

COST COMPARISON ANALYSIS AND MANAGEMENT PROCEDURES  
FOR COLLEGE PUBLICATIONS

By

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## CHAPTER I

### INTRODUCTION

College publications have many of the same problems which confront the other media of communications. Many of these problems concern management of personnel and financial matters. Hundreds of thousands of dollars are spent each year by colleges and universities for student publications which are just as different as the institutions they represent. Some are well-managed and well-operated; others are not.

#### The Problem

This is a study of the costs of producing college publications, specifically newspapers, yearbooks and magazines, and the management procedures presently being used in institutions of higher education in the United States.

#### Need for the Study

Three previous studies on business organization and operation of college publications were completed by graduate students under the direction of Dr. Charles L. Allen when he was Director of Research at the Medill School of Journalism, Northwestern University, Evanston, Illinois. The two most recent studies

were completed in 1953 and 1957. A current study is needed to bring these findings up to date and to provide additional up-to-date data. The need for this research is underscored further by the response to the study.

One hundred eight-six colleges and universities returned questionnaires completed, while thirty-six others returned questionnaires with too little information to be included in the tabulations. All schools, with the exception of seven, requested a summary of the study. Such information will help these schools compare their publication costs with costs in similar-sized institutions. Institutions returning incomplete questionnaires often included a note which stated that they did not have the financial data requested, were unable to get it, or that they did not have a newspaper, yearbook, or magazine. Those that had no publications were usually specialized schools stressing engineering, art, music or foreign trade. Exhibit V in the Appendix provides a summary of questionnaires sent and returned, both completed and not completed.

Since 1951 the National Editorial Association and several cooperating state newspaper associations have conducted a weekly national cost study. Webb<sup>1</sup> reports that in 1962 only 139 or 1.7 per cent of the 8,158 weekly newspapers took part in the survey. Information from these cost studies provides a useful summary

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<sup>1</sup>Carl C. Webb, "Wanted: More Publishers Participation in NEA Weekly Newspaper Cost Study," The National Publisher, XLIV, (February, 1964), p. 14.

of the state of business from year to year for the cooperating publishers. Such a systematic collection of data repeated at intervals would be equally valuable to college directors of student publications.

The National Council of College Publications Advisers conducted a nation-wide study of college and university student-edited publications in 1960. The results concerning newspapers were published in May, August and December of 1961. Information on college yearbooks and college magazines was not included in the 1961 study; however, a college yearbook study involving 199 institutions was published in College Press Review, Volume Four, Number One, June, 1964. The newspaper study did not go into detail on costs or management procedures.

#### Purpose of the Study

This present cost study of college publications was designed to gather and report 1963 costs and management procedures for college newspapers, yearbooks and magazines.

Information on income and expenses can be used by management to determine whether or not a particular publication has excessive costs. Numerous factors have a direct bearing on publication production costs. Some factors on which this study will provide data include wages paid, number of employees, type of equipment used, cost of utilities, and cost of supplies. Continuing studies of publication costs would be useful in assisting supervisory boards to evaluate their own publications.

Unusually high costs for a college publication could be

indicative of several problems. For example, a poorly arranged composing or press room may result in an inefficient flow of copy. Other composing room factors that contribute to high costs may involve the shop having to make too many corrections due to poorly edited copy, or setting too much copy which results in overset that later may be "killed," and/or high costs due to insufficient, inadequate or poorly maintained equipment. Or, it could be that costs are too great because the publication is overstaffed and pays too many salaries.

Little effort is made in most colleges to determine real costs in the production of newspapers. Increased enrollments at colleges, tighter budgets, higher costs of equipment and a demand for greater efficiency will possibly cause some colleges and universities to demand more efficient management of publications.

Publications managers usually do not desire additional responsibilities in the financial area. To some managers, "book-keeping" is a necessary evil and something to do "tomorrow" or something a secretary is told to "keep track of." However, efficient management of any business calls for knowing how much money is brought in, and from what sources and how the money is spent.

#### Basic Assumptions

This investigator has assumed that the well-managed publication, whether it be in a college or in a commercial business, should keep adequate financial records in order to determine

income and expenses and to assist in determining whether the publication is making or losing money.

It also is assumed that colleges and universities, as well as commercial businesses, want the best possible publication that can be obtained for the lowest expenditure of money.

#### Scope of the Study

Information for this study was obtained from institutions of higher education in the United States which offer four or more years of college-level work. Approximately 1,240 questionnaires were mailed to institutions in 50 states.

The list of institutions offering four or more years of work was compiled from the 1961-1962 Education Directory published by the United States Department of Health, Education, and Welfare, Office of Education, Washington, D.C. There were 2,040 institutions offering four or more years of work, but many listed as trade schools, seminaries or other specialized schools were not mailed a questionnaire. The 1,239 schools contacted were mainly liberal arts schools, teachers colleges, general colleges and universities.

#### Sources of Data

Questionnaires were returned by 222 colleges and universities. As has been pointed out, 36 of the institutions were unable to complete the questionnaires because they did not have or could not get the information requested. A total of 314 completed questionnaires were received from 186 institutions. This means that

17.9 per cent of the schools responded to the questionnaire, but only 15 per cent completed the forms in detail. A comparison of the information from these colleges provides the basic data for this study.

The 1960 National Council of College Publications Advisers' Newspaper Study referred to earlier received 268 completed returns out of 1,982 questionnaires. This represents a 13.5 per cent return. Data published by this organization does not make it clear, but it appears junior colleges were included in that survey. The 268 returns included 39 dailies, 30 weeklies and 199 newspapers published two to three times a week. Cost information found in the NCCPA report was helpful for comparative purposes; however, the main purpose of that study was not cost comparison.

#### Related Studies

The studies included in this section relate to newspapers, magazines and yearbooks. The newspaper studies summarized here were conducted by Ronald A. Kaatz of Northwestern University in 1957 and by the National Council of College Publications Advisers in 1960. A 1957 magazine and yearbook cost study by Ronald A. Kaatz is included. The most recent study on college yearbooks available was conducted by Guido H. Stempel in July, 1964. The portion of this latter study, as it pertains to costs, is reviewed here.

#### Kaatz' Newspaper Study

"Business Organization and Operation of College Publications",

a series of articles by Prof. Charles L. Allen, was published in the National Council for Publications Advisers Review in 1958 and 1959. The articles were based upon graduate research completed by Ronald A. Kaatz at Northwestern University in May, 1957.

Kaatz' figures were reports from fifty selected institutions. The average number of issues per week for newspapers in all the schools studied in 1957-58 was 3.4 and the average size of the newspaper staffs was 53. Copies of college newspapers mailed represented an insignificant part of the paper's income and the average mail circulation was about 440.

Research by Kaatz also showed that 70 per cent of the largest colleges and 25 per cent of those with enrollments above 10,000 had local advertising rates greater than \$1 per column inch. It was concluded that in 1956 most college newspapers were getting an average of about \$1 per column inch as the open local rate and approximately \$1.10 as their open national rate.

As for subscription income it was found that 72 per cent of the college newspapers got some income from student activity fees. The average fee per student was \$2.67. Sixty per cent of the newspapers were printed in a 5-column format, with a 12-pica column width, and a median page length of 16 inches.

In these studies it was found the average telephone bill was \$438.65 and that photoengraving costs averaged \$1,200 a year. Leased wire costs for these newspapers averaged \$1,000 a year. Postage costs averaged \$350 a year and promotional costs were about \$200 per year.

Photographic expense ranged from \$45 to \$3,500 a year, with

only 10 of the larger newspapers spending more than \$600 a year for photography. Advertising commissions were paid by approximately half of these newspapers with the median commission 10 per cent. Annual awards expenses averaged \$140 per year. Carfare expenses averaged \$254.84 yearly.

Printing costs represented the largest expense item in the budgets and these ranged from \$6,885 to \$77,912.54 with an average at \$25,534.70. Some of the smaller schools were spending about as much for printing their newspapers as the largest universities spent. Zinc engravings were widely used and one-third of the colleges used only Fairchild plastic engravings.

The number of pages in these newspapers averaged a little over six with a median of seven. The most popular format was eight pages. Printing costs per page per thousand ranged from \$3.50 to \$31.22 with a median of \$6. The percentage of advertising per issue ranged from 20 per cent to 72 per cent with the average paper running about 42 per cent.

Newspaper editors' salaries averaged \$540 per year; managing editors' averaged \$300; business managers' averaged \$535.31; sports editors' averaged \$270; and advertising managers' averaged \$815 per year.

National Council of College Publications Advisers  
Newspaper Survey

Much of the information in the NCCPA newspaper survey was general in nature. No attempt was made to make a cost comparison. Information given here is taken from the reports issued by the



NCCPA in May, August and December, 1961.

### Daily Newspapers

Of the thirty-nine daily newspapers participating in this study, 37 of them reported they were printed by letterpress and two by offset. Of the 39, twenty-one were printed on-campus, twenty-five of them were 5-column papers, twenty averaged 14 to 16 inches in page depth, and they had an average budget of \$32,280. Advertising rates ranged from 67 cents to \$1.55 for local and from 84 cents to \$1.75 for national advertising. Advertising mat services most frequently used were Metro (15 of 39), Meyer-Both (8 of 39) and Stamps-Conhaim (5 of 39). Most of the dailies distributed their papers Monday through Friday (17 of 39) with seven distributing Tuesday through Saturday. The number of student staff members on 28 newspapers totaled 1,719. Men represented 52.8 per cent of the total and 47.2 per cent represented women.

Twenty-seven of the 39 were wire service subscribers. Features most popular were Bibler's "Little Man On Campus", Peanuts, released by United Feature Syndicate, and Pogo, released by Hall Syndicate, Inc.

Daily newspaper costs of printing per issue varied from \$117.50 for a four-column paper to \$453 for an eight-column paper. The average cost of publishing five-column letterpress newspapers varied from \$164 to \$278. Since these figures do not give the total circulations on which these costs are based, a comparison as such is not feasible.

### Newspapers Published Two or Three Times Weekly

Twenty-eight of the thirty newspapers in this study were printed by letterpress, two-thirds were of five-column size, and two-thirds got 50 per cent or less of their revenue from advertising. One-half of them got half or less of their revenue from student activity fees, and half got more than 50 per cent. Advertising rates showed no cluster or trend. Local open rates ranged from 50 cents a column inch to \$1.96. The national advertising rate fluctuated widely from 60 cents to \$2.50. The median press run was about 4,000 copies, with Tuesdays and Fridays as the favorite publication days. Twenty-six newspapers reported 893 students working in all departments; 62.3 per cent of them were men and 37.7 per cent were women. The total budget for the papers publishing nine months averaged \$20,825. Costs of printing per issue ranged from \$218 to \$463 per issue for five-column letterpress in the school printshop or an average of \$299.

### Weekly Newspapers

About 80 per cent of the newspapers surveyed by the National Council of College Publications Advisers were printed by letterpress in commercial printing plants. Only 19 of the 182 respondents used offset printing. Of 163 reporting, 44 got 50 per cent or more revenue from advertising; 119 got less. Of 162 respondents, 118 had 50 per cent or more of financing through student fees. Only 57 of 176 conducted special promotions to increase advertising sales.

One hundred and ten weeklies reported 1,437 students on news staffs; 157 reported a total of 499 students on business staffs, and 116 reported 330 students on advertising staffs.

One hundred and fifteen of 162 papers reported a total newspaper budget between \$2,000 and \$10,000. Twenty of 24 respondents reported their estimated production costs in the same range.

Costs per issue reported by 92 of 171 colleges ranged from \$101 to \$200; for 66 of 171 from \$201 to \$500 and by 11 between \$76 and \$100. Most popular day for distribution was Friday, followed by Thursdays and Wednesdays.

### Magazines

The only cost study made of college magazines available was reported by Dr. Charles L. Allen in the National Council of College Publications Advisers Review in February, 1959. Twenty-four schools responded and had an average circulation of 3,000 copies per edition. The average college magazine sold for about 25 cents a copy, and a yearly subscription cost around \$1.50. It was found that the most common printed page was 8½ by 11, but the 9 by 12 size was a close second. On the average the college magazines had 32 pages. All kinds of printing presses were used to produce these magazines, but letterpress was three times as popular as offset. Forty per cent were produced by letterpress compared with 14 per cent produced by offset.

Average printing cost was about \$900 with the range from \$185 to \$3,500. One half of the magazines were listed as humor

publications while the others were listed as literary, general feature, or technical.

The cost of local advertising ranged from \$10 to \$100 per page with the average being \$50. The same average was reported for national advertising. Nine schools had some kind of subsidy for the college magazine, but 19 did not. Average salaries reported were \$360 per year for editors; \$270 for business managers and \$150 for managing editors.

Twenty-one schools did not pay the advertising manager anything except commissions, which averaged about eight per cent of advertising income.

#### Yearbooks

More information is available on costs of producing college yearbooks than on college magazines. Included with the cost study on magazines in 1959 was a study of yearbooks by Dr. Charles L. Allen. Forty-two schools responded. The median number of copies printed was 3,900, and the selling price of the book averaged \$6.00. Covers cost from 60 to 65 cents each. Engraving costs were found to average .04 per unit and 3 cents to 5½ cents per unit for line cuts.

Printing and binding costs took the largest part of the publication budget. The average printing cost for 38 schools responding ranged from \$2,685 to \$40,688, with a median cost of \$19,000. Printing processes used were 46 per cent letterpress and 24 per cent offset. The most popular format was 9 by 12 inches; the median number of pages 416.

Charges made to individuals for their pictures in the yearbook ran from \$1 to \$4 with an average of \$1.50. The price of a full page of advertising averaged \$100 and the total income averaged \$32,000. Average profits were about \$2,000. No subsidy was given in 60 per cent of the schools; yet, 18 per cent reported they got a portion of the activity fee charged students.

Yearbook editors' salaries averaged \$400 to \$450; the business manager received about \$400. Other staff members, depending upon the size of the institution and yearbook budget, earned amounts somewhat smaller than that of the editor. Advertising salesmen were paid by only one-eighth of the colleges and universities. Commissions ranged from 10 to 15 per cent.

Cost information included in an article, "American College Yearbooks," by Guido H. Stempel was published in the College Press Review in Winter, 1964.<sup>2</sup>

The article by Stempel was based on a survey conducted and financed by the NCCPA. This study reveals that most of the yearbooks (127 of 162 reporting) were reproduced by offset. Thirty-five of 162 were printed letterpress. As in other studies the 9 by 12 format was most popular. The number of pages in the yearbooks tended to increase with the enrollment of the institution. Average salaries paid to editors ranged from \$312 in schools 1,000 and under to \$762 to editors in schools with enrollments

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<sup>2</sup>Guido H. Stempel, "American College Yearbooks," College Press Review, IV, (Winter, 1964), p. 4.

over 10,000. Total yearbook budgets increased steadily with enrollment, but the average cost per copy did not. The average cost per copy was \$7.15 in schools 1,000 and under, but \$5.62 each in schools with enrollments over 10,000. This can be accounted for by noting that once composition and engraving costs are paid the cost per book is generally lowered as more copies are produced.

As might be expected, expenditures in all categories go up as enrollment goes up. The average expenditures for yearbooks in schools under 1,000 was \$4,864; in schools 2,001 to 6,000 was \$16,638; in schools 6,001 to 10,000 was \$27,669 and in schools with more than 10,000 the expenditures averaged \$43,441.

It was found that yearbooks at schools of more than 10,000 enrollment receive 64 per cent of their income from sales; however, yearbooks in the smallest schools receive only one per cent of their income from sales. Dependence on advertising is not as great at larger schools as at smaller ones. Larger yearbooks depend upon fees charged organizations for space and sitting fees for individual pictures.

Literature in the area of cost studies and comparisons for college publications is not abundant. In fact, a search of the literature shows very little research has been reported in these areas. The information in the studies reviewed here was most useful in helping to design a questionnaire and in helping the writer to compare data in these studies with present data.

## CHAPTER II

### PROCEDURE

#### Designing the Questionnaire

Many newspaper, yearbook and magazine questionnaires mailed to this writer in his ten years as a director of publications, director of public relations and assistant professor of journalism were consulted when questionnaires were designed for this study.

It was determined that the questionnaire should not be excessively long and that it should ask for certain specific information often omitted from questionnaires. The National Editorial Association Weekly Newspaper Questionnaire for 1963 also was studied. After the initial questionnaire was designed it was presented to the writer's graduate committee which offered suggestions for changes. Later the questionnaire was pre-tested among persons working with college newspapers, magazines and yearbooks to see if the questions were understood. More changes were made before the final form was devised. All letters were individually addressed to the Publications Advisers of the 1,239 colleges and universities. A copy of the covering letter and the three questionnaires are included in the Appendix as Exhibits I, II, III and IV. A business reply mail envelope with a first class permit was included.

After the returns were received, twelve tabulation charts were made, one for each enrollment grouping. Group One includes large schools, i.e., those with enrollments from 6,000 to 25,000. Group Two schools range from 3,000 to 6,000; Group Three ranges from 1,000 to 3,000 and Group Four schools have enrollments of 1,000 and under. Exhibit VI, Appendix, gives the number of returns from the colleges and universities in the various enrollment groups, while Exhibit X, Appendix, gives an alphabetical listing by states of the schools which replied. Figures from completed questionnaires on 140 newspapers, 46 magazines and 128 yearbooks are included in this study.

#### Data Processing

Data from the 140 three-page newspaper questionnaires were manually tabulated. After totals and percentages were complete on each item, a comparison of the different groups was made. Reference was made to the 1957 cost study by Dr. Charles L. Allen and the 1960 National Council of College Publications Advisers' study to discover changes or trends. Data on the 46 magazines and 128 yearbooks were handled in a similar manner.



### CHAPTER III

#### FINDINGS

##### Newspapers

Completed questionnaires from 140 colleges and universities are included in this study. Table I shows the number of returns from the different enrollment groups and Exhibit VII, Appendix, lists the names of the schools which participated.

TABLE I  
NEWSPAPER QUESTIONNAIRES RETURNED IN EACH ENROLLMENT GROUP

Group	College or University Enrollment	Average Enrollment	Number of Returns	Per Cent of Returns
I	6,000-25,167	12,512	21	15.7
II	3,050- 5,999	4,198	18	12.8
III	1,500- 3,049	1,973	25	17.3
IV	192- 1,499	784	76	54.2
TOTAL			140	100.0

The average enrollment of the 21 schools in Group One is 12,512. Information provided shows that seventeen of the 21 institutions are listed as state schools, 19 of them are universities

and all are coeducational. Of the 18 schools in Group Two (average enrollment 4,198) 15 are state schools, nine are universities while the others are liberal arts schools or teachers colleges. All are coeducational except one which enrolls men only. Group Three colleges have an average enrollment of 1,973. Twelve are state schools while 11 are private schools. All but two in Group Three are coeducational. Group Four has 76 schools with an average enrollment of 784. In this group 10 are state schools and 63 are private. Colleges of all types, 13 of which are for men or women only, are included.

Table II gives the frequency of publication of the newspapers included in this study. Sixty-five of the newspapers are weeklies, 39 are published every two weeks, 13 are published daily and 13 monthly. As could be expected, the smaller schools publish newspapers less frequently.

The year the newspaper was founded was omitted by some schools, which may have indicated they were uncertain of the date. In Group One 14 schools answered the question about founding date. The oldest newspaper has been published 83 years and youngest six years. The average age of this group is 52.4 years. Seventeen Group Two schools indicate the average age is 52.4 years. Twenty Group Three newspapers have an average age of 39.5 years, while 52 newspapers in Group Four average 42.6 years of age. The oldest newspaper, founded in 1853, is at Emory and Henry College, Emory, Virginia.

