa World or Stillwater News-Press. Short items will be considered only if content offers something the woman reader could make use of in her work.

Younger Woman: A woman whose age is between 18 and 44.

Older Woman: A woman whose age is 45 or older.

Immediate Reward: A story which seemingly appeals to the emotions, which will enable the reader to identify with readily, and which will give the reader immediate satisfaction. A reward is gained at once. The reader faces a minimum of tension while reading the story. Those stories which meet the guidelines of an immediate reward story will be coded for data analysis after

a respondent has returned the questionnaire.

An example of immediate reward could be an article about the fun of going visiting at Thanksgiving time. This would enable the reader to visualize similar trips which she had made as a youngster and the fun which they could look forward to that month.

Delayed Reward: Stories which give information which involves long term results. A story which would create tension with the reader, a reward would be gained later, if any reward would be gained at all. Stories which will be labeled as delayed reward will be coded for data analysis after a respondent has returned the questionnaire.

Since the newspapers have been carrying material concerning the cyclamate ban, many housewives would read their papers to learn what foods do contain cyclamate and how harmful it could be to them. They would have to decide if it was worth the financial sacrifice to empty their cupboards of foods which contain this synthetic sweetener or risk using the foods.

High School: Any woman who has attended high school or received her high school diploma. Her formal education has stopped at this point.

College: Any woman who has attended college for any period of time, or who has completed one or more degrees in a college or university.

Hypotheses

Since work in the area of women's news pages has been so scant, any contribution to the present role should further the understanding of this section of the paper.

Schramm and White say that, as age increases, the amount of news readership also rises.⁴ Readership also rises directly with higher socio-economic status and education until a peak is reached between 30 and 50 years of age.

⁴Schramm and White, pp. 157-59.

Based on the Schramm and White study, this writer feels a relation can be seen between education, age and type of story preferred. As education and age rise, the amount of interest in the delayed reward articles on the women's pages will increase. This premise offered by Schramm and White is akin to an earlier theory developed by Schramm that news reading is divided into two classes--immediate and delayed reward stories. From Schramm's theory, he and White propose that:

... reading for delayed reward is a later and more sophisticated form of learned behavior. If that is so, we should expect this kind of reading to increase with education, start later and come to a peak at a later age than immediate reward reading, and increase more rapidly with economic status (which makes possible wider experience).⁵

The younger, more active women may find that their time is limited and the delayed reward stories would be overlooked. Women with careers may find it more to their advantage to read the delayed news to be more efficient in their work.

Therefore, the following could be hypothesized:

1. Age: As women become older they are more likely to read more of the delayed news stories than the younger women.

$$\bar{X} \text{ Older Women} > \bar{X} \text{ Younger Women}$$

2. Education: As education increases the amount of delayed reward news will also increase. Hence, a woman with some college education or a degree will read more delayed reward news than a woman whose education is high school or less.

$$\bar{X} \text{ College} > \bar{X} \text{ High School}$$

3. Age and education: Older women with some college or a degree will expose themselves to more delayed reward stories than the older women

⁵Ibid.

who have not gone to college.

\bar{X} Older Women, College $>$ \bar{X} Older Women,
High School

Younger women with some college or a degree will expose themselves to delayed reward news more than the younger women who had not gone to college.

\bar{X} Younger Women, College $>$ \bar{X} Younger Women,
High School

Older women with some college or a degree will expose themselves to more delayed reward news than younger women with some college or a degree.

\bar{X} Older Women, College $>$ \bar{X} Younger Women,
College

Older women with some college or a degree will expose themselves to more delayed reward news than younger women who have just completed high school or attended high school.

\bar{X} Older Women, College $>$ \bar{X} Younger Women,
High School

Older women who have attended high school or completed high school will expose themselves to more delayed reward news stories than younger women whose education is similar.

\bar{X} Older Women, High School $>$ \bar{X} Younger Women,
High School

Younger women with some college or a degree will expose themselves to more delayed reward news stories than older women with some high school or a high school diploma.

\bar{X} Younger Women, College $>$ \bar{X} Older Women,
High School

The validity and/or accuracy of these hypotheses will be discussed later in Chapter V.

CHAPTER IV

FINDINGS: A COMPARISON OF READER SELECTIVE EXPOSURE TO IMMEDIATE AND DELAYED REWARD NEWS BY AGE, EDUCATION

As described in the preceding chapter, two independent variables-- age and education--are considered when evaluating exposure of a reader to immediate or delayed reward news stories on the women's pages. Age is divided into two categories; younger women and older women. Education is divided into the categories of high school or less and some college or completion of college degree or degrees. These four levels were used to group the respondents into four groups. Story ratings assigned by these four groups of respondents indicated their willingness to expose themselves to immediate or delayed reward news. The scores assigned to stories can be assumed an indicant of likelihood of exposure to either immediate or delayed reward news stories on the women's pages.

A three-dimensional analysis of variance was then used to analyze the data collected. Findings from this analysis provided answers to the hypotheses offered in Chapter III.

Research Questions

The primary question of this study was: What difference does age and education of women make in selective exposure to immediate and delayed reward news stories found on the women's pages of their newspapers?

Here, the writer would like to clarify some of the various phases of data used in computing the analysis of variance. First, 125 questionnaires were mailed to women residents of Stillwater, Oklahoma. Of these, 86 usable questionnaires were returned. Each questionnaire contained 30 stories which were rated on a seven-point scale from "most likely to read" to "least likely to read." Each of the 30 stories concerned one of two kinds of stories: immediate reward or delayed reward.

The following 2 x 2 x 2 crossbreak exemplifies how the categories of age and education juxtaposed with types of stories for the analysis of variance.

	<u>Younger Women</u>		<u>Older Women</u>		
	High School	College	High School	College	
Immediate Reward	17	42	8	19	86
Delayed Reward	17	42	8	19	86

Figure 1. Categories of Variables Juxtaposed to Show Interaction of Independent Variables

The numbers in each of the cells represent the number of women in Stillwater who returned their questionnaires and where they fell according to the demographic data supplied. For example, the upper left-hand cell says that 17 women were under the age of 44 and had some high school or completed high school, but not any college. The numbers for the immediate and delayed reward rows are equal because all 86 respondents rated both kinds of news stories.

In total, the analysis of variance analyzed 2,580 (86x30) decisions made by the respondents. That is, 86 respondents indicated their willingness to expose themselves to 30 stories, 15 immediate and 15 delayed reward.

Tests of Research Questions

To amplify previous discussion, the analysis of variance was designed to answer seven major questions with the seven tests discussed

below:

Test No. 1: Between Young Women and Older Women.

In lieu of the hypothesis offered--as women become older they are more likely to read more of the delayed reward news stories than the younger women. Is there any significant in the difference in age?

