

CHARACTERISTICS OF INTERPRETATIVE

NEWS: NEWSMEN'S PRIORITIES

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PREFACE

This dissertation is concerned with investigating news editors perceptions and evaluations of characteristics of news stories that attempt to interpret the news.

The growing demands of modern society make it imperative that journalists not only be able to report the events taking place but also to explain what those events mean. Journalists need to begin taking a systematic look at the ingredients that go into a story that attempts to perform this interpretation function.

This study sought to shed some light on this vital area of journalism and to determine which characteristics are favored by news editors. Ten persons involved as gatekeepers in the flow of news in Utah and Oklahoma took part in the study.

Many persons made significant contributions to this project. I would like to take this opportunity to express my appreciation for the assistance and guidance given me by Dr. Walter J. Ward, director of journalism graduate studies at Oklahoma State University, who acted as thesis adviser. I would like to thank other members of my committee: Dr. Kenneth St. Clair, chairman, Dr. Robert Brown, and Dr. John Susky and also Dr. Robert Alciatore, who served for a time as my committee chairman.

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CHAPTER I

INTRODUCTION

For several decades one of the major problems facing journalists has been how to define and determine the proper role of what is generally, though not universally, known as "interpretative" or "interpretive" reporting. The term itself has been the subject of some dispute. Some have preferred such terms as "depth" reporting, "penetrative" reporting, "perspective" reporting, "explanatory" writing, "think pieces," "enterprise," "background," "subsurface," and a host of others.

Generally, interpretative reporting has been defined in a broad sense as reporting that explains the significance or meaning of news events, trends, or situations to the readers. The other terms used to describe this concept have for their advocates a similar meaning. But this definition tells journalists little about the actual form, content and structure of an interpretative news report. It tells a reporter little about what he must do to write an interpretative story.

There does seem to be agreement from journalists and press critics that when news is too much concerned with the "spot" reporting of sensational or unusual events, it is too shallow to keep the public informed. Newsmen are often accused of concentrating their energies and efforts on the more spectacular events of our society and ignoring the deeper meaning behind the events. Most press theorists agree that

a key function of the press in a democracy is putting the news in proper perspective to explain the significance so the public will have adequate information to make rational decisions on the multitude of issues confronting it.

According to James B. Reston of the New York Times,

The whole future of reporting depends on telling intelligently what is going on in the world. The world is getting more complicated every year. Explanatory writing is the field in which we can excel. You cannot merely report the literal truth. You have to explain it.¹

Journalism literature is filled with much "armchair philosophy" concerning interpretative reporting. Its acceptance as a proper function of the press is now almost complete after struggling against traditional concepts in earlier years. In fact, most of the argument now centers on how to properly carry out interpretative reporting. Or, in other words, how to better explain to the public the meaning and significance of the news.

Curtis MacDougall, a leading journalism textbook writer on the subject, has been a chief advocate of interpretative reporting.

MacDougall has written:

Today, the debate is virtually over with only a small number arguing against the necessity for interpretative reporting. This means that to become more than a humdrum journeyman the future reporter must prepare himself to meet the increasing need and demand for 'subsurface' or 'depth' reporting, to take 'the reader behind the scenes of the day's action,' 'relate the news to the reader's own framework and experience,' 'make sense out of the facts,' 'put factual news in perspective,' 'put meaning into the news,' 'point up the significance of current events,' and so on, to use the expression of various authorities.²

The literature generally shows that most writers feel interpretative reporting is increasing and that more of it is needed. Attempts

to define it, however, are often vague.

What is lacking is an operational definition outlining precisely what factors are involved in a story that explains the meaning of the news. Even though the concept of interpretative reporting is broad, it seems that certain relevant sub-concepts could be studied as a first step in trying to bring order to an area of chaos. There have been few empirical research studies of the problem though there is a large body of literature dealing with interpretative reporting.

The implications are important for both professional journalists and journalism educators. Defining more accurately and precisely what is involved in interpretative reporting is a serious practical problem for the professional as well as the educator. Both groups need a clearer understanding of the concepts and behaviors involved to do a better job.

Needless to say, without an operational definition both professionals and educators are in grey areas when they discuss and do interpretative reporting.

"As yet, however," MacDougall has written, "the methods are crude and undeveloped."³

William Rivers observed that

...ironically, even among those who argue the question most heatedly, there is no general agreement as to what the term actually means. Columnist Roscoe Drummond refers to it as 'setting today's events against yesterday's background to give tomorrow's meaning'--a winning combination of words that fails to come to grips with what the interpretative reporter actually does.⁴

Objectivity vs. Interpretation

There has been a continuing controversy over interpretative

reporting since the concept began to appear in the professional literature of journalism in the 1920's. A search of the literature reveals that the dispute is largely concerned with the use of reporter opinion, judgment and evaluation in news stories. It is an area filled with much debate, sound and fury, unsupported by any systematic observation.

Actually, much of the argument over interpretative reporting deals with the degree to which a newsman should be allowed to include assessment, evaluation, conclusions, judgment or opinion in his report.

This argument revolves around the ideal of journalistic objectivity which held for a strict separation of opinion and news. In the past, as Rivers and Schramm have written,

...the most widely understood standard of truth and fairness in journalism was that news reports must be clearly separated from commentary. In newspapers, the news columns were to be as objectively accurate as possible; the editorial columns were to be as persuasive as possible.⁵

Today, however, there is widespread confusion about the role of opinion in all the media. It is not that anyone holds today that editorializing should be part of the news--that the opinions on the editorial page and the opinions of broadcasters should be mingled with news reports. Rather, the problem is to define the role of interpretative reporting, which sometimes seems to critics of the mass media to be the illegitimate child of the news story out of the editorial.⁶

Historical developments and circumstances in journalism's past produced the so-called standard or "straight" news story, which called for the chronicling of sheer fact: objective, factual reporting, dispassionately setting forth a series or group of facts with all authorities and sources noted.

But, as Hillier Kreighbaum says, "This old journalistic god of an impersonal objectivity for news reporting has largely failed its modern believers."⁷

Kreighbaum says this "journalistic god" has lost its hold because "most serious minded newspaper and magazine writers and editors agree that writing devoid of all interpretations, all perspective, all opinions may not be enough to tell the real facts."⁸

Kreighbaum also raises the point of a dichotomy in journalistic thinking between "straight" news and editorial opinion.

Probably this whole argument arose because journalists thought of only two categories of writing: news--pure, simple and pristine objectivity for the front pages of newspapers--and opinion--dripping and colored subjectivity on the editorial pages. A third or possibly a fourth or fifth classification was needed. There are the chapters that have gone before--background. There are the translations needed to make clear the complexities of many events--interpretation and exposition. There are forecasts and predictions to make meaningful the significance. And there may be others.⁹

The object of this study, then, was to find some way to empirically test concepts involved in interpretative reporting. A search of the literature produced one research study that attempted empirically to determine what goes into an interpretative news story.

John De Mott, in a 1970 dissertation, conducted a survey of editors of leading newspapers for their definitions of interpretative reporting. He also performed a content analysis of what the editors described as examples of good interpretative stories. He compared these stories with page-one spot news stories in the same issues of the paper.

After detailed statistical analysis, De Mott found that interpretative news stories differed from spot news stories mainly in that they contained more of what he defined as reporter's opinions, more background, description and exposition, and were generally much longer.

He also found that a large number of interpretative stories contained

commentary by other persons who were either participants or observers of news.¹⁰

Following these cues, this study dealt with an experimental testing of some of the findings of De Mott in reference to the characteristics of interpretative news stories.

Statement of the Problem

The long history of controversy surrounding interpretative reporting has produced little to guide a researcher in attempting to arrive at an operational definition. Few textbooks set forth techniques or behaviors for a reporter to follow in actually writing an interpretative story. Much of the discussion of interpretative reporting seems to deal with its popularity.

Curtiss MacDougall, under the heading "Giving It Substance," in his textbook sets out what are the most specific steps in interpretative reporting. He discusses the following ways in which a news report can be expanded and given more meaning or made more "interpretative":

Completing the Account--(1) Factual background, (2) Eyewitness accounts, (3) Sidebars, (4) Localization, and (5) The 'Other' Side.

Interpretations--(1) Causes and Motives, (2) Significance, (3) Analysis, (4) Comparisons, and (5) Forecasts.

Providing Perspective--(1) Resumes, (2) Surveys, (3) Investigations, (4) Stunts, and (5) Situations and Trends.¹¹

Another classification of reports that might be called "interpretative" was made by Kreighbaum under the heading "Interpretative and Background News Articles."

1. 'With' or sidebar shorts, explaining some aspect of the event.

2. Interpretive or reaction stories.
3. Historical background.
4. Prediction or speculation articles.
5. The 'situationer' or survey piece.
6. The personality piece or 'profile.'¹²

Both MacDougall's and Kreighbaum's lists are mainly classifications of groupings. Empirical evidence to support the authors' contentions that these are interpretative categories is lacking. Also, cumulative or interactive effects among the variables are neither discussed nor tested.

De Mott's content analysis of interpretative stories revealed certain high discriminators of stories described as interpretative. He found that what he defined as reporter's opinions concerning cause-effect relationships and speculation about future events were present more often in interpretative stories. Another high discriminator was the presence of background material. He also found commentary by other persons present in interpretative stories.¹³

De Mott found other characteristics marked to a lesser degree interpretative stories. These were several other kinds of reporter's opinion, description of persons and places, and exposition. He also found that the content of interpretative stories more often dealt with social problem issues such as race, education, local community problems, and transportation. Interpretative stories were usually longer than stories described as straight or spot stories.¹⁴

In explaining these findings, De Mott has written:

All of the differences found in this study are related in some way to diverse efforts to define interpretative reporting, and every effort to define it appears related to those differences.

The presence of extensive background can be seen reflected in numerous attempts to define interpretative reporting....

Although many newsmen still argue that the reporter's opinion is not an essential factor in interpretative news reporting--is an illegitimate thing, rather--the kind of opinion found most often (opinion concerning cause/effect) is related quite closely to many attempts to define interpretative reporting. Explaining the cause, meaning, significance, effect, impact, etc., of a news event is often seen as the real essence of interpretative reporting, in fact.¹⁵

In a first step, then, to begin the process of arriving at an operational definition of interpretative reporting, this study followed up on these findings.

Four of the characteristics found by De Mott to be high discriminators were chosen for study. These were what he has operationally defined as Background, Reporter's Opinion on Cause-Effect, Reporter's Opinion on Speculation About Future, and Commentary by Others.

De Mott's definitions were used in this present study.

The problem, then, can be more specifically stated in the question: What are the effects of background, reporter's opinion, and commentary by others on editors' evaluations of interpretative stories?

The interpretative news characteristics chosen for this study seem, therefore, to be related to the concepts used most often throughout the literature in attempts to define interpretative reporting.

Professional newsmen were utilized in this study to evaluate the effectiveness of the characteristics chosen for study. The professionals are the ones who make the ultimate decisions over what kinds of news stories reach the public. In the process and flow of all news through the channels of the mass media, it is the newsman who finally

decides which stories are presented to the consumer of news and which are not.

News editors' decision making was a prime subject of this study. The study attempted to answer several questions: What characteristics and what combinations of characteristics are ranked highest by news editors in evaluating interpretative news stories? Is there a hierarchy of characteristics involved in decisions concerning interpretative stories ?

A short review of the "gatekeeper" concept in journalism is in order at this point. The "gatekeeper" concept originated in the social-psychological work of Kurt Lewin during World War II. He was interested primarily in the food purchasing habits of housewives in wartime, and he focused on finding persons and places where decisions were made.¹⁶

Lewin said that food moved step-by-step through a channel with different patterns for each food item and each path. "Entering or not entering a channel and moving from one section of a channel is effected by a 'gatekeeper,'" he wrote. "The 'gate regions' are governed either by impartial rules or by a 'gatekeeper.'"¹⁷

Lewin also referred to news items traveling through communication channels and this gave rise to the "gatekeeper" concept in mass communications. There have been several "gatekeeper" studies concentrating on news room decision making. None has specifically dealt with decision making in reference to interpretative reporting. Most have concerned what is commonly known as straight news.

This study was an attempt to determine how professional newsmen, acting as "gatekeepers" of news, decide the merits of interpretative

reporting.

Characteristics of interpretative reporting that have an empirical basis were tested. It was hoped this would help in developing an operational definition of interpretative reporting that is substantially isomorphic to newsmen's views.

It was not the purpose of this study to arrive at the ultimate operational definition or perfect model for the interpretative news story. Instead, it should be viewed as an initial step in trying to bring some systematic evidence into an area marked too long by controversy and dispute.

FOOTNOTES

¹ Hillier Kreighbaum, Facts in Perspective (New York, 1956), p. 7.

² Curtis D. MacDougall, Interpretative Reporting (New York, 1972), p. 15.

³ Ibid., p. 194.

⁴ William Rivers, The Mass Media (New York, 1964), p. 180.

⁵ William Rivers and Wilbur Schramm, Responsibility in Mass Communication (New York, 1969), p. 150.

⁶ Ibid., p. 151.

⁷ Kreighbaum, p. 2.

⁸ Ibid., p. 11.

⁹ Ibid., p. 14.

¹⁰ John De Mott, "A Content Analysis of News Stories Described as 'Interpretative'" (unpub. Ph.D. dissertation, Northwestern University, 1971), p. 175.

¹¹ MacDougall, pp. 156-178.

¹² Kreighbaum, pp. 392-428.

¹³ De Mott, pp. 161-178.

¹⁴ Ibid.