Table III shows the printing methods of these newspapers. Sixty-nine and three-tenths per cent of the newspapers are pro-

duced by letterpress, 23.6 per cent by offset, 2.1 per cent by mimeograph or other duplicating process, while 5 per cent of the respondents do not indicate their printing method.

TABLE II  
FREQUENCY OF PUBLICATION OF 140 NEWSPAPERS

Group	Daily	2X3W	Weekly	Every 2 Weeks	Every 3 Weeks	Monthly	Other
I	13	1	3	3	1	-	-
II	-	-	13	5	-	-	-
III	-	-	14	11	-	-	-
IV	-	-	35	20	3	13	5
TOTAL	13	1	65	39	4	13	5
Per Cent	9.3	.7	46.4	27.9	2.9	9.3	3.5

Is there a trend to offset printing from letterpress? Two questions were asked: first, "If letterpress, do you plan to change to offset?" and second, "If offset, do you plan to change?" Two newspapers in Group Three and four in Group Four plan to change from letterpress to offset. None of the 33 schools presently using offset indicated plans to change from offset. There is a general trend to offset printing for newspapers, but the trend appears to be slight in the college newspaper field.

It was found that 80.7 per cent of these college newspapers are not printed in the school's own shop. Twenty-one or 15 per cent of the newspapers are printed in the newspaper's own shop,

while 3.6 per cent did not respond to the question. At least one school does part of the work in its own shop, but has the remainder of the work done in a commercial shop.

TABLE III  
METHODS OF PRINTING USED BY 140 NEWSPAPERS

Group	METHOD							
	Letterpress		Offset		Duplicated		No Response	
	No.	%	No.	%	No.	%	No.	%
I	15	71.4	6	28.6				
II	12	66.7	6	33.3				
III	18	72.0	5	20.0	1	4.0	1	4.0
IV	52	68.4	16	21.1	2	2.6	6	7.9
TOTAL	97	69.3	33	23.6	3	2.1	7	5.0

Commercial shops are used most frequently by schools that do not have their own shops. For those schools with print shops on campus, various types of ownership are evident. The "university" was listed as the printshop owner most frequently. Other types of ownership include: "college newspaper," "student publications" or "graphic arts department." It is evident from Table IV that a larger percentage of the larger colleges own their shops than smaller colleges do.

Table V reveals that the total investments in printing shops vary widely. One school in Group One reported \$7,560 invested

in shop equipment, three others reported \$90,000, \$100,000 and \$194,422 and two others reported \$260,000 and \$400,000 invested. Three Group Two schools had \$10,001 to \$50,000 invested, one had \$120,000 invested. Only two Group Three schools responded. One had \$3,000 and one had \$50,000 invested. Of the three smaller colleges responding, one had \$10,000 invested, one had \$50,000 and one had \$75,000 invested.

TABLE IV  
COLLEGE NEWSPAPERS THAT ARE PRINTED IN OWN SHOP

Group	Yes		No		Other		No Response	
	No.	%	No.	%	No.	%	No.	%
I	9	42.9	11	52.4	1	4.7	-	-
II	5	27.8	12	66.7	-	-	1	5.5
III	2	8.0	22	88.0	-	-	1	4.0
IV	5	6.6	68	89.5	-	-	3	3.9
TOTAL	21	15.0	113	80.7	1	.7	5	3.6

Among those schools having their own shops, newspapers in Groups One ranged from 3 to 25 printers for six schools (Table IV).

Group Two schools had from 2 to 9 printers or an average of 5.4 in four different schools. Three schools in Group Three show 1, 3 and 6 printers or an average of 4.7. The median for the Group Four schools was 3.5 and the mode was 3.

Total personnel employed, other than students, ranged from

none to 100 in eight Group One schools. Eight schools in Group One employ persons other than students for an average of 22.8 persons per school. The median number employed in Group One is 7. Three of the Group Two schools employ 11 printers other than students. This is an average of 3.7 per school. The median and the mode for Group Two schools is 3. The average number of employees for four Group Three schools are 6.3; the median is 7. Group Four had 9.7 printers in three different schools and a median of 10.

TABLE V  
TOTAL INVESTMENTS IN PRINTSHOPS

Group	Up to \$10,000	\$10,001 to \$50,000	\$50,001 to \$200,000	\$200,001 to \$400,000
	No. of Schools			
I	1	0	3	2
II	0	3	1	0
III	1	1	0	0
IV	1	1	1	0
TOTAL	3	5	5	2

What press is used? Year of manufacture? Model or style?  
These three questions were answered: Group One--2 Goss Cox-o-types, 3 "duplexes," 1 Color King, 1 Harris ATF, 1 ATF web 4 unit, 1 Miehle and 1 rotary; Group Two--1 Miehle flat bed, 1939 M.46; 1 Miehle, pony, 1896 (?); 1 Miehle two-revolution, 1 Goss

flat bed, 1 Harris offset, 1955 and 1 Kelly Z, No.2; Group Three-- Lee, model 27, flat bed and 1 ATF Chief 22, 1963; Group Four-- 1 Goss duplex, 1925, 2 "flat beds," 1 Kelly B, 1925 and 1 Miller Major 47. Schools do not use any one model of press more frequently than any other kind.

TABLE VI

## NUMBER OF PRINTERS EMPLOYED BY SCHOOLS OWNING SHOPS

Group	NUMBER OF PRINTERS					
	1-3	4-6	7-9	10-12	13-15	16 or more
I	2	0	0	2	0	2
II	2	1	2	0	0	0
III	2	1	0	0	0	0
IV	4	0	1	1	0	0
TOTAL	10	2	3	3	0	2

How many columns in the college newspaper? Most of the school papers use five. In Group One, 72.2 per cent or 13 of 18 responding have five-column newspapers. In Group Two, 13 of 17 (76.5 per cent) have five columns and 20 of 23 (87 per cent) in Group Three have five columns. Of 68 Group Four schools, 54 (79.4 per cent) also have five columns.

What size of body type is used and on what size of slug? Most schools use at least eight-point type on a nine-point slug. A few schools use eight-point type on a ten-point slug;

some use nine-point type set on a ten-point slug.

Page depth varies greatly for the different newspapers, but as most of the papers have a five-column format, the average depth is about 16 inches. The data: Group One, 20 responses, 16.6 inches; Group Two, 16 responses, 16.0 inch average; Group Three, 22 responses, 15.9 inch average; Group Four, 66 responses, 15.4 inches. The average for all papers responding is 15.9 inches.

Column width also varies. However, 18 Group One papers average 11.6 picas; 16 in Group Two average 11.7 picas (nine of the 16 are 12 picas); 20 in Group Three average 11.8 and 48 in Group Four average 12.3 picas. Average width is 11.9 picas. For most papers it is an even two inches or 12 picas. It should be pointed out that cost-conscious managers reduce column width, use as large a slug as feasible for the type and reduce space in gutters to save on production costs. Reduced width may mean more columns per page, less paper used and more advertising income. The use of larger slugs can mean fewer words per news story, thus less type-setting time and yet at the same time, a paper that looks better typographically.

How many pages are published on the average? Table VII shows Group One schools average 7.8 pages for 21 respondents; Group Two schools average 7.8 pages for 18 schools; 24 Group Three schools average 6.4 pages; and 66 newspapers in Group Four average 4.7 pages per issue. The median and mode for Group One and Two schools is 8. The larger schools, as would be expected, tend to run eight or more pages per issue, while the smaller schools tend to limit their papers to four pages. The median is



six pages for Group Three schools and four pages for Group Four. Reasons for this probably are lack of news, lower budgets, as well as smaller staffs at the smaller schools.

TABLE VII  
NUMBER OF PAGES PUBLISHED BY 125 NEWSPAPERS

Group	Number of Pages					No Response	Mean	Median	Mode
	4	6	8	10	12				
I	4	4	6	4	3	0	7.8	8	8
II	4	3	6	1	4	0	7.8	8	8
III	8	5	9	2	0	1	6.4	6	8
IV	51	8	7	0	0	10	4.7	4	4
TOTAL	67	20	28	7	7	11			
Per Cent	47.9	14.3	20.0	5.0	5.0	7.8			

Information on the ability of the newspaper to use color also was sought. Table VIII shows that 73 newspapers or 52.2 per cent can use color printing, while 41.4 per cent cannot, and 6.4 per cent did not reply. The next questions were designed to disclose whether one color and black could be used, whether four-color process work could be done, and the papers' future plans for printing color.

Table IX reveals that one color and black can be used by 36.4 per cent of the respondents; the combination cannot be used

by 31.4 per cent; 32.2 per cent did not answer.

TABLE VIII  
NEWSPAPERS THAT USE COLOR IN PRINTING

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	11	52.4	8	38.1	2	9.5
II	10	55.6	7	38.9	1	5.5
III	16	64.0	9	36.0	-	-
IV	36	47.7	34	44.7	6	7.9
TOTAL	73	52.2	58	41.4	9	6.4

Four-color process work can be used by only 13.6 per cent of the papers. Table X indicates 68.6 per cent cannot use process color and 17.8 per cent did not respond.

As for plans to use process color in the future, four in Group One said it could be used on a limited basis, six in Group Two will use "some color" or will use it if they "go offset" or will use it on "special editions." In Group Three, eight newspapers plan to use color occasionally. Eight in Group Four plan "limited use." High costs of process plates, even though they are much cheaper for offset, probably will keep four-color work to a minimum in college newspapers.

Few magazine sections are published as part of the student

TABLE IX  
NEWSPAPERS THAT USE ONE COLOR AND BLACK IN PRINTING

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	7	33.3	7	33.3	7	33.3
II	7	38.8	5	27.7	6	33.5
III	11	44.0	6	24.0	8	32.0
IV	26	34.2	26	34.2	24	31.6
TOTAL	51	36.4	44	31.4	45	32.2

TABLE X  
NEWSPAPERS THAT USE FOUR-COLOR PROCESS WORK IN PRINTING

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	3	14.2	11	52.3	7	33.5
II	2	11.1	13	72.2	3	16.7
III	6	24.0	12	48.0	7	28.0
IV	8	10.5	60	79.0	8	10.5
TOTAL	19	13.6	96	68.6	25	17.8

newspaper. Table XI shows some 88.6 per cent of the responding schools do not publish such a section, while 5.7 per cent do. Another 5.7 per cent did not respond.

TABLE XI  
NEWSPAPERS WHICH PUBLISH MAGAZINE SECTIONS

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	5	28.5	14	66.6	1	4.9
II	-	-	17	94.4	1	5.6
III	1	4.0	24	96.0	-	-
IV	1	1.5	69	90.7	6	7.8
TOTAL	8	5.7	124	88.6	8	5.7

Asked whether they publish a literary section, 71.4 per cent in Group One responded that they do not. Others that do not publish a literary section: Group Two, 77.7 per cent; Group Three, 76.0 per cent; Group Four, 84.2 per cent.

Special promotional issues are published occasionally by some college newspapers. Table XII shows that 52.1 per cent have special issues; that 24.3 per cent do not; and that 23.6 per cent did not respond.

Of those special issues reported, most dealt with special celebrations at the various colleges. Those which are common to most schools include back-to-school or welcome editions, homecoming,

sports contests, open house, graduation, freshman day, alumni day, and festivals.

TABLE XII  
NEWSPAPERS WHICH HAVE SPECIAL PROMOTIONAL ISSUES

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	15	71.4	3	14.3	3	14.3
II	14	77.7	3	16.7	1	5.6
III	11	44.0	10	40.0	4	16.0
IV	33	43.3	18	23.7	25	32.9
TOTAL	73	52.1	34	24.3	33	23.6

Only 13.6 per cent of the college indicated they print a special supplement. Approximately 40.7 per cent of the schools do not print special supplements and 45.7 per cent did not respond to the question (Table XIII).

Ready-print and commercial supplements are used rarely by college newspapers. The Peace Corps has released a tabloid-size newspaper which is supplied free as a supplement to colleges who want to use it. Collegiate Digest, a national rotogravure publication carrying advertising, also is supplied to colleges which request it. Schools are paid a minimum amount (usually one cent a copy) to insert these in their regular newspapers. Only 9 of the 140 colleges reported using Collegiate Digest.

Other college-oriented supplements have been attempted, but the National Advertising Service, a New York City advertising agency which services colleges, has discouraged the use of supplements by pointing out the possible loss of national advertising from local papers to supplements.

TABLE XIII  
NEWSPAPERS WHICH PRINT SPECIAL SUPPLEMENTS

Group	Responses					
	Yes		No		No Response	
	No.	%	No.	%	No.	%
I	7	38.8	11	52.2	3	9.0
II	4	22.2	10	55.6	4	22.3
III	2	8.0	17	68.0	6	24.0
IV	6	13.6	19	25.0	51	67.1
TOTAL	19	13.6	57	40.7	64	45.7

Average newspaper budgets for the school year are given in Table XIV. Fifteen Group One schools have an average budget of \$35,855 and a median budget of \$41,000 for 9.8 months. Fourteen schools in Group Two reported an average budget of \$13,408 and a median budget of \$10,500 for 9.8 months, while Group Three has an average of \$7,845 and a median of \$7,000 for 9.3 months and Group Four has \$3,751 and a median of \$3,000 for 9.0 months. Larger schools obviously have longer press runs, often publish more frequently, and therefore need larger budgets. Many of the

larger colleges and universities also publish during the summer months; however, most of the budgets covered September through May, the academic year.

TABLE XIV  
AVERAGE YEARLY NEWSPAPER BUDGETS

Group	No. Schools Reporting	Range of Budget	Average Budget	Median Budget	Avg. No. Months Covered
I	15	\$13,000-116,000	\$35,855	\$41,000	9.8
II	14	4,200- 50,000	13,408	10,500	9.8
III	23	250- 18,000	7,845	7,000	9.3
IV	63	180- 14,650	3,751	3,000	9.0

In order to compare costs of these various newspapers, it was necessary to obtain specific information. The advisers were asked to give printing costs per page for a specific number of copies and the printing costs per issue. If by chance newspapers did not have this type of information (and some did not), they were asked to give the cost per thousand copies per issue or cost per month for a stated number of copies of a specified number of pages. When any one of these questions was answered completely, the writer was able to figure the cost per page per thousand copies. It is on this basis that a comparison is made.

Table XV shows the average cost per page per thousand copies is nearly seven times greater for the newspaper published in the

smaller schools than it is for newspapers published in larger institutions. The lowest cost per page per thousand copies was reported as \$2.29, and the highest cost per page per thousand copies was reported as \$92.50.

TABLE XV

## AVERAGE COST PER PAGE PER THOUSAND COPIES OF NEWSPAPERS

Group	Number of Schools	Cost Range	Average Cost Per Page Per M	Median Cost Per Page Per M
I	17	\$2.29 to \$10.29	\$ 6.03	\$ 6.02
II	17	4.50 to 20.31	10.89	10.57
III	25	4.13 to 34.67	17.85	16.67
IV	57	13.89 to 92.50	34.29	31.25

Table XV shows that the average cost per page per thousand copies is \$6.03 and that the median cost per page per thousand is \$6.02 for Group One schools. In Group Two the average cost per page per thousand is \$10.89 and the median cost per page per thousand is \$10.57. In Group Three the average cost per page per thousand is \$17.85 and the median cost per page per thousand is \$16.67. The average cost per page per thousand is \$34.29, and the median cost per page per thousand is \$31.25 for Group Four schools.

The lowest cost per page per thousand copies was reported by the University of Washington, Seattle. The cost per issue is \$300.80 for 16,500 copies or a cost per page per copy of .00229



or \$2.29 per page per thousand. The paper is printed four times a week by letterpress on a Duplex E press. The type is set 8 point on a 9-point slug. The paper has a page depth of  $15\frac{1}{2}$  inches and a column width of  $11\frac{1}{2}$  picas.

The paper having the highest cost per page per thousand copies was at the College of Notre Dame, Belmont, California. This is a private liberal arts college for women. The cost was \$185 for four pages for 500 copies. This means a cost per page of \$46.25 for 500 copies or a cost per page per copy of .0925 or \$92.50 per page per thousand copies. This paper is published every other month and is printed offset in a commercial shop. It has 5 columns and a 15-inch page depth. No information is available on type size or width of column used. Because there is an engraving cost of \$25 per issue listed, the writer cannot be certain whether the paper is printed offset or letterpress. Perhaps this charge is for stripping and opaquing. Advertising rates are listed as \$3 per inch for the paper, which has a total circulation of 500. Income to pay the \$750 bill per year comes from student fees (\$600) and advertising (\$150).

Newspapers with larger circulations usually have lower page costs because of the number of papers published.

Engraving costs (shown in Table XVI) vary directly with the circulation of the newspapers except in Group One, where 28.6 per cent of the newspapers are printed by offset. Group One newspapers also use a high percentage of plastic engravings, which tends to lower the cost. The average cost per issue in Group One is \$22.60 and the average engraving cost per year is \$1,970.

The Group Two average cost per issue is \$34.70, the average cost per year \$709.60.

TABLE XVI  
AVERAGE ENGRAVING COSTS PER ISSUE AND PER YEAR  
FOR LETTERPRESS PAPERS

Group	Number Schools	Average Per Issue	Number Schools	Average Per Year
I	10	\$22.60	12	\$1,970.00
II	12	34.70	11	709.60
III	16	21.06	16	502.90
IV	46	15.60	44	268.29

Group Two, as shown in Table XVI, has the largest percentage of offset newspapers (33-1/3 per cent) for the four groups. Newspaper engraving costs in Group Three average \$21.06 per issue and \$502.90 per year. Average engraving costs per issue in Group Four are \$15.60, and the yearly average is \$268.29.

What kind of engravings do newspapers use? Table XVII shows that the use of the Fairchild plastic Scan-a-graving is almost as popular as the old stand-by, zinc. Nine of the 21 universities in Group One use the Fairchild; three of them use zinc. The use of plastic engravings tends to save on costs. Engravings included under "other" in Table XVII are magnesium, both zinc and Fairchild, kilischograph and photolathe. The high percentage of those who had "no response" could possibly be attributed to the fact that

many advisers do not know what type of engravings are being used in their newspaper.

TABLE XVII  
NUMBER AND TYPE OF NEWSPAPER ENGRAVINGS USED

Group	Schools	Zinc	Fairchild	Other	No Response or None
I	21	3	9	1	8
II	18	6	4	4	4
III	25	7	8	1	9
IV	76	29	16	3	28
TOTAL	140	45	37	9	49
Per Cent		32.1	26.4	6.5	35.0

Photography costs per year increase directly as enrollment increases. The average yearly photography costs for Group One through Four are \$838.18, \$454.90, \$202.00 and \$128.40 (Table XVIII). The median yearly costs are \$750, \$450, \$200 and \$75 for Groups One through Four respectively.

The information obtained shows the use of "commercial" or "student" photographers. Students take the photographs in 72.9 per cent of the schools which responded (Table XIX). Even in the larger institutions only one commercial photographer takes pictures, and he works in conjunction with a student. Commercial photographers are used exclusively in only five colleges.

Among other newspaper costs are telephone, wire service,

postage and mat service. Telephone costs were reported by only 56 of the 140 schools. Some newspapers indicate that the college pays telephone charges. The average yearly telephone bill for schools in Group One is \$382.00; in Group Two, \$110.80, in Group Three, \$104.40, and in Group Four, \$53.40. Telephone bills show a direct relationship to the size of the school.

TABLE XVIII

## AVERAGE PHOTOGRAPHY COSTS PER YEAR FOR NEWSPAPERS

Group	<u>Number Schools</u>	<u>Range of Costs</u>	<u>Average Yearly Cost</u>	<u>Median Yearly Cost</u>
I	17	\$250-\$2,000	\$838.18	\$750
II	15	60- 1,000	454.90	450
III	22	40- 400	202.00	200
IV	50	5- 650	128.40	75

Wire services, such as Associated Press and United Press International, are used by only 14 of the 140 colleges. Costs of wire services, given by only five of these schools, range from \$585.00 a year to \$2,721.44 a year. Ninety-three of the colleges (66.5 per cent) indicate they do not use wire copy. The remainder (23.5 per cent) did not respond.