	<u>Younger Women</u>		<u>Older Women</u>		Marginal Means
	High School	College	High School	College	
Immediate Reward	4.43	4.4	4.7	5.1	4.6
Delayed Reward	4.7	4.5	5.02	5.05	4.71
Means	4.56	4.46	4.87	5.08	4.65
					Grand Mean

Figure 2. Mean Scores of Respondent's Likelihood of Reading. Cells Represent the Eight Possible Combinations of Three Independent Variable Levels

Figure 2 supplies the same crossbreak of variables as Figure 1 with only one difference; in the latter figure, the means for each cell are included. The marginal and total means also are supplied.

In a multiple analysis of variance, the variables are juxtaposed to see if interaction is created. The last four tests of this study indicate the interaction among the means--if there is any at all.

The Analysis of Variance Table I provides a clearer answer to the question above and to the questions which follow.

At this point, the writer wishes to clarify that in any analysis of variance table, such as Table I, the key information is the F-ratios under the F column.¹ In Table I these ratios are 5.02, .97, .29, .05, 0, 0, and 0. These F-ratios are obtained by dividing the Within Group's mean square (ms) into each of the other mean squares. The object of this study--or any similar study--is to minimize the within or error

¹Fred N. Kerlinger, Foundations of Behavior Research (New York: Holt, 1965), pp. 189-206.

TABLE I

ANALYSIS OF VARIANCE TABLE

Source	df	ss	ms	F	p
Between Age	1	10.45	10.45	5.02	.05
Between Education	1	2.01	2.01	.97	n.s.
Between Story Types	1	.6	.6	.29	n.s.
Interaction:					
Types x Age	1	.11	.11	.05	n.s.
Types x Education	1	0	0	0	n.s.
Age x Education	1	0	0	0	n.s.
Types x Age x Education	1	0	0	0	n.s.
Within Groups Variance	<u>78</u>	<u>162.11</u>	<u>2.08</u>		
Total	85	175.28	15.25		

variance and maximize the experimental variance. It is this minimizing and maximizing that creates the larger F-ratio, which means that the differences in the respondents may bring about different effects in exposure to immediate and delayed reward news stories on women's pages.

To return to the test stated on page 23--does the age make a difference in the exposure to women's news stories?

The answer is yes. As shown in Table I on page 25, the F-ratio 5.02 for Between Age levels means that the probability (p) of differences as large as those observed among the mean ratings would occur by chance less than five times in 100 ($> p .05$).²

Here, the writer would like to explain how the F-ratio for Between Age was obtained and what it means in terms of this study.

The experimental variance among the mean scores for Between Age levels was 10.45, as indicated in Table I under the mean square (ms) column. The within or error variance among the 86 respondents' ratings was 2.08. The F-ratio was obtained by dividing the error variance into the experimental variance, as shown below:

$$\text{F-ratio} = \frac{\text{mean square: Between Age (10.45)}}{\text{mean square: Within groups (2.08)}} = 5.02$$

Now, what does this mean to a researcher or person responsible for placing articles in a women's section of a newspaper, keeping in mind the interests of the women readers?

Let us refer to Figure 2, page 24, and note the mean scores for age for the two groups of women. These were 4.56 and 4.46 for younger women and 4.87 and 5.08 for older women. By adding the two sets together and taking a mean for each group, this writer has mean scores of 4.51 for

²Ibid., pp. 153, 154.

younger women and 4.98 for older women. The F table on page 25 shows the differences between the mean scores for the two levels of age was significant at the .05 level with an F-ratio of 5.02.

This implies that differences as large as those between the mean scores for younger women and older women would occur by chance less than five times out of 100. In other words, this writer can interpret that there are meaningful differences in the ages of women and their willingness to expose themselves to women's page articles in their newspaper. Older women show a higher likelihood of reading all stories than do younger women.

Test No. 2: Between Education.

Does the increased amount of education have an effect upon the amount of delayed reward news which women read? Do women who have attended college or completed college degrees read more women's news stories than women who have attended some high school or just completed high school?

As shown by the F-ratio of .97, there was no significant difference (n.s.) between the mean scores of the two levels of education. In reference to Figure 2, page 24, means for the two levels of education are: high school, 4.71, and college, 4.72. In essence, the F test shows that the differences between these mean scores are so small that they could have happened by chance.

Test No. 3: Between Types of Stories.

Again, this writer referred to the F Table to test the hypothesis that immediate reward stories would be read more, on the whole, than the delayed reward stories. However, the F-ratio of .29 on Table I, page 25, indicates the differences between the mean scores of the two types of reward were not significant. The crossbreak on Figure 2, page 24,

shows a mean of 4.6 for immediate reward and 4.71 for delayed reward. Here, again, the F test showed that the differences between these mean scores are so small that they would, or could have, happened by chance.

The indication here is that there is no difference in likelihood of readership of immediate and delayed reward news stories. This aspect will be discussed more fully later.

Test No. 4: Interaction: Types of Story x Age.

The F-ratio of .05 indicates that the differences between the mean scores of the two age groups of women interacting with the two types of story reward are not significant (n.s.). In other words, age made no significant difference in the types of stories preferred.

Figure 3 shows that interaction is insignificant. By comparing the four cell means and the four marginal means, an observer can discern that there is a closeness, keeping in mind the rounding factor.

	Younger Women	Older Women	
Immediate Reward	4.41	5.0	4.6
Delayed Reward	4.56	5.04	4.71
Means	4.49	5.02	4.65

Figure 3. Mean Scores of Age Levels Juxtaposed Against Types of Stories

The mean scores for age and story reward tells a researcher that there seems to be little variation or differences in any of the four cells. Note that each mean is close to that of the grand mean in the lower right-hand corner of the crossbreak. But is there really a difference? The F of .05 in Table I, page 25, tells us that interaction is significant.

Test No. 5: Interaction: Types of Stories x Education.

The F-ratio of 0 in Table I, page 25, indicates there is no interaction between education levels and the types of stories read by women.

	High School	College	
Immediate Reward	4.52	4.62	4.6
Delayed Reward	4.8	4.69	4.71
Means	4.67	4.65	4.65

Figure 4. Mean Scores of Education Levels Juxtaposed Against Types of Stories

Note how closely the means for the individual cells hover near the grand mean, 4.65. This indicates that the variation of differences in the cells is not different enough to even be considered significant. Therefore, this writer can assume with reasonable safety that the levels of education, high school and college, do not make a difference in likelihood of reading immediate or delayed reward news stories.

Test No. 6: Interaction: Education x Age.

The F-ratio in Table I, page 25, is zero. Again, the interaction is insignificant. A further look at the crossbreak brings similar assumptions to light.

	High School	College	
Younger Women	4.56	4.46	4.6
Older Women	4.87	5.08	4.71
Means	4.66	4.65	4.65

Figure 5. Mean Scores of Age Levels Juxtaposed Against Education Levels

Notice how all the means are closely matched. Education seems to have

little influence on women's interests, regardless of age.

Test No. 7: Interaction: Age x Education x Types of Stories.