¹⁵ Ibid., p. 174.

¹⁶ Kurt Lewin, "Psychological Ecology (1943)," Field Theory in Social Science (New York, 1951), p. 170.

¹⁷ Ibid., p. 186.

CHAPTER II

REVIEW OF LITERATURE

As stated earlier, there are few empirical studies in the literature of journalism concerning interpretative reporting. But there is a large body of material dealing with the subject.

MacDougall traces the development of interpretative reporting to World War I. "When it broke out," MacDougall has written, "most Americans were surprised--dumbfounded in fact--and utterly unable to explain its causes."¹

The growth of interpretative reporting was so marked during the 1930's and 1940's, journalism historian Edwin Emery observed that the trend constituted the most important development of that period in U.S. journalism.²

Rivers, Petersen, and Jensen, in their book The Mass Media and Modern Society see the early 1930's as the era marking the rise of interpretative reporting.

Until the early 1930s the work of the average reporter was structure. His job was to fashion a clear and concise straight news story, starting with the who, what, when and where of an event and proceeding toward the end, placing factual details in descending order of interest and importance. He was to hold a mirror up to an event to show its surface. Explaining why it had occurred and brooding over what should be done about it were left to the editorial writers and columnists. A few reporters, primarily foreign correspondents and Washington correspondents, had been given license to interpret the news and explain and clarify complex events. But 95 per cent were limited to straight news reporting.³

The structure of the story described above as the "straight" news story developed in the 19th century when newspapers began to build giant circulations and wire services took on importance. The wire services served hundreds of papers with differing editorial persuasions and there the "objective" story became the model to use to keep from offending their clients. This wire service method became the standard for other papers to follow.⁴

The Depression and the New Deal, with many complexities and stresses for Americans, helped make the old forms of reporting seem inadequate, as pointed out by Rivers, Jensen and Petersen:

The gathering complexity of public affairs during the New Deal days, and later when the Cold War began, made it increasingly difficult to confine reporting to the strait jacket of unelaborated fact. Reporting exactly what a government official said, or what Congress did, was often misleading; the facts by themselves didn't always speak the whole truth. Correspondents began, somewhat hesitantly, to build the structure of interpretative reporting. Behind the pioneering of some foreign correspondents and a few columnists whose forte was explanation rather than opinion, newsmen began to explain why events occurred and what the facts meant.⁵

Rivers, Jensen and Petersen are quick to add that interpretation did not come into being full-blown.

Its structure, in fact, is still developing--and so many editors and reporters resist so fiercely that even today some of its proponents gingerly avoid the term, preferring to call it 'depth reporting.'⁶

Walter Lippman was editor of the New York World when the concept of objectivity held domination over newsrooms. He says that even then the distinction between fact and opinion was not clear.

When I first went to work on a newspaper, which was after World War I, the generally accepted theory was that it was the duty of the news columns to report the 'facts' uncolored by 'opinion' and it was the privilege of the

editorial page to express opinions about what was reported in the news column.

To this simple rule of the division of labor between reporters and editorial writers we all subscribed...In practice we all, reporters and editorial writers, broke the rule...The news columns would have opinions with which the editorial writers disagreed. The editorial pages would contain statements of facts that the news editor had not certified.

In the course of time most of us have come to see that the old distinction between fact and opinion does not fit the reality of things...the modern world being so very hard to understand, it has become necessary not only to report the news but to explain it and interpret it.⁷

John Hohenberg has advanced the idea that the idea of objectivity is a myth and is largely recognized as such by most journalists. He attacks the idea that the news columns were composed of purely factual material, while the editorial page consisted entirely of opinions, and the two never mixed.⁸

He says such rigid objectivity existed only in the minds of those who like to believe there is such a thing as "pure news" which flows in its pristine state from some mysterious source, uncontaminated by the addition of flavoring or color.

The mere process of deciding whether to print an article or omit it is an exercise of opinion by the editor. Whether an article carries a large headline or a small one, whether it is put on Page One or back with the want ads, similarly, is not the result of any objective process but one of editorial choice. The reporter who covers a speech and the rewrite man who puts his story on paper both exercise their legitimate judgment on what facts to feature, what quotes to use, what material to leave out.⁹

One of the most insistent advocates of interpretation, Lester Markel of the New York Times, followed a similar line of thought in attacking the notion that any form of reporting could really be defined as "objective":

The reporter, the most objective reporter, collects fifty facts. Out of the fifty he selects 12 to include in his story (there is such a thing as space limitations). Thus he discards thirty-eight. This is Judgment Number One.

Then the reporter or editor decides which of the facts shall be in the first paragraph of the story, thus emphasizing one fact above the other eleven. This is Judgment Number Two.

Then the editor decides whether the story shall be paced on Page One or Page Twelve; on Page One it will command many times the attention it would on Page Twelve. This is Judgment Number Three.

This so-called factual presentation is thus subjected to three judgments, all of them most humanly and ungodly made.¹⁰

Most of the criticism of objectivity in the literature, however, dwells on the idea that it is not the best way to keep the public informed.

Several writers make the same sort of argument advanced by Robert E. Garst, assistant managing editor of the New York Times, writing in Nieman Reports:

Too much of past reporting has dealt only with the surface facts--the spot news--and too rarely has dug into the reasons for them.

A race riot, a prison outbreak, a bad slum condition--even a murder--has a social background, deeply rooted perhaps in the customs, traditions, and economic conditions of a region or community; but it is there and discoverable. It's the newspaper's job, it seems to me, to discover it. Only with that knowledge can a remedy be found for many of the ills that affect us.¹¹

Erwin D. Canham, editor of the Christian Science Monitor, which has pioneered interpretative reporting, put it this way:

Mere publication of spot news in newspapers is not enough, and most newspapers have acted on that assumption for some time. The news must be clarified, explained, interpreted and integrated with other news.¹²

Canham said that news interpretation, even with all its hazards, is often "safer and wiser than printing the bare facts alone." He also is quoted as saying:

Nothing can be more misleading than the unrelated fact, just because it is a fact and hence impressive. Background, motives, surrounding circumstances, related events and issues all need to be understood and appraised as well as the immediate event...But interpretation requires integrity and knowledge and understanding and balance and detachment.

News interpretation is all too readily misunderstood. Whenever the interpretations differ from the preconceived ideas of the readers, misunderstanding is likely to creep in. Objectivity is a very elusive thing. It usually means, to the individual, agreement with his views.¹³

Other factors entered into the decline of the straight news story as the sole kind of writing in newspaper columns. Beginning with Time magazine in 1923, weekly news magazines began to publish comprehensive reviews of news. The success of Time, Newsweek and others who boldly stated their purpose was to present interpretative news analysis prompted newspapers to move in that direction.¹⁴

Radio newscasts also began to exercise their natural technological advantage as the source of "breaking" news in the 1930's.¹⁵

Newspapers found themselves caught between radio's supremacy as a "breaking" news medium and the interpretative approaches of the weekly news magazines. Newspapers began, slowly, to readjust to the new challenges and to move away from the emphasis on "spot" news and to do more interpretative reporting.

With the end of World War II, and the dawning of the atomic age, the concept of interpretative reporting received one of its most important endorsements in the report of the National Commission on Freedom of the Press, headed by Robert Maynard Hutchins, then president

of the University of Chicago. One of the "requirements" that must be met by a responsible press, the Hutchins Commission stated, was that of "providing a truthful, comprehensive, and intelligent account of the day's events in a context which gives them meaning."¹⁶

Television's rapid growth since World War II has been a factor in the trend toward more interpretative reporting. Television magnified the advantage the broadcast media had over newspapers on being first with "breaking" news. Discussing the impact of television in 1960, Barry Bingham pointed out that the electronic media's speed had left print with a changed function--

...a deeper and more difficult function in the field of information. We cannot be satisfied to report the bare bones of facts. We must clothe those bones with the sound flesh of meaning and understanding.¹⁷

Journalists were moving toward the concept of interpretative reporting, but its definition in terms of specific operations on the part of the reporter were vague.

The Associated Press Managing Editors' Committee on Explanatory Writing and Readability took time in 1949 to work out its own definition of what it was dealing with. This is what the committee reported:

Explanatory writing may be anything from a word inserted to make clear the meaning of another word, all the way up to a series of background articles about a complex news situation. Its purpose is to make the news understandable to the average reader.

There is nothing really new about Explanatory writing. Good news reporting has always called for inclusion of all the facts and background necessary to make the story clear ...What is new is the emphasis being placed on this important part of our job.¹⁸

Another definition of a "depth" story is presented by William G. Ward. It is as follows:

A depth story is a complete, precise and exhaustive report about a contemporary event, idea or situation of interest and importance to the reader. It is thorough reporting. It is smooth, clear and interesting writing. It is the peak of accomplishment that reporters strive for. Before the reader/citizen can make an intelligent decision he must know all the facts, all the significant viewpoints, the historical perspective and the projected 'causes and effects.'¹⁹

Lester Markel, longtime associate editor of the New York Times, has been a foremost advocate and campaigner for interpretative reporting. He has offered what has been widely quoted as his definition of interpretative reporting and the difference between interpretation and editorial opinion. He says:

Interpretation, as I see it, is the deeper sense of the news. It places a particular event in the larger flow of events. It is the color, the atmosphere, the human element that give meaning to a fact. It is, in short, setting, sequence and, above all, significance.

There is a vast difference between interpretation and opinion...

Interpretation is an objective judgment based on background knowledge of a situation, appraisal of an event. Editorial judgment, on the other hand, is a subjective judgment; it may include an appraisal of the facts but there is an additional and distinctive element, namely emotional impact.

Opinion should be confined, almost religiously, to the editorial page; interpretation is an essential part of the news. This is vital and it cannot have too much emphasis.

I see no difference between 'interpretation' and 'background.' Of course, part of interpretation may be the setting out of some antecedent facts--and this many editors consider 'backgrounder' as distinguished from 'interpretation.' But interpretation is much more than shirttail material; it is in addition to the presentation of the pertinent facts, present and past, an effort to assay the meaning of those facts.²⁰

Newsmen have long wrestled with the sticky problem of opinion in news stories. It is a hard concept for many journalists to accept.

Words like "evaluation," "explanation," "judgment," "assessment," are often used to explain what a reporter does when he attempts to clarify for the reader what a news event means.

The debate is sometimes no more than a question of explicit definitions, it seems. Generally, proponents of interpretation insist that interpretation is not opinion and that the interpretative reporter explains while editorial writers and columnists, who produce opinion pieces, advocate.

Rivers, Petersen and Jensen make the following comment:

Reporting exactly what a Presidential candidate said in Oregon is clearly straight news. But how does one classify a story that matches what the Presidential candidate said in Oregon against what he said in California and points out that he was emphasizing different aspects of his policy and his program in each state? The interpreters call this interpretation; advocates of straight news say that such matching is entirely consistent with the concept of objective reporting.²¹

Most writers on the subject go to great lengths to explain that explanation, backgrounding and analyzing the news are all proper parts of the interpretative process and belong in the news columns.

Hohenberg has written:

It is also highly desirable to publish the considered opinions of an expert on a particular subject, whether or not he is a staff member, to make a complicated news development more intelligible to the public. But the line must be drawn at persuasion, recommendations and exhortation, techniques which belong outside the news columns.²²

Hohenberg also observed that the public has never really understood the fine professional distinction between the work of editorial writers, columnists and reporters.²³

Another writer who came to grips with the question of opinion was widely-syndicated Washington columnist Marquis W. Childs. He saw him-

self more as a reporter who filled in some of the gaps in purely objective reporting. Commenting on his role as he saw it, he told a University of Oregon audience:

The interpretative reporter expands the horizon of the news. He explains, he amplifies, he clarifies. Often he does this within the framework of opinion trying honestly to make the reader understand when opinion ends and interpretation and exposition begin. In my opinion the interpretative reporter is a phenomenon too little understood and explored.²⁴

Journalism writers consistently warn that the interpretative news writer must walk a tightrope between straight, shallow, surface reporting which is inadequate on one side and slanted, biased opinion on the other.

There is much evidence in the literature that, even though it is not clearly defined, interpretative reporting will increase in the future.

William Rivers observed,

It is already certain that interpretative reporting, especially of government and politics, will assume a larger role in newspaper journalism during years to come. The increasing complexity of modern times seems to require that facts be explained as well as reported.²⁵

It is the findings of Dr. George Gallup, a pioneer in the art of public opinion analysis, that the public wants more interpretation of the news. According to Gallup,

A strong case can be made for including much more background material, more interpretation of the news. Readers like to be told what is important and what is not important. The theory that newspaper readers want to make up their own minds, that they want only the bare facts, is refuted by all kinds of evidence.

They want help in understanding the news and recognizing its importance. They don't want bias. Too many already think newspapers slant the news to suit the editorial views of the paper. But I insist, interpretation

can be free of bias, just as free as the selection of details in the story which purports to be completely free of bias.²⁶

Another comment was made by John Cowles, president of the Minneapolis Star and Tribune and chairman of the board of the Des Moines Register.

People will want more interpretative news from their papers so they can understand what is happening. People will want more background information. People will want not only the bare facts of what did happen yesterday but will want from their newspapers information on what is probably going to happen tomorrow.²⁷

The review of the literature on interpretative reporting over the years indicates that most attempts to define what it is are vague. There is need for an operational definition.

Articles, speeches, etc. dealing with the subject indicate that it is usually defined as an attempt to explain the background of news events, their cause and anticipated effects or consequences.

There is concern that journalists who become "involved" in the news thereby blur the traditional separation of the news reporting and editorial functions.