Postage costs are in direct proportion to the size of the college. Some 104 responded to this query with the average yearly postage cost for Group One being \$467.00; for Group Two, \$165.40; for Group Three, \$136.10; and for Group Four, \$98.20.

TABLE XIX  
KINDS OF PHOTOGRAPHERS FOR NEWSPAPERS

Group	<u>Student</u>	<u>Commercial</u>	<u>Both</u>	<u>No Response</u>
I	18	-	1	2
II	12	2	3	1
III	19	1	3	2
IV	53	2	2	19
TOTAL	102	5	9	24
Per Cent	72.9	3.6	6.4	17.1

Mat services are used by 26 of the 140 institutions. The average cost for Group One is \$400; for Group Two, \$91.70; for Group Three, \$83.60; and for Group Four, \$31.20. Services used by the larger universities are Metro, Meyer-Both, Stamps-Conhaim and King Features. Four of the smaller schools use these services. Ten schools use Metro, thirteen use Bibler and twelve use other services for advertising mats, illustrations, and cartoons.

Sales promotion, that is, the promotion of the newspaper's business and the attempt to increase advertising lineage and readership, is used mainly by the larger institutions. The average yearly amount spent on sales promotion is \$337.70 for Group One, \$58.50 for Group Two, \$27.50 for Group Three and \$19.10 for Group Four (Table XX).

Miscellaneous costs include yearly carfare expense for stu-

dents, office equipment and supplies, dinners, speakers, staff cash bonuses, awards and keys, and convention trips.

TABLE XX  
YEARLY SALES PROMOTION COSTS

Group	<u>Number of Schools</u>	<u>Average Amount Spent</u>	<u>Median Amount Spent</u>
I	9	\$337.70	\$500.00
II	2	58.50	58.50
III	2	27.50	27.50
IV	7	19.10	12.50

Newspapers in larger schools tend to have higher expenses in these areas; smaller schools, with some exceptions, tend to spend much less. For example, 49 schools pay transportation expenses of students. Ten in Group One average \$392.00 a year, seven in Group Two average \$187.10, nine in Group Three average \$145.00 and 23 in Group Four average \$45.50 in yearly carfare expenses.

Costs of office equipment and supplies are borne by some newspapers while others indicate that such expenses are paid by the college.

Table XXI shows the average yearly equipment and supply costs. Eleven Group Two schools spent an average of \$310.90 on equipment, while nine Group Three schools spent an average of \$145.00 or nearly as much as Group One. Eighteen Group Four

schools spent \$85.20 on the average for equipment.

TABLE XXI  
AVERAGE YEARLY EQUIPMENT AND SUPPLY COST

Group	Office Equipment		Supplies	
	Number Schools	Average Spent	Number Schools	Average Spent
I	9	\$185.00	16	\$740.00
II	11	310.90	16	153.20
III	9	145.00	15	86.70
IV	18	85.20	41	51.80
TOTAL	47		88	

Eighty-eight colleges spent varying amounts on supplies. Sixteen in Group One spent a yearly average of \$740; sixteen in Group Two spent an average of \$153.20 and fifteen in Group Three spent an average of \$86.70. Supply costs ranged from one dollar, spent by a school in Group Four, to \$1500, spent by a school in Group One.

Dinner and speakers are not tremendously expensive items in a college newspaper's budget. Thirty-six of the 140 institutions indicate some expense for dinners. Seven schools in Group One average \$353 for dinners; seven schools in Group Two average \$112, nine in Group Three average \$118 and Group Four had thirteen schools which average \$64.30. Only seven schools mentioned expenses for speakers. Two schools in Group One spent \$100 each.

for speakers. One school in Group Two spent \$200, and one school in Group Three spent \$20. Three schools in Group Four averaged \$28.30 for speakers.

Cash bonuses, awards and keys, and convention trips are incentives offered to get students to work hard. Table XXII shows that 17 schools offer cash bonuses, with Group One schools averaging \$1,644.00 yearly, and Group Four averaging \$434.30. Group Three averages \$362.50 yearly and Group Two averages \$310.00 a year for bonuses.

TABLE XXII

## AVERAGE YEARLY EXPENSES FOR BONUSES, AWARDS AND KEYS

Group	Cash Bonuses		Awards and Keys	
	Number	Average	Number	Average
I	4	\$1,644.00	6	\$60.00
II	2	310.00	7	49.00
III	4	362.50	11	27.00
IV	7	434.30	12	34.90
TOTAL	17		36	

More schools give awards and keys than pay cash bonuses; Table XXII shows this to be much less expensive. Six Group One schools average \$60.00 for awards and keys, seven in Group Two average \$49.00, eleven in Group Three average \$27.00 and twelve in Group Four average \$34.90.



Table XXIII shows that the average yearly costs for convention trips show a direct relationship to school enrollments. Sixty-three schools pay trip expenses, with the average for the various groups being: Group One, \$396.00; Group Two, \$244.00; Group Three, \$196.50 and Group Four, \$98.12. Other expenses which were not itemized elsewhere are included in Table XXIII. Fifteen schools listed such expenses. Four schools in Group One averaged \$1,323.66 for other expenses, two schools in Group Two averaged \$412.00, two in Group Three averaged \$212.50 and seven in Group Four averaged \$247.70. Schools listed such items as sports travel, grants-in-aid, conferences, memberships, scholarships and rent on a teletype as "other" expenses.

TABLE XXIII  
AVERAGE YEARLY EXPENSES FOR TRIPS AND OTHER ITEMS

Group	Convention Trips		Other Expenses	
	Number	Average	Number	Average
I	14	\$396.00	4	\$1323.66
II	12	244.00	2	412.00
III	13	196.50	2	212.50
IV	24	98.12	7	247.70
TOTAL	63		15	

College, state and national press associations to which these newspapers belong are numerous. Associated Collegiate

Press, National Student Press Association, Southwestern Journalism Congress, Catholic School Press and Intercollegiate Press are those mentioned most frequently. Membership costs vary between \$7.50 and \$20.00, depending upon the services requested. Most of the newspapers belong to some type of press group, but not all of those belonging take advantage of the critical services offered. Small fees for the critiques generally are charged in addition to the association membership fees.

How many students on the newspaper news staff? How many on the business and advertising staff? What is the total number of staff? How many are men, how many women and how many of them are paid? These are a few of the personnel questions on which the study provides interesting data.

Table XXIV shows the number of students on the news staffs. News staffs for Groups Two through Four range between 15 and 20, yet the average for Group One schools is 43. The median for the news staffs ranges from 12 to 24 for the four groups; the mode for the four groups varies from 8 to 25. The same is true for the business and advertising staffs (Table XXV). Groups Two, Three and Four average 3.9 to 4.6 business staff members, but Group One's average is 13. The median number of business staff members for Groups One through Four is 10.5, 3, 4, and 2. The mode for Groups One through Four is 4, 2, 2 and 4, and 2. Group Three is bi-modal.

In all the colleges except those in Group Four, men outnumber women on the newspaper staffs. Table XXVI shows women outnumber men in Group Four only. Group One schools average 32

TABLE XXIV  
NUMBER OF STUDENTS ON NEWS STAFFS OF 123 NEWSPAPERS

Group	1-5	6-10	11-15	16-20	21-25	26-30	31-35	36 or more	Mean	Median	Mode
I	0	2	3	2	4	1	0	6	43	24	10, 12 20, 25
II	1	3	4	3	3	2	0	2	19.5	18.5	12
III	1	5	3	7	5	3	0	0	18.3	20	20, 25
IV	5	21	15	6	7	6	1	2	15.8	12	8, 10 12, 15
TOTAL	7	31	25	18	19	12	1	10			

TABLE XXV  
NUMBER OF STUDENTS ON BUSINESS STAFFS OF 116 NEWSPAPERS

Group	1-5	6-10	11-15	16-20	21-25	26 or more	Mean	Median	Mode
I	6	3	4	2	2	1	13.0	10.5	4
II	12	5	0	1	0	0	4.6	3	2
III	17	4	0	0	0	0	4.1	4	2,4
IV	50	4	4	1	0	0	3.9	2	2
TOTAL	85	16	8	4	2	1			

men to 22 women on their staffs. The average number of men and women is evenly divided in Groups Two and Three. Group Two has an average of 14.7 men and 13.0 women. Group Three has an average of 12.7 men to 11.9 women. Fifty-seven schools in Group Four report an average of 11.5 men; 56 schools report an average of 11.8 women. The average total staff for Group One (54) is nearly twice as large as the average total staff for Group Two (27.7). The average total staff for Groups Three and Four is 24.9 and 22.2 respectively. The median staffs for Groups One through Four for men are 28, 12, 10 and 10; the median staff for women for Groups One through Four are 10, 12, 10 and 10. The median total staff for Groups One through Four are 10, 12, 10 and 10. The median total staff for Groups One through Four are 34.5, 24.5, 27 and 18.

The average number of "paid" staff members for thirteen Group One schools is 10. The average is 6.3 staff members for 18 Group Two schools and is 2.4 staff members for 23 Group Three schools. Group Four schools have an average of 2.3 paid staff members in 33 schools reporting.

Salaries for editors show a direct relation to the size of the institution they represent--the larger the school, the larger the pay. Table XXVII shows Group One editors in 13 institutions are paid an average salary of \$85 a month. The median salary is \$75 and the mode is \$50 for the Group One schools. Average salaries for editors in Groups Two, Three and Four are \$59.50, \$42.87 and \$28.68. Group One managing editors receive an average monthly salary of \$56.90. Groups Two and Three

TABLE XXVI

AVERAGE NUMBER OF MEN AND WOMEN ON NEWSPAPER STAFFS AND AVERAGE TOTAL STAFFS

Group	Men			Women			Average Total Staffs		
	Number Schools	Average	Median	Number Schools	Average	Median	Number Schools	Average	Median
I	17	32.0	28	17	22.0	10	18	54.0	34.5
II	18	14.7	12	18	13.0	12	18	27.7	24.5
III	22	12.7	10	23	11.9	10	24	24.9	27
IV	57	11.5	10	56	11.8	10	58	22.2	18
TOTAL	114			114			118		

TABLE XXVII

AVERAGE MONTHLY SALARIES PAID THE EDITOR, MANAGING EDITOR AND NEWS EDITOR

Group	Editor				Managing Editor				News Editor			
	Number	Average	Median	Mode	Number	Average	Median	Mode	Number	Average	Median	Mode
I	13	\$85.00	\$75	\$50	12	\$56.90	\$42.50	\$35	7	\$49.70	\$45	\$30
II	15	59.50	60	50 20	7	31.90	40.00	40	7	28.00	24	-
III	16	42.87	55	66 75	6	33.20	40.00	-	5	17.00	15	-
IV	32	38.68	25	20	6	27.50	25.00	25	1	20.00	-	-
TOTAL	76				31				20			

managing editors get average monthly salaries of \$31.90 and \$33.20 respectively, while those in Group Four are paid an average of \$27.50. News editors in Group One are paid an average of \$49.70 per month; those in Group Two \$28; those in Group Three \$17. One news editor in the smaller schools is paid \$20 a month.

Feature editors, sports editors and society editors, as shown in Table XXVIII, receive token monthly salaries. Only 14 (10 per cent) of 140 schools have a paid feature editor. The average monthly salary for the feature editor in Group One is \$28.40; Group Two, \$16.00; Group Three, \$12.50, and Group Four, \$15.00. Median salaries for the feature editor for Groups One through Four are \$22.50, \$16.00, \$12.50 and \$15.00.

TABLE XXVIII

AVERAGE MONTHLY SALARIES OF FEATURE,  
SPORTS AND SOCIETY EDITORS

Group	Feature Editor			Sports Editor			Society Editor		
	No.	Avg.	Median	No.	Avg.	Median	No.	Avg.	Median
I	1	\$28.40	\$22.50	9	\$33.50	\$30.00	3	\$29.50	\$20.00
II	3	16.00	16.00	9	23.60	25.00	8	16.60	20.00
III	4	12.50	12.50	3	11.70	10.00	2	12.50	12.50
IV	1	15.00	15.00	2	12.50	12.50	-	-	-
TOTAL	14			23			13		

More schools pay their sports editors and they pay them a



larger amount than the feature or society editors, according to Table XXVIII. Sports editors in Group One receive an average monthly salary of \$33.50; in Group Two, \$23.60; in Group Three, \$11.70 and in Group Four, \$12.50. Society editors are paid in 13 of the 140 institutions at an average monthly salary range of \$29.50 in Group One to \$12.50 in Group Three.

Advertising personnel are often the highest paid members of the college newspaper staff (Table XXIX). The highest average monthly salary for the college newspaper editor, as listed in Table XXVII, is \$85 per month. Advertising managers in Group One average \$87.30 per month, a salary which makes them the highest paid college newspaper personnel by a very small margin. The Group Two average for advertising managers is \$37; Group Three managers get an average of \$20 and Group Four averages \$37.14 per month. The median salaries for advertising managers for Groups One through Four are \$45, \$40, \$18 and \$20.

Business managers in Group One schools average \$70.50 per month, in Group Two, \$40.20, in Group Three, \$21.00, and in Group Four, \$19.72. Median salaries for the business managers in Groups One through Four are \$80, \$32, \$20 and \$21.

Group One circulation managers have an average monthly salary of \$78.60, but there is a sharp salary decline in schools as enrollments decrease. Group Two circulation managers receive an average of \$17.30 with Group Three salaries declining to an average of \$7.10 per month. Group Four circulation managers earn an average of \$27.14 per month. The median salaries for the circulation managers, Groups One through Four, are \$80, \$20, \$5

and \$11.25.

Salaries for "other" persons were given by 15 schools. For seven Group One schools the average monthly salary was \$114.70, but this included such persons as office managers, secretaries, assistant business managers and additional advertising salesmen. In Groups Three and Four eight schools listed average monthly salaries for "other" personnel at \$22.50 and \$22.00 a month respectively.

TABLE XXIX

AVERAGE MONTHLY SALARIES PAID BUSINESS, CIRCULATION,  
AND ADVERTISING MANAGERS

Group	Business Manager			Circulation Manager			Advertising Manager		
	No.	Avg.	Median	No.	Avg.	Median	No.	Avg.	Median
I	9	\$70.50	\$80.00	6	\$76.80	\$80.00	9	\$87.30	\$45.00
II	10	40.20	32.00	8	17.30	20.00	5	37.00	40.00
III	9	21.00	20.00	3	7.10	5.00	5	20.00	18.00
IV	11	19.72	21.00	7	27.14	11.25	7	37.14	20.00
TOTAL	39			24			26		

Advertising managers are paid a commission in 32.1 per cent of the 140 schools responding; however, they are not paid commissions in 44.3 per cent of these schools (Table XXX). The amount of commission paid is usually based on a certain per cent of the total amount of advertising sold. The commission is usually 10

per cent, but the average for Group One and Two schools is 12.9 per cent; for Group Three, 12.5 per cent and for Group Four, 11.9 per cent. The median advertising commission paid as well as the mode for all four groups is 10 per cent.

TABLE XXX

## COMMISSIONS AND PERCENTAGE PAID ADVERTISING MANAGERS

Group	Number Schools Responding			Average per cent Commission Paid		
	Yes	No	No Response	No. Schools	Avg. Per Cent	Median Per Cent
I	10	10	1	9	12.9	10.0
II	7	9	2	7	12.9	10.0
III	11	12	2	10	12.5	10.0
IV	17	31	28	17	11.9	10.0
TOTAL	45	62	33	43		
Per Cent	32.1	44.3	23.6			

A comparison of the average amount of income from student activity fees reveals that this is one of the major sources of income for many schools (Table XXXI). The average income from student activity fees for Group One schools is \$16,845.00, which represents nearly eight times as much as for Group Four schools which get an average of \$2,399.09. Group Two schools average \$9,410; Group Three schools average \$6,245.90. These income figures represent 40.4 per cent to 69.2 per cent of total income

for 85 newspapers which responded. The median activity income figures for Groups One through Four are \$ 13,600, \$8,110, \$6,585 and \$1,900.

TABLE XXXI  
NEWSPAPER INCOME FROM ACTIVITY FEES

Group	Number Schools	Average Amount	Median Amount	Number Schools	Average Per Cent	Median Per Cent
I	10	\$16,845.00	\$13,600	6	40.4	38.2
II	12	9,410.00	8,110	11	56.0	57.0
III	19	6,245.90	6,585	19	69.2	71.0
IV	44	2,399.09	1,900	38	59.1	64.5
TOTAL	85			64		

Table XXXII gives the average income for newspapers from board grants. Only 12 of the 140 schools indicated they receive money in this manner. For those that do receive funds through board grants this represents from 31.8 per cent to 74 per cent of their total income.

Newspaper income from subscriptions was reported by 68 of the 140 institutions. The average and median amounts received are shown in Table XXXIII.

Group One schools receive an average of \$4,622.90 from subscriptions which includes both mail and counter sales. This represents 13.5 per cent of the total income for seven schools in this group. Schools in Group Two had an average subscription

income of \$1,037.10, an average of 7.8 per cent of their total income. Table XXXIII shows that larger colleges get a greater percentage of their income from subscriptions than smaller schools. Eleven Group Three schools average \$368.80 from subscriptions which is an average of 2.4 per cent of their total income. Thirty-six Group Four schools received an average of \$174.02, an average of 6.1 per cent of their total income. The median amount of income from subscriptions by Groups One through Four was \$540.14, \$500, \$200 and \$100. The median percentages received for Groups One through Four were 4.8, 10.0, 2.0 and 5.0.

TABLE XXXII  
NEWSPAPER INCOME FROM BOARD GRANTS

Group	<u>Number Schools</u>	<u>Average Amount</u>	<u>Number Schools</u>	<u>Average Per Cent</u>
I	-	-	-	-
II	2	\$3,725.00	2	37.0
III	1	4,200.00	2	74.0
IV	9	2,020.55	8	31.8
TOTAL	12		12	

Larger university newspapers depend more heavily on revenue from advertising to a greater extent than the smaller college newspapers do. Table XXXIV shows that 17 Group One schools received an average of \$32,298.00 from advertising. This represents

nearly 60 per cent of their budget. Group Two schools had an average advertising income of \$6,376.60, which is 43.8 per cent of their total income. Group Three schools had an average advertising income of \$2,777.30; Group Four averaged \$1,275.00. The median amount of income from advertising in Groups One through Four was \$21,000, \$5,067.50, \$2,000 and \$1,000.

TABLE XXXIII  
NEWSPAPER INCOME FROM SUBSCRIPTIONS

Group	Number Schools	Average Amount	Median Amount	Number Schools	Average Per Cent	Median Per Cent
I	14	\$4,622.90	\$540.14	7	13.5	4.8
II	7	1,037.10	500.00	5	7.8	10.0
III	11	368.80	200.00	9	2.4	2.0
IV	36	174.02	100.00	24	6.1	5.0
TOTAL	68			45		

Table XXXV reveals that newspaper income from fund raising and other sources represents an average of .4 to 28.1 per cent of total income for 25 newspapers.

Table XXXVI shows the average total income for 12 schools in Group One to be \$48,434. The average total income for Group Two is \$15,201 and for Group Three, \$8,177.80. Forty-seven colleges in Group Four have an average total income of \$3,860.80. The median total incomes in Groups One through Four are \$21,000,

\$5,067.50, \$2,000 and \$1,000.