The F-ratio, on page 25, is zero for the total interaction of all three variables in this study. Figure 2, page 24, shows how closely the cell means hover around the grand mean of 4.65. This indicates the difference among the 12 mean scores is no greater than would be expected by chance.

Therefore, within limitations of this study, age and education made little, if any, difference in the respondents' interest in immediate and delayed reward news.

Reader Interest of Stories

Because the analysis of variance did not indicate any strong differences between the story types, this writer looked at the mean scores of the two types, immediate and delayed reward.

What stories did the respondents seem to agree were most immediate in reward? The story with the highest mean (5.66) was number 3 on the questionnaire.

NEW YORK (UPI)--What comes out on paper when children write about life covers the gamut of emotion--from joy to fear, from comedy to tragedy.

What comes out also gives the reader a delightful look at a child's view.

Consider:

'I know how daytime changes into night-time,' a child, 5 writes. 'Daytime melts.' See Appendix B, page 42.

The second most high agreement among respondents in immediate reward was a mean of 5.09 for the following story:

BOUILLON, Belgium (WNS)--Christine Dumont, 27 dropped her diamond ring into the river while trout fishing.

Frogman Alain Pieter searched for two hours until he found it, then returned it to Christine with the proviso that she marry him. The wedding is scheduled for December. See Appendix B, page 42.

Of the stories coded immediate, respondents agreed number 21 on the questionnaire was least immediate. The mean for this story was 3.64. The body of the story concerned an art show which was to be held in a Stillwater, Oklahoma, music store. The work of two Stillwater residents was to be displayed.

Most agreement of delayed reward stories was on numbers 23 and 10 of the questionnaire. Means for the two stories were 5.53 and 5.4 respectively.

The content for each story follows:

NEW YORK (WNS)--Do cyclamates cause cancer in humans?
This question is in the minds of millions of Americans who gulped low-calorie sodas and gave them to their children until just a few days ago. . . . See Appendix B, page 42.

Second highest delayed interest story:

NEW YORK (WNS)--Many manufacturers, to make soft drinks sweetened with cyclamates less watery compared to those flavored with sugar, added carboxymethyl cellulose. Carboxymethyl cellulose, according to the National Cancer Institute's Journal last February, causes cancer in animals See Appendix B, page 42.

A mean of 3.28 was recorded for the following story which was labeled delayed reward in the questionnaire:

Fran Harris, special features coordinator for radio station WWJ in Detroit, Michigan, gave women attending the annual Matrix Table banquet Tuesday night some things to ponder in regard to the world of broadcasting See Appendix B, page 42.

In the delayed stories, those which were most delayed concerned a news topic--cyclamates--which was making news during November, 1969, not only on women's pages but also on the front pages of newspapers throughout the nation. The immediate reward stories offered a light and entertaining side to reading, where the reader could gain immediate

satisfaction.

Summary

In this chapter, the writer discussed the findings of the analysis of variance tests run on the data collected from 86 respondents. Those respondents were asked to express their degree of likelihood of reading immediate or delayed reward news stories, as operationally defined and categorized. Three independent variables--age, education, and type of story--were divided into two sub-levels each. A multiple analysis of variance was run to determine if the mean scores reflected a significant difference. Tests were also run on interaction of the three variables to find if they acted independently or in conjunction with each other.

Results of the multiple analysis of variance, Table I, page 25, indicate that differences in age of the respondents was significant. However, differences in education and types of stories were not significant. The four interaction tests also showed no significant interactive effects of one variable on any other.

Even though this study indicates little difference between immediate and delayed reward news on the women's pages, women's editors should feel that their work is not lost. From the results shown in Figure 2, women seem to like what is offered on women's pages to the extent the news stories presented to them were representative of immediate and delayed reward news, the likelihood of readership, overall, was valued at 4.65 out of a possible 7.0 rating.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

For this study, three independent variables--age, education, and story type--were divided into two levels each. Age levels were younger women and older women; education levels were high school and college. Story types contained immediate and delayed reward news. Reward was divided into two levels from Schramm's theory of different kinds of content which offers release of tension as immediate reward or the creation of more tension and anxiety as delayed reward.

Stories which met the immediate or delayed reward news categories were selected from the women's pages of the Stillwater News-Press and Tulsa World, November, 1969. This month was selected because it contained nearly all the club activities each town had and allowed for some seasonal copy for Thanksgiving.

Thirty stories were selected after five judges determined which stories were immediate reward and which were delayed reward. Fifteen stories were categorized for each group thus making the total story sample of 30.

These stories were placed at random in a questionnaire submitted to 125 women readers in Stillwater, Oklahoma, also selected at random from the telephone directory. Eighty-six completed questionnaires were returned.

Summary of Differences Among Variables

The reader is referred again to Table I, page 25. The between age variance was statistically significant. Other variances for between education, between types of stories, interaction for age and education, interaction between age and types of stories, interaction between types of stories and education, and interaction between age and education and types of stories were not significant.

The F-ratio (5.02) for between age is significant at the .05 level. This is interpreted to mean that a difference this large is likely to occur by chance less than five times out of 100. In the other tests the variance of the means were not statistically significant. It could have occurred from mere chance fluctuation.

The reader is reminded to look at the crossbreaks in Chapter IV to note how closely the means in the cells hover around the grand mean (4.65) in each case. This provides a more visual explanation for the nonsignificance of the tests.

From the assumptions which this writer made from background literature and the application of these assumptions in this study, it can be noted that none of the hypotheses proved to hold true, as stated in Chapter III, pages 11 through 21.

Conclusions

What does this information mean for an editor of a women's page of the newspaper? What can be discerned from this study in relation to what the readers want in their women's sections? This writer offers the following points:

From the study, age makes the only difference in degree of

likelihood of reading both types of stories. This was obvious from variance tests and from reading the demographic material which accompanied each questionnaire. The education differences in the respondents seemed to make no difference in what types of reward respondents sought in the articles on the women's pages.

Therefore, with the relatively high mean scores, the author feels that the editorial space devoted to women's interests is meeting the needs of the women readers. This writer also feels that the readers are receiving the right amount of variety in the material now available on the women's pages, and that editors need not change their policies to make changes which their readers desire, since no differential variation in desire was indicated.

One point should be made here. Since this writer has spent some time on a women's news staff, she recognizes the service aspect which most managing editors assume the women's page performs. Possibly this benign attitude is reflected in the copy which is placed there. This could be more clearly exemplified by the amount of page one coverage the women are receiving who are pushing for more equality. This is women's news but it is making page one instead of being placed in the women's section. In other words, if anything sensational breaks into the news, such as this movement, the editors on the desk take this for general news copy instead of placing it in the section for and about women.

Recommendations

Several problems arose from this study which could be avoided or worked out in further studies in this area. Probably the most difficult aspect of this study was gaining a difference in immediate reward and delayed reward in the stories. This point is exemplified by the fact

that the five judges were asked to go through the sample of stories twice. Each judge commented that it was difficult to really find delayed reward stories. This could also be pointed out by the fact that most of the editorial articles on the women's pages are usually benign. This reward factor probably should be studied more fully. This writer asks, could immediate and delayed reward be vague as far as women's news is concerned? If so, more study is needed to define the differences in immediate reward and delayed reward more clearly.