Most of those endorsing the trend toward more interpretative reporting argue that the "meaning" of the news should be explained as objectively as possible, and that the pursuit of more interpretative reporting does not require or justify an abandonment of the professions's ideal of journalistic objectivity.

It seems to the author that much of the dispute over interpretative reporting stems from the arbitrary and unrealistic dichotomy dividing news into "straight" news and interpretative news. In actual practice, news stories do not divide themselves neatly into these two

categories. As Kreighbaum was quoted earlier in this report, there need to be several other--perhaps many other--categories.

More accurately, news stories are classified as interpretative or not interpretative on the basis of difference in the degree of certain traits or characteristics. Until journalists take a systematic look at these characteristics or traits which distinguish interpretative reporting, little can be accomplished in the way of an operational definition.

The review of the literature was functional in helping to draw up measured and operational definitions. The review revealed much discussion of interpretative news stories, but little of an empirical nature. Using De Mott's study as a guide, this study was concerned with attempting to test some of the characteristics that tend to be identified with interpretative news stories.

FOOTNOTES

- ¹MacDougall, pp. 15-18.
- ²Edwin Emery, The Press and America: An Interpretative History of Journalism (Englewood Cliffs, N.J., 1962), p. 633.
- ³William Rivers, Theodore Petersen and Jay Jensen, The Mass Media and Modern Society (San Francisco, 1971), p. 187.
- ⁴Rivers and Schramm, p. 151.
- ⁵Rivers, Petersen and Jensen, p. 188.
- ⁶Ibid.
- ⁷John Hohenberg, The Professional Journalist: A Guide to Modern Reporting Practice (New York, 1960), p. 23.
- ⁸Ibid., p. 21.
- ⁹Ibid., p. 22.
- ¹⁰Rivers, Petersen and Jensen, p. 188.
- ¹¹MacDougall, p. 171.
- ¹²Ibid., p. 169.
- ¹³Kreighbaum, p. 13.
- ¹⁴Ibid., pp. 56-57.
- ¹⁵Ibid., pp. 16-17.
- ¹⁶Commission on the Freedom of the Press, A Free and Responsible Press (Chicago: University of Chicago, 1947), p. 21.
- ¹⁷Barry Bingham, "Interpretative Reporting," Quill, (February, 1960), pp. 13-14.
- ¹⁸Kreighbaum, p. 22.
- ¹⁹William G. Ward, The Student Journalist and Depth Reporting (New York, 1972), p. 35.

²⁰MacDougall, p. 167.

²¹Rivers, Petersen and Jensen, p. 188.

²²Hohenberg, p. 22.

²³Ibid., p. 382.

²⁴Kreighbaum, p. 21.

²⁵Rivers, p. 183.

²⁶Hohenberg, p. 23.

²⁷Kreighbaum, p. 3.

CHAPTER III

METHODOLOGY AND DESIGN

To carry out the purpose and scope of this study, a pool of 32 news articles was constructed containing all possible combinations of the interpretative news characteristics chosen for study. The characteristics chosen were those identified in De Mott's study as high discriminators of interpretative news.

In order to determine the main effects and interactions of the interpretative news characteristics, a group of 10 newspaper and wire service editors were asked to rank order the stories along a quasi-normal Q distribution from "most explains meaning of news event" to "least explains meaning of news event."¹ In their instructions, the editors were given a brief definition of interpretative news as that which explains the meaning of the news event.

The independent variables were the structured interpretative news characteristics in the 32 stories. The dependent variable was the interpretativeness Q-rank score.

Other studies (Ward,² Carter,³ Rhoades,⁴ Galow,⁵ etc.) have indicated a high consistency in editors' probable use of news elements in several pools of straight news stories. These news elements were not variables in the present study. The editors were instructed not to evaluate the stories on their "newsworthiness" or what kind of play they would give them, but rather on the "interpretativeness" of the items.

In other words, a story containing the interpretative characteristics could "explain the meaning of a news event" better, but it might not receive big play in the paper. For instance, a story about a routine club meeting would have low news value. It would not receive high play in the paper. But if the story contained the characteristics of interpretative news, an editor would perceive it as being high in "interpretativeness."

The respondents also were interviewed after completing the Q-sort. They were asked why they chose their three highest and three lowest stories. This was a check to see which variables were involved in their evaluations. The interview also helped define the types of newsmen. These types will be explained later.

Four judges were asked to verify the characteristics, or combinations of characteristics, in the stories. At least three of the judges had to agree or the story was discarded and another constructed. The judges were persons with expertise in journalism. They were given instructions containing the operational definitions of the characteristics.

De Mott found that a large number of interpretative stories concerned the local community and its problems. So that this would be a constant variable in the present study, all stories in the pool concerned the local community and its problems.

The stories in the pool contained four interpretative news characteristics. They were Background, Reporter's Opinion on Cause-Effect, Reporter's Opinion on Speculation About Future, and Commentary by Others. Stories in the pool were exhaustive in that there were an equal number of stories containing and not containing the character-

istic. For instance, stories in the pool contained Background or No Background.

Definition of Interpretative

News Characteristics

The operational definitions of the four interpretative news characteristics are taken from De Mott's study. The characteristics were found in a content analysis comparing stories described by editors as interpretative with stories identified as "straight" news. The characteristics were determined by newsmen's judgments and were found significantly more in the interpretative stories than in the stories identified as "straight." The "straight" news contained the characteristics also, but to a much smaller degree. The definitions are as follows:

Background: The writer traces the historical antecedents, etc. of the immediate event. This type tries to answer these questions:

'Why did this happen?'

'What's behind it?'

The backgrounder attempts to put the immediate news event or development in historical context, by explaining what events have preceded it.⁶

Reporter's Opinion on Cause-Effect: Opinions of this kind are often stated matter-of-factly.

In one report, the writer stated that '____ reflects the fact that...' In another, the reporter wrote that '____ indicates that...'

Such opinions are frequently expressed through the use of such terms as 'because,' 'as a result of,' 'is indicative of...', 'shows that...'

In one report, the writer described some development as 'an obvious result of...'

Such opinions are sometimes given in answer to questions of why an event occurred, or how an event occurred--questions at times raised by the writer himself.

The writer states a cause and/or effect relationship about any aspect of a news event.⁷

Reporter's Opinion on Speculation About Future: In speculating about the future course of any news development, the reporter makes no actual prediction, but expresses an opinion on possibilities.

'It is possible....' he writes. 'There is a possibility that....'

Something 'may' be true, or 'may have' such-and-such an effect, or consequences. Such an action 'apparently would....' or 'could.'

In one news report, the writer states that participants were 'facing serious effects.' In another report, the writer stated that 'One thing is certain: There is no basis to predict that....'

In another report, the writer stated that the participants appeared to be 'making progress.'

Such opinions are expressed in terms like 'may,' 'might,' 'can,' 'could,' Or 'if.'⁸

Commentary by Others: This is basically the reactions, recollections or opinions of persons involved in the news, or observers of it. In addition to participants and observers, other sources presumably affected by news developments or 'experts' qualified to make a judgment about causes or effects of the event being reported are often sought out by newsmen and their comments disseminated. The reporter is chiefly occupied with publicizing the comments of other persons--participants, observers, etc.--about some development in the news.

It is the reporting of opinions, reactions, ideas, etc. of other persons--either participants in the news, or observers of it. In most cases, the participant or observer is giving his reaction to an event.⁹

All possible combinations of the interpretative characteristics cited above were represented in the pool of stories utilized in this study. Each story contained one or more of the four interpretative characteristics.

The four-dimensional design employed in this research contained 16 property spaces to encompass all possible combinations of interpretative news characteristics. In other words, 16 stories were required to represent all combinations of interpretative news characteristics. Two stories were used to represent each combination.

Two stories were used in each combination to reduce the amount of reading time required by the 10 editors. The stories constructed for the pool were as uniform as possible in length to eliminate that as a variable. De Mott found that length was one of the chief characteristics of interpretative news stories. Each story in the present study contained 150 to 250 words. This meant considerable reading time for each editor.

Below are the 16 possible combinations of characteristics:

1. Background, Cause-Effect, Speculation, Commentary.
2. Background, Cause-Effect, Speculation.
3. Background, Cause-Effect, Commentary.
4. Background, Speculation, Commentary.
5. Cause-Effect, Speculation, Commentary.
6. Background, Cause-Effect.
7. Background, Speculation.
8. Background, Commentary.
9. Cause-Effect, Speculation.
10. Cause-Effect, Commentary.
11. Speculation, Commentary.
12. Background.
13. Speculation.
14. Commentary.
15. Cause-Effect.
16. No Characteristics.

Ten news editors who act as gatekeepers in the news flow process, either on newspapers or wire services, were asked to participate in the study. The means of the editors' evaluations of the stories in the

pool were then compared, as discussed later.

Hypotheses

The hypotheses in this study were an attempt to better define what characteristics of interpretative news were perceived by gatekeepers as being highest in interpretativeness. The hypotheses are as follows:

1. Stories containing Background will be perceived by gatekeepers significantly higher in interpretativeness than those containing No Background.

2. Stories containing Cause-Effect will be perceived by the gatekeepers significantly higher in interpretativeness than those containing No Cause-Effect.

3. Stories containing Speculation will be perceived by the gatekeepers significantly higher in interpretativeness than those containing No Speculation.

4. Stories containing Commentary will be perceived by the gatekeepers significantly higher in interpretativeness than those containing No Commentary.

5. Newsmen will rank the four characteristics in the following order, from high to low: Cause-Effect, Speculation, Commentary and Background. This ranking was based on the hierarchy indicated in De Mott's study.

6. The gatekeepers will perceive stories with various combinations of Background, Cause-Effect, Speculation and Commentary as being significantly higher in interpretativeness than stories not containing those combinations.

7. There will be significantly high correlations among the gatekeepers on over-all perceptions of the interpretativeness of the stories in the pool.

Q Methodology

A modification of William Stephenson's Q Methodology was used in this study since the project was limited to a small number of persons, but did utilize a larger sample of tests (news stories). In Q methodology, one can require a large number of responses from one or more persons and correlate and analyze the responses for different persons, or for the same person under different conditions of the experiment. It is a method of rank-ordering objects along a normal or quasi-normal frequency distribution and assigning numbers to them.¹⁰

Q methodology does not require a sample of persons, only a sample of tests. In other words, instead of generalizing to a parameter of people for a few tests, the researcher can generalize to a parameter of tests for a few people.

According to Malcolm MacLean, an advantage of Q methodology is that the sorting procedure closely resembles the gatekeeper decision process in the flow of news. This is because the newsman compares all the items in a given pool, then assigns them priorities or values.¹¹

It was expected that the gatekeepers, by their sorting of the stories, would reveal which characteristics of interpretative news they perceived as being most interpretative. The gatekeepers were asked to evaluate the stories from "most explains meaning of news event" to "least explains meaning of news event." They were instructed to sort the stories into nine piles, the complete array

making up a normal or quasi-normal distribution as shown below.

Rank Score of Each Pile	9	8	7	6	5	4	3	2	1
No. of Stories Per Pile	1	2	3	5	10	5	3	2	1

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

Correlation and Linkage Analysis

In order to strengthen the statistical tests of the effects of the interpretative news characteristics on the editors' perceptions, the interpretativeness scores of the newsmen were correlated. This correlation enabled the researcher to use McQuitty's elementary linkage and factor analysis to identify clusters or "types" of gatekeepers who were most alike in perceiving the interpretativeness of the stories in the pool.¹²

This method consists of identifying clusters of "types" by locating, through the size of correlation coefficients, the variables or tests most highly related. In other words, linkage analysis would identify gatekeepers who tended to think "most alike." Variance caused by the differences in "types" could then be identified and extracted. This would make for stronger statistical tests of the interpretative news characteristics.

Analysis of Variance

The main purpose of this study was to determine the independent,

cumulative and/or interactive effects of the independent variables (interpretative news characteristics) on the dependent variable (editors perceived degree of interpretativeness).

To perform the strongest test of these effects, the author used a multi-factor mixed design with repeated measures on one factor. This analysis of variance sought to show the varying effects of the interpretative news characteristics on different types of newsmen.¹³

In this design, the 32 stories were considered as subjects. In other words, there were 16 groups of two subjects each who were subjected to various treatments. The treatments correspond to the types of newsmen involved. The stories in each group were considered as a representative sample of that news characteristic level.

Using the multi-factor mixed design, the author pulled out or extracted variances in the scores due to differences in "types" of gatekeepers. This difference can be isolated and identified. This means that a "truer" picture can be drawn of the effects of the interpretative news characteristics on the gatekeepers perceived interpretativeness of stories.

The author was in effect working with five experimental variables with several levels each. Four of the variables were the interpretative news characteristics divided into two levels each.

These four variables were in effect manipulated while the fifth experimental variable--type of newsman--was held constant across all four dimensions. The number of levels of the fifth variable was not determined until linkage analysis was completed.

The question of cumulative effects and/or interaction, then, could be posed: What are the effects of the various combinations of

news characteristics on each other and on different types of newsmen?

Since the interaction hypothesis states the levels of the four interpretative news characteristics, all possible combinations of these four variables were formed to establish treatment groups. The 16 resulting combinations are listed on page 29.

As mentioned earlier, the 32 stories were considered as subjects, divided into 16 groups and the groups then could be thought of as receiving certain "treatments." The "treatments" were the types of gatekeepers. The types of gatekeepers, then, comprise the repeatable factor. In other words, there were repeated measures on this factor since the same "subjects" or stories were ranked by all the gatekeeper types.