TABLE XXXIV  
NEWSPAPER INCOME FROM ADVERTISING

Group	Number Schools	Average Amount	Median Amount	Number Schools	Average Per Cent	Median Per Cent
I	17	\$32,298.00	\$21,000.00	9	60.1	61.4
II	14	6,376.60	5,067.50	10	43.8	41.5
III	20	2,777.30	2,000.00	19	27.5	23.0
IV	53	1,275.00	1,000.00	39	27.8	24.0
TOTAL	104			77		

TABLE XXXV  
NEWSPAPER INCOME FROM FUND RAISING AND OTHER SOURCES

Group	Number Schools	Average Amount	Median Amount	Number Schools	Average Per Cent	Median Per Cent
I	4	\$28,575.00	\$21,000	1	.4	.4
II	6	4,513.00	3,883	4	28.1	6.0
III	2	550.00	550	2	6.0	6.0
IV	13	801.66	450	10	17.8	10.0
TOTAL	25			17		

TABLE XXXVI  
TOTAL NEWSPAPER INCOME FOR YEAR.

Group	Number Schools	Average Amount	Median
I	12	\$48,434.00	\$42,600
II	9	15,201.00	11,000
III	18	8,177.80	8,200
IV	47	3,860.80	3,200

Most college newspapers make a profit. Table XXXVII shows that 58 newspapers report a profit in 1963. The average profit for 13 Group One schools was \$2,179.00 a year. The average yearly profit for Group Two schools was \$1,322. Nine Group Three schools had an annual yearly profit of \$993; 27 Group Four schools show an average profit of \$278 per year. The median annual profits for Groups One through Four is \$1,000, \$1,000, \$800 and \$200.

Nearly 23 per cent of the newspapers indicate they usually break even and do not show either a profit or loss. Thirteen schools show a loss. The average yearly loss for eight Group Four schools is \$183. Three Group Three schools have an average annual loss of \$693; one school in Group Two reported a loss of \$128; and one school in Group One lost \$17,500. Thirty-seven of the schools did not respond.

Advertising charges for newspapers are based on a rate per column inch or per agate line. Smaller newspapers many times



TABLE XXXVII  
AVERAGE PROFIT AND LOSS OF COLLEGE NEWSPAPERS

Group	Number Making Profit	Average Profit	Median	Number Losing Money	Average Loss	Median	Number Breaking Even	No Response
I	13	\$2,179	\$1,000	1	\$17,500	\$17,500	2	5
II	9	1,322	1,000	1	128	128	3	5
III	9	993	800	3	693	200	8	5
IV	24	278	200	8	183	100	19	22
TOTAL	58			13			32	37
Per Cent	41.4			9.3			22.9	26.4

charge as much or more for advertising than larger newspapers. Some newspapers use what is known as a sliding scale with an "open" rate per column inch. The more column inches a customer uses, the lower his rate will be. Two rates are given in Table XXXVIII under national and two under local advertising. If, for example, the highest rate per column inch which a newspaper charges is \$1.33 per column inch for 100 or fewer column inches, this is averaged in the column "Average Highest Rates." If the lowest rate is \$1.19 per column inch for 500 or more column inches, this is shown in the column "Average Lowest Rates."

Most newspapers charge a column inch rate which is divisible by seven because some advertisers schedule advertisements by the agate line. There are 14 agate lines to the column inch. A \$1.33 column-inch rate would be equal to  $9\frac{1}{2}$  cents per line on the agate-line basis.

The average rates in Table XXXVIII show the average national rate to be higher than the average local rate; this is generally true for most newspapers. Local merchants are usually charged less for advertising than advertisers located outside the town. However, information was received that shows some newspapers charge higher local rates than national rates.

Table XXXVIII also shows 18 Group One newspapers are charged an average of \$1.38 per column inch for national advertising for the highest rates (those charged advertisers using under 100 column inches of space). The median is \$1.37 and the mode is \$1.26. The average rate for national advertising for the Group One newspapers which used over 500 column inches of space is

TABLE XXXVIII  
NATIONAL AND LOCAL ADVERTISING RATES FOR NEWSPAPERS

Group	Number	National					Local						
		Average Highest Rate	Per Column Inch			Mode	Number	Average Highest Rate	Median	Per Column Inch		Mode	
			Average Lowest Rate	Median	Average Lowest Rate					Median			
I	18	\$1.38	\$1.37	\$1.32	\$1.28	\$1.26	19	\$1.35	\$1.33	\$1.14	\$1.12	\$1.75	
II	17	1.16	1.12	1.06	1.05	.98	17	1.03	1.00	.91	1.00	.70	
III	18	1.06	1.10	1.04	1.05	1.26 1.05	20	1.01	1.00	.96	1.00	1.00 1.25	
IV	40	1.58	1.00	1.16	1.00	1.00	55	1.06	1.00	1.03	1.00	1.00	
TOTAL		93					111						
Per Cent		66.43					79.29						

\$1.32, with a median of \$1.28 and a mode of \$1.26.

Local advertising rates for Group One newspapers average \$1.35 for those advertising under 100 column inches, but average \$1.14 for those using over 500 column inches. Local advertising rates average about \$1.00 per inch on the majority of the papers. Table XXXVIII gives the mean, median and mode for both national and local rates.

Table XXXIX shows the percentage of space devoted to advertising in college newspapers. Some newspapers indicate they do not carry advertising, but out of those selling space, the lowest percentage of advertising carried is eight though the highest percentage of advertising is 70.

TABLE XXXIX  
PERCENTAGE OF ADVERTISING CARRIED IN NEWSPAPERS

Group	<u>Number</u>	<u>Range</u>	<u>Average Per Cent</u>
I	14	25-70	43.0
II	18	10-60	36.6
III	21	10-50	28.0
IV	50	8-60	22.6
TOTAL	103		

Larger schools depend more heavily upon advertising income

as a major source of revenue; therefore, they devote a higher percentage of space to advertising than newspapers in smaller colleges: Group One schools carry an average of 43 per cent advertising, Group Two schools average 36.6 per cent, Group Three 28 per cent; and Group Four 22.6 per cent. In all 103 schools which responded, newspapers devote about one-third of their space to advertising. The average is 32.6 per cent.

The college newspaper supplements also carry advertising. Only five schools report using supplements which have an average of 21.2 per cent advertising and a mode of 25 per cent. The Collegiate Digest, used by nine schools, carries advertising. This is advertising revenue for the Digest only since college newspapers are paid about one cent per copy for each supplement used.

Income for classified and legal advertising is relatively insignificant in the college newspaper field. Only four college newspapers report a legal advertising rate. One school in Group Three has a legal rate of \$2.00 an inch, one school in Group Two charges five cents per agate line, and two in Group Four listed 75 cents and \$1.00 a column inch. Eleven newspapers run legal advertising, 76 do not, and 53 others did not respond (Table XL).

Classified advertising rates were listed by only 20 different institutions (Table XLI). The rates vary from an average of 25 cents a line in Group One schools to 20 cents in Group Two, 19 cents in Group Three and 11 cents in Group Four. The rate charged per word averages 7 cents, 6 cents, 6 cents and 4 cents, respectively, in Groups One through Four.

TABLE XL  
COLLEGE NEWSPAPERS PUBLISHING LEGAL ADVERTISING

Group	Number of Responses		
	Yes	No	No Response
I	1	14	6
II	1	15	2
III	2	16	7
IV	7	31	38
TOTAL	11	76	53

TABLE XLI  
CLASSIFIED ADVERTISING RATES IN NEWSPAPERS

Group	Rate Per Line		Rate Per Word	
	Number	Average	Number	Average
I	7	.25	4	.07
II	3	.20	3	.06
III	6	.19	2	.06
IV	4	.11	3	.04
TOTAL	20		15	

Eighty-three or 59.3 per cent of the college newspapers have a working agreement with the National Advertising Service of New York City. The NAS schedules advertisements, mails all proofs or plates and handles all billing. For this service they charge a twenty per cent commission. Since the cancellation of most tobacco advertising in college newspapers, national advertising revenue is much lower.

College market surveys are conducted by only 18.9 per cent of the 140 institutions. The types of surveys conducted include: consumer spending habits, buying power and opinion, local spending, buying power and product use and student expenditures in the community (Table XLII).

TABLE XLII  
COLLEGE MARKET SURVEYS BY NEWSPAPERS

Group	Number Responses		
	Yes	No	No Response
I	9	9	3
II	4	12	2
III	2	14	9
IV	3	33	40
TOTAL	18	68	54
Per Cent	18.9	48.6	32.5

Certain types of advertising are refused by college newspapers. In response to the question "Do you refuse certain types of advertising?", 67.9 per cent said they did; only 5.7 per cent said they did not (Table XLIII).

TABLE XLIII

## COLLEGES WHICH REFUSE CERTAIN TYPES OF ADVERTISING

Group	<u>Yes</u>	<u>No</u>	<u>No Response</u>
I	15	2	4
II	18	-	-
III	20	3	2
IV	42	3	31
TOTAL	95	8	37
Per Cent	67.9	5.7	26.3

Types of advertisements refused by college newspapers can be classified into four general categories: political, alcoholic beverages, tobacco and personal hygiene. Four schools do not accept political advertising. Ninety schools refuse to advertise liquor. Tobacco and cigarette advertising was refused by several college newspapers even before it was dropped by the tobacco manufacturers. Twenty of the 140 schools refuse tobacco advertising. Personal hygiene advertising, such as that for sanitary napkins, is refused by one school. Other schools refuse "No-Doz"



advertising as well as that for Coke, patent medicines, theaters, dances, "sex ads," and "anything harmful." One all-male school newspaper will not accept women's clothing advertisements, and another one does not accept "underwear" ads.

Newspaper circulation figures, given in Table XLIV, tend to vary widely. The average college enrollment in Group One is 12,512 yet the average newspaper circulation is only 8,354.8. This means that every student does not get a copy of the newspaper. In Group Four the opposite is true. The average college enrollment is 784, but the average total circulation is 1,443.9, nearly double the average enrollment. Even the average circulation in Group Four to students alone, not counting copies to faculty and copies mailed, is 746 which is very near the average enrollment of 784. The Group Two average total circulation is 3,658.8 which is below the average college enrollment of 4,198 for this group. The opposite is true in Group Three which has an average total newspaper circulation of 2,174.5 and an average college enrollment of 1,973.

Some small institutions mail out a larger number of newspapers to alumni than do the larger schools. For example, Group One schools mail alumni an average of 237 copies, but Group Two schools average 273.3. The number of newspapers exchanged is three times greater for Group One schools than for Group Four.

Student subscriptions are paid for in most all cases on a fee basis rather than by cash. The average charge per semester per student in Group One schools is \$1.25, in Group Two schools,

TABLE XLIV  
NEWSPAPER CIRCULATION TO STUDENTS, FACULTY,  
ALUMNI, EXCHANGES, AND OTHERS

Group	<u>Students</u>		<u>Faculty</u>		<u>Alumni</u>		<u>Exchanges</u>		<u>Others</u>		<u>Total</u>		<u>Average</u>
	No.	Avg. Circ.	No.	Avg. Circ.	No.	Avg. Circ.	No.	Avg. Circ.	No.	Avg. Circ.	No.	Avg. Circ.	School Enrollment
I	15	6,960	10	590.0	9	237.0	13	160.0	7	538.6	20	8,354.8	12,512
II	17	3,322	16	268.8	12	273.3	15	105.7	6	309.0	13	3,658.8	4,198
III	25	1,644	22	181.1	15	204.7	20	65.1	13	156.2	21	2,174.5	1,973
IV	62	746	62	99.8	31	165.8	56	55.1	46	250.5	56	1,443.9	784
TOTAL	119		110		67		104		72		110		

\$1.16 per student, and in Group Three, \$2.25 per student. Group Four schools average \$1.63 per student per semester. The rates reported by the 41 schools vary widely.

Non-student subscription rates for college newspapers are charged by 80 colleges, with the average rate per year for Group One schools \$5.23 and Group Two \$2.31, the lowest average for all groups. Group Three schools average \$3.18 per year for non-student subscriptions; Group Four schools average \$2.71.

Table XLV shows that Friday is the most popular day for distributing the student newspaper. Fifty of 126 schools release their newspapers on Friday. Thursday is second most popular, with 21 schools releasing that day.

TABLE XLV  
DAYS ON WHICH NEWSPAPERS ARE DISTRIBUTED

Group	M No.	T No.	W No.	Th No.	F No.	S No.	Other <sup>*</sup> No.
I	-	-	1	1	1	-	15
II	-	1	3	5	5	-	4
III	-	4	4	3	10	1	2
IV	7	7	5	12	34	1	-
TOTALS	7	12	13	21	50	2	21

<sup>\*</sup>Other includes: Group I--4 papers published Monday through Friday, 4 published Tuesday through Saturday, 3 published Tuesday and Friday, 3 published Tuesday through Friday and 1 published Monday and Wednesday. Group II--2 papers published Wednesday and Friday, 2 published Tuesday and Thursday. Group III--2 papers published Monday and Thursday.

What time of the day is most popular for releasing the newspaper? Sixty-one of 114 newspapers release during the morning hours, 20 newspapers release at noon and 33 release in the afternoon and evenings. Forty of the 61 newspapers are released between 5 a.m. and 10 a.m.

How does the student get his newspaper? Seventeen schools distribute by carrier to the student, but most schools (94) have some type of campus location box system. Twenty-eight schools distribute to boxes in dormitories; seven schools have counter sales or a downtown sales point. Other types of distribution include using a table in a hallway, in a student union and in a dining hall.

Table XLVI indicates whether college newspapers are mailed by second class, third class, or a mailing permit. The table also shows the average number of copies mailed in each group and the average cost of mailing each issue.

Seventy-seven of the 140 institutions have a second-class mailing permit. Twenty-seven schools use third class, and 33 use a permit. The average number of copies of each issue mailed by Group One schools is 302, for Group Two schools the average is 470, for Group Three 207 and for Group Four 710.

The average mailing cost per issue to mail these newspapers is \$4.12 for Group One, \$5.72 for Group Two, \$5.89 for Group Three, and \$3.56 for Group Four.

#### Magazines

This cost comparison study of magazines includes 46 different

TABLE XLVI

HOW NEWSPAPERS ARE MAILED, AVERAGE NUMBER MAILED  
AND AVERAGE COST PER ISSUE FOR MAILING

Group	Second Class		Third Class		Permit		Average Number of Copies Mailed		Average Cost Per Issue For Mailing
	Yes	No	Yes	No	Yes	No	No.	Average	
I	15	3	4	3	6	4	16	302.0	\$4.12
II	14	3	3	2	1	1	16	470.6	5.72
III	11	13	8	4	8	8	23	207.7	5.89
IV	37	28	12	49	18	18	63	710.3	3.56
TOTAL	77	47	27	58	33	31			

colleges. Exhibit VI, Appendix, lists the enrollment groupings used in comparison with newspapers and yearbooks. Names of the institutions surveyed are included in Exhibit VIII, Appendix. Table XLVII shows the number of questionnaires returned from each group of colleges. Average enrollments for Groups One through Four are 10,907, 2,813, 1,390 and 647.

TABLE XLVII  
MAGAZINE QUESTIONNAIRES RETURNED IN EACH GROUP

Group	<u>Enrollment Range</u>	<u>Average Enrollment</u>	<u>Returns</u>	<u>Per Cent of Returns</u>
I	4,700-17,250	10,907	6	13.0
II	2,000- 4,699	2,813	11	23.9
III	1,000- 1,999	1,390	14	30.4
IV	213- 999	647	15	32.7
TOTAL			46	100.0

Kinds of magazines in the study are alumni, literary, technical, news-picture, news, theological and general. Only two schools had a humor magazine. One was listed as "humor" and one as "humor-literary."

Larger schools on the average print about ten more pages in their magazines than smaller schools. Table XLVIII shows that the six schools in Group One which responded average 38.8 pages, Group Two averages 38.5, Group Three averages 35.5, and Group

Four averages 28.9. Group One magazines, ranging in size from 4 to 64 pages, have a median of 42.5. Magazines in Group Two have a median of 40 and a mode of 32. Group Three magazines have a median of 29.5 pages and a mode of 16; Group Four has a median of 32 and a mode of 32. Average and median circulation is shown in Table XLVIII.

TABLE XLVIII

## AVERAGE NUMBER OF PAGES IN MAGAZINES AND AVERAGE CIRCULATION

Group	Number Schools	Average No. Pages	Median	Mode	Average Circulation	Median
I	6	38.8	42.5	-	5,016	3,850
II	11	38.5	40.0	32	2,408	2,100
III	14	35.5	29.5	16	2,350	1,150
IV	15	28.9	32	32	3,835	1,600

The average circulations of magazines in Groups One through Four are 5,016, 2,408, 2,350 and 3,835. The Group Four average is high due to a total of 18,000 general magazines which are mailed out by the Bible Institute of Los Angeles.

Printing methods of these magazines are reported in Table XLIX. Letterpress printing is used by 54.3 per cent of the schools and offset printing by 36.9 per cent. Two schools use a combination of letterpress and offset, and one school reproduces its magazine by mimeograph.

TABLE XLIX  
PRINTING METHODS USED FOR COLLEGE MAGAZINES

Group	Letterpress		Method Offset		Other		No Response	
	No.	%	No.	%	No.	%	No.	%
I	4	66.6	1	16.7	1	16.7	-	-
II	5	45.5	6	54.5	-	-	-	-
III	7	50.0	5	35.7	2	14.3	-	-
IV	9	60.0	5	33.3	-	-	1	6.7
TOTAL	25	54.3	17	36.9	3	6.5	1	2.3

The kind of paper stock varies but the most popular weight is 70 pounds. Fifteen of the 46 schools use 70-pound stock, but others use 50, 60, 80 or 100. Cover stock also varies greatly. The weight of the cover stock is usually about 10 pounds heavier than the text.

The machines most frequently used to set the body type of the magazine are shown in Table L. The Linotype was listed most frequently, and Intertype was second. Only 4.4 per cent use a Justawriter or Varitype machine. Fifteen schools or 32.6 per cent either said they did not know what machines were used or left this question blank.

The body type size and the size of slug on which type is set varies greatly. Those reporting wider column widths as a rule use larger type. Table LI shows the sizes of body type and



sizes of slugs. Ten-point type set on 12-point slugs is used by 12 schools, six use 10 set on 10 and three use 10 set on 11-point slugs.

TABLE L  
MACHINES USED TO SET BODY TYPE FOR MAGAZINES

Group	<u>Linotype or Intertype</u>	<u>Justawriter or Varitype</u>	<u>Not Given</u>
I	5	-	1
II	7	1	3
III	9	1	4
IV	8	-	7
TOTAL	29	2	15
Per Cent	63.0	4.4	32.6

Table LII shows that the average column width in picas for Group One schools is 17 picas and that the median is 17.3 picas. The average column width for Group Two schools is 20 picas, for Group Three 19 picas, and for Group Four 20.2 picas. The medians for Group Two, Three and Four schools are 18.3, 20 and 20 picas respectively.

The average number of column inches of body type in issues ranges from 215.6 in Group Two to 933.8 in Group Three (Table LIII). The median number of column inches in Groups One through Four are 240, 227.5, 315 and 172.

TABLE LI  
SIZES OF BODY TYPE AND SLUGS USED IN MAGAZINES

Group	Body Type in Points:	8	9	10	12	Not Given
	Slug Size in Points:	8,9,10	10,11	10,11,12	12	
I		-	-	4	-	2
II		1	-	5	-	5
III		2	1	6	-	5
IV		-	2	6	1	6
TOTAL		3	3	21	1	18

TABLE LII  
AVERAGE WIDTH OF MAGAZINE COLUMNS IN PICAS

Group	Number Schools	Average Column Width in Picas	Median
I	6	17	17.3
II	8	20	18.3
III	10	19	20.0
IV	9	20.2	20.0

The trimmed page size of the 37 magazines that responded show 21 variations in sizes. The most popular format is  $8\frac{1}{2}$  by 11 inches which twelve schools use. The second size used most

frequently is 6 by 9 inches. Nine schools use the 6 by 9 format. Other sizes range from  $4\frac{1}{2}$  by  $5\frac{1}{2}$  to  $5\frac{1}{2}$  by 9,  $7\frac{1}{4}$  by  $10\frac{1}{2}$  to  $8\frac{3}{4}$  by  $11\frac{3}{4}$  up to the largest,  $9\frac{1}{2}$  by  $12\frac{1}{2}$ .