A second problem was the test itself. Several of the respondents felt the questionnaire was most difficult to read. This error can be blamed on this researcher. She tried to present enough of the story so the respondent would be able to get deep enough into the material before making an evaluation. For this reason, several of the stories are nearly illegible. Most of the respondents added a note to their questionnaire that they used a magnifying glass if they had had difficulty reading the story samples. In some instances, this writer feels there might have been more of a difference in the means had the stories been more easily read.

Third, this writer would suggest that a similar study be conducted in a community which is not college oriented. Perhaps the copy from a town where many activities are not university or college oriented would provide a different set of findings. This study could also be expanded to other sections of the newspaper, such as page one copy, business sections, sports sections, etc.

Taking all of the study into consideration, however, this writer feels that as long as the women's pages are regarded as a portion of the paper designed to fulfill women's needs--a place to put that material which no other department will handle--this section will not have the

impact of the "harder" news sections. It will remain the nonviolent, benevolent catch-all for each newspaper.

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A P P E N D I C E S

APPENDIX A

STORY SAMPLE FOR QUESTIONNAIRE

The number in the row indicates the position the story held in the questionnaire. The stories are grouped together by type of reward.

Delayed Reward:

- 20 Moonday Madness
- 1 Successful Parents Let Child Know Strong Authority of Principled Adults
- 26 Average Housewife Doesn't Understand Chemical in Food
- 10 Will Ban on Cyclamates Lead to Further Action?
- 18 Cost of Housing Rising--Including Hidden Charges
- 6 Women Today Unprepared for Working-Wife Role
- 27 Variety Spice of Dieting
- 19 One Woman's Efforts Brings 'Sesame Street' to Tulsa TV
- 13 Dr. Freed Eyes Need for Unit
- 4 Prevalent Problems for Infant
- 23 Potential Danger Main Concern
- 24 Time Schedule, Right Place Set Baby's Behavior Patterns
- 12 Recipes From Oklahoma City's Cellar Featured in Great Restaurant Cookbook
- 9 Designer Does Sandbook Look
- 11 Matrix Speaker Stresses Need for Responsible Broadcast News

Immediate Reward:

- 28 Fall Styles Come in Variety
- 7 Miss Van Hook to Wed Myers
- 21 Artist to Open Showing Sunday
- 3 Children's Writings About Life Cover Wide Gamut of Emotion
- 15 Who's Responsible for Current Pant's Craze?
- 25 Couple's Condominium Residence Filled With Decorating Surprises
- 8 Health Foods Have No Extra Nutritional Value
- 5 Dad's Changing Role Influences Entire Family
- 22 Be Aware of Your Basic Rights as a Working Wife
- 2 Decorator Thinks 'Small' in Big Way
- 16 Proper Lighting Essential to Modern Kitchen
- 17 Woman Gets Hooked While Trout Fishing
- 14 Schools Schedule 'Home-Ec' Classes for 'Pre-Bachelors'
- 30 Finger Painting 'Good' for Kids
- 29 Soft Slinky Knits

APPENDIX B

QUESTIONNAIRE

**OKLAHOMA STATE UNIVERSITY • STILLWATER**

School of Journalism and Communications
372-6211, Exts. 477, 478, 479

74074

January, 1970

Dear Stillwater Resident:

Your name has been selected from a list of Stillwater residents. I have selected you and several other women in Stillwater to ask you to help me in a study which I am conducting about women's pages in the newspaper. I am interested in what you like to read on your woman's page. What stories are you most interested in? What stories are you not so interested in?

In order to learn more about this, I have enclosed a questionnaire which should not more than fifteen minutes of your time. This questionnaire will give me an idea of what you like to read in your paper.

The questions at the beginning of the questionnaire are general information questions. There is no need to sign your name because I do not wish to identify any one who does not wish to be identified.

Your help will enable me to conduct a serious study which would help give some light to a few of the problems which the communications field is facing. This study may help change the appearance of your women's pages. Your help is most needed and would be appreciated most sincerely.

Thank you for your time and efforts.

Sincerely,

Mrs. Jan. Kleeman
Mrs. Jan. Kleeman

READERS' INTEREST ON WOMAN'S PAGES

The following questions may be answered by placing a check (✓) or an x in the blank which best describes you. Please be accurate with your answers as this will help me make this a more correct study of reader likes and dislikes of stories on the woman's pages.

I am _____ 18-25 years old
 _____ 26-35 years old
 _____ 36-45 years old
 _____ 46 or older

My formal education was completed through

_____ some high school
 _____ high school
 _____ some college
 _____ through college
 _____ none of these

I am _____ single
 _____ married

I have _____ no children
 _____ one to three children
 _____ four or more children

I belong to

_____ no organizations or clubs
 _____ one organization or club
 _____ two organizations or clubs
 _____ three or more organizations or clubs

The remainder of this questionnaire will be completed by reading each of the stories which is printed. Once you have read the story, imagine that the story was printed on your women's page in the newspaper. If you were reading the paper would you have read this story if you found it on the woman's page?

Because you might have a varying tendency to read the story depending upon the amount of time you might have, I have prepared a scale which consists of several blanks. Each blank represents a degree of likeliness to read or not to read the story which accompanies the scale.

For example, let us assume that you have just completed reading a story about making Christmas decorations. Now an answer as to how likely you would be to read the story might be noted in this manner:

Most Likely To Read	_____ X _____	Least Likely To Read
---------------------------	---------------	----------------------------

By placing the "X" in the third blank you have indicated that you might read the story, although you might not always read it. But the story does interest you enough that you might read it if you had plenty of time.

If you most definitely would read a story, please place an "X" in the first blank. If you would probably read it, but you are not as sure, place an "X" in the second blank. If you most definitely would not read the story, place an "X" in the last blank. Any "X" placed between the most likely and least likely extremes indicates a degree of how interested you are in the story.

Please read each story carefully. Because of space limitations, not all stories will be printed completely. But enough of the story will be presented so you can understand what the article was about.

Your help is most appreciated. Please continue with the questionnaire.

1 Most Likely To Read

NEW YORK (UPI)—Do you talk seriously to your children when it is appropriate? Do you give them the sense that they are significant personally? And do you let them know the household is stable and that you are in charge? If you answered "yes" to all questions, you're entitled to call yourself a "successful parent." That's according to the definition of a successful parent given by Dr. L. Joseph Stone at the 80th anniversary Forum of the Child Study Association of America in New York.

DR. STONE, CHAIRMAN OF the Department of Psychology at Vassar College, said parents don't have to pose as paragons of reason but they do have to let the children know the authority of parents who stand for something, whose principles are clear and defensible. The children need the principles. In the long run they will affiliate with them.