The multi-factor mixed design with repeated measures on one factor enabled the author to answer several research questions following the analysis of variance on newsmen's perception of interpretativeness of the news characteristics.

Analysis of the differences among mean scores for the groups enabled the author to tell if there were significant differences among the interpretative characteristics. In other words, if gatekeepers ranked stories containing Background significantly higher than stories containing No Background, etc.

Also, it was possible to determine if the mean interpretativeness assigned to one interpretative news characteristic depended on its combination with one or more of the other characteristics. In other words, did a combination of characteristics make a "more" interpretative story than one containing a single characteristic?

As stated earlier, it was not the purpose of this study to arrive

at a complete operational definition or the "perfect" model for an interpretative news story. Instead, this study was intended to shed light on how editors evaluate some of the characteristics which seem to distinguish interpretative news.

Explaining the meaning of the news has been lauded as an objective in composing a news story. Whether the stories in this study actually succeed in achieving this objective was beyond the scope of this study. The analysis simply concentrated on editors' perceptions of how the story explains the meaning of the news.

The editors make the ultimate decision on what kinds of news are passed on to readers. If it can be shown that the editors perceive certain news characteristics or combinations of characteristics as being "more" interpretative, it will be another step in trying to find an operational definition. The results would be useful in the newsroom for reporters and editors in providing a systematic look at interpretative news. The study also has implications for journalism education. Students clearly could be shown which variables add to the "interpretativeness" of a news story.

FOOTNOTES

¹Fred N. Kerlinger, Foundations of Behavioral Research (New York, 1964), p. 591.

²Walter J. Ward, "News Values, News Situations and News Selection: An Intensive Study of Ten City Editors." (unpub. Ph. D. dissertation, University of Iowa, 1967).

³Lorenzo Edward Carter, "News Values of Editors-Reporters on Five Oklahoma Newspapers" (unpub. Master's thesis, Oklahoma State University, 1970).

⁴George R. Rhoades, "News Values and News Decisions of Selected Associated Press and United Press International Newsmen in Oklahoma" (unpub. Master's thesis, Oklahoma State University, 1971).

⁵Carl Frederick Galow, "A Comparison of One Newspaper's Editor and Subscriber News Values" (unpub. Ed.D. dissertation, Oklahoma State University, 1973).

⁶De Mott, p. 257.

⁷Ibid., p. 254.

⁸Ibid.

⁹Ibid., pp. 257-258.

¹⁰Kerlinger, p. 591.

¹¹Malcolm S. MacLean Jr., "Systems of News Communication," Communication: Theory and Research (Springfield, 1967), p. 295.

¹²L. McQuitty, "Elementary Linkage Analysis for Isolating Orthogonal and Oblique Types and Typal Relevancies," Educational and Psychological Measurement, XVII (1957), pp. 207-229.

¹³James L. Bruning and B. L. Kintz, Computational Handbook of Statistics (Glenview, 1968), pp. 61-72.

CHAPTER IV

FINDINGS

The 10 news gatekeepers ranked 32 stories on a 9-point continuum, thereby enabling the author to find over-all agreement and differences among the respondents.

First, looking at similarities among the respondents, correlation and elementary linkage and factor analysis point out agreements among the gatekeepers on perception of interpretativeness of the interpretative news characteristics. Factor analysis indicates common perceptions of the news editors and shows which newsmen "cluster together" in their perceptions of the different characteristics.

According to Kerlinger, "Factor analysis is a method of determining the number and nature of the underlying variables among large numbers of measures."¹ It may also be called a method for extracting common factor variances from sets of measures. In this case, the linkage or factor analysis isolated clusters of gatekeepers who were more similar to each other in their judgments of the stories in the pool than they were with any other editors participating.

One of the most objective cluster methods available to researchers for statistical analysis is the procedure recommended by McQuitty. This method consists of identifying clusters of "types" by locating, through the size of the correlation coefficients, the variables or tests most highly related. In this study linkage analysis identified

the gatekeepers who tended to think "most alike."²

As Kerlinger points out,

Factor analysis serves the cause of scientific parsimony. Generally speaking, if two tests measure the same thing, the scores obtained from them can be added together. If, on the other hand, the two tests do not measure the same thing, their scores cannot be added. Factor analysis tells us, in effect, what tests or measures can be added and studied together rather than separately.³

Factor analysis limits the number of variables with which the scientist must cope and helps him to locate and identify unities or fundamental properties underlying tests and measures.⁴ In this study, the author was interested in the underlying characteristics of interpretative news that made up the different clusters or types of respondents. The clusters would be added together.

Types of Respondents

In this portion of the study, the author intercorrelated and factor analyzed the responses for each of the 10 gatekeepers. Altogether there were 320 decisions on the stories made by the respondents. The gatekeepers included Ray Atteberry and Jim DeSilver, Oklahoma Journal, Oklahoma City; Ivy Coffey and Phil Frey, Daily Oklahoman, Oklahoma City; Richard Brady, Associated Press, Salt Lake City; Paul Carter, Logan Herald Journal, Logan, Utah; Merlynn Neilsen and Don Woodward, Deseret News, Salt Lake City; Craig Hansen, Salt Lake Tribune, Salt Lake City, and Bruce Keyes, Box Elder News Journal, Brigham City, Utah.

Since a relatively few persons were studied quite intensively, Stephenson's Q methodology was used as mentioned earlier. Kerlinger

has stated that Q methodology is suited to testing theories on small sets of individuals carefully chosen for "known" or presumed possession of some significant characteristic or characteristics.⁵

In this study, the individuals were all gatekeepers of the flow of news. They made daily decisions on what kinds of news was passed on to a large number of readers in the states of Oklahoma and Utah. The gatekeepers were from large dailies such as the Daily Oklahoman, Oklahoma Journal, Salt Lake Tribune and Deseret News and also much smaller papers such as the Logan Herald Journal and the Box Elder News Journal. Analysis was performed on the respondents' judgment of the degree of interpretativeness of the stories.

Intercorrelations were computed to indicate the relationships and agreement. Table I, page 40, shows the Q matrix of correlation coefficients of each respondent with each of the other nine. The correlation coefficients range from a high of .627 for Coffey-Neilsen to a low of .094 for DeSilver-Carter. Of the 90 correlations, 58 were statistically significant at the .05 level or above.

From the Q matrix, the author identified clusters or "types" of gatekeepers who were most alike in judging the interpretativeness of the stories. In other words, there were respondents who clustered together, or who were most highly correlated in judgment of the stories. The author determined the different types of gatekeepers who thought alike in terms of different kinds of stories and attempted to locate the underlying factors behind each type. These underlying factors comprised the characteristics of interpretative news valued by the different types. All 10 respondents were included in one correlation analysis.

TABLE I
CORRELATION OF GATEKEEPERS' PERCEPTIONS OF INTERPRETATIVE NEWS

	Atteberry	Brady	Carter	Coffey	DeSilver	Frey	Hansen	Keyes	Neilsen	Woodward
Atteberry		.313	.376	.411	.392	.372	.303	.254	<u>.460</u>	.401
Brady	.313		.178	.372	.460	.323	.156	<u>.490</u>	.215	.246
Carter	.376	.178		.235	.094	<u>.583</u>	.329	.254	.263	.111
Coffey	.411	.372	.235		.549	.284	.215	.588	<u>.627</u>	.555
DeSilver	.392	.460	.094	.549		.323	.323	.264	.451	<u>.555</u>
Frey	.372	.323	<u>.583</u>	.284	.323		.451	.245	.274	.195
Hansen	.303	.156	.329	.215	.323	<u>.451</u>		.382	.421	.185
Keyes	.254	.490	.254	<u>.588</u>	.264	.245	.382		.539	.215
Neilsen	.460	.215	.263	<u>.627</u>	.451	.274	.421	.539		.236
Woodward	.401	.246	.111	<u>.555</u>	<u>.555</u>	.195	.185	.215	.236	

Correlations .411 and above significant at .01 level
Correlations .303 and above significant at .05 level

McQuitty's linkage analysis was used to link different gatekeepers together into factors or clusters. In linkage analysis, the highest of the underlined entries in the matrix is selected. In this case the highest was .627 between Coffey and Neilsen, as shown in Table I. These are what McQuitty called reciprocal pairs, or the pairs of gatekeepers who have the highest correlation with each other. To these gatekeepers are then linked other gatekeepers according to steps outlined by McQuitty to form one cluster, or type.⁶

Linkage analysis located two clusters or "types" of gatekeepers. Type I included 7 of the 10 gatekeepers: Atteberry, Brady, Coffey, DeSilver, Keyes, Neilsen and Woodward. The Type II cluster singled out Carter, Frey and Hansen. The two types are indicated in Figure 1, page 42.

A separate correlation matrix was constructed for each type, as shown in Tables II and III, page 43. The correlations in each column were summed and, according to linkage analysis theory, the largest total indicates the gatekeepers most representative for that type.

Table II indicates that Coffey was most representative of the Type I gatekeepers. Frey was the representative for the Type II.

Seven of the gatekeepers, then, clustered into Type I, with Coffey the representative. There were three gatekeepers in the other cluster, or Type II. In other words, seven of the gatekeepers had a similar pattern in ranking the stories in the pool. The other three also had a similar pattern and further statistical analysis indicated where the differences were between the two types. The following dis-

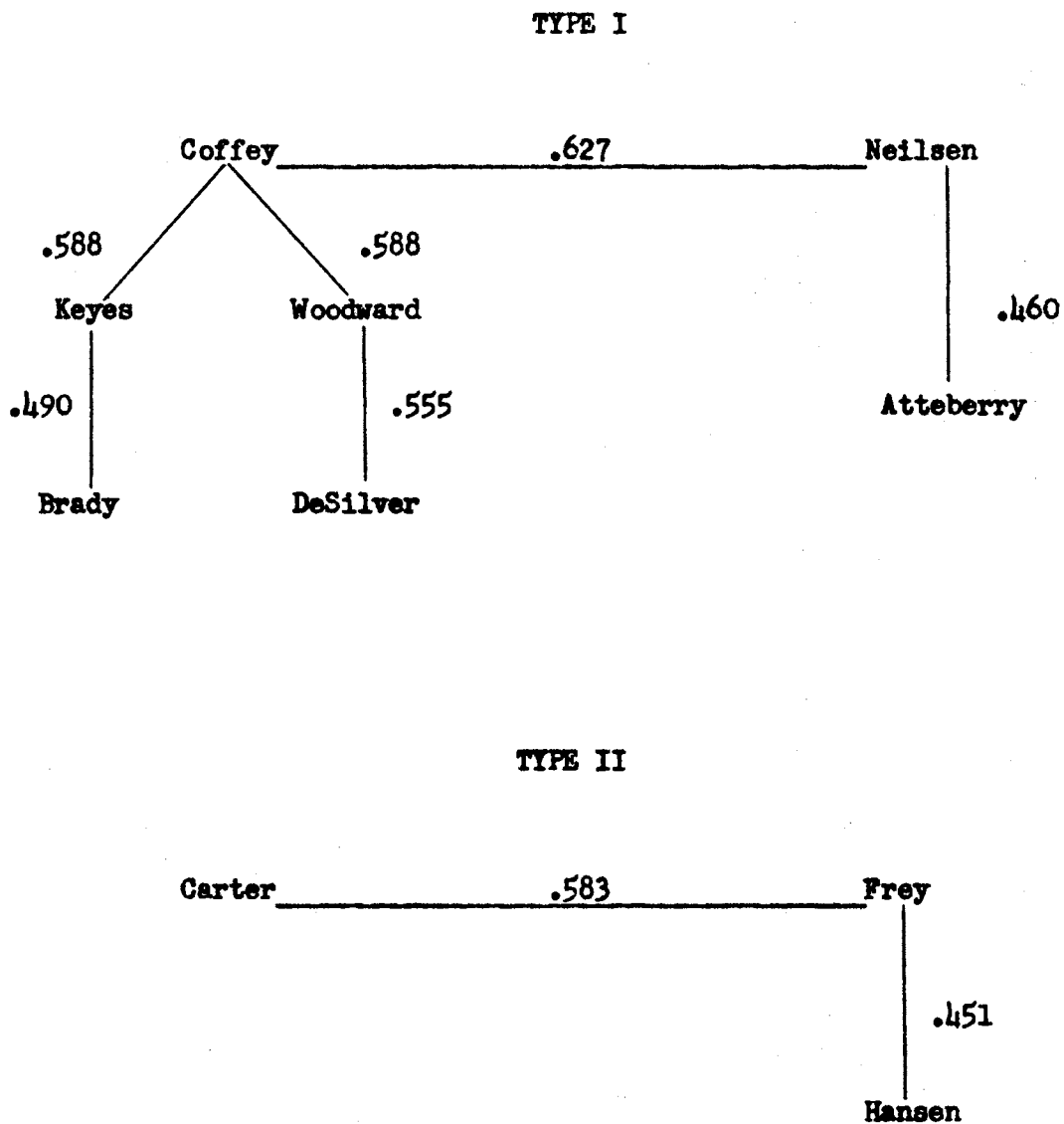


Figure 1. Types of Gatekeepers Located Through Linkage Analysis

TABLE II
INTERCORRELATIONS OF TYPE I GATEKEEPERS

	Atteberry	Brady	Coffey	DeSilver	Keyes	Neilsen	Woodward
Atteberry		.313	.411	.392	.254	.460	.401
Brady	.313		.372	.460	.490	.215	.246
Coffey	.411	.372		.549	.588	.627	.555
DeSilver	.392	.460	.549		.264	.451	.555
Keyes	.254	.490	.588	.264		.539	.215
Neilsen	.460	.215	.627	.451	.539		.236
Woodward	.401	.246	.555	.555	.215	.236	
	<u>2231</u>	<u>2096</u>	<u>3102</u>	<u>2671</u>	<u>2350</u>	<u>2528</u>	<u>2208</u>

Representative Type I: Coffey

TABLE III
INTERCORRELATIONS OF TYPE II GATEKEEPERS

	Carter	Frey	Hansen
Carter		.583	.329
Frey	.583		.451
Hansen	.329	.451	
	<u>912</u>	<u>1034</u>	<u>780</u>

Representative Type II: Frey

cussion will take a closer look at the two types.