TABLE LIII

## AVERAGE TOTAL COLUMN INCHES OF BODY TYPE IN MAGAZINES

Group	Number Schools	Average Column Inches	Range	Median
I	6	589.5	120-2212	240
II	8	215.6	50- 350	227.5
III	9	933.8	2-6000	315
IV	5	312.6	8- 720	172

Twenty-four or 52.2 per cent of the magazines use color but 45.7 per cent do not (Table LIV).

Of the 46 magazines 18 did not employ a photographer. Twenty-two use either a student or staff photographer and four use a commercial photographer. Two magazines use both a commercial and a staff photographer (Table LV).

Special inserts were used by only 7 of the 46 magazines. Inserts are ordinarily used only once a year. The American Alumni Association has a special insert which it sells to alumni magazines, but only two of the seven magazines using inserts are alumni publications.

TABLE LIV  
COLOR USED IN MAGAZINES

Group	<u>Yes</u>	<u>No</u>	<u>No Response</u>
I	3	3	-
II	7	4	-
III	8	6	-
IV	6	8	1
TOTAL	24	21	1
Per Cent	52.2	45.7	2.1

TABLE LV  
PHOTOGRAPHERS USED ON MAGAZINES

Group	<u>Commercial</u>	<u>Staff</u>	<u>Both</u>	<u>None</u>
I	1	3	-	2
II	-	6	-	5
III	2	6	-	6
IV	1	7	2	5
TOTAL	4	22	2	18

College magazines are relatively young in the publications field. The ages of the magazines in this survey range from 1 year to 68 years. The average in Group One is 24.0, in Group Two, 15.1, in Group Three, 9.8, and in Group Four, 12.9 years.

Printing costs for Group One schools average \$1,408.00; \$884.90 is the average for Group Two; \$576.60 for Group Three, and \$784.90 for Group Four (Table LVI).

Engraving costs averaged \$157.00 for Group Two schools; \$142.50 for Group Three and \$49.00 for Group One. The average engraving cost for Group Four schools was \$107.20.

Photography costs averaged highest for Group Three schools at \$51.50, next highest for Group Four at \$20.50, and the lowest for Group Two at \$15.00. Group One schools average \$16.80 for photography.

Costs for art work were listed by only six schools. The lowest expenditure reported was \$1.25; the highest fee was \$300 for one Group Four school. One Group One school spent \$69 and two schools in Group Two averaged \$10.62 for art work. Two schools in Group Three averaged \$44.50 for art work.

The average yearly budgets for 40 magazines are given in Table LVII. Group One schools have an average budget of \$7,385.00; Group Four has \$5,850.30. Group Two averages \$2,746.00; Group Three, \$1,522.00. The median budgets for Groups One through Four are \$7,629, \$2,350, \$600 and \$1,016.50, respectively.

Frequency and months of publication vary greatly. Twelve of the 45 magazines included in the study are published two times a year. The most popular month is May followed closely

TABLE LVI  
AVERAGE COSTS OF PRINTING COLLEGE MAGAZINES

Group	Printing		Engravings		Photographs		Art Work		Total Cost	
	No.	Avg. Cost	No.	Avg. Cost	No.	Avg. Cost	No.	Avg. Cost	No.	Avg. Cost
I	6	\$1,408.00	3	\$ 49.00	4	\$16.80	1	\$ 69.00	6	\$1,592.00
II	11	884.90	2	157.00	2	15.00	2	10.62	11	962.00
III	12	576.60	6	142.50	7	51.50	2	44.50	13	686.20
IV	13	784.90	5	107.20	4	20.50	1	300.00	13	867.20
TOTAL	42		16		17		6		43	

by November, January and December. Ten of the schools have an annual magazine and May is the most popular month to release it. Nine schools publish quarterly magazines with January, March, April, May and November as the most popular months. Five schools publish three magazines a year and the months most frequently chosen are March, May, September and December. The remaining magazines are published as follows: three magazines--9 issues per year; ten magazines--six issues per year; and one magazine in each of the following categories--8 issues a year, 7 issues a year, 5 issues a year and 12 issues a year.

TABLE LVII  
AVERAGE YEARLY BUDGETS FOR MAGAZINES

Group	<u>Number Schools</u>	<u>Average Budget</u>	<u>Median</u>
I	5	\$7,385.00	\$9,629.00
II	10	2,746.00	2,350.00
III	13	1,522.00	600.00
IV	12	5,850.30	1,016.50
TOTAL	40		

These magazines are distributed in many ways, but chiefly by mail, by hand-out, or at various sales points. Some magazines are distributed in the library, some are put under dormitory doors, and some are handed out at other locations. Distribution

methods depend upon whether or not the magazine is provided free or sold. Average yearly subscription rates range from 92 cents to \$2.00 in Groups Three and One, respectively. Average yearly rates are \$1.00 for Group Two schools and \$1.70 for Group Four. Average yearly income from circulation \$1,390 for schools in Group One, \$723 in Group Two and \$185.50 in Group Three. Average income in four Group Four schools is \$252.75 (Table LVIII).

Thirty of the 46 schools mail their magazines by one of the following methods: 13 mail by second class; 9 mail first class; 5 mail by third class and 3 mail by a permit or bulk rate (Table LIX). The average number of copies mailed are highest for Group Four, with 3,893 copies mailed at an average cost of \$33.18. The average number of copies mailed for Group One is 3,129, for Group Two, 1,228, and for Group Three, 1,709. The average mailing costs are \$52.00 for Group One magazines, \$19.13 for Group Two, and \$29.80 for Group Three.

Advertising is not a major source of income for the magazines surveyed. Only nine magazines listed advertising rates. Magazines in Group One charge an average of \$57 per page for local advertising and an average of \$60 per page for national advertising (Table LX).

The average local advertising rates in Groups Two, Three and Four are \$61.70, \$25.00 and \$132.50, respectively. Magazines in Group One depend more heavily upon advertising as a major source of revenue; in this group, revenue from advertising pays an average of 70.6 per cent of the total bill. Magazines in Groups Two, Three and Four report that advertising pays an



TABLE LVIII  
CIRCULATION INCOME FOR MAGAZINES

Group	Number	Average Selling Price Per Issue	Median	Average Yearly Subscription Rate	Median	Average Yearly Circulation Income	Median
I	3	\$ .36	\$ .35	\$2.00	\$2.00	\$1,390.00	\$1,756.00
II	4	.46	.375	1.00	1.00	723.00	355.00
III	6	.71	.75	.92	1.00	185.50	162.00
IV	6	.73	.875	1.70	1.50	252.75	252.50

TABLE LIX  
MAILING METHODS AND COSTS OF MAILING MAGAZINES

Group	<u>Second Class</u>	<u>First Class</u>	<u>Third Class</u>	<u>Meter Permit</u>	<u>Avg. Number Mailed</u>	<u>Avg. Cost Mailing</u>
I	4	1	-	1	3,129	\$ 52.00
II	-	2	3	1	1,228	19.13
III	2	4	1	-	1,709	29.80
IV	7	2	1	1	3,893	33.18
TOTAL	13	9	5	3		

TABLE LX  
ADVERTISING RATES IN MAGAZINES

Group	<u>Average Local Rate</u> No.      Per Page	<u>Average National Rate</u> No.      Per Page	<u>Percentage of Total Bill From Advertising</u>
I	2    \$ 57.00	1    \$ 60.00	70.6
II	3    61.70	2    67.50	36.4
III	2    25.00	-    -	22.3
IV	4    132.50	-    -	37.5
TOTAL	11	3	

average of 36.4, 22.3 and 37.5 per cent of their expenses.

Annual salaries for two magazine editors in Group One are \$50 and \$7,500. The latter salary, however, is paid to a public relations director who edits the magazine as one of his assignments. Nine schools listed salaries for editors. One editor in Group One earns \$720 per year. Four editors in Group Two average \$308 per year; three in Group Three average \$45.70 per year. Only four business managers are paid; one in a Group Two school receives a salary of \$300 and two in Group Three receive \$12.50 and \$50.00, respectively. One manager in Group Three gets 10 per cent on advertising sold. No managing editors or circulation managers on magazines surveyed are paid, but three advertising salesmen earned commissions averaging 10 per cent each.

TABLE LXI  
MAGAZINES RECEIVING SUBSIDIES

Group	<u>Yes</u>	<u>No</u>
I	4	2
II	9	1
III	12	1
IV	13	2
TOTAL	38	6

Another source of income for magazines comes in the form of subsidy from the college. Table LXI shows that 38 of the magazines

are subsidized. Of these, 18 receive full subsidy, and the others receive varying amounts ranging from \$50 to \$1,200.

College magazines, as a rule, are not published to make a profit. Only four of the 46 publications report a profit; nine report a loss for the year, and 17 report breaking even. The other institutions did not respond.

### Yearbooks

Information on 128 yearbooks is presented in this study. Names of the institutions included will be found in Exhibit IX in the Appendix. Table LXII shows the number of yearbooks in each of four groups of colleges and the average enrollments of the institutions represented.

TABLE LXII  
YEARBOOK QUESTIONNAIRES RETURNED IN EACH GROUP

Group	Enrollment Range	Avg. Enrollment	No. Returns	Per Cent of Returns
I	6,000-22,300	11,879	15	11.7
II	3,400- 5,999	4,116	18	14.1
III	1,400- 3,999	2,017	29	22.6
IV	192- 1,399	776	66	51.6
TOTAL			128	100.0

Average enrollments for colleges in Groups One through Four were 11,879, 4,116, 2,017 and 776, respectively.

The average number of copies of yearbooks and the average number of pages are in Table LXIII. This table also shows the range of yearbook sizes and the mode in pages for each group.

TABLE LXIII  
AVERAGE NUMBER OF YEARBOOKS PUBLISHED  
AND AVERAGE NUMBER OF PAGES

Group	Number	Average Number Yearbooks Published	Median	Range of Number of Pages	Average Number Pages	Median	Mode for Number Pages
I	15	4,420	5,500	288-640	442	432	288
II	18	2,615	2,725	176-440	322	328	320
III	29	1,756	1,800	144-384	224	204	192
IV	66	791	725	64-306	183	168	208

There is a trend for larger institutions to have larger books than those published in smaller schools; however, there are schools in Group Four with larger yearbooks than schools in Group One. The number of yearbooks published is relatively higher in relation to the enrollment of the smaller schools. The average enrollment in Group Four schools is 776; the average number of yearbooks published is 791. In Group One the average enrollment is 11,879; yet, the average number of yearbooks published is only 4,420. Group Two and Three schools have average enrollments of 4,116 and 2,017 and publish an average of 2,615 and 1,756 yearbooks, respectively. The average numbers

of pages in yearbooks in Groups One through Four were 442, 322, 224 and 183. The modes in pages are 288, 320, 192, and 208, respectively. The median numbers of pages for Groups One through Four are 432, 328, 204 and 168, respectively.

TABLE LXIV  
PRINTING METHODS USED FOR YEARBOOKS

Group	Offset		Letterpress		Other or Not Given	
	No.	%	No.	%	No.	%
I	8	53	6	40	1	7
II	16	89	2	11	-	-
III	26	90	2	7	1	3
IV	57	87	6	9	3	4
TOTAL	107		16		5	
Per Cent	83.6		12.5		3.9	

One-hundred seven or 83.6 per cent of the 128 colleges employ the offset method of printing. Only 16 or 12.5 per cent use letterpress. Another 3.9 per cent use a combination of letterpress and offset or did not respond (Table LXIV). A large percentage of the small schools use offset.

The weight of the text stock used in 43 yearbooks is 80 pounds. Twenty-eight use 100-pound stock, and 10 use 90-pound. Only four use 70-pound, one uses 60-pound, and one uses 50-pound stock. Forty-one schools either failed to respond or said

they did not know the weight of text stock used.

Types of covers vary greatly. There is a trend for schools to use hard covers rather than padded covers. Eight schools are now using padded covers, and 56 specify hard covers. Many of the other covers used are also "hard" covers. Types mentioned by the respondents are silk screen, 5; imitation leather, 3; embossed, 19; Fabricord, 6; burlap, 3; cloth, 6; lithographed, 2 and binder board, 1.

The most popular size for the yearbook format is 9 by 12 inches. Sixty-eight of the 128 colleges use the 9 by 12 size. Next most frequently reported is the  $8\frac{1}{2}$  by 11 inch size used by 24 colleges. Twenty-two others use 17 variations in size. The other 14 schools did not respond.

Fifty per cent or 64 schools reported that all yearbooks had been sold; however, 32 per cent reported that not all books had been sold. Twenty-three or 18 per cent did not respond.

Table LXV indicates the average cost of the yearbook to the student. The cost is \$5.80, \$6.96, \$5.32, and \$6.32 in Groups One to Four. The mode \$6.00 for Groups One and Two and a mode of \$5.00 for Groups Three and Four. The median is \$6.00 for Groups One, Two and Four and \$5.00 for Group Three.

Table LXVI lists the number of schools that include the cost of the yearbook in the students' fees and the amount collected per student. Ninety-one of 128 schools include the cost of the yearbook in fees; 8 include a portion of the cost in the fees, and 22 do not.

TABLE LXV  
COST OF YEARBOOK TO STUDENT

Group	<u>Number</u>	<u>Average Cost To Student</u>	<u>Median</u>	<u>Mode</u>
I	13	\$5.80	\$6.00	\$6.00
II	15	6.96	6.00	6.00
III	19	5.32	5.00	5.00
IV	48	6.32	6.00	5.00
TOTAL	95			

TABLE LXVI  
COST OF YEARBOOKS INCLUDED IN FEES

Group	<u>Cost in Fee</u>				<u>Amount Collected</u>	
	<u>Yes</u>	<u>No</u>	<u>Part</u>	<u>No Response</u>	<u>Number Schools</u>	<u>Average</u>
I	3	11	1	1	4	\$ 6.74
II	10	5	1	2	9	6.83
III	20	3	1	4	22	11.07
IV	58	3	5	-	49	11.79
TOTAL	91	22	8	7	84	



The average amount of fees collected per student is greatest in Group Four schools, \$11.79 (Table LXVI). Group One schools collect an average of \$6.74; Group Two schools, \$6.83 and Group Three, \$11.07. Separate fees are usually collected for the yearbook in larger schools, but in smaller schools a "student activity fee" is charged and this includes the yearbook fee.

The average charge per sitting for formal individual student photographs ranges from a low \$1.61 in Group Four to a high of \$2.10 in Group Three. Group One schools charge an average of \$1.73 per sitting; Group Two schools charge \$2.07. The medians and modes for Groups One to Four vary from \$1.00 to \$2.00 (Table LXVII).

TABLE LXVII  
AVERAGE INDIVIDUAL SITTING FEE FOR YEARBOOKS

Group	<u>Number Schools</u>	<u>Sitting Fee Average</u>	<u>Median</u>	<u>Mode</u>
I	13	\$1.73	\$1.75	\$1.00
II	12	2.07	2.00	2.00
III	14	2.10	1.50	1.00
IV	60	1.61	1.50	1.00

Table LXVIII shows the average number of individual pictures and average number of total pictures used in the yearbooks. The average number of individual pictures for Group One is 2,645,

for Group Two, 1,566, for Group Three, 1,046 and for Group Four, 620. Group One averages 3,868 pictures, Group Two, 1,994, Group Three, 1,295 and Group Four, 936 for the total number of pictures used.

TABLE LXVIII  
AVERAGE NUMBER INDIVIDUAL PICTURES AND  
TOTAL PICTURES IN YEARBOOKS

Group	Average Individual Pictures	Average Total Pictures
I	2,645	3,868
II	1,566	1,994
III	1,046	1,295
IV	620	936

Four-color pictures are used in 73 or 57 per cent of the yearbooks. Fifty schools or 39 per cent use no color and the remaining 4 per cent did not respond. The number of four-color pictures used ranges from one to 1,200. At least three schools indicated that they print the individual student pictures in full color. Most schools that use color run it in an 8-page signature and the number of pictures vary from 6 to 8.

The average amount organizations are charged per page varies. Group One schools charge an average of \$54 per page, Group Two, \$39, Group Three, \$25 and Group Four, \$23. The median charges for Groups One to Four are \$50, \$40, \$20 and \$12.50, respectively

(Table LXIX).

TABLE LXIX  
AVERAGE CHARGES TO ORGANIZATIONS FOR PAGES IN YEARBOOKS

Group	<u>Number</u>	<u>Average Charge Per Page</u>	<u>Median</u>	<u>Mode</u>
I	13	\$54.00	\$50.00	\$ 50
II	11	39.00	40.00	40
III	13	25.00	20.00	10, 20, 30 <sup>*</sup>
IV	16	23.00	18.50	10, 20 <sup>**</sup>

<sup>\*</sup> Each of two schools charge \$10, \$20 and \$30, respectively.

<sup>\*\*</sup> Each of three schools charge \$10 and \$20.

The kinds of organizations charged for space in the yearbook are shown in Table LXX. Organizations most frequently charged are fraternities and sororities, religious groups and honor groups. Nearly 48 per cent of the schools charge fraternities and sororities; 44.6 per cent charge religious groups and 34.2 per cent charge honor groups. Student boards and housing groups are charged by 21.1 per cent and by 26.7 per cent of the schools, respectively. Less frequently charged are classes, military groups, sports teams, publications, charity organizations, and faculty.

The time span covered by yearbooks varies: 46 schools include only the academic year, September to May; 37 include a full year, usually from March to March or April to April. Others

TABLE LXX  
ORGANIZATIONS CHARGED FOR YEARBOOK SPACE

Group	Fraternity		Honor		Religious		Class		Board		Housing	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
I	13	1	12	2	13	2	3	12	8	7	12	3
II	11	7	8	10	10	8	1	16	3	12	5	11
III	11	17	6	21	10	17	2	25	3	23	5	21
IV	19	34	12	40	17	35	10	40	8	40	6	42
TOTAL	54	60	38	73	50	62	16	93	22	82	28	77
Per Cent	47.4	52.6	34.2	65.8	44.6	55.4	14.7	85.3	21.1	78.9	26.7	73.3

TABLE LXX (Continued)

Group	<u>Military</u>		<u>Sport</u>		<u>Publication</u>		<u>Charity</u>		<u>Faculty</u>		<u>Activity</u>	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
I	11	3	8	7	6	9	8	7	2	12	7	5
II	4	13	1	16	1	16	0	13	-	13	2	14
III	1	24	1	24	2	24	1	24	-	26	-	25
IV	3	39	4	45	6	44	3	42	1	50	8	42
TOTAL	19	79	14	92	15	93	12	86	3	101	17	86
Per Cent	19.4	80.6	13.2	86.8	13.9	86.1	12.2	87.8	2.9	97.1	16.5	83.5

include only a part of the school year or "fall and early spring," "September to April," or "June to February." Fifteen varying time periods are covered by the yearbooks.

Eighty-four schools, representing 65.6 per cent of the total, distribute the yearbook in May, and 18.8 per cent distribute in September. Eleven schools deliver their books in June, and one school delivers in April, one in July and four in August. Three others deliver at irregular times, e.g., "in the summer" or "in the fall" (Table LXXI).