Least Likely To Read

2 Most Likely To Read

A woman who once served with her late husband as a Baptist missionary in the Philippines has been in Tulsa thinking "small" in a big way. She is Jeannine Almeda, interior design consultant from Portland, Ore., who is here to coordinate the colors to be used in the trailers produced by Avco. "When I was widowed and know I must support three small children, I returned to school in San Francisco on an art scholarship. I knew I must emphasize one aspect of art and chose interior decoration.

"I WORKED FOR ONE YEAR without pay just to learn from a large firm in Los Angeles. Gene Autry liked some of my designs and I worked for him, designed his lodge at Palm Springs, and his hotels and office buildings. He is a wonderful man," she said in praise. Long accustomed to thinking 'big' with large space such as hotel lobbies and lounges, she is applying the art of eye deception to achieve the look of space in the trailers for Avco. Wood-panels, carpeting, tile and fabrics will be keyed together.

Least Likely To Read

3 Most Likely To Read

NEW YORK (UPI) — What comes out on paper when children write about life covers the gamut of emotion—from joy to fear, from comedy to tragedy. What comes out also gives the reader a delightful look at a child's view. Consider: I know how daytime changes to nighttime," a child, 5, writes. "Daytime melts." A boy, 10, puts down—"When I get angry I feel so mad I feel like I am running barefoot up a rock road."

"Sometimes when you meet your relatives you think you're a lollipop," wrote a boy, 13. Richard Lewis, teacher at Manhattan Country School and the New School for Social Research in New York, has 4,500 examples of writings from children, four to 14. He gathered them during a "round the world" trip.

Least Likely To Read

4 Most Likely To Read

Among infants, two of the most prevalent and trying problems are cradle cap, which covers a variety of scalp conditions, and diaper rash. Strict soap and water cleanliness goes a long way toward preventing or helping to cure these conditions which do make a baby uncomfortable and therefore fretful. A doctor will prescribe an ointment, salve or lotion if

scales appear on the scalp. To be most effective, these should be applied to clean skin. For the scalp, use the medication immediately after the daily bath. If more than one application a day is called for, sponge wash and rinse baby's head first. Usually, scalp problems disappear at four or five months when body functions become more regular.

Least Likely To Read

A woman's place may be in the home, but increasingly a man's place is in the nursery.

Today with women more and more active outside the home, young parents are learning to take "three" to tango in the home nursery . . . mother, baby AND father.

According to Mrs. Cecelia Hinds, director of a consumer home service center, new "convenience" baby products like disposable diapers, are making it easier for dad to get involved.

ACCORDING TO THE INTERNATIONAL Childbirth Association, this approach takes into account

the physical, emotional and social needs of the entire family, and has been adopted by an increasing number of hospitals throughout the country.

Family Centered Maternity Care, according to the ICBA, helps fathers to better understand what is happening and gives them a deeper sense of involvement. And mommy has the added comfort of knowing that she is not alone in an awesome experience.

The baby, on the other hand, begins life from the very moment of birth in a family atmosphere that will be the pattern throughout his childhood.

5

Most
Likely
To Read

Least
Likely
To Read

"To combine a career with marriage successfully, you must reconcile serving a boss who pays you for your talents and serving a husband who loves you for your talents. There is nothing in our American society which prepares women for these dual roles."

These are a few ideas concerning marriage and careers presented by Mrs. Dale Van Deventer, News-Press women's editor, to members of OSU's Mortar Board and special guests at an honors' brunch Saturday.

Although there is nothing in our society that prepares us for comfortable day-to-day living after the trip to the altar, a couple must be realistic and not expect the impossible dream of a continuous 24-hour date.

Questions of what life is all about need to be answered and knowing what you want to contribute to society helps to prepare girls to face the challenges of being both a wife and career girl.

Although it's easier to train for a job than for marriage, it is not so much a matter of age, but a matter of outlook.

6

Most
Likely
To Read

Least
Likely
To Read

Mr. and Mrs. Victor Van Hook, 524 Skyline Pl., announce the engagement and approaching marriage of their daughter, Miss Vicki Lynne Van Hook, to David Allen Myers, son of Mr. and Mrs. H. W. Myers, 135 W. Elm.

The couple will be married in Bennett Memorial Chapel on the Oklahoma State University campus at 10 a.m. Nov. 27.

Miss Van Hook is a 1968 graduate of C. E. Donart High School and is a sophomore in the college of business at OSU. She is a member of Alpha Xi Delta sorority.

Myers is a 1967 graduate of C. E. Donart High School and recently completed his military service in the Navy. The couple will continue their education at OSU.

7

Most
Likely
To Read

Least
Likely
To Read

Though many people believe that some foods have extra-super health values, nutritionists of the U.S. Department of Agriculture say the so-called health foods are usually only ordinary foods. No single food or combination of foods have any health-giving properties other than the nutrients they provide.

Yogurt, for example has no food or health values other than

those present in the kind of milk it's made from. Rose hips are the fruit of the rose and high in vitamin C. But they have no unusual properties. They were used in some countries during wartime when there was a shortage of vitamin C.

Sunflower, sesame, pumpkin and squash seeds are relatively high in fat but they have no unique health-promoting properties.

8

Most
Likely
To Read

Least
Likely
To Read

9 Most Likely To Read

NEW YORK—If there's one thing designer Gayle Kirkpatrick can't stand it's the stereotyped navy-blue suit as a major spring fashion purchase by an eleganta.

Gayle, thirtyish and with super-contemporary ideas, makes his feelings clear: "That idea of dressing went out with the Year One."

Kirkpatrick's spring-summer 1970 collection is filled with swinging silk like prints having dolman sleeves, set-in waistbands and circular skirts that twist and swirl seductively. All his models wear platform-soled strappy shoes or white knessocks and Mary Jane footwear.

"Actually," says Gayle, "that's the way I'd like to see fashionables step out on Easter Sunday."

Kirkpatrick must be doing something right.

His battery of lawyers is in the process of drawing up contracts that will give L'Algon, the giant dress house, ownership of his firm, and there are clauses which give Gayle rights to do sportswear and accessory collections under his own name.

Least Likely To Read

10 Most Likely To Read

NEW YORK (WNS) — Many manufacturers, to make the soft drinks sweeter with cyclamate less watery compared to those flavored with sugar, added carboxymethyl cellulose.

Carboxymethyl cellulose, according to the National Cancer Institute's Journal last February, causes cancer in animals. Dr. W. C. Hooper, former chief of the Environmental Section, National Cancer Institute, pointed out in his book, "Chemical Carcinogenesis and Cancers"

(Thomas, 1965), that carboxymethyl cellulose had been found to cause cancer to animals in the 1950s.

Carboxymethyl cellulose, a cotton by-product, is used today not only in soft drinks, but in ice cream, jellies, chocolate drinks, icings, soap candies and even in baby food.

Why wasn't it taken off the market like cyclamate?