Type I: "Background" Gatekeeper

Coffey, as representative of the Type I gatekeeper, ranked stories containing the Background characteristic highest, as did the other six respondents in that category.

Coffey, in her ranking of the stories in the pool, had a mean of 5.88 for Background, followed by 5.87 for Speculation, 5.81 for Commentary and 5.18 for Cause-Effect. The higher ranking for Background was a characteristic of the Type I gatekeepers, as indicated by Table IV, page 45.

Mean scores in Table IV show that, over-all, the Type I and Type II gatekeepers differed on the perceived interpretativeness of Background and Commentary. A later discussion of the Type II gatekeepers will show a higher ranking for the Commentary characteristic. Later, variance analysis will indicate that the types differed significantly only on the perceived interpretativeness of stories containing the Commentary characteristic. The Type II gatekeepers placed a higher over-all value on that characteristic than did the Type I gatekeepers. Further analysis will show that all the gatekeepers placed higher interpretativeness on Background and Commentary than on Speculation and Cause-Effect.

Type II: "Commentary" Gatekeepers

Three of the 10 gatekeepers clustered together into Type II. Frey was representative of this type. A look at the mean scores in Table IV shows Frey ranked Commentary highest with a 6.06, followed

TABLE IV

MEAN SCORES OF INTERPRETATIVE CHARACTERISTICS

	Atteberry	Brady	Carter*	Coffey	DeSilver	Prey*	Hansen*	Keyes	Neilsen	Woodward	Total
Background	6.06	6.00	5.50	5.88	6.06	5.56	5.25	5.62	5.93	5.68	5.75
Cause-Effect	4.93	5.25	4.62	5.18	5.00	5.06	4.68	5.06	4.87	5.18	4.98
Speculation	5.31	5.06	5.06	5.87	5.06	5.06	4.68	5.06	5.37	5.00	5.15
Commentary	5.68	5.75	5.87	5.81	5.68	6.06	6.31	5.56	5.81	5.00	5.75

*Type II Gatekeepers

by Background at 5.56, and Speculation and Cause-Effect tied at 5.06.

As mentioned earlier, the Type II gatekeepers unanimously placed the highest interpretative value on Commentary. Variance analysis will further indicate that Commentary contributed most to the difference between the two types. Therefore, the Type II gatekeepers, Frey, Carter and Hansen, were designated "Commentary" gatekeepers. These three favored stories that were high in attribution and that contained quotes from persons involved in the news stories.

Gatekeeper Interviews

Coffey and other Type I gatekeepers indicated they favored stories with Background because these stories gave a better picture of what had happened in the past. The down-play for reporter's opinion on Speculation and Cause-Effect was attributed most often to "too much editorializing."

Coffey cited a story on possible cuts in school impact funds as the highest interpretative story because the story was "exceptionally clear, covering the whole past and future." She also said a story on the Sierra Club planning a walkathon was high in interpretativeness even though it ended with "an editorial projection." The Sierra Club story combined Background, Commentary, Cause-Effect and Speculation. Coffey's comment indicated this gatekeeper viewed Speculation as "editorial projection."

Another "Background" gatekeeper, Neilsen perceived as the top three interpretative stories a story on a motor-horse gymkana, school impact funds and a drug awareness house. She said the stories were ranked highest on interpretativeness because "the reader has no doubt

about what has taken place, how parties involved stand, and what is the background of the happening in each story."

DeSilver also cited the school impact funds story as highest in interpretativeness. He said the story "had good facts on what the cuts could mean." He also indicated he felt that statements of reporter's opinion were too "editorial."

A story on an upcoming city council meeting, which was mainly the agenda of the meeting, was perceived as least interpretative by most gatekeepers. The story contained none of the characteristics of interpretative news.

Frey, as representative of the Type II or "Commentary" gatekeepers, in discussing his choices of top interpretative stories said "pertinent quotes" were present in the stories he favored.

Hansen, another "Commentary" gatekeeper, had this to say about his top choices:

The top three stories read well, covered the material and had the facts. They had one important element as well--attribution. If a fact, figure or other bit of information isn't linked to some source, it's a good chance the reporter inserted his opinion.

Hansen's comment was indicative of the gatekeepers' preference for information "linked" to its source through attribution.

Carter, another Type II or "Commentary" gatekeeper, picked a story on motorcycle problems, a dam breaking and a store being robbed as the top three. He said the stories answered most of the basic questions of the reader and "showed a minimum of writer's opinion."

He said the top three stories "added direct quotes from both sides of the issue so the writer was not forced to 'translate' the argument into his own terms."

Carter also said in his opinion a newsman "should ban from his news vocabulary such terms as 'it is possible,' 'may,' 'should,' and other speculative or loaded phrases."

These comments tend to point out the high value placed on quotes from sources and the low value on writer's opinion expressed by the "Commentary" gatekeeper.

Gatekeeper Differences

Regarding perceived interpretativeness of stories, two types of gatekeepers were located through elementary linkage and factor analysis. A "Background" cluster of seven gatekeepers was found, along with a "Commentary" group of three gatekeepers. Commonalities uncovered in the "Background" cluster found Background stories perceived highest in interpretativeness with a mean of 5.89, followed by Commentary 5.61, Speculation 5.26 and Cause-Effect 5.07. In the second type, Commentary was highest in perceived interpretativeness at 6.08, followed by Background 5.26, Speculation 4.93 and Cause-Effect 4.78. Stories in the pool containing none of the characteristics were ranked very low, having a combined mean score of 1.95.

A gaps test indicates that the differences within each group were significant. The Type I gatekeepers perceived Background to be significantly higher in interpretativeness than the other characteristics. The Type II gatekeepers perceived the Commentary characteristic as being significantly higher in interpretativeness than the other characteristics.

Analysis of variance indicates the types differed significantly at the .05 level on the way they valued the interpretativeness of

Commentary. The Commentary group had a mean of 6.08 for stories containing this characteristic and the Background group had a mean of 5.61.

The over-all agreement of the 10 gatekeepers was fairly high as indicated by the correlations: 58 of the 90 correlations were statistically significant at the .05 level or above.

The author also sought a consensus of perceived interpretativeness of the interpretative characteristics by all 10 gatekeepers. This was found by averaging the means of all the newsmen taking part in the study. An average of the means revealed Background and Commentary tied as the top characteristic in interpretativeness with a score of 5.75, followed by Speculation at 5.15 and Cause-Effect at 4.98.

The findings at this point provide for a look at two of the hypotheses directly related to this analysis. The two hypotheses are Hypothesis No. 5 and Hypothesis No. 7. The other hypotheses will be investigated later.

Hypothesis No. 5 stated that the gatekeepers would rank the four characteristics in the following order, from high to low: Cause-Effect, Speculation, Commentary and Background. This ranking was indicated from De Mott's study, but not empirically determined. The over-all means of the rankings failed to confirm this hypothesis.

Commentary and Background were tied as the highest in perceived interpretativeness by the gatekeepers, followed by Speculation and then Cause-Effect. These findings failed to confirm the hypothesis and indicate a reversal of the proposed hierarchy.

Hypothesis No. 7 stated there would be significantly high correlations among the gatekeepers on over-all perceptions of the inter-

pretativeness of the stories in the pool. As mentioned earlier, the 58 statistically significant correlations tended to confirm this hypothesis. These correlations support the proposition that a fairly good prediction of how gatekeepers would evaluate interpretative stories can be obtained if the stories contain Background, Commentary, Speculation and Cause-Effect characteristics.

Analysis of Variance

This portion of the analysis was concerned with the interpretativeness score assigned to the characteristics, and combinations of characteristics, by the respondents.

The interpretative characteristics were used in the various types of stories in the pool, which the respondents could rank order. The score assigned to the story was presumed to be an indicant of the gatekeeper's perception of how interpretative the story was. This portion of the study is primarily concerned with investigating the problem stated in other hypotheses concerning the effects of the presence of the interpretative characteristics on the gatekeepers' perceptions of the interpretativeness of the stories.

It will help to clarify this if the reader remembers that 10 gatekeepers judged 32 news stories on a rank-order continuum ranging from "most explains meaning of news event" to "least explains meaning of news event."

In earlier analysis, the author located two types of gatekeepers: the "Background" and the "Commentary." This was the within group variance. The method of analysis enabled the author to identify these differences, leaving the between group variance which presumably

was the differences caused by the interpretative characteristics.

Interpretative mean rank scores assigned by the two types of gatekeepers are listed in Table V, page 52. In analysis of the differences among the groups of news stories, scores for the two gatekeeper types were combined. Each group in Table V contains the mean interpretative score of the two stories that made up each of the 16 groups. This mean score was figured from a mean score of the gatekeepers who fell into the two types.

Table V illustrates the interpretative mean scores of the 16 groups of stories and the breakdown for the Type I or "Background" gatekeepers and the Type II or "Commentary" gatekeepers. The author then determined if the differences or variations in the mean scores were greater than could be expected by chance. In other words, to what extent, if any, the gatekeepers' judgments on interpretativeness were affected by the presence of the Background, Speculation, Cause-Effect and Commentary characteristics in the stories.

The research questions investigated in this portion of the study are illustrated in Analysis of Variance F-Ratio, Table VI, pages 53-54. The key information is the F-ratios. Each test in the F-table was conducted to answer a specific research question. The analysis of variance between groups is most pertinent to the main findings of this study. Each test in the F-table was conducted to answer a specific research question.

Tests of Research Questions

1. Was there a significant difference in the gatekeepers' perceived interpretativeness of Background and No Background characteristics in the stories?

TABLE V
COMPARATIVE HIERARCHY OF INTERPRETATIVE CHARACTERISTICS

Rank	Characteristics	Type I	Type II	Total Mean
1.	Back., Spec., C-E, Com.	7.07	6.83	7.00
2.	Back., Com.	6.57	6.16	6.45
3.	Back., Spec., Com.	5.78	7.33	6.25
4.	Back.	6.35	5.33	6.05
5.	Back., C-E, Com.	5.71	6.00	5.80
6.	Com.	4.92	6.66	5.45
7.	Spec., Com., C-E	5.71	4.66	5.40
8.	Back., Spec.	5.57	4.50	5.25
9.	Spec., Com.	5.00	5.50	5.15
10.	C-E, Com.	4.57	5.50	4.85
11.	Back., C-E, Spec.	5.71	2.66	4.80
12.	Back., C-E	4.35	4.66	4.45
13.	C-E, Spec.	3.85	3.83	3.85
14.	C-E	3.57	4.16	3.80
15.	Spec.	3.28	4.16	3.55
16.	No Characteristics	1.92	2.00	1.95

TABLE VI
ANALYSIS OF VARIANCE F-RATIO TABLE

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Total Variance	63	1020			
Between Groups	31	760			
Between Background, No Back-ground	1	183.00	183.00	13.58	.01
Between Cause-Effect, No Cause-Effect	1	0.00	0.00	0.00	n.s.
Between Speculation, No Speculation	1	7.80	7.80	.57	n.s.
Between Commentary, No Commentary	1	201.60	201.60	14.96	.01
Interactions:					
Background x Cause-Effect	1	18.07	18.07	1.34	n.s.
Background x Speculation	1	2.44	2.44	.18	n.s.
Background x Commentary	1	89.82	89.82	6.66	.05
Commentary x Speculation	1	.02	.02	.00	n.s.
Cause-Effect x Commentary	1	33.42	33.42	2.48	n.s.
Cause-Effect x Speculation	1	4.07	4.07	.30	n.s.
Background x Cause-Effect x Speculation	2	32.31	16.16	1.19	n.s.
Background x Cause-Effect x Commentary	2	5.63	2.81	.20	n.s.
Background x Speculation x Commentary	2	10.50	5.25	.38	n.s.
Cause-Effect x Speculation x Commentary	2	24.13	12.07	.89	n.s.
Background x Cause-Effect x Speculation x Commentary	3	3.49	1.18	.08	n.s.
Between Groups Error	10	134.70	13.47		

TABLE VI (Continued)

<u>Variance</u>	<u>df</u>	<u>SS</u>	<u>ms</u>	<u>F</u>	<u>P</u>
Within Groups	32	260			
Types	1	.00			
Types x Background	1	14.87	14.87	1.16	n.s.
Types x Cause-Effect	1	5.05	5.05	.39	n.s.
Types x Speculation	1	.00	.00	.00	n.s.
Types x Commentary	1	71.67	71.67	5.63	.05
Types x Background x Cause-Effect	1	.80	.80	.06	n.s.
Types x Background x Speculation	1	1.44	1.44	.11	n.s.
Types x Background x Commentary	1	8.30	8.30	.65	n.s.
Types x Commentary x Speculation	1	.77	.77	.06	n.s.
Types x Commentary x Cause-Effect	1	4.30	4.30	.33	n.s.
Types x Cause-Effect x Speculation	1	2.13	2.13	.16	n.s.
Types x Background x Cause-Effect x Speculation	2	5.12	2.56	.20	n.s.
Types x Background x Cause-Effect x Commentary	2	7.95	3.97	.31	n.s.
Types x Background x Speculation x Commentary	2	4.12	2.06	.16	n.s.
Types x Cause-Effect x Speculation x Commentary	2	1.02	.51	.04	n.s.
Types x Background x Cause-Effect x Speculation x Commentary	3	6.13	2.04	.24	n.s.
Within Error	10	127.33	12.73		

This portion of the analysis involved comparing stories that contained the Background characteristic with those that did not contain that characteristic. The means are shown in Table VII. The mean score for stories containing Background, 5.75, was significantly greater in perceived interpretativeness than the mean of stories not containing that characteristic. The No Background stories had a mean of 4.25. The F-ratio in Table VI indicates that a difference as great as this would occur by chance less than one time in a hundred.