TABLE LXXI  
MONTHS IN WHICH YEARBOOKS ARE DISTRIBUTED

Group	April	May	June	July	August	September	Other
I	-	12	1	-	2	-	-
II	-	11	5	-	-	1	1
III	-	23	1	-	-	5	-
IV	1	38	4	1	2	18	2
TOTAL	1	84	11	1	4	24	3
Per Cent	.8	65.6	8.6	.8	3.1	18.8	2.3

The average charge for advertising in yearbooks is \$105 per page for Group One schools, \$97 for Group Two, \$93 for Group Three and \$72 for Group Four. Some smaller yearbooks charge more per page for advertising than yearbooks in larger schools; how-

ever, there is not a great amount of difference. The lowest price per page was listed as \$40. Yet some sell advertising on the basis of \$5 or so per name (Table LXXII). Thirty yearbooks, five in Group One, five in Group Two, nine in Group Three and eleven in Group Four, include no advertising.

TABLE LXXII  
ADVERTISING CHARGES PER PAGE IN YEARBOOKS

Group	Number	Range of Charges Per Page	Average Charge	Median	Mode
I	9	\$75 - \$140	\$105	\$100.00	\$100
II	12	75 - 150	97	90.00	100
III	12	50 - 200	93	82.50	80
IV	39	40 - 125	72	70.00	50

The average amount of income from all sources for yearbooks is shown in Table LXXIII. Yearbooks in Group One have an average total income of \$31,914, five times greater than the average total income of \$6,074 for Group Four schools. Group Two schools have an average total income of \$17,966 and Group Three schools have an average total income of \$10,727.

The average total amounts received from advertising in Groups One through Four are \$2,022, \$1,468, \$1,463, and \$1,320, respectively. Average total book sales are closely related to the sizes of the institutions except that in smaller schools

TABLE LXXIII

## AVERAGE YEARBOOK INCOME FROM ALL SOURCES

Group	Average Total Advertising Sold	Average Total Book Sales	Average Total From Clubs	Average Total Subsidy	Average Total From Other Sources	Average Grand Total Income
I	\$2,022	\$22,291	\$8,211	\$14,056	\$4,027	\$31,914
II	1,468	11,705	1,976	13,723	3,948	17,966
III	1,463	5,096	708	7,589	5,389	10,727
IV	1,320	2,672	485	3,804	1,445	6,074



there is more income per student from book sales. The average total income for book sales for Group One schools, where the average enrollment is 11,879, is \$22,291; the average total book sales income for Group Four schools, where the average enrollment is 776, is \$2,672. This is an average of \$1.87 per person in large schools and \$3.44 per person in small schools. All students do not buy yearbooks, but a higher percentage of students in smaller institutions do purchase them.

Income from organizations provides a greater percentage of the total budget in the large schools. The average total income from clubs is \$8,211 for Group One schools, 16 times greater than for Group Four schools which average \$485. Group Two schools average \$1,976 from clubs; Group Three gets \$708.

Subsidies from the college administration are paid in varying amounts. The average is \$14,056 for Group One schools, \$13,723 for Group Two, \$7,589 for Group Three and \$3,804 for Group Four.

The average total income from other sources is \$5,389 for Group Three schools. Next highest total income average is \$4,027 for Group One schools; \$3,948 for Group Two and \$1,445 for Group Four schools.

Table LXXIV shows the average total production costs, including the cost of printing and binding, unit cost of covers, engraving and photography costs. The average cost of printing the yearbook for Group One schools is \$22,472; it averages \$13,721 for Group Two schools; \$8,655 for Group Three and \$4,409 for Group Four.

The average cost per cover varies only 6 cents from 58 to

64 cents for the four groups. The lowest priced cover cost 18 cents, and the most expensive one cost 98 cents.

TABLE LXXIV  
YEARBOOK PRODUCTION COSTS

Group	Average Cost of Printing	Average Cost Per Cover	Average Cost of Engraving	Average Cost of Photography	Average Total Production Cost
I	\$22,472	\$.64	\$9,866	\$2,361	\$32,708
II	13,721	.63	9,307	1,723	16,771
III	8,655	.61	none	1,106	9,707
IV	4,409	.58	1,614	753	5,459

Engraving costs for Group One schools average \$9,866, and \$9,307 for Group Two schools. No engraving costs were reported for Group Three, but seven schools in Group Four spend an average of \$1,614 on engravings. The percentage of books in Group Three which are printed by offset is 90, the highest for any group.

Yearbook photography costs average \$753 for Group Four schools, \$1,106 for Group Three, \$1,723 for Group Two and \$2,631 for Group One.

Average total production cost for yearbooks in Group One schools is \$32,708; \$16,771 in Group Two, \$9,707 in Group Three and \$5,459 in Group Four. The average total income exceeds the average total production costs in all groups except Group One

(Tables LXXIII and LXXIV).

The average amount spent for conferences, office supplies and other items is shown in Table LXXV.

TABLE LXXV  
AVERAGE EXPENSES FOR CONFERENCES, OFFICE SUPPLIES  
AND OTHER ITEMS

Group	<u>Conferences</u>	<u>Office Supplies</u>	<u>Other</u>
I	\$306	\$362	\$1,705
II	151	259	843
III	150	116	230
IV	152	90	310

The average amount spent by Group One yearbooks on conferences is \$306; by Group Two, \$151, by Group Three, \$150 and by Group Four, \$152. The average amounts spent for office supplies increases as the sizes of the institutions increase. Group Four schools spend an average of \$90 on office supplies; Group Three schools, \$116; Group Two schools, \$259 and Group One, \$362. "Other" costs average \$1,705, \$843, \$230 and \$310 for Groups One to Four, respectively.

The average number of staff members and the average number of paid staff members are shown in Table LXXVI. Larger publications, predictably, have more paid staff members than smaller ones. Group One averages 8 paid staff members; Group Two averages

3; Groups Three and Four average 1.5 and 1.3, respectively. The average number of total staff members is 31 for Group One; 23 for Group Two, 25.4 for Group Three and 15.3 for Group Four.

TABLE LXXVI

AVERAGE NUMBER OF STAFF MEMBERS AND AVERAGE  
NUMBER OF PAID STAFF MEMBERS

Group	<u>Average Number Staff Members</u>	<u>Average Number Paid Staff Members</u>
I	31	8
II	23	3
III	25.4	1.5
IV	15.3	1.3

The average yearly salaries paid these staff members are shown in Table LXXVII. As very few staff members are paid in Groups Two, Three and Four, the figures given in the table are sometimes based on only one or two persons.

Editors receive an annual yearly salary of \$529 in Group One schools; in Group Two, \$485; in Group Three, \$201 and in Group Four, \$222. Business managers receive an annual yearly salary of \$376 in Group One, \$364 in Group Two, \$357 in Group Three and \$174 in Group Four. Advertising salesmen receive a 10 per cent commission on the average (Table LXXVII).

The average total budgets and the average profit or loss amounts are given in Table LXXVIII. The average total budgets

TABLE LXXVII  
AVERAGE SALARIES PAID YEARBOOK STAFF MEMBERS

Group	Editor	Associate Editor	Business Manager	Art Editor	Managing Editor	Club Editor	Sports Editor	Photographer	Ad Salesmen	Mode Per Cent of Commission Paid Salesmen
I	\$529	\$253	\$376	\$216	\$184	\$163	\$155	\$824	\$731	10%
II	485	318	364	304	200	100	100	331	212	10
III	201	112	357	100	none	none	none	395	79	10
IV	222	129	174	62.50	60	47.50	47.50	258.80	250	10

for Groups One through Four are \$37,609, \$19,130, \$10,742 and \$6,127.50. The average total profit ranges from \$299 in Group Four schools to \$2,049 in Group One schools. Groups Two and Three show average profits of \$1,605 and \$858, respectively. The median profits for Groups One to Four are \$1,600, \$250, \$500 and \$300, respectively. Only ten schools reported a loss; the average is \$193 in Group Four and \$682 in Group Three. One Group One school reports a \$1,750 loss. Twenty-three schools said they expected to break even.

TABLE LXXVIII  
AVERAGE TOTAL BUDGET AND AVERAGE PROFIT AND LOSS FOR YEARBOOKS

Group	Average Total Budget	Profit		Median	Loss		Even
		No.	Avg. Amount		No.	Avg. Amount	
I	\$37,609	9	\$2,049	\$1,600	1	\$1,750	2
II	19,130	10	1,605	250	-	-	2
III	10,742	13	858	500	2	682	5
IV	6,127.50	26	299	300	7	193	14
TOTAL		58			10		23

The average number of persons on the yearbook board or committee is 11.3, 9.3, 9.7 and 7.9 in Groups One through Four. The mode for the number of board members is 9, 6, 7 and 5 in Groups One through Four. The average number of students on the

boards exceeds the average number of faculty members. Groups One through Four average 4.8, 5.2, 3.6 and 2.7 faculty, but 6.6, 5.4, 5.7 and 5.8 student members (Table LXXIX).

TABLE LXXIX

## AVERAGE NUMBER OF BOARD OF CONTROL MEMBERS ON YEARBOOKS

Group	<u>Avg. Total Members</u>	<u>Mode</u>	<u>Avg. No. Faculty</u>	<u>Mode</u>	<u>Avg. No. Students</u>	<u>Mode</u>
I	11.3	9	4.8	6	6.6	6
II	9.3	6	5.2	6	5.4	5
III	9.7	7	3.6	5	5.7	3
IV	7.9	5	2.7	1	5.8	4

## CHAPTER IV

### SUMMARY AND CONCLUSIONS

This study has been concerned with the cost of producing college newspapers, magazines and yearbooks, and with management procedures presently being used in selected institutions of higher education in the United States which offer four or more years of college work.

Survey letters were mailed to 1,239 schools. Each contained one questionnaire concerning newspapers, one concerning magazines and another concerning yearbooks. A total of 314 questionnaires were returned by 222 institutions. Since not all those responding had newspapers, magazines or yearbooks, results tabulated are based on 140 newspapers, 46 magazines and 128 yearbooks.

#### Newspaper Summary

One-hundred forty college newspapers represented in this study are published in colleges ranging in enrollments from 192 to 25,167.

Classed by frequency of publication, newspapers included in the data are: weeklies, 46.4 per cent; bi-weeklies, 27.9 per cent; dailies, 9.3 per cent; monthlies, 9.3 per cent and others, 7.1 per cent.



Letterpress printing is used by 69.3 per cent of the newspapers, and 23.6 per cent are printed by offset lithography and the remainder, 7.1 per cent are printed by other methods.

Fifteen per cent of the newspapers are printed in their own shops; 80.7 per cent are not. Another 4.7 per cent are produced in other shops or their managers did not respond to the question.

Most of the newspapers have a 5-column format, use 8-point type on a 9-point slug, have an average page depth of 16 inches, a column width of 12 picas, and publish 4 to 8 pages per issue. Almost 48 per cent of the schools publish 4 pages, and 20 per cent publish 8 pages per issue. The others publish varying numbers.

Fifty-two per cent of the newspapers can print in color and black, but only 13.6 per cent are able to do four-color process work.

Magazine sections are published in 5.7 per cent of the newspapers, but 52.1 per cent have special issues at least some time during the year.

Average yearly budgets range from \$3,751 in smaller schools to \$35,853 in larger schools. The average cost per page per thousand copies ranges from \$6.03 in the larger schools to \$34.29 in the smaller colleges.

The yearly average photoengraving costs vary from \$268.29 for smaller schools to \$1,970.00 for larger schools. Zinc engravings are used in 32.1 per cent of the schools, and Fairchild plastic engravings are used in 26.4 per cent of the schools.

The average photography costs per year vary from \$128.40

in smaller institutions to \$838.18 in larger schools. Students serve as photographers on 72.9 per cent of the college newspapers, while 3.6 per cent of the photographers are commercial.

The yearly average telephone bills vary from \$53.40 in smaller schools to \$382.00 in larger ones. Wire services, for which the cost ranges from \$585.00 per year to \$2,721.44 per year, are used by only 10 per cent of the colleges. Postage costs average from \$98.20 yearly in small schools to \$467.00 yearly in larger schools.

The average number of news staff members varies from 15.5 to 43 and the average number on business staffs varies from 3.9 to 13. The average number of male staff members on large newspapers is 32; the average number of female staff members is 22. On smaller newspapers the averages are 11.8 women and 11.5 men.

Editors in the larger schools are paid an average of \$85.00 a month, but in the smaller schools the average is only \$38.68.

Advertising managers average \$87.30 a month on larger newspapers and \$37.14 a month on smaller papers.

Nearly one-third of the schools pay the advertising managers on a percentage basis which ranges from 11.9 to 12.9 per cent.

Newspapers get 40.4 per cent of their income from activity fees in larger schools but they get 59.1 per cent of it from fees in smaller schools. Advertising brings in 60.1 per cent of the income on larger papers but only 27.8 per cent on smaller papers.

National advertising rates per column inch vary from \$1.32 to \$1.38 on larger papers and from \$1.16 to \$1.58 on smaller

papers. Local advertising rates vary from \$1.14 to \$1.35 per column inch on large papers to \$1.03 to \$1.06 per inch on smaller papers.

The average percentage of space devoted to advertising is 43 in the larger newspapers and 22.6 in smaller papers.

Friday is the most popular day and Thursday is the next most popular day for distributing college weeklies.

The average number of copies mailed ranges from 302 in larger schools to 710 in smaller schools.

#### Magazine Summary

Forty-six magazines are represented in this study. The average circulation ranges from a high of 5,016 to a low of 2,350 copies. Almost 55 per cent are printed by letterpress; 36.9 per cent are printed by offset.

The size of type used by most schools is 10 to 12-point set on a 12-point slug. The column widths vary from 17 to 20 picas. Format size is  $8\frac{1}{2}$  by 11 inches; color is used by 52.2 per cent of the magazines.

The average total cost of printing an issue ranges from \$686.20 to \$1,592.00. Circulation income for magazines each year averages \$185 to \$1,390.

Second class mail is used by 13 of the 46 publications. Advertising rates vary from \$57 per page on larger magazines to \$132.50 per page for smaller magazines.

Four of the 46 magazines report making a profit, nine report a loss and 17 report breaking even.

### Yearbook Summary

There are 128 yearbooks included in the data. The average number of pages for Group One school yearbooks is 442 and for Group Four, 183. Nearly 84 per cent are printed by offset; 12.5 per cent are printed by letterpress.

The average number of copies printed varies from 791 in Group Four to 4,420 in Group One schools. Eighty-pound stock is used most frequently. The most popular size is 9 by 12 inches. The average cost per student varies from \$5.32 to \$6.96 per copy. The most popular price in larger schools is \$6 and in smaller schools, \$5.

The average amount collected in fees is \$11.79 in small schools and \$6.74 in larger schools. Ninety-one of the 128 schools include the price of the yearbook in the fees. The average sitting fee for individual pictures varies from \$1.61 to \$2.10.

Four-color pictures are used in 57 per cent of the yearbooks. The average charge per page for organizations ranges from \$23 to \$54. Nearly two-thirds of the yearbooks are distributed in May, but 18.8 per cent are distributed in September.

Advertising charges per page range from \$72 to \$105.

Large schools depend more heavily than small schools do on income from sale of organizational pages.

Cover costs vary from 58 cents to 64 cents each. Average total production costs range from \$5,459 to \$32,708. There is an average of eight paid staff members working on the larger books, and 1.3 paid staff members working on smaller ones.

Editors receive annual average salaries from \$201 to \$529. Advertising salesmen earn an average of \$79 to \$731 and receive an advertising commission of nearly 10 per cent.

Profits are reported by most yearbooks. The average profit in larger schools is \$2,049, and in smaller schools \$299. Eight per cent of the yearbooks lose money.

### Conclusions

A 1960 National Council of College Publications Advisers newspaper survey showed 9.2 per cent of the newspapers were printed by offset, but this study completed three years later, shows 23.6 per cent of the papers were being printed by the offset process. Since both these surveys included mailings to similar groups, it appears that the number of college newspapers printed by offset is increasing. In addition, six newspapers now printed by letterpress indicated they plan to change to offset. None of those presently being produced by offset plans to change to any other method of printing.

Increased production costs in labor, machinery, engraving and other items, plus greatly improved offset presses, are causing college newspaper publishers to think seriously about "going offset" instead of replacing worn out letterpress machinery.

The number of newspapers printed by colleges in their own shops appears to be decreasing. In the 1960 NCCPA study cited above, 25.5 per cent of the newspapers were printed on campus, but in this study only 15 per cent are published in college-

owned shops. Commercial shops are being used more due to increased costs of operating smaller school print shops.

Professor Charles L. Allen's 1957 report on college newspapers showed the cost per page per thousand copies ranged from \$3.50 to \$31.22, with a median of \$6. The average cost per page per thousand copies as reported in this study ranges from \$6.03 to \$34.29, which is substantially higher than in 1957. Consequently, one may conclude that the cost of printing per page per thousand copies is increasing.

The number of women on college newspaper staffs appears to be increasing. In 1960 the NCCPA reported 52.8 per cent men and 47.2 per cent women on daily newspapers and 62.3 per cent men and 37.7 per cent women on newspapers published two to three times weekly. In the current study there are 59.3 per cent men and 40.7 per cent women on the larger newspapers and 50.6 per cent women and 49.4 per cent men on smaller papers.

Smaller newspapers depend more heavily upon activity fees to boost their total income than larger newspapers do. Larger newspapers receive 40.4 per cent of their total income from activity fees; 59.1 per cent of the total income is from fees on smaller papers.

College newspaper publishing is a profit-making business; 41.4 per cent of the colleges report making a profit which averages \$2,179 yearly for larger papers and \$278 yearly for smaller papers.

The advertising rate structures for college newspapers vary greatly. Some small newspapers charge much more than larger, more

widely circulated newspapers. The tendency appears to be to charge "what the traffic will bear."

College magazines are published in institutions of all sizes. Over one-third are published by the offset printing method and use color work. Costs vary widely, and average total costs may be much higher on a magazine from a smaller school than one from a larger school. Little money comes in from circulation and advertising; therefore, most of the magazines are subsidized. Profits are practically non-existent.

College yearbooks are included in the fees in nearly 70 per cent of the schools. This method creates as well as solves problems for yearbook staffs. When all books are sold, the staff does not have to promote sale of books, nor does it have to sell advertising. The problem of getting all books distributed at the end of the year to all students is difficult.

Yearbooks receive income from book sales, from advertising and from organizations. Profits are fairly good and range from \$299 to \$2,049.

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## APPENDIX

EXHIBIT I

FINDLAY COLLEGE

Findlay, Ohio

OFFICE OF THE DIRECTOR  
OF PUBLIC RELATIONS

Dear Adviser:

How do your college newspaper costs compare with the newspaper costs at other colleges and universities? How much do you spend on yearbooks and magazines?

Are you looking for information to strengthen your request for a better publications budget?

Perhaps we can help each other. I am enclosing a cost study questionnaire to be completed on the newspaper, yearbook and magazine at your college. Will you spend a few minutes filling out these papers as carefully as possible and return them to me at your earliest convenience, but no later than May 15, 1963. Please project all costs for the 1962-63 academic year. I am enclosing a business reply envelope.

Once the study is completed--and I am attempting to make it nation-wide in scope--I shall mimeograph a complete report and return it to you for your use.

Thank you for your cooperation.

Cordially,

  
Glenn A. Butler, Director

GAB/dd

Encl.

EXHIBIT II

1963 COST STUDY REPORT

College Newspaper

Return to: Glenn Butler, Director of Public Relations  
Findlay College  
Findlay, Ohio

To whom should copy  
of finished study be  
sent \_\_\_\_\_

Instructions: Please complete and return by May 15, 1963. No institution will be identified by name in final report. Give 1963 costs.