WHY AREN'T OTHER known potentially hazardous food additives taken off the market? Among them:

Least Likely To Read

11 Most Likely To Read

Fran Harris, special features coordinator for radio station WWJ in Detroit, Mich., gave women attending the annual Matrix Table banquet Tuesday night some things to ponder in regard to the world of broadcasting.

Noting that she became an "instant newscaster" during World War II when there was a shortage of men, she said instant newscasters are being replaced today by men and women with good backgrounds in radio and television.

Stressing the need for a responsible journalism in the broadcasting industry, Mrs. Har-

ris said several things are at work which keep the broadcast business from crusading and doing investigative reporting, mentioning the equal time policy and fairness doctrine employed by most broadcasting systems.

The equal time policy is enforced by the Federal Communications Commission, the government regulatory agency for broadcasting, especially in an election year.

The fairness doctrine is another "bug" in the broadcast system, Mrs. Harris said, pointing out that it was created after World War II and deals with people and not issues.

Least Likely To Read

12 Most Likely To Read

Recipes from all of the major food companies come across the women's department desk in dozens each day and some we save and try and some we quickly donate to the "circular file".

However, this week, a really spectacular recipe book — in living color and hardback form — came our way and we felt it was worth sharing with those readers who have a fondness for cookbooks.

Entitled, "The Great Restaurants Cookbook, U.S.A.", it features famous dishes from some of America's most noted restaurants. The recipes have all been translated into simple forms for easy home preparation and use.

This annual collection is the result of months of cooperative exchange and testing on the part of the Campbell Soup Company and 72 of America's leading restaurateurs.

In addition to 250 recipes and 40 beautiful full color photographs, the cookbook gives readers a word picture of the restaurant from which the recipes come.

Also provided in the cook book is a glossary of French and Italian terms from "ragout" (stew) to "zuppa" (soup) to make restaurant menus and recipes easier to understand.

Chief ingredient change in the simplified recipes is the substitution of double rich, expertly seasoned condensed soups for the complicated gourmet sauces, stocks, flavorings and aspics.

Not only do the soups reduce the ingredients and cut the preparation time, but they also remove the anxiety of the home cook who often finds elaborate soups a stumbling block in the cooking of gourmet. The restaurants represented in the "Great Restaurants" edition read like a blue book of fine cut steel.

Least Likely To Read

- 13 **Most Likely To Read** _____ **Least Likely To Read**
- 14 **Most Likely To Read** _____ **Least Likely To Read**
- 15 **Most Likely To Read** _____ **Least Likely To Read**
- 16 **Most Likely To Read** _____ **Least Likely To Read**

Dr. Leon Freed, local physician, discussed the importance of an intensive care unit for Sullivan Municipal Hospital at the Tuesday night meeting of the Business and Professional Women's Club.

Dr. Freed opened his talk by pointing out that there is little that can be determined about a heart after death.

"It was found that with a resuscitator, the heart might sometimes start beating again. Then a couple of doctors found that hearts can be brought back into a functioning rhythm with an electric shock with alternating current. From this a direct current was found to be better," the physician explained.

"Many people are walking about today, due to the work of the two doctors who discovered these things," he noted.

In the spring of 1943 three doctors reported their experiences in setting up in a hospital, an area for observation and treatment of people with heart attacks. They reported this approach was cutting the death rate and salvaging one-third of the people who were dying.

"Heart problems plague males during the productive years between the ages of 25-45," Dr. Freed said, noting that one million people will die this year in this country of cardio-vascular diseases.

Home economics used to be a "girls only" registration line. Now, high schools are experimenting with all boy "chef's classes."

Short on credits, the course is long on proper young men to handle day to day routines usually assumed by their moms.

Designed to make boys self-sufficient when they go off to college or away-from-home jobs, such a home economics class serves in on the basics of laundry, ironing, mending, and cooking.

Special projects and challenges allow the boys to exercise creativity and add interest to the course. But the basics of

sorting, pretreating, washing and drying of everything from blue jeans to cashmere sweaters got the boys off to a good start in the art of bachelorhood.

If your school does not as yet offer such a course and your boy is college- or job-bound, it is a good idea to acquaint him with the fundamentals of washing his own clothes.

In the long run, it will save your freshman the embarrassment of wearing pink T-shirts due to the bleeding of red socks in the laundromat. In the chase of preparation for school or job, this is a genuine quality often overlooked.

"Trousers, trousers, who wore the pants?" was the theme Mrs. J. Perry Norris used for the National Research Club's Guest Day program in the home of Mrs. Hal Hackleman.

"In our western culture," Mrs. Norris said, "pants were a garment of masculine attire. However in the Oriental and Eastern lands, women wore trousers designed to conceal the body.

Crediting the Greeks and Romans with influencing the Western culture, Mrs. Norris explained that their costume consisted of a tunic underneath a draped outer garment.

In Rome and Greece, as in China, both sexes used a similar garment except the drapery for the women was more voluminous.

By the time Caesar had conquered most of the barbarians he had seen them use trousers and thus introduced pants into Rome, but with some opposition.

General illumination for the kitchen is taken for granted by traditionally placing a window over the sink. But since the largest meal is usually prepared after the sun dips down, this source of light is lost on a major proportion of meal preparation.

For kitchens to function as they should, daylight should be controlled, and electric lighting is supplement must be carefully planned.

Lighting in the kitchen should provide enough glare-free illumination in the work centers to make tasks there easy for the housemaker to complete and work comfortably. Lighting can also be used as an aesthetic element in kitchen decorating, by creating a pleasing atmosphere or specific mood.

Elizabeth A. Meenan, a color and lighting design coordinator, notes that lighting for the kitchen falls into two categories: general

illumination for over-all lighting of the work center and local lighting planned for the specific work areas, such as the sink or range.

One way to take the drudgery out of meal preparation is to make the general appearance of the kitchen a pleasant atmosphere. Natural lighting from windows strategically placed can give this room a light, airy feeling. But on overcast days, additional lighting in the form of fluorescent or incandescent illumination is needed.

Fluorescent lighting is probably preferable to incandescent for specific lighting for work areas, because of its softer, more diffuse, cooler illumination. Incandescent lighting is used for ceiling fixtures for general illumination, or incorporated in a hood over the range for under-cabinet lighting.

17 Most
Likely
To Read

BOUILLON, Belgium (WNS)—Christine Dumont, 27, dropped her diamond ring into the river while trout fishing.

Frogman Alain Pieter searched for two hours until he found it, then returned it to Christine with the proviso that she marry him. The wedding is scheduled for December.

Least
Likely
To Read

18 Most
Likely
To Read

NEW YORK (WNS)—The hidden costs of buying a house are piling up, just as are such more visible excursions as rising price tags, higher mortgage payments, and the demand for larger down-payments. In almost every area, according to reports, the costs are mounting, yet you can't get away from such hidden charges as these:

1—THE SERVICES OF A lawyer. All real estate agreements must be in writing. The person who sells you his house may offer to write out the contract himself and save you a lawyer's fee, but then the advantage will be all his way. A lawyer is especially needed when you buy an old house, to see that everything promised—excepting, for example, of the refrigerator—is put in the contract.