This means that gatekeepers saw stories containing the Background characteristic significantly higher in interpretativeness than stories not containing that characteristic. In other words, there were meaningful differences in the perceived interpretativeness of the Background characteristic and No Background.

TABLE VII
MEAN PERCEIVED INTERPRETATIVENESS OF BACKGROUND,
CAUSE-EFFECT, SPECULATION AND COMMENTARY

	Back.	C-E	Spec.	Com.
Characteristic	5.75	4.98	5.15	5.75
No Characteristic	4.25	5.02	4.85	4.25

2. Was there a significant difference in the gatekeepers' perceived interpretativeness of Cause-Effect and No Cause-Effect characteristics in the stories?

The answer is no. The mean scores in Table VII for Cause-Effect, 4.98 and No Cause-Effect, 5.02, was no greater than could be expected by chance. In other words, the Cause-Effect characteristic was not related to perceived interpretativeness of a story.

3. Was there a significant difference in the gatekeepers' perceived interpretativeness of Speculation and No Speculation characteristics in the stories?

The answer again is no. The mean difference in Table VII show 5.15 for Speculation and 4.85 for No Speculation could have occurred by chance. This means that the gatekeepers did not perceive stories containing Speculation significantly higher in interpretativeness than stories containing No Speculation. The variation in the scores was caused by chance, not by the gatekeepers' perceptions of the interpretativeness of the characteristics in the stories.

4. Was there a significant difference in the gatekeepers' perceived interpretativeness of Commentary and No Commentary characteristics in the stories?

The answer to this question is yes. Table VII shows the mean for stories with Commentary was 5.75 and stories with No Commentary was 4.25. A difference this large could have occurred by chance only one time in 100. This means that the gatekeepers placed significantly higher values on stories containing Commentary than they did on stories not containing that characteristic.

5. Were there significant interactions in the way various combinations of Background, Cause-Effect, Speculation and Commentary affected perceptions of interpretativeness of the stories by the gatekeepers?

The portion of Table VI concerned with interactions in the between groups part of the analysis of variance is pertinent to this question. There were 11 tests conducted of all possible combinations of the four interpretative characteristics, Background, Commentary, Speculation and Cause-Effect. Of the 11 tests for interaction, only the interaction of Background and Commentary was significant. This means that

a difference as large as that shown in Table VIII would have occurred by chance only five times in 100. A look at Table VIII will make this clearer. The mean for stories combining Background and Commentary was 6.37; Background and No Commentary, 5.13; Commentary, No Background, 5.13 and No Background, No Commentary, 3.37.

TABLE VIII

MEAN PERCEIVED INTERPRETATIVENESS OF BACKGROUND, NO
BACKGROUND, BY COMMENTARY, NO COMMENTARY

	Background	No Background	Mean
Commentary	6.37	5.13	5.75
No Commentary	5.13	3.37	4.25
Mean	5.75	4.25	5.00

The mean scores indicate that Commentary tended to be higher than No Commentary when without Background than with it. Background also tended to be higher than No Background when without Commentary than with it. The high play of Commentary over No Commentary was due more to No Background than with it. The high play of Background over No Background was due more to No Commentary than with it.

The over-all mean for Background and Commentary stories singly was identical with means of 5.75. The means for the two characteristics when combined was 6.37. This indicates cumulative or additive effects.

In other words, gatekeepers perceived Commentary and Background stories as being significantly more interpretative than stories not containing those characteristics. The significant main effects combined to increase the values placed by the gatekeepers on stories

which combined the two characteristics.

In summary, the tests for interactions revealed only one statistically significant one which has been explained above. The other combinations did not have a differential effect on the gatekeepers' perceptions of the interpretativeness of the stories. The results would not give much support to confirm the question asked in Research Question No. 5.

Differences Within Types

Since the hypotheses did not specifically mention variations of perceived interpretativeness by type of gatekeepers, the study did not go into great detail in outlining the findings in that regard.

The within group portion of Table VI, page 54, was concerned with pinpointing differences in scores assigned to stories by the type of gatekeeper. The perceived interpretativeness of only one news characteristic - Commentary - depended on the type of gatekeeper. Mean perceived interpretativeness scores in Table IX should help explain this.

TABLE IX
MEAN PERCEIVED INTERPRETATIVENESS OF COMMENTARY,
NO COMMENTARY BY TYPE OF GATEKEEPER

	Commentary	No Commentary	Mean	
Type I	5.61	4.39	5.00	
Type II	6.08	3.92	5.00	
Mean	5.75	4.25	5.00	Grand Mean

Mean difference scores would occur by chance only five times in 100. A check of the mean scores shows the Type I or "Background" gatekeepers had a mean of 5.61 for stories containing the Commentary characteristic. The Type II or "Commentary" gatekeepers have a mean of 6.08 for this characteristic. This difference is statistically significant.

This supports findings in connection with the correlation and linkage analysis portion of this study, indicating that the types of gatekeepers differed significantly in their evaluations of stories containing the Commentary characteristics.

It must be remembered that the correlation matrix, Table I, page 40, indicated a fairly high degree of agreement among all 10 gatekeepers. As mentioned before, 58 of 90 correlations were significant at the .05 level or above. But there were differences within each group of stories, caused by the type of gatekeeper evaluating the stories. The purpose of this part of the analysis was to determine which caused this variation in the scores, small even though it might have been. These tests helped draw a clearer picture of the differences in the types of gatekeepers.

Summary

Commonalities were determined through correlations and elementary linkage analysis. Over-all agreement of the ten gatekeepers was high since 58 of the 90 correlations were significant at the .05 level or above. Analysis also located two types of gatekeepers, the "Background" type which included seven respondents in the study and the "Commentary" type which included the other three.

Over-all mean scores showed Background and Commentary tied as the highest in perceived interpretativeness with a mean of 5.75, followed by Speculation with 5.15 and Cause-Effect, 4.98. Analysis of variance revealed that Background and Commentary stories were perceived to be significantly higher in interpretativeness than stories without those characteristics. Speculation and Cause-Effect were not perceived to be significantly higher in interpretativeness than stories not containing those characteristics.

FOOTNOTES

¹Kerlinger, p. 650.

²McQuitty, p. 207.

³Kerlinger, p. 650.

⁴Ibid.

⁵Ibid.

⁶Factor analysis always begins with the correlation matrix. In Table I, the underlined correlations in each column represent the first step in McQuitty's factor analysis. Clusters, which are factors, are derived from the highest correlations in each column. The underlined correlation identifies the person that is most like the person for that column.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This study was concerned with decisions of 10 news gatekeepers on the interpretativeness of 32 news articles. The 32 stories contained four characteristics of interpretative reporting, as determined by a panel of judges.

Nine of the gatekeepers worked for newspapers in Oklahoma and Utah and the tenth worked for the Associated Press wire service in Utah. The gatekeepers rank-ordered the stories along a dimension of "most explains meaning of news event" to "least explains meaning of news event."

The independent variables included the various interpretative news characteristics contained in the 32 news stories. The levels of the characteristics were: Background, No Background; Commentary, No Commentary; Cause-Effect, No Cause-Effect and Speculation, No Speculation.

The dependent variable was the gatekeepers' perceived interpretativeness of the stories along a nine-point continuum. The gatekeepers were asked to sort the stories on how well each one explained the meaning of the news event - not the newsworthiness of the event itself.

Summary

The first objective in this study sought commonalities among the 10 newsmen's perceptions of interpretativeness. Chapter IV, on correlation and factor analysis, dealt with data relevant to this objective. Correlations determined over-all agreement among the gatekeepers and linkage and factor analysis of correlations determined types of gatekeepers.

Identifying the types of gatekeepers aided other portions of this study by helping explain sources of variation between the different interpretative characteristics. The interpretative characteristics chosen for study were those found in previous research. They were high discriminators of interpretative news. This study was not concerned with whether these characteristics were actually interpretative, but rather with establishing a hierarchy of the characteristics and investigating interactive effects.

Table V, page 52, shows the hierarchy of the characteristics and the various combinations from the present study. The mean scores were subjected to rigorous statistical analysis. The means show the over-all mean scores of all gatekeepers, but the reader should remember that factor analysis also identified the mean scores by two types of gatekeepers. They were the "Background" gatekeeper and the "Commentary" gatekeeper types.

Over-all mean scores of the characteristics showed Background and Commentary tied as the most interpretative with a mean of 5.75, followed by Speculation with 5.15 and Cause-Effect, 4.98. Though the gatekeepers over-all saw Background and Commentary as equally interpre-

tative, the types differed.

The Type I or "Background" gatekeepers ranked Background stories highest in interpretativeness with a mean of 5.89, followed by Commentary, 5.61, Speculation, 5.26 and Cause-Effect 5.07. The Type II or "Commentary" editors placed Commentary highest with 6.08, followed by Background 5.26, Speculation 4.93 and Cause-Effect 4.78.

The over-all agreement of the 10 gatekeepers was fairly high as indicated by the correlations: 58 of the 90 correlations were significant at the .05 level and above. The correlations indicated that the newsmen tended to think alike on perceived interpretativeness in the stories.

Another objective was to determine what ways and to what extent the gatekeepers varied in their perceived interpretativeness of the stories. The study sought to show what effect the various interpretative characteristics would have on judgments.

This objective involved analysis of variance, as explained in Chapter IV. Variance caused by each gatekeeper type was identified to give a better picture of the effect of the interpretative characteristics. The reader is referred to Table VI, pages 53 and 54.

The table shows that the between groups variance for Background, No Background and Commentary, No Commentary were statistically significant. This means that the dependent variable, the newsmen's evaluation of the interpretativeness of the stories, was probably due to the presence of the interpretative characteristics. In other words, Background stories were found to be valued significantly higher in interpretativeness than No Background stories, and Commentary stories more so than No Commentary stories.

For instance, Table VII, page 55, shows the mean score for Background stories was 5.75, compared to a mean of 4.25 for No Background. This difference was greater than expected by chance. Table VII also shows that the mean for Commentary was 5.75 and for No Commentary was 4.25. Again, this difference was significant at the .01 level, or could have occurred by chance one time in 100.

The F-ratios also reveal no significant difference between stories with Speculation and No Speculation and between stories with Cause-Effect and No Cause-Effect. In other words, these characteristics did not seem to affect the judgments of the gatekeepers.

Table VI, pages 53-54, also shows 11 tests involving interaction of the interpretative characteristics. The F-ratios show that only the interaction of Background and Commentary was significant. Table VIII, page 57, helps clarify this. The mean for the combination of Background and Commentary is 6.37. This increase in the higher perceived interpretativeness of stories combining the two characteristics is due to cumulative or additive effects of the two.

Table VI also shows the F-ratios for the within group variance, which helps shed more light on the differences in types of gatekeepers. Only one ratio was significant, that was for types of gatekeepers in combination with Commentary.

The significant finding means that the two types differed on how they perceived the interpretativeness of stories containing the Commentary characteristic. The Type II or "Commentary" gatekeeper had an over-all mean of 6.08 for this characteristic. The Type I or "Background" gatekeeper had a mean of 5.61. This difference was significant at the .05 level.

This supports findings in connection with the correlations and factor analysis, indicating where the difference was in the two types of gatekeepers. The findings helped draw a clearer picture of the types and aided in the analysis of other portions of this study.

Testing the Individual Hypotheses

Hypothesis No. 1. This hypothesis stated that stories containing Background would be perceived by gatekeepers significantly higher in interpretativeness than those containing No Background. This hypothesis was supported. Table VII, page 55, indicates the mean for Background is 5.75 and the mean for No Background is 4.25. This difference is statistically significant.

Hypothesis No. 2. This hypothesis stated that stories containing Cause-Effect would be perceived by gatekeepers significantly higher in interpretativeness than those containing No Cause-Effect. This hypothesis was not confirmed. The F-ratio in Table VI shows the difference between Cause-Effect and No Cause-Effect was not significant.

The means in Table VII show this. The mean for Cause-Effect was 4.98 and the mean for No Cause-Effect was 5.02. In fact, the finding here showed a higher mean for No Cause-Effect than for Cause-Effect, but the difference could have occurred by chance.

Hypothesis No. 3. This hypothesis stated that stories containing Speculation would be perceived by gatekeepers significantly higher in interpretativeness than those containing No Speculation. Table VII shows Speculation stories had a mean score of 5.15 and No Speculation stories a mean of 4.85.

The hypothesis was not confirmed, however, since Table VI shows

the F-ratio for Speculation and No Speculation was not significant. In other words, the difference in the means could have occurred by chance.

Hypothesis No. 4. This hypothesis stated stories containing Commentary would be perceived by gatekeepers significantly higher in interpretativeness than stories containing No Commentary. This hypothesis was supported.