Institution \_\_\_\_\_ Total Enrollment \_\_\_\_\_  
city state  
Name of publications board \_\_\_\_\_ Name of chairman \_\_\_\_\_  
(Mr. Mrs. Miss)  
His title \_\_\_\_\_ How is he appointed? \_\_\_\_\_ What is his yearly salary? \_\_\_\_\_  
Number of persons on board \_\_\_\_\_ No. faculty \_\_\_\_\_ No. students \_\_\_\_\_  
How are students selected for board? \_\_\_\_\_ What are prerequi-  
sites for students on board? \_\_\_\_\_  
How are faculty members selected for board? \_\_\_\_\_  
What is the academic rank and department of the faculty board  
members? (1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_  
(4) \_\_\_\_\_ (5) \_\_\_\_\_

Your institution is: State; City or municipal; Private; Denomi-  
national; \_\_\_\_\_  
Your institution is: University; Liberal Arts; Teachers College;  
Academy; \_\_\_\_\_  
Your institution is: Men only; Women only; co-educational \_\_\_\_\_  
Your institution is: 4 years only; more than 4 years; less than  
4 years, but grants bachelor degree \_\_\_\_\_ Total full-time students  
\_\_\_\_\_ as of Spring, 1963. No. part-time students \_\_\_\_\_.

College Newspaper Information

Name of newspaper \_\_\_\_\_ Publication frequency: Daily; 2 or 3  
weekly; every 2 weeks; monthly. \_\_\_\_\_ Year paper was founded? \_\_\_\_\_  
Name of business adviser \_\_\_\_\_ address \_\_\_\_\_  
Name of editorial adviser \_\_\_\_\_ address \_\_\_\_\_

Production: Newspaper is produced by: letterpress offset  
duplicated other If letterpress, do you plan to change to  
offset? offset, do you plan to change? Is paper printed  
in own printshop? yes no Produced in commercial shop? yes  
no If on campus, who owns the printshop? \_\_\_\_\_  
Total investment in printing plant? \_\_\_\_\_ Number printers? \_\_\_\_\_  
Total personnel employed other than students? \_\_\_\_\_ What press is  
used? \_\_\_\_\_ Year of mfg? \_\_\_\_\_ Model or style? \_\_\_\_\_ No. of columns per  
page in paper? (2) (3) (4) (5) (6) (7) (8) (9). Body type size?  
\_\_\_\_\_ On what size slug? \_\_\_\_\_ Page depth in inches? \_\_\_\_\_ Width  
of column in picas? \_\_\_\_\_ Average number of pages per issue? \_\_\_\_\_  
Can you print in color and black? (yes) (no) One color and  
black? (yes) (no) Four-color process work? (yes) (no) What are  
your plans for printing color in the future? \_\_\_\_\_  
Do you publish any magazine sections as a part of your newspaper?  
(yes) (no)  
Do you publish a literary section as a part of your newspaper?  
(yes) (no)  
Does newspaper have special promotional issue? Back to school  
editions; "Welcome" editions; Spring fashions; Co-op pages;  
(Indicate which ones) others \_\_\_\_\_  
How frequently issued? \_\_\_\_\_ When? \_\_\_\_\_

Do you print your own special supplement? (yes) (no) Do you buy  
ready-print? yes no

If you use commercial supplement, what is it? \_\_\_\_\_ Cost per issue?

List special pages you have published \_\_\_\_\_

Financial: What is total newspaper budget for school year? \_\_\_\_\_  
How many months does this budget cover? \_\_\_\_\_ What months? \_\_\_\_\_  
If not budgeted what is the estimated total cost per school  
year? \_\_\_\_\_

What are your printing costs per page \$ \_\_\_\_\_ For \_\_\_\_\_ copies.  
What are your printing costs per issue \$ \_\_\_\_\_ of \_\_\_\_\_ pages for  
\_\_\_\_\_ copies.  
Or cost per thousand copies \$ \_\_\_\_\_ of \_\_\_\_\_ pages each  
issue.  
Or cost per month \$ \_\_\_\_\_ for \_\_\_\_\_ copies  
of \_\_\_\_\_ pages.

Average cost of engravings per issue? \_\_\_\_\_ Yearly cost of engrav-  
ings? \_\_\_\_\_

Who does your photo-engraving? \_\_\_\_\_ Zinc? \_\_\_\_\_ Fairchild? \_\_\_\_\_ Pushographs?

Photography cost per year? \_\_\_\_\_ Commercial or student photog-  
rapher? \_\_\_\_\_

How much is yearly telephone bill? Does paper subscribe to wire service? AP UPI Others? What is yearly cost of service?

How much postage each year? Cost of copy and mat services?

What mat services do you use?

What do you spend for sales promotion yearly? Yearly carfare expense for students? Please list here other expenses: Office equipment Office supplies Dinners Speakers Staff cash bonuses Awards & keys Convention trips Others

Name of college, state, and national press associations of which

your newspaper is a member? Yearly membership fee?

What critical services do you use and their cost?

Personnel: Number of students on news staff? Business and advertising? Total staff? No. men? No. women? No. student staff paid positions?

Monthly salaries: Editor Managing editor News ed Feature ed sports ed society ed business mgr circ mgr Advertising manager Others Does the ad manager receive a commission? (yes) (no). What per cent? On what is the commission based?

Income for academic year 1963

Per cent of total  
from this source?

Student activity fee Cash amount Total per student %

Board grants Cash amount Total per student %

Subscriptions (mail & counter sales) Cash amount %

Advertising (display and classified) Cash amount %

Fund-raising projects (total) Cash amount %

Other sources of income Cash amount %

Total income for year Cash amount 100%

Will you show a profit or loss for year? How much

Advertising Rates (One column inch= 1 col. wide, by one inch deep) List price per inch.

Col. inches

1" to 99" 100" to 299" 300" to 499" 500 or over inches

National \_\_\_\_\_

Local \_\_\_\_\_

What percentage of advertising do you use per issue? \_\_\_\_% If you use a supplement, what per cent of it is advertising? \_\_\_\_%  
Classified advertising rates per line \_\_\_\_ per word \_\_\_\_ Do you work with the National Advertising Service? (yes) (no) Do you use legal advertising? (yes) (no) Rate? \_\_\_\_ Has your newspaper ever conducted a college market survey? (yes) (no). What kind was it? \_\_\_\_  
Do you refuse any types of advertising? (yes) (no) (list) \_\_\_\_\_

Circulation

Newspaper circulation (actual number of copies printed per issue) to students \_\_\_\_: to faculty & staff: \_\_\_\_ to alumni \_\_\_\_: to exchanges \_\_\_\_: others \_\_\_\_: total \_\_\_\_ Student subscriptions: (Check one) cash \_\_\_\_; fee \_\_\_\_; blanket student fee per quarter \$ \_\_\_\_ or per semester \$ \_\_\_\_ Non-student subscription rate: \_\_\_\_  
Newspaper is distributed on what day (s) of week: Sun, Mon, Tue, Wed, Thu, Fri, Sat. What hour of the day does your newspaper come out? \_\_\_\_ Newspaper is distributed to students by: carrier \_\_\_\_; campus location box system \_\_\_\_; student or dorm mailbox \_\_\_\_; over the counter sales point \_\_\_\_; downtown sales point \_\_\_\_; Others \_\_\_\_.

Does newspaper have a second class mailing permit? (yes) (no)  
Mail by third class? (yes) (no) Mail by use of a permit? (yes) (no) How many copies of each issue do you mail? \_\_\_\_ Cost of postage per issue? \_\_\_\_



EXHIBIT III

1963 COST STUDY REPORT

College Magazines

To whom should copy  
of finished study  
be sent? \_\_\_\_\_

Return to: Glenn Butler  
Director of Public Relations  
Findlay College  
Findlay, Ohio

Instructions: Please provide information as completely as possible and return by May 15, 1963. Base information on only one magazine at your institution, preferably on the most recent copy issued. No college will be identified by name in the final report. If your institution does not publish a magazine of any type, write none here \_\_\_\_\_ and return blank.

Institution \_\_\_\_\_ Name of Magazine \_\_\_\_\_

Type of magazine (alumni, humor, literary) \_\_\_\_\_ Date of last issue \_\_\_\_\_

No. of pages \_\_\_\_\_ No. copies printed \_\_\_\_\_ Printing method \_\_\_\_\_  
(letterpress, offset)

Name of text stock \_\_\_\_\_ Weight \_\_\_\_\_ Price/cwt \_\_\_\_\_

Name of cover stock \_\_\_\_\_ Weight \_\_\_\_\_ Price/cwt \_\_\_\_\_

On what machine is body type set? \_\_\_\_\_ What body type size is used? \_\_\_\_\_

On what size of slug is type set? \_\_\_\_\_ Width of column in picas? \_\_\_\_\_

Approximate number of column inches of body type in this issue? \_\_\_\_\_

What is the trimmed page size? \_\_\_\_\_ Does this issue contain color? \_\_\_\_\_

Who is your printer? \_\_\_\_\_  
Name \_\_\_\_\_ city, state \_\_\_\_\_

Who is your engraver? \_\_\_\_\_  
Name \_\_\_\_\_ city, state \_\_\_\_\_

Commercial or staff photographer? \_\_\_\_\_

Do you use special inserts in this magazine? \_\_\_\_\_ How often? \_\_\_\_\_

How long has this magazine been published? \_\_\_\_\_

Cost of printing (for this one issue, including binding) \$ \_\_\_\_\_

Cost of engravings (if none, please indicate)\$ \_\_\_\_\_

Cost of photographs this issue \_\_\_\_\_ \$ \_\_\_\_\_

Cost of art work this issue \_\_\_\_\_ \$ \_\_\_\_\_

Total cost of producing this one issue \_\_\_\_\_ \$ \_\_\_\_\_  
(no. copies)(no. pages)

Total budget for this magazine for 1962-63 academic year \$ \_\_\_\_\_

Frequency of publication of this magazine? \_\_\_\_\_ What months? \_\_\_\_\_

#### Circulation

How do you distribute your magazine? \_\_\_\_\_

Selling price per issue? \_\_\_\_\_ Yearly subscription rate? \_\_\_\_\_

Income from circulation in 1962-1963 academic year? \_\_\_\_\_

Do you have a second class mailing permit for this magazine? \_\_\_\_\_

How was last issue mailed? \_\_\_\_\_ Cost of mailing last issue? \_\_\_\_\_

Number of copies mailed? \_\_\_\_\_

#### Advertising

Cost of local advertising per page? \_\_\_\_\_

Cost of national advertising per page? \_\_\_\_\_ What per cent  
of the total bill per issue does advertising pay? \_\_\_\_\_

#### Salaries

Annual salary of magazine editor? \_\_\_\_\_ Annual salary of business

mgr? \_\_\_\_\_ Annual salary of managing editor? \_\_\_\_\_ Annual salary of

circulation mgr? \_\_\_\_\_ Annual salary of advertising salesmen? \_\_\_\_\_

Are ad salesmen paid on commission basis? \_\_\_\_\_ How much? \_\_\_\_\_

#### Other Income

Does the college or university subsidize this magazine? \_\_\_\_\_ How  
much subsidy per issue? \_\_\_\_\_ Does magazine show profit or loss for  
year? \_\_\_\_\_



EXHIBIT IV

1963 COST STUDY REPORT

College Yearbooks

To whom should copy of  
finished study be sent?

Return to: Glenn Butler  
Director of Public Relations  
Findlay College  
Findlay, Ohio

Instructions: Please provide information as completely as possible and return by May 15, 1963. If you are not responsible for the yearbook, please send to sponsor. No institution will be identified by name in the final report. Base all information on the 1963 issue of your yearbook. If you do not publish a yearbook, write none here and return this form.

Institution \_\_\_\_\_ Total enrollment \_\_\_\_\_

Name of yearbook \_\_\_\_\_ No. copies printed? \_\_\_\_\_ No. pages? \_\_\_\_\_

Have all copies been sold? \_\_\_\_\_ Page size of book \_\_\_\_\_ Cost of book to student \_\_\_\_\_ Cost of book included in fees? \_\_\_\_\_ If so, how much is collected per student? \_\_\_\_\_ Charge per sitting for student pics? \_\_\_\_\_

No. indiv. pics. in book \_\_\_\_\_

Printing method \_\_\_\_\_ Who prints book? \_\_\_\_\_  
city state

Weight of text stock? \_\_\_\_\_ Who makes engravings? \_\_\_\_\_  
city state

Who does your photography? \_\_\_\_\_ Total pictures in book? \_\_\_\_\_

Type of cover used? \_\_\_\_\_ Did you use four-color pictures? \_\_\_\_\_

How many? \_\_\_\_\_

Number of students on staff \_\_\_\_\_ No. paid members? \_\_\_\_\_ If organizations pay for special pages, charge per page? \_\_\_\_\_ Cost of advertising per page? \_\_\_\_\_

Do the following organizations buy space? (yes, no) Fraternities & sororities \_\_\_\_\_ Honor societies \_\_\_\_\_, Religious groups \_\_\_\_\_, Student boards \_\_\_\_\_, Housing groups \_\_\_\_\_, Military \_\_\_\_\_, Sports \_\_\_\_\_, Publications \_\_\_\_\_, Charity groups \_\_\_\_\_, Faculty \_\_\_\_\_, Activities \_\_\_\_\_.

What period of time does book cover? \_\_\_\_\_ When will 1963 book

Page 2  
Yearbook Survey

be distributed? \_\_\_\_\_ If you have a board or committee which  
has authority over the yearbook, indicate name of that committee  
\_\_\_\_\_ Number of members \_\_\_\_\_ fac \_\_\_\_\_ students.

INCOME

EXPENSES

Total advertising sold= _____	Cost of printing = _____
Total from book sales _____	Binding _____
( _____ copies sold) = _____	Covers @ _____ each = _____
Total from club pages = _____	Engraving _____
Total subsidy from _____	Photography _____
college _____	
Other _____	
Grand total = _____	Total production cost _____

Amount spent for conferences \_\_\_\_\_ Office supplies \_\_\_\_\_ Other \_\_\_\_\_  
What was total budget for 1963 yearbook? \_\_\_\_\_ Make profit or loss? \_\_\_\_\_  
How much? \_\_\_\_\_ Salaries per year: Editor \_\_\_\_\_ Assoc. ed. \_\_\_\_\_ Business  
mgr. \_\_\_\_\_ Art ed. \_\_\_\_\_ Mgr. ed. \_\_\_\_\_ Club ed. \_\_\_\_\_ Sports ed. \_\_\_\_\_  
Photographer \_\_\_\_\_ Ad salesmen \_\_\_\_\_ (what commission). \_\_\_\_\_

## EXHIBIT V

SUMMARY OF QUESTIONNAIRES SENT, RETURNED COMPLETED  
AND TOTAL RETURNED

State	<u>Total Sent</u>	<u>Total Returned Completed</u>	<u>Total Returned</u>
Alabama	20	0	0
Alaska	1	1	1
Arizona	5	0	1
Arkansas	16	3	3
California	90	12	16
Colorado	11	1	1
Connecticut	18	2	2
Delaware	2	0	0
District of Columbia	10	1	2
Florida	14	0	1
Georgia	28	4	5
Hawaii	3	2	2
Idaho	4	0	0
Illinois	51	13	16
Indiana	28	8	11
Iowa	27	7	7
Kansas	23	8	8
Kentucky	22	2	2
Louisiana	18	2	2
Maine	13	2	3
Maryland	26	0	1

Massachusetts	54	11	12
Michigan	29	5	7
Minnesota	22	5	7
Mississippi	17	2	2
Missouri	33	5	5
Montana	9	3	3
Nebraska	16	2	2
Nevada	1	0	0
New Hampshire	8	0	0
New Jersey	27	2	2
New Mexico	8	0	0
North Carolina	35	4	4
New York	110	13	18
North Dakota	8	0	0
Ohio	61	10	12
Oklahoma	17	3	3
Oregon	17	4	4
Pennsylvania	90	13	17
Rhode Island	8	3	3
South Carolina	23	1	1
South Dakota	13	2	2
Tennessee	39	5	7
Texas	51	6	7
Utah	4	0	0
Virginia	30	3	4
Washington	17	5	5
Vermont	12	3	3

West Virginia	17	3	3
Wisconsin	32	5	5
Wyoming	1	0	0
<hr/>			
Total	1,239	186	222

# EXHIBIT VI

## SUMMARY OF QUESTIONNAIRES WHICH WERE COMPLETED AND RETURNED BY ENROLLMENT GROUPS

### NEWSPAPERS

Group I	6,000 - 25,167	12
Group II	3,050 - 5,900	18
Group III	1,500 - 3,000	25
Group IV	192 - 1,487	<u>76</u>
Total Newspapers		140

### MAGAZINES

Group I	5,146 - 17,250	6
Group II	2,100 - 4,545	11
Group III	1,002 - 1,888	14
Group IV	213 - 959	<u>15</u>
Total Magazines		46

### YEARBOOKS

Group I	6,800 - 22,300	15
Group II	3,400 - 5,900	18
Group III	1,400 - 2,700	29
Group IV	192 - 1,366	<u>66</u>
Total Yearbooks		128

## EXHIBIT VII

### UNIVERSITIES INCLUDED IN THIS STUDY

#### Newspapers

#### Group I--Twenty-one schools with enrollments 6,000 to 25,167

Ohio State University  
Wayne State University  
University of Wisconsin  
University of Washington  
San Jose State College  
Purdue University  
University of Pittsburgh  
San Diego State College  
University of Oklahoma  
Cornell University  
Iowa State University  
San Fernando Valley State College  
Northern Illinois University  
Ball State Teachers College  
Rochester Institute of Technology  
West Virginia University  
Washington State University  
University of Toledo  
North Carolina State College  
Villanova University  
University of Arkansas

#### Group II--Eighteen schools with enrollments 3,050 to 5,900

Virginia Polytechnic Institute  
Mississippi State University  
University of Southern Mississippi  
West Texas State College  
East Texas State College  
Seattle University  
Western Washington State College  
University of Vermont  
Middle Tennessee State College  
Lawrence Institute of Technology  
Illinois State Normal University  
Central State College, Oklahoma  
Bradley University  
University of Rhode Island  
State University of New York, Geneseo  
Southeast Missouri State College  
Fort Hays Kansas State College  
Indiana State College

## Group III--Twenty-five schools with enrollments 1,500 to 3,000

New Haven College  
 Lowell Technology Institute  
 Barnard College  
 Golden Gate College  
 Western State College  
 Whittier College  
 Tarleton State College  
 University of Redlands  
 Rhode Island College  
 University of Portland  
 Concordia College  
 East Stroudsburg State College  
 Pan American College  
 Glassboro State College  
 Clarion State College  
 Rice University  
 General Motors Institute  
 State University of New York at Geneseo  
 Nebraska State Teachers College  
 Wisconsin State College  
 State University College  
 University of Rochester  
 Wisconsin State College  
 Case Institute of Technology  
 University of Puget Sound

## Group IV--Seventy-six schools with enrollments 192 to 1,487

National College  
 Christian Theological Seminary  
 Free Will Baptist Bible College  
 Doane College  
 College of Notre Dame  
 McKendree College  
 Sacred Heart College  
 Methodist College  
 Bard College  
 Grace College  
 Tarkio College  
 Willimontic State College  
 Lesley College  
 St. Mary of the Plains  
 Northwestern College  
 Western College  
 Paine College  
 Lincoln University  
 Maine Maritime Academy  
 Alderson-Braddus  
 Roberts Wesleyan College  
 Nyack Missionary



Keuka College  
LaVerne College  
Oakland College  
McPherson College  
Friends University  
Centre College  
College of Emporia  
Southwestern College  
College of St. Francis  
Transylvania College  
Philadelphia College of Bible  
Emerson College  
Lambuth College  
Southern State Teachers College  
Knoxville College  
Emory and Henry College  
Northern Montana College  
Bethel College and Seminary  
Wofford College  
Elmhurst College  
Coe College  
Rockhurst College  
Julliard School of Music  
Elizabethtown College  
Black Hills Teachers College  
Graceland College  
Rhode Island School of Design  
St. Vincent College  
College of Great Falls  
Church College of Hawaii  
University of Alaska  
Thiel College  
Goshen College  
Wartburg College  
Augsburg College  
American International College  
Otterbein College  
High Point College  
Illinois Wesleyan University  
Rockford College  
Aquinas College  
West Georgia College  
Worcester Polytechnic Institute  
Phillips University  
Nicholls State College  
California Institute of Technology  
Bridgewater State College  
Middlebury College  
St. John's University  
Lake Forest College  
Marietta College  
Albion College  
Lock Haven State College

Millikin University  
Arkansas Polytechnic College

## EXHIBIT VIII

### UNIVERSITIES INCLUDED IN THIS STUDY

#### Magazines

Group I--Six schools with enrollments 5,146 to 17,250.