2—TITLE SEARCH AND TITLE insurance. A title search is an examination of the property

record to make sure the seller has a legal right to sell it to you and that there are no hidden claims against the property. Where title companies operate, you can take out insurance that would reimburse you should such a claim arise. Your lawyer's fee may cover the cost of the title search.

3—FINANCING COSTS. Most homes, of course, are bought with a mortgage, which means you are borrowing part of the purchase price. Whoever lends you this money—the insurance company, the bank, or anyone else—wants to be sure of the value of the property because he'll want to take it from you if you don't keep up your payments.

He therefore will have an appraisal made of your expense. He expects you to pay also for recording fees, for his lawyer's fee, title insurance, and for a separate title search and title insurance for him.

Least
Likely
To Read

19 Most
Likely
To Read

Sometimes what President Nixon called "small, splendid things," aren't small at all.

When Yolande (Mrs. Harold) Charney first heard of "Sesame Street," she thought of it as a "splendid thing"—the idea of an educational television series of daily hour-long programs for pre-kindergarten children, especially the disadvantaged.

But when she offered to attempt to make it available to Tulsa children, her single-handed effort seemed small.

She volunteered for the job individually because Tulsa Sec-

tion, National Council of Jewish Women was saturated with projects. Although nationally NCJW had accepted it as a project, Tulsa couldn't take it on immediately. Target date was Nov. 10—and this was Oct. 1.

Shy, rather than bustlingly efficient, Yolande pitched in. When the program goes on Channel 11 (educational tv) at 8 a.m. and again at 4:30 p.m. Nov. 10 for a run Monday through Friday until May 28, an estimated 27,800 Tulsa mothers of pre-kindergartners will have been alerted.

How?

Least
Likely
To Read

20 Most
Likely
To Read

Who says history can't be imbedded in blase young minds? With Moon Days and Mars Days occurring so often anymore, there are lots of birthdays falling at the same time—and that alone can suck home a historical date firmly. For added help to make history come more alive on Moonday Birthdays, bake a moon cake.

You need a package of prepared angel food cake mix and a four-quart Pyrex glass mixing bowl. Here are instructions:

Prepare the mix in the bowl according to directions on the package.

Leave the batter in bowl; gently cut through with a knife to

remove air bubbles. Before baking, wipe spatters from inside top of bowl.

Bake in preheated oven according to package directions (lower recommended oven temperature 25 degrees for baking in glass.) Also, you may have to increase baking time because of difference in shape of bowl from usual angel food pan.

Remove from oven; invert bowl on supports such as four coffee or custard cups.

When cool, insert a spatula between edge of cake and bowl, and with short up and down strokes loosen cake. Invert onto large plate.

Least
Likely
To Read

A two-man art show will open Sunday at The Art Gallery of Evans Music Co. from 14 p.m. and will feature the work of Stillwater artists, Ruth E. Leivo and Fern Edmison.

The paintings of the two women will hang from Sunday through Nov. 30 and gallery hours are 9 a.m.-5:30 p.m. Monday through Saturday.

Both of the women are students of the well-known Oklahoma artist, Jacques Hans Gallrein, whose artistic forte is in landscape paintings.

Mrs. Leivo is a former Pennsylvania resident where she painted and was a student of Professor Rosenberg of the College of Fine Arts at Carnegie-Mellon University.

Most of her work is in oils and

watercolors and the paintings depict settings in Oklahoma, New Mexico, Arizona, Colorado, Pennsylvania and Ontario, Canada.

Mrs. Edmison is a newcomer to the canvas and paint crowd, having taken up the art about six years.

Since then, the former retailing instructor at Oklahoma State University has participated in the activities of the Stillwater Art Guild, the Ponca City Art Guild and the Oklahoma Museum of Art in Oklahoma City.

Her paintings have been hung in juried shows at Fred Ridge Oklahoma Museum of Art and she was recently "guest artist" at the Elmore, Minnesota Arts Festival.

21 Most Likely To Read

Least Likely To Read

NEW YORK (WNS) — Dewy-eyed brides who are planning to work after marriage might do well to read for "Know Your Rights," a free pamphlet issued by the United States Department of Labor, Washington, D.C. 20212.

The information might dry up the dew on the wife's pret face, it will help her know her rights as a wife who works. One third of all married women in the United States work.

The Department of Labor pamphlet states that where the family shall live is up to the husband, who also is responsible for his wife's support. But in some states, if the husband is unable to meet

the family's basic expenses, the wife is obligated to help out as best she can.

Support by a husband is interpreted to mean that he pays the necessities of life, such as food, clothing, shelter, medical care. As for cash—that's entirely up to the husband's generosity. Most marriage laws do not specify that a husband must give his wife a joint allowance.

If a woman has property, it's hers to deal with as she wishes, except in the case of real property, such as a house or a farm. In most states, the husband must sign the deed or legal paper if the wife wants to mortgage or sell her own property.

22 Most Likely To Read

Least Likely To Read

NEW YORK (WNS)—Do cyclinates cause cancer in humans?

That question was in the minds of authors of American who judged low-calorie sodas and gave them to their children until just a few days ago.

Cyclinates were taken off the market Oct. 14 after massive doses of the artificial sweeteners caused bladder cancer in rats. Of course, what happens to rats may not happen to humans.

The National Academy of Sciences-National Research Council has been aware of this possibility for some time. In their publication, "Problems in the Evaluation of Carcinogenic Hazards from Use of Food Additives," it was pointed out:

"Food additives as possible factors in the etiology of human cancer must be considered within the framework of our knowledge of causal factors for cancer in general. Since Pott's observation in 1973 that chimney sweeps developed an unusually high incidence of carcinoma of the scrotum, there have been defined a number of other occupational and environmental groups which develop significantly higher incidences of cancers of specific sites than are found in the general population. These groups include workers in the manufacture of certain organic dye tannery of the urinary bladder, certain fur and seal workers (skin cancer), chromate refiners (hemorrhagic carcinoma), and persons exposed to radium. . . ."

23 Most Likely To Read

Least Likely To Read

Since a baby forms habits — good or bad — at a very early age, it's up to another to set the pattern she wants him to follow.

Child development experts point out that how and when crib, playpen and highchair are used can play a vital role in establishing this pattern.

If the crib is used as a playpen as well as a bed, baby must be sure whether he is expected to settle himself or go to sleep. But if put into the crib only for sleeping, he forms the habit of dropping off to sleep without much fuss.

If the highchair is both a playpen and a dining table, he doesn't learn to associate the chair with mealtimes, may become irritable and prefer a toy to his spinach.

Only when each of his possessions has a special purpose, does baby learn to do what mother expects of him.

It is suggested that between five and six o'clock in the afternoon is a good time to schedule the daily bath. This is likely to be a cranky time of day, and soothing warm soaps will put baby in an amiable mood.