The means in Table VII reveal that Commentary has a mean of 5.75 and No Commentary a mean of 4.25. A check of Table VI shows the F-ratio for Commentary and No Commentary is significant at the .01 level. A difference in the two means as great as this would have occurred by chance one time in 100. The Commentary characteristic tended to make a difference in the gatekeepers' evaluations of the interpretativeness of the stories.

Hypothesis No. 5. This hypothesis stated that newsmen would rank the four characteristics in the following order, from high to low: Cause-Effect, Speculation, Commentary, and Background. This ranking was based on findings in another research project mentioned earlier.

This hypothesis was not confirmed. The ranking in this study was Background and Commentary highest with a mean of 5.75, followed by Speculation with a mean of 5.15 and Cause-Effect 4.98.

Hypothesis No. 6. This hypothesis stated the gatekeepers would perceive stories with various combinations of Background, Cause-Effect, Speculation and Commentary as being significantly higher in interpretativeness than stories not containing those combinations. This hypothesis received only slight support.

The interaction F-ratios in Table VI show only one significant

finding. This was for the interaction of Background and Commentary significant at the .05 level. All of the other interactions were not significant.

Table VIII, page 57, helps explain this interactive effect as being caused by the additive or cumulative effect of Background and Commentary. The two main effects were statistically significant and when the two characteristics were present in the same story, the gatekeepers perceived the combination as being more interpretative. The finding lends only slight support to the hypothesis since 10 of 11 interactions were not significant.

Hypothesis No. 7. This hypothesis stated there would be significantly high correlations among the gatekeepers on over-all perceptions of the interpretativeness of the stories in the pool. Table I, page 40, confirms this hypothesis.

Of the 90 correlations, 58 were significant at the .05 level and above. Twenty-seven of these were significant at the .01 level and above.

Conclusions

This study investigated the effects of interpretative news characteristics as perceived by 10 gatekeepers. It sought to shed some light on what goes into a news story that helps explain the meaning of that news. It should be viewed as a first step in trying to establish a more precise operational definition of an interpretative news story.

It appears that several conclusions can be reached regarding interpretative characteristics - at least the ones studied in this

report. De Mott, in his content analysis, found that the reporter's opinion was a key ingredient of the stories classified as interpretative. Two kinds of reporters opinions were studied: reporter's opinion concerning cause-effect relationships and reporter's opinion concerning speculation about the future.

This study found that these two characteristics were ranked lowest in interpretativeness by the gatekeepers. Speculation and Cause-Effect both trailed the other two characteristics. The other characteristics were Background, or the historical events leading up to the news event and Commentary by Others, or comments and quotes from observers, experts or participants in the news event.

Background and Commentary, the two characteristics not involving reporter's opinion, were highest in interpretativeness. A review of the findings shows that these two characteristics accounted for most of the variance between the gatekeepers.

Table V, page 52, shows the hierarchy of interpretative characteristics. Analysis of this table shows that the top-ranked stories contained all four characteristics, Background, Commentary, Cause-Effect and Commentary. The second-ranked group of stories combined Background and Commentary.

This is supported from analysis of variance which indicated significantly high value placed on Background stories, Commentary stories and stories combining Background and Commentary. In other words, it was the effect of Background and Commentary that pulled these stories into the top category.

The story that received the highest mean score of all 32 stories concerned school impact funds and combined Background, Commentary,

Cause-Effect and Speculation. The story had a mean of 7.5. Several gatekeepers who ranked this story high said it had good background and pertinent quotes to explain the situation. The analysis points out that Background and Commentary characteristics enhanced the story's interpretativeness. The Cause-Effect and Speculation had little to do with interpretativeness.

From this can be concluded that Background and Commentary are key characteristics in constructing a more interpretative news story, at least as perceived by the gatekeepers in this study.

It was beyond the scope of this study to determine if the stories in the pool were actually "interpretative." The characteristics, as operationally defined by De Mott and found in his content analysis, were present more often in stories classified as interpretative by newspaper editors. In connection with this, it should be noted that the stories in the pool used in this study containing none of the interpretative characteristics were ranked lowest in "interpretativeness." Stories with no characteristics had a mean of 1.95, lowest in Table V. This finding supports De Mott's conclusion that the characteristics are interpretative.

The data show conclusively that Background and Commentary had main and differential effects on the evaluations by the gatekeepers. Cause-Effect and Speculation did not contribute significantly to a story's perceived interpretativeness. These findings did not support earlier "hunches" that all characteristics would interact to make a more interpretative story. The findings raise some questions concerning the use of reporter's opinion about Cause-Effect relationships and speculation about possible future events in news stories.

The continuing controversy over interpretative reporting, which has led to much criticism of the press, is centered to a large degree around the use of reporter's opinion. It is often at the heart of the "objectivity vs. interpretation" dispute.

If, as many journalists and press critics say, interpretative reporting is increasing, then there is a corresponding increase in the use of reporter's opinion. De Mott found reporter's opinion of one kind or another present in many of the stories classified as interpretative in his content analysis.

The results of this author's study indicate that newsmen place more value on characteristics which could also distinguish "straight or objective" news; i.e., Background and Commentary. The conclusion to be drawn is that reporter's opinion is present in interpretative news stories, but as sort of an added attraction. In other words, without Background and Commentary, reporter's opinion in a story would be downgraded in "interpretativeness" by news gatekeepers.

This study failed to show that reporter's opinion on Cause-Effect and Speculation contributed to the interpretativeness of a news report when compared with Background and Commentary by Others. Reporter's opinion failed to assist in better explaining the meaning of the news event, at least as perceived by the gatekeepers in this study.

De Mott found that reportorial opinion concerning the cause-effect of the news event was the most distinctive mark of "interpretativeness" in any news report.

As stated earlier in discussing the findings of Hypothesis No. 5,

this study did not confirm De Mott's findings. It should be remembered that he was doing a content analysis on "interpretative" and "straight" news stories. His study did not report if Background and Commentary were also combined with stories containing opinion concerning cause-effect. He was recording the number of times a characteristic appeared in a story categorized by newspaper editors as interpretative.

Reporter's opinion may show up more times than any other characteristic in an interpretative report, but how effective is it? This study would indicate that it is not very effective as far as the gatekeepers themselves are concerned. Gatekeepers seem to be passing reporter's opinion on to news consumers in interpretative news. This study did not explore why this seems to be the case despite a general downplaying of the importance of reporter's opinion in an interpretative report. Perhaps it is because of the confusion that exists throughout journalism concerning interpretation of the news.

It is difficult to describe the interpretative news report because there are no specific guidelines or operational definitions. Much of the "armchair" philosophy concerned with it deals with the need to explain the background of news events, their causes and anticipated effects and consequences. The role of reporter's opinion in this process is an elusive one.

It is easy to understand that interpretation involves opinion. The findings from this study would indicate that statements of opinion attributed to some other source, observer, participant or expert on the news would be considered more interpretative by gatekeepers. The conclusion would be that news reports where sources are quoted, where

attribution is strong, where events leading up to the current news event are outlined, will be more interpretative than stories where these elements are left out.

It would be a mistake for news writers to draft an interpretative article using only their own opinions concerning Cause-Effect relationships and Speculation about the future. Even though these are interpretative characteristics, they are not as high in "interpretativeness" as Background and Commentary.

This study lends support to many newsmen who argue that reporter's opinion is not an essential factor in interpretative news reporting. It indicates backing for journalists who say it is possible to be "objective" in news interpretation. Much of the problem centers around the lack of precise definitions to enable journalists to know what they are arguing about.

The gatekeepers in this study ranked the interpretativeness of a news story mainly on whether or not it contained Background and/or Commentary. These stories might or might not have contained statements of reporter's opinion. The editors included reporter's opinion in stories they ranked as high in "interpretativeness." In other words, they did not rule it out.

It would appear from the results of this study that journalists attempting to better explain the meaning of the news would concentrate on providing the reader or viewer with more knowledge about the background of an event and pay more attention to the comments of those associated with the news event.

It would appear that the journalists would use to a lesser ex-

tent their own opinions concerning Cause-Effect relationships and their own opinions concerning Speculation about the future.

It would appear that journalists wanting a more interpretative story would try to combine the background of an event and comments of those associated with it in the same story.

Recommendations

The results of this study tend to indicate that reporter's opinion plays a smaller role in interpretative news than does the background of an event and quotes from those associated with the news story.

One key recommendation in light of these findings would be a more conscious effort to include the background of a news event into the reporting of it, at least when a news report calls for interpretation. Since more detailed reporting of the background of an event calls for an obvious knowledge of the past, better techniques for acquiring this knowledge are recommended.

This has implications for both journalism schools and the news media. Journalism students need more extensive knowledge of history and how to research past events. They need to be taught an appreciation for the importance of a knowledge of the past in doing interpretative reporting.

The journalism curriculum should include instruction on how to use libraries, historical files and data, research information and microfilms. Writing and research techniques should be stressed which will enable the student to work background into the reporting of an

interpretative story. This means that the student should be able to recognize the importance and significance of past events in terms of how they apply to the current situation.

The same needs exist for the professional newsman. He needs a more extensive knowledge of his community and region's history, as well as his country's history. The news media should develop more extensive libraries of comparable sources of historical data, more sophisticated methods of retrieving knowledge of the past.

News media organizations should make a greater effort to see that such information is at the fingertips of journalists. With computerized data processing, storage and retrieval techniques available, the news media can do a much better job of making information available. More research assistants, better files and morgues, up-to-date retrieval and storage methods and effective training in historical research are all recommended for the news media.

An important recommendation for both the journalism school and the professional news media would be that both recognize the importance of background in interpretation. Background should not be thought of as something to "pad out" a story. It should be considered as a vital characteristic in the structuring of an interpretative news article.

Since this study indicates the importance of comments by persons associated with news events in interpretative news, more attention should be given to this aspect.

Interpretative reporting requires more time and planning for interviewing persons involved in the news or having some special

perspective on it. More time should be spent on interviewing persons connected with the news event to help put the news in perspective.

Interviews with sources could provide the evaluation, judgment and opinion inherent in interpretation. In other words, less emphasis should be placed on the reporter's own opinion concerning cause-effect relationships and speculation about the future. These characteristics of interpretative reporting are seen as efforts to explain the causes and effects of news events and what might be coming up in the future. The same goals could be accomplished by quoting sources who make statements concerning cause-effect relationships and speculation about the future.

This recommendation would have special meaning also for the journalism school. In the training of journalists, more emphasis should be placed on interviewing techniques. Skill in handling news sources and drawing them out to express their ideas freely appears to be indicated.

Another recommendation this study seems to indicate would be for careful use of reporter's opinion in interpretative articles. There is no doubt that opinion is involved in all news writing in the selection of topics, persons to interview, which points to emphasis, where the articles are displayed in the paper, etc.

This study took a look at the "interpretativeness" of two specific kinds of reporter's opinion. At least for these two kinds of reporter's opinion, skillful use by the writer is urged. Expressions of opinion by the reporter should be logical conclusions more or less inevitable from the facts reported, and expressed dispassionately

and judiciously. A good command of the language and special sensitivity toward the problems of semantics are required to avoid offensive articulation of opinions included in a news report.

The writer should seriously weigh the strong possibility, as indicated by this study, that his own specifically stated opinion concerning cause-effect and speculation about future developments might not contribute much to the "interpretativeness" of the article. The reader might be given the same perspective and explanation through the use of extensive background and comments from persons associated with the event.

Another recommendation arising from this study would be of interest to public information officials and public relations practitioners. Writers of public relations articles should realize that gatekeepers will take a dim view of stories containing only opinion about cause-effect relationships and speculation about the future. For public relations practitioners to have their releases accepted and printed by news media gatekeepers, they should include information on the background of the event and comments from persons involved as observers or participants.

Answering Press Criticism

Much of the recent criticism of the press has been directed at the use of opinion by newsmen in their reports. The credibility of the press has been attacked by many on grounds that reports are "slanted," "biased," "distorted," etc.

The increasing use of interpretation in the news can be seen as

response from an early era when the press was criticized for being too shallow and superficial. In an effort to put depth, insight and perspective into the news, newsmen turned to interpretative reporting.

Journalists have long held that the proper place for the expression of a writer's opinion was in an editorial or a column on the editorial page. The public also seems to respect editorials and columns as proper opinion functions of the press. The controversy arises when interpretation is placed in what would otherwise be "straight" news reports.

The so-called "New Journalism" of recent years has as one of its main tenets the belief that reporters should take a stand on the issues and put their own opinions into their news reports. Some readers and viewers are quick to spot these expressions of opinion and attack them on grounds of press bias.

The news media for many years held as one of its main goals the strict separation of news and opinion. This separation has blurred in recent years. As pointed out earlier in this study, many critics say the old ideal of "objectivity" failed to meet the needs of the modern world and gave way to "interpretative" reporting. Most newsmen agree that "interpretative" reporting is increasing and that there is a need for more of it to help the public understand the world around them.

It seems logical to assume that there is some relationship between the increasing use of interpretative reporting and growing criticism of the press. Journalists may have to make a trade off between the two if it appears that too much interpretation is damaging

their credibility too severely with the public.

The journalist will face a perennial dilemma in how to avoid superficiality, how to provide depth, perspective and interpretation, without having the public view his efforts as "slanting the news."

If journalists had a better understanding of interpretation, they could answer their critics better. The results of this study could be used to show that news editors themselves do not place a high value on reporter's opinion in interpretation. The opinion is usually in a story that contains other characteristics of interpretative reporting.