Central State College, Oklahoma  
Howard University  
Northern Illinois University  
University of Pittsburgh  
Purdue University  
San Jose State College

Group II--Eleven schools with enrollments 2,100 to 4,545.

Glassboro State College  
General Motors Institute  
State University College, New Paltz  
Wisconsin State College  
Case Institute of Technology  
University of Rochester  
Oberlin College  
Woman's College of UNC  
Western Washington State College  
East Texas State College  
Portland State College

Group III--Fourteen schools with enrollments 1,002 to 1,888.

Aquinas College  
Coe College  
Fitchburg State College  
High Point College  
Elizabethtown College  
Lake Forest College  
Bridgewater State College  
Marietta College  
Albion College  
Millikin University  
American International College  
Ohio Northern University  
Illinois Institute of Technology  
Merrimack College

Group IV--Fifteen schools with enrollments 213 to 959.

Lutheran School of Theology  
Sacred Heart College  
Western State College  
Princeton Theological Seminary  
Northwestern College  
Emerson College  
Knoxville College  
New Orleans Baptist Seminary  
Bethel College  
Southern State Teachers College  
Bible Institute of Los Angeles  
West Georgia College  
Earlham College  
Linfield College  
St. Vincent College

## EXHIBIT IX

### UNIVERSITIES INCLUDED IN THIS STUDY

#### Yearbooks

Group I--Fifteen schools with enrollments 6,800 to 22,300.

- University of Wisconsin
- University of Washington
- San Jose State College
- Purdue University
- San Diego State College
- University of Pittsburgh
- University of Oklahoma
- Northern Illinois University
- Kansas State University
- Ball State Teachers College
- West Virginia University
- Washington State University
- Long Beach State College
- University of Arkansas
- North Carolina State College

Group II--Eighteen schools with enrollments of 3,400 to 5,900.

- Montana State College
- University of Toledo
- East Texas State College
- University of Rhode Island
- Virginia Polytechnic Institute
- Howard University
- Mississippi State University
- Central State College, Oklahoma
- University of Southern Mississippi
- University of Maine
- Portland State College
- Marshall University
- Bradley University
- West Texas State College
- Western Washington State College
- Massachusetts Institute of Technology
- Fort Hays Kansas State College
- Eastern Illinois University

## Group III--Twenty-nine schools with enrollments 1,400 to 2,700.

California State College, Pennsylvania  
Wisconsin State College  
Richmond Professional Institute  
University of Rochester  
Smith College  
Oberlin College  
State University College, New Paltz  
Nebraska State Teachers College  
State University of New York, Geneseo  
Wisconsin State College and Institute of Technology  
General Motors Institute  
Wisconsin State College  
Rice University  
Clarion State College  
Glassboro State College  
Moorhead State College  
Illinois Institute of Technology  
Wisconsin State College  
East Stroudsburg State College  
Concordia College  
Lafayette College  
Tarleton State College  
Barnard College  
Lowell Technological Institute  
Arkansas Polytechnic College  
Western State College  
University of Portland  
Marietta College  
Merrimack College

## Group IV--Sixty-six schools with enrollments 192 to 1,366.

Lock Haven State College  
Bridgewater State College  
Albion College  
St. John's University  
Worcester Polytechnic Institute  
Illinois Wesleyan University  
Phillips University  
Lake Forest College  
Rockford College  
Norwich University  
Olivet Nazarene College  
St. Ambrose College  
High Point College  
American International College  
Augsburg College  
Wartburg College  
Philadelphia College of Bible  
Findlay College

University of Alaska  
Church College of Hawaii  
Biola College  
Rhode Island School of Design  
College of Great Falls  
Framingham State College  
Elizabethtown College  
Black Hills Teachers College  
Rockhurst College  
Elmhurst College  
Coe College  
Central Methodist College  
Bethel College and Seminary  
Northern Montana College  
Wofford College  
Knoxville College  
Austin College  
Southern State Teachers College  
Simpson College  
Lambuth College  
College of Emporia  
Philander Smith College  
Southwestern College  
Indiana State College  
Kenyon College  
McPherson College  
Oakland City College  
Lemoyne College  
Centre College  
Wesleyan College  
Aldersoll-Broadus  
LaVerne College  
Roberts Wesleyan College  
Nyack Missionary College  
Maine Maritime Academy  
Lincoln University  
Northwestern College  
Western College for Women  
Grace College and Theological Seminary  
Lesley College  
Willimantic State College  
Tarkia College  
McKendree College  
Alliance College  
College of Notre Dame  
Doane College  
Chaminade College  
National College

# EXHIBIT X

Alphabetical listing by state of colleges and universities which responded by completing and returning the questionnaires on newspapers, magazines and yearbooks. (An "x" indicates a completed return, and "O" indicates no publication and a dash, "-", indicates no reply).

<u>Institution</u>	<u>City</u>	<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
<u>ALASKA</u>				
University of Alaska	College	x	O	x
<u>ARIZONA</u>				
American Institute of Foreign Trade	Phoenix	O	O	O
<u>ARKANSAS</u>				
Philander Smith College	Little Rock	-	-	x
University of Arkansas	Fayetteville	x	-	x
Arkansas Polytechnic College	Russelville	x	-	x
<u>CALIFORNIA</u>				
Golden Gate College	San Francisco	x	O	O
LaVerne College	LaVerne	x	O	x
San Diego State College	San Diego	x	-	x
California Institute of Technology	Pasadena	x	-	-
University of Redlands	Redlands	x	-	-
Whittier College	Whittier	x	-	-
San Fernando Valley State College	Northridge	x	-	-
Long Beach State College	Long Beach	-	-	x
College of Notre Dame	Belmont	x	-	x
San Jose State College	San Jose	x	x	x
Bible Institute of Los Angeles	Los Angeles	-	x	-
Biola College	LaMirada	-	-	x



		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
Loma Linda University	Loma Linda	0	0	0
Pasadena Playhouse, College of Theatre Arts	Pasadena	0	0	0
Art Center School	Los Angeles	0	0	0

COLORADO

Western State College	Gunnison	x	0	x
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CONNECTICUT

Willimantic State College	Willimantic	x	-	x
New Haven College	New Haven	x	-	-

DISTRICT OF COLUMBIA

Howard University	Washington	-	x	x
Catholic University of America	Washington	-	-	-

FLORIDA

Stetson University	DeLand	-	-	-
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GEORGIA

Paine College	Augusta	x	0	0
West Georgia College	Carrollton	x	x	-
Wesleyan College	Macon	-	-	x

HAWAII

Church College of Hawaii	Laie	x	0	x
Chaminade College	Honolulu	-	-	x

ILLINOIS

Elmhurst College	Elmhurst	x	0	x
Northern Illinois University	DeKalb	x	x	x
Eastern Illinois University	Charleston	-	-	x
Bradley University	Peoria	x	0	x
College of St. Francis	Joliet	x	-	-
Olivet Nazarene College	Kankakee	-	-	x
Lake Forest College	Lake Forest	x	x	x

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
Millikin University	Decatur	x	x	-
Lutheran School of Theology	Rock Island	-	x	0
Rockford College	Rockford	0	x	x
Illinois Institute of Technology	Chicago	-	x	x
McKendree College	Lebanon	x	0	x
Illinois Wesleyan University	Bloomington	x	-	x
American Conservatory of Music	Chicago	0	0	0
Chicago-Kent College of Law	Chicago	0	0	0
School of Art, Institute of Chicago	Chicago	0	0	0
Illinois State University	Normal	x	-	-

INDIANA

Oakland City College	Oakland City	x	-	x
Christian Theological Seminary	Indianapolis	x	-	-
Indiana State College	Terre Haute	x	0	x
Ball State Teachers College	Muncie	x	0	x
Purdue University	Lafayette	x	x	x
Earlham College	Richmond	-	x	-
Grace College and Theological Seminary	Winona Lake	x	-	x
Goshen College	Goshen	x	-	-
John Herron Art School	Indianapolis	0	0	0
Fort Wayne Art School	Fort Wayne	0	0	0
Fort Wayne Bible College	Fort Wayne	0	0	0

IOWA

Iowa State University	Ames	x	-	-
Simpson College	Indianola	-	-	x
St. Ambrose College	Davenport	-	-	x
Coe College	Cedar Rapids	x	x	x
Graceland College	Lamoni	x	-	-
Wartburg College	Waverly	x	-	x
Northwestern College	Orange City	x	x	x

KANSAS

Southwestern College	Winfield	x	-	x
Sacred Heart College	Wichita	x	x	0
College of Emporia	Emporia	x	-	x
Kansas State University	Manhattan	-	-	x
Friends University	Wichita	x	-	-
Fort Hays Kansas State College	Hays	x	0	x

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
McPherson College	McPherson	x	0	x
St. Mary of the Plains	Dodge City	x	-	-
Central Baptist Theological Seminary	Kansas City	0	0	0

KENTUCKY

Centre College	Danville	x	0	x
Transylvania College	Lexington	x	-	-

LOUISIANA

Nicholls State College	Thibodaux	x	-	-
New Orleans Baptist Seminary	New Orleans	0	x	0

MAINE

Maine Maritime Academy	Castine	x	0	x
University of Maine	Orono	-	-	x
Farmington State Teachers College	Farmington	-	-	0

MARYLAND

Maryland State College	Princess Anne	0	0	0
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MASSACHUSETTS

Massachusetts Institute of Technology	Cambridge	-	-	x
Lesley College	Cambridge	x	-	x
American International College	Springfield	x	x	x
Fitchburg State College	Fitchburg	-	x	-
Framingham State College	Natick	-	-	x
Emerson College	Boston	x	x	-
Lowell Technological Institute	Lowell	x	0	x
Bridgewater State College	Bridgewater	x	x	x
Smith College	Northampton	-	-	x
Merrimack	Andover	-	x	x
Worcester Polytechnic Institute	Worcester	x	-	x
Emmanuel College	Boston	0	0	0

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
<u>MICHIGAN</u>				
Albion College	Albion	x	x	x
Lawrence Institute of Technology	Southfield	x	-	-
General Motors Institute	Flint	x	x	x
Wayne State University	Detroit	x	-	-
Aquinas College	Grand Rapids	x	x	-
Nazareth College	Kalamazoo	0	0	0
Chrysler Institute of Engineering	Detroit	0	0	0
<u>MINNESOTA</u>				
Bethel College and Seminary	St. Paul	x	x	x
Moorhead State College	Moorhead	-	-	x
Concordia College	Moorhead	x	-	x
St. John's University	Collegeville	x	-	x
Augsburg College	Minneapolis	x	-	x
St. Paul Seminary	St. Paul	0	0	0
Minneapolis School of Art	Minneapolis	0	0	0
<u>MISSISSIPPI</u>				
Mississippi State University	State College	x	-	x
University of Southern Mississippi	Hattiesburg	x	-	x
<u>MISSOURI</u>				
Rockhurst College	Kansas City	x	-	x
National College	Kansas City	x	0	x
Tarkio College	Tarkio	x	-	x
Central Methodist College	Fayette	-	-	x
Southeast Missouri State	Cape Girardeau	x	-	-
<u>MONTANA</u>				
Montana State College	Bozeman	-	-	x
Northern Montana College	Havre	x	-	x
College of Great Falls	Great Falls	x	-	x
<u>NEBRASKA</u>				
Doane College	Crete	x	-	x
Nebraska State Teachers College	Kearney	x	0	x

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
<u>NEW JERSEY</u>				
Princeton Theological Seminary	Princeton	-	x	0
Glassboro State College	Glassboro	x	x	x
<u>NEW YORK</u>				
Bard College	Annandale-on-Hudson	x	-	-
Cornell University	Ithaca	x	-	-
Rochester Institute of Technology	Rochester	x	-	-
Roberts Wesleyan College	New York	x	-	-
State University College	New Paltz	x	x	x
Keuka College	Keuka Park	x	-	-
University of Rochester	Rochester	x	x	x
State University of New York	Genese	x	-	x
Nyack Missionary College	Nyack	x	-	x
State University of New York	Albany	x	-	-
Barnard College	New York	x	-	x
Roberts Wesleyan College	North Chili	-	-	x
New York State College of Forestry	Syracuse	0	0	-
Vassar College	Poughkeepsie	-	-	-
St. Thomas Aquinas College	Sparkill	0	-	0
New York State College of Agriculture (Cornell)	Ithaca	0	-	0
Bank Street College of Education	New York	0	0	0
<u>NORTH CAROLINA</u>				
Methodist College	Fayetteville	x	0	0
North Carolina State College	Raleigh	x	0	x
Woman's College of University of North Carolina	Greensboro	-	x	-
High Point College	High Point	x	x	x
<u>OHIO</u>				
Marietta College	Marietta	x	x	x
Oberlin College	Oberlin	-	x	x
Otterbein College	Westerville	x	-	-
University of Toledo	Toledo	x	-	x
Ohio State University	Columbus	x	-	-
Western College	Oxford	x	x	x
Kenyon College	Gambier	-	-	x
Ohio Northern University	Ada	-	x	-

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
Case Institute of Technology	Cleveland	x	x	-
Findlay College	Findlay	x	-	-
Franklin University	Columbus	0	0	0
College Conservatory of Music of Cincinnati	Cincinnati	0	0	0

OKLAHOMA

University of Oklahoma	Norman	x	-	x
Central State College	Edmond	x	x	x
Phillips University	Enid	x	0	x

OREGON

Portland State College	Portland	-	x	x
Linfield College	McMinnville	-	x	-
University of Portland	Portland	x	0	x

PENNSYLVANIA

Villanova University	Villanova	x	-	-
St. Vincent College	Latrobe	x	x	-
East Stroudsburg State College	East Stroudsburg	x	-	x
Clarion State College	Clarion	x	0	x
Philadelphia College of Bible	Philadelphia	x	-	x
Lincoln University	Lincoln University	x	0	x
California State College	California	-	-	x
Elizabethtown College	Elizabethtown College	x	x	x
Lock Haven State College	Lock Haven	x	0	x
University of Pittsburgh	Pittsburgh	x	x	x
Lafayette College	Easton	-	0	x
Thiel College	Greenville	x	-	-
Alliance College	Cambridge Springs	-	-	x
Dropsie College	Philadelphia	0	0	0
Dickinson School of Law	Carlisle	-	0	-
Lutheran Theological Seminary	Philadelphia	0	0	0

RHODE ISLAND

Rhode Island College	Providence	x	-	-
Rhode Island School of Design	Providence	x	-	x
University of Rhode Island	Kingston	x	-	x

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
<u>SOUTH CAROLINA</u>				
Wofford College	Spartanburg	x	-	x
<u>SOUTH DAKOTA</u>				
Southern State Teachers College	Springfield	x	x	x
Black Hills Teachers College	Spearfish	x	0	x
<u>TENNESSEE</u>				
LeMoyne College	Memphis	0	0	x
Free Will Baptist College	Nashville	x	-	-
Middle Tennessee State	Murfreesboro	x	-	-
Lambuth	Jackson	x	0	x
Knoxville College	Knoxville	x	x	x
Scarritt College	Nashville	0	-	0
<u>TEXAS</u>				
West Texas State College	Canyon	x	0	x
Tarleton State College	Stephenville	x	0	x
Austin College	Sherman	-	0	x
Pan American College	Edinburg	x	-	-
Rice University	Houston	x	0	x
East Texas State College	Commerce	x	x	x
University of Houston	Houston	-	-	-
<u>VERMONT</u>				
University of Vermont	Burlington	x	-	-
Norwich University	Northfield	-	-	x
Middlebury College	Middlebury	x	-	-
<u>VIRGINIA</u>				
Virginia Polytechnic Institute	Blacksburg	x	-	x
Emory and Henry College	Emory	x	-	-
Richmond Professional Institute	Richmond	-	-	x
Presbyterian School of Christian Education	Richmond	0	0	0

		<u>Nwsp.</u>	<u>Mag.</u>	<u>Yb.</u>
<u>WASHINGTON</u>				
Washington State University	Pullman	x	-	x
University of Washington	Seattle	x	0	x
University of Puget Sound	Tacoma	x	-	-
Western Washington State College	Bellingham	x	x	x
Seattle University	Seattle	x	-	-
<u>WEST VIRGINIA</u>				
Alderson-Broadbush	Philippi	x	0	x
Marshall University	Huntington	-	-	x
West Virginia University	Morgantown	x	0	x
<u>WISCONSIN</u>				
Wisconsin State College	LaCrosse	x	x	x
University of Wisconsin	Madison	x	-	x
Wisconsin State College	Eau Claire	x	-	x
Wisconsin State College and Institute of Technology	Platteville	-	-	x
Wisconsin State College	River Falls	-	-	x
Total		140	46	128



## VITA

Glenn Allen Butler

Candidate for the Degree

Doctor of Education

Dissertation: COST COMPARISON ANALYSIS AND MANAGEMENT  
PROCEDURES FOR COLLEGE PUBLICATIONS

Major Field: Higher Education

Minor Field: Journalism

Biographical:

Personal Data: Born in Braman, Oklahoma, August 8, 1928,  
the son of William Ray and Martha Agnes Butler.

Education: Attended grade schools in Okmulgee County;  
graduated from Okmulgee High School, Okmulgee, Oklahoma,  
in 1946; received the Associate in Arts degree from  
Northern Oklahoma Junior College, Tonkawa, Oklahoma, in  
1948; received the Bachelor of Arts in Journalism degree  
from the University of Oklahoma in 1950; received the  
Master of Education degree from the University of  
Oklahoma, with a major in Secondary School Administra-  
tion and Guidance and Counseling, in August, 1953;  
received the Master of Science degree from Oklahoma  
State University with a major in Journalism, in May,  
1962; completed requirements for the Doctor of  
Education degree at Oklahoma State University in  
May, 1965.

Professional Experience: Employed as proofreader for  
Okmulgee Daily Times in 1945-46; employed as news  
representative for Blackwell Journal-Tribune, Ponca  
City News, and Daily Oklahoman in 1946-47; employed  
as reporter and circulation manager for the News  
Publishing Company, Alva, Oklahoma in 1948. Served as  
Sergeant-Major with the 120th Medical Battalion, 45th  
Infantry Division, in Japan and Korea, 1950-1952;  
employed as Assistant in Journalism, University of  
Oklahoma, in 1952-53; employed as Director of Publica-  
tions at Central State College, Edmond, Oklahoma in

1953-56; employed as part-time instructor in Journalism at Oklahoma State University in 1956-57; served as Assistant Professor of Journalism and Director of Public Relations at Central State College 1957-1961; named graduate assistant in Journalism at Oklahoma State University, 1961-62; employed as Associate Professor of English and Journalism and Director of Public Relations, Findlay College, Findlay, Ohio, in 1962-63; named Assistant Professor of Journalism at Oklahoma State University in September, 1963. Member of National Council of College Publications Advisers, Phi Delta Kappa, Association for Education in Journalism, Institute of Newspaper Controllers and Finance Officers and Pi Alpha Mu.