By learning to expect some treat to follow the bath, such as freedom to crawl, baby learns to look forward with pleasure to bath.

Rigid rules are no longer recommended for raising a healthy and happy baby, but a certain amount of regularity contributes to his sense of security and also makes life easier for mother.

24 Most Likely To Read

Least Likely To Read

A variety of sculpture and pottery ...
 An unusual way with wallpaper ...
 An abundance of greenery and some cactus plants ...
 All add up to create a home that is interesting to live in and fun to visit.
 Located in the Brentwood Estates Condominiums at 1515 N. Husland, the upstairs residence of Mr. and Mrs. Albert Lynd features a special mood which is characteristic of the young couple who reside in "No. 30."
 Albert is assistant band director at Oklahoma State University and Hene is trying out her own versions of "all that theory" she is learning in interior design classes at OSU.

Since color is important in any home where white is the dominating scheme, Mrs. Lynd has used a variety of wallpaper patterns to create little spots of interest that give depth to various parts of the home, including the entry, the dining area and the guest bathroom.
 Trying her own hand at sculpture, Mrs. Lynd has fashioned several pieces from iron grates and fishing weights to add conversation pieces to the couple's favorite spots in their home.

25 Most Likely To Read

Least Likely To Read

NEW YORK (UPI)—For millions of Americans, the first time they heard of cyclamates was when they were banned by the U.S. Food and Drug Administration.
 The average housewife believes that anything on the supermarket shelves, whether it looks good or not, is at least fit for human consumption. And even if she reads of a chemical name, she would not know how to weigh the significance of the chemical compounds listed in small print on the boxes, cans and bottles.
 For shoppers, and even their husbands, are aware of how

many chemicals are added to food these days, and so what enormous quantities. Fifteen years ago, 418 million pounds of chemicals were added to food. This year more than 600 million pounds are being added, or more than three pounds for each man, woman and child in the nation.
 Chemicals are added to food for a variety of reasons:
AS COLORING AGENTS—The natural coloring materials in foods may be unattractive, faded, or dulled by the addition of natural coloring materials, certified food dyes or artificial colors. These chemicals that enhance the appearance of food are considered important for the "pleasure value they add and the psychological effect

they have on our food consumption habits."
AS ANTIFOULANTS—Chemicals may be used to help prevent microbiological spoilage and chemical deterioration. There is a growing preference for these food additives.
AS FLAVORING AGENTS—In number-2,112-flavor additives probably exceed all other individual chemical food additives contained in these 500 die natural and 1418 synthetic.
AS AGENTS TO IMPROVE PHYSICAL PROPERTIES—Chemicals in this classification act as thickening, firming and emulsifying agents, or affect the colloidal properties of foods such as gelling, emulsifying, firming, and suspension. Calcium salts, for example, help the texture of canned tomatoes.

26 Most Likely To Read

Least Likely To Read

It was the husband who threatened to go home to mother when his bride served her as of diet menus five times a day. No one should try that again! You simply cannot get away with it. Too boring!
 In addition to wrecking your home life, you could easily wreck your reducing program by slavishly following ready-made diet menus. You soon come to the end and then you must repeat. Boredom sets in and you begin to make substitutions. Unless you are familiar with calorie counts and nutritional values, you are doomed to the ranks of diet failures.
 For a successful outcome, you simply must know how to plan your own diet menus. An easy way to learn is to use a set of

ready-made menus as a pattern and then make substitutions on the basis: Replace a food in hand . . . of the same type and count.
 For example, asparagus and sauerkraut are interchangeable, as are a pork and lamb chop (same size of course), or a sweetbun and pear. To make working selections, first list calorie and fat-saturated counts. Even better, check the source now and then.
 Nutritional values are as vital as calories. However, with a busy winter ahead, must eat healthfully. Other vital, low-energy and healthy fat food with your weight. So do bone up on protein foods and those rich in vitamin C, B-complex, vitamin A and iron. Then, for beauty's sake, eat fat.

27 Most Likely To Read

Least Likely To Read

Fall styles range all the way from a simple tunic worn over a straight lined skirt or pants to the ornate, richly-beaded vest looking similar to old-time Gypsy outfits.
 Long-lined jackets, long-sleeved dresses, long-line pants, loose easy hems and fluidity in motion will be the fashion emphasis this fall, says Isabelle Allison, OSU extension specialist. For several months, long-lined tunics, vests and waists have been featured.

28 Most Likely To Read

Least Likely To Read

Underthings are understated for the soft, slinky look of knit fashions. This season's sweater girl looks for subtlety—and finds it in bras with little padding (usually some fiberfill) or no padding. Also covering new "underground" are stocking leotards— one-piece, short jumpsuits—for the girl who likes the almost-nude look.

29

Most
Likely
To Read

Least
Likely
To Read

SHERBROOKE, Que. (M)—Giselle Richard, plastic arts instructor in the University of Sherbrooke's education faculty, says finger painting is an essential part of kindergarten curriculum.

This art form demands that the child discipline and organize his thoughts and thereby gain facility in expressing them, she says. Paper mache work increases the child's awareness of shape and the reality of objects.

30

Most
Likely
To Read

Least
Likely
To Read

APPENDIX C

REMINDER SENT TO RESPONDENTS

This message was typed on a post card and mailed to respondents about three weeks after the questionnaires were mailed:

Dear Stillwater Resident:

Recently you received a questionnaire through the mail which concerned your interest in stories on the women's pages of your newspaper.

I would sincerely appreciate your help if you would complete the questionnaire and return it in the stamped self-addressed envelope which was enclosed.

Your help and cooperation is most appreciated. If you have returned the questionnaire please disregard this reminder. Thank you for the time.

Sincerely,

VITA

Jan Beth Newburn Kleeman

Candidate for the Degree of
Master of Science

Thesis: AGE, EDUCATION, AS DETERMINANTS OF INTEREST IN IMMEDIATE AND
DELAYED REWARD NEWS ON WOMEN'S PAGES

Major Field: Journalism

Biographical:

Personal Data: Born in Adrian, Minnesota, August 27, 1944, the
daughter of Mr. and Mrs. Earl Newburn.

Education: Graduated from Worthington Senior High School, Worth-
ington, Minnesota, in May, 1962; attended Stephens College,
Columbia, Missouri, from September, 1962, to May, 1964, and
received an Associate of Arts degree from Stephens College in
1964; received the Bachelor of Arts degree from Stephen F.
Austin State University, Nacogdoches, Texas, in May, 1967,
with a major in English and minor in Journalism; completed
requirements for the Master of Science degree at Oklahoma
State University in May, 1970.

Professional Experience: Editor, The Pine Log, Stephen F. Austin
State University, 1966; Women's News Staff Writer, The Enter-
prise Co., Beaumont, Texas, 1967-May, 1968; graduate teaching
assistant, School of Journalism, Oklahoma State University,
1968-70.