Also, journalists need to sharpen the focus of what they are doing when they interpret the news. They need a better understanding of what is involved. The results of this study could help shed some light on how gatekeepers themselves rank certain characteristics of interpretative news.

Other Areas of Research

In connection with the criticism of the press, more research is needed to determine if increased interpretation and use of reporter's opinion hurts credibility with the public.

Another research project that is indicated would be to take the stories used in this study, or similarly constructed ones, to a sample of readers for their reaction. It could be that the stories containing more kinds of reporter's opinion would be rated lower in credibility by the public.

More research needs to be done on the interpretative news

characteristics used in this study. Other studies need to be undertaken to see if the findings here can be replicated.

Also, in an effort to arrive at an operational definition for an interpretative story, other variables need to be investigated. Other kinds of reporter's opinion need to be tested.

It is clear that in the complicated modern world the journalist bears a special responsibility to better explain to his audience the meaning of what is happening. There seems to be a feeling among newsmen that interpretative reporting is one way the journalist can do a more responsible job. But there is an apparent lack of general consensus among professional newsmen and students of journalism concerning a definition of interpretative news and necessary reporting techniques.

This study was an attempt to investigate the problem of interpretation of the news and it is hoped that more research of this vital subject will be undertaken.

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A P P E N D I X E S

APPENDIX A

32 STORIES LISTED UNDER RESPECTIVE
COMBINATIONS OF INTERPRETATIVE
NEWS CHARACTERISTICS

BACKGROUND, CAUSE-EFFECT, SPECULATION, COMMENTARY (B,CE,S,C)

1. School Superintendent Luther Flick says he isn't counting on impact funds for the next year and will make plans for the district only on funds he knows will be available.

As a result of major cutbacks in the federal spending program, the district will lose \$19,000 in impact funds, funds the government allots local schools for the education of military or military connected school children.

At present, only class A students (students whose parents are in the military living on the installation) and class B students (students with military parents who live within the district) are being financed by the government.

All others, such as civil service and military retired, are no longer subsidized. These funds alone create a \$10,000 loss and if the funds for the class B students are cut, as planned, the district will lose another \$9,000.

"We know we're going to lose the \$10,000, possibly \$19,000," said Flick. "We can plan for the other \$10,000, but have decided not to count on it too much, just in case."

John Tulley, local representative for the federal government, says this district is lucky. "This district received a large sum of money last December for building construction. Three days later it was decided to cut those funds. Many schools are out many more dollars than this district."

It is evident that some programs will have to be cut next year whether future funds are received or not. Some people advocate taking the same route as Hawaii, saying education won't be given A students unless B students are funded. Whether this district will take such steps remains to be seen, but definite changes will have to be made to make do with the money it now has.

2. The Sierra Club is holding a walkathon Tuesday in one last effort to get people to support the designation for the Perry's Peak as a wilderness area.

Since the announcement last January by the U.S. Department of Agriculture that the area would become a wilderness area unless sufficient protest was registered, various factions have been working to either stop or promote the designation. Both sides have been active and received much support.

If the area is declared a wilderness, motor vehicles would not be allowed and no man-made structures would be permitted. Access to the area would be only by foot or by pack animal.

"It's a beautiful piece of land that we all want to remain that way. Why shut it off for only those who can hike for ten miles or who ride horses? Some control is needed but wilderness is just too much," said Ferrell Gray, chairman of the WWW (Wilderness Won't Work) Group opposing the designation.

Friday is the last day that letters concerning the designation will be accepted by the national department, but the fight probably won't end there. Already groups are making plans to lobby in Washington to influence the decision.

In all probability, the fight will continue after the decision

as well, as group leaders have vowed to fight for legislation to change any decision in opposition to the desires.

BACKGROUND, CAUSE-EFFECT, SPECULATION (B,CE,S)

3. Two years ago the parents of children who have mental or physical handicaps which prevent them from attending regular schools got together to see what they could do to provide training for their children.

Since there were no special schools within commuting distance, the parents, headed by Roberta Clements, decided to hire a special education teacher.

The teacher, Tereasa Hicks, came to town, helped set up a center with furniture and equipment rounded up or purchased by the parents, and started to work.

Since that time the children have become a close knit group and have accomplished such feats as making braid rugs, learning colors, being able to count, learning to play games, and adjusting to their various handicaps.

But the fight is not over, in fact it may have just begun. The continued outlay of the parents has caused some to exhaust their savings. Many are faced with taking their children from the program, which would cause the financial burden to rest on the shoulders of the few, and could cause the collapse of the entire program.

Unless other financial help is found, the program could come to a quick end and the many hours of struggle and work could be all in vain. Thus far, attempts to get federal support have failed, and local support has been sparse.

The children face a life of little or no progression unless some method is found to finance the small, but efficient, school started by a group of concerned parents.

4. Law enforcement officials last night apprehended two youths and confiscated a total of 26 bricks of marijuana from their vehicle, enough to market over \$4,000 from drug users.

Last night's capture was just one of the many which have occurred during the past months.

Following increased occurrences of captures in other cities which traced the sources to this area, local police force members enrolled in classes for special training in drug detection.

The training lasted for two weeks per officer at the capitol and since that training, there has been a 50 per cent increase in drug offender arrests.

The officers are now better able to detect signs of drug use including the various forms of drugs, different methods used to conceal and transport the cargo, and the personal effect the drugs have on the users.

With a force which is well trained and alert, drug violations should greatly decrease. However, the close proximity to the Mexican border will no doubt contribute to the vulnerability of this area being a major stop in the drug route.

BACKGROUND, CAUSE-EFFECT, COMMENTARY (B,CE,C)

5. Residents will find an extra \$1 charge tacked onto their monthly water bill for payment on the new sewage system.

The present sewage system was installed by the state department of health ten years ago and they have maintained it since that time.

During those past ten years, the town has almost tripled its size and therefore tripled the usage of the system. A growth which has been too much for the present system to handle.

As a result, the department of health told the city to start finding a way to finance an expansion as the state could not finance it and the present system would soon be inadequate.

The city fathers investigated various ways and finally decided on a monthly charge to users, to be collected with the water bill. If at some time in the future the needed revenue is achieved, the charge will be lifted.

"The Environmental Protection Agency funded our system and will probably offer more assistance in the future, but right now they believe cities not implementing their own sewage charge don't deserve federal funds," said state health department representative John Johnson.

"We've tried to come up with the only equitable system," said Mayor Roberts. "Each user will pay the same except for multiple unit owners, their rate will be a little different, but not much."

6. When the polls closed yesterday afternoon, a total of 18,987 people had registered their vote, one third more than went to the polls two years ago.

At that time only 48 per cent of the registered voters turned out to vote. Some positions to be voted on had less than 1,000 total votes. The highest number of votes for any one office was 9,000 votes, showing that not only did everyone not vote, but of those who voted, many voted on only a few positions.

The poor turnout gave impetus to local civic groups who vowed the same would not occur in this year's election. For the past months, committees have been working together to organize massive voter registration plans and, more important, to get voters to the polls.

The door to door canvassing to register people and the constant radio, television and newspaper encouragement to vote, plus the pamphlets introducing and identifying each candidate had its effect. There was a 33 per cent higher turnout this year.

"The turnout could not have been anywhere near the number if it hadn't been for the people who spent so much time and energy getting the rest of the people involved," said Mayor U.R. Rich.

"But the job is just getting started," said campaign chairman Mary Jones. "We want to raise that number to within 10 per cent of all eligible voters. Then we'll think we've done our job."

The success of this year's campaign proves encouragement helps, and with the continued enthusiasm used this year, it may be possible to get within that 10 per cent goal.

BACKGROUND, SPECULATION, COMMENTARY (B,S,C)

7. Local authorities have charged the federal government with neglect in the recent breakage of the North Ridge Dam.

"We warned them last fall that the dam was weak and needed attention that we couldn't possibly provide on the local level, but they just wouldn't respond," said county superintendent Joseph Pappas.

The dam was built in 1967 through the national water conservation act and was put under local control with ultimate control with the department of conservation.

The local authorities have on record copies of three letters informing the federal office that the dam had large cracks which may have weakened the dam enough that it would not be able to hold the run-off from spring rains.

Last month, during heavy rains, the dam began to leak. Officials warned community residents to move out. Three hundred families were evacuated and only 18 hours before the dam came crashing down.

"It's a terrible tragedy. The people here have lost most of what they own and there's no telling what damage has been done to the land," Pappas said.

The story is far from over, and it may be that the people will have a long time before the federal government will either confirm or deny the allegations. So far, no word has been received. Until the waters recede, the families will continue to live with families in local towns or in motels. But their wait may be a long one. The water has dropped only 3 inches in 4 days.

8. Motorcycle club president Rodney Baker warned town members that the problem of motorcyclists would increase unless they were given a place to ride their bikes when and how they wanted.

Baker made his plea to the county commission for the third time today as he asked for permission to use a three-acre site west of town for motorcycle competition.

Two previous pleas were turned down when Baker presented areas for which owner permission had been received to hold events. Citizen protests had caused the denial of the two previous requests.

"We enjoy riding our bikes and we don't want to have to take off far away every time we go out. We also know the continuous use of some areas is detrimental to nature. But don't expect us to limit our rides to pavement. All we want is a place to hold competition, a place all our own," Baker said.

Townpeople and owners of land adjacent to the proposed track site were on hand to vote down the decision.

"We can understand their need, but we don't see why we have to sacrifice our land for their enjoyment," said one such owner.

The meeting ended with the cyclists still without their land, but they vowed to keep looking until they found a place. And, until they do, it's evident that the citizens of the county will have to get used to the sounds of two-wheeled vehicles over, around, and through the countryside.

CAUSE-EFFECT, SPECULATION, COMMENTARY (CE,S,C)

9. A continuing struggle for power between the old rural and the new rural-urban membership of the Valley Electric Co-op has resulted in the third 6 to 6 vote for president of cooperation.

The struggle came about as the membership rounded out to two equally divided factions, one comprised of the established rural membership and the other of the newly born rural-urban group.

The older faction is against further development of the electrical system and does not want a high powered electrical generator placed on the Carson River.

The other group contends that progress is necessary to the economy of the region and thinks the generator is the best answer.

"We can't allow a group of old timers who are afraid of new things to stand in our way," says the candidate for president on the urban side, Tom Mix. "We must move on and grow."

"Those young fellas think growth, growth, growth, is the only answer. We've got all the power resources we need for the next 20 years. Why go messing things up when there's no need?" was the comment of Judd Coleman, another presidential contender.

At any rate, the stalemate continues and may result in a feud with neither side relenting. The decision may have to be delayed until a later date when the coop again votes for board membership, which is still some six months away.

10. Local sports enthusiasts have discovered a new sport and one in which two favorites can be combined. The new activity? The motor-horse gymkana.

The spring months brought with them the requests by both the motorcycle club and the riding club to use the local city arena for their contest events. Alternating weekends was the decision, but it wasn't long before the participants decided to combine the sports.

The result was a new contest where live horses were pitted against those of the mechanical type. Motorcyclists became expert barrel racers and horsemen worked to train their horses to become accustomed to the sound of motors rather than hooves at their sides.

"It's a real challenge to both sides," remarked one horseman. "They beat us in some things, but our horses still have them on the barrels."

"Plus, it has cut down on some of the antagonisms the cowboys and cyclists have had for one another. It's a little easier to accept the others' viewpoint. Heck, I even tried to ride a horse the other day," said a boy in a leather jacket and mountain boots.

But all opinions aren't favorable.

"I think it's cruel to the horses to put them against the loud cycles and it's dangerous. The two just aren't meant to mix," said one man who withdrew his membership from the riding club.

Whether the sport is accepted by all or not, it's obviously here to stay. The crowds grow bigger and bigger each week and entrants are more enthusiastic, indicating the Sunday football games are losing out with some of the younger generation.

BACKGROUND, CAUSE-EFFECT (B,CE)

11. The consumer council, which has been in existence only six months, recorded its 800th complaint yesterday.

Last year the city council met with a group of citizens who complained that local commercial practices were often unfair and, perhaps, illegal. They asked the council to give them assistance in correcting the problem they saw.

The city council then formed the consumer council, comprised of three citizens, two businessmen, and one legal advisor.

Any citizen having a complaint against any commercial enterprise could file their complaint with the council. The council would then send the complaint to the business for their reply.

If the complaint was answered to the satisfaction of the customer, the matter was dropped. If the answer was not satisfactory, the papers were filed. Any business with six complaints would be listed with the Better Business Bureau and would not be allowed membership with the Chamber of Commerce.

The first month there were 300 complaints; thus far this month there have been 76, indicative that the businessman is becoming more aware and more responsive to the consumer wants, or that the consumer is becoming more aware of the workings of a commercial business.

12. Local cotton growers may suffer the loss of over 40 per cent of their crops as the result of an attack of boll weevils on most of the fields in the area.

Last summer the major pesticide used by cotton growers was condemned by the Food and Drug Administration as containing elements found to be harmful to cotton workers.

No longer allowed to use the product, growers were forced to purchase other brands, but adequate supplies of other brands were not available or were not effective in control of the pest.

Consequently, many fields were almost destroyed by the insects and almost all sustained major damage.

Local farmers hope to salvage enough crops to cover financial costs for the year but most do not plan on a profit. Some feel they will be lucky to get enough to start again next year.

Others, those who can swing the finances for next year's crop, are concerned with a new pesticide which will control the weevil. Most feel the investment for a crop which will be destroyed by weevils is too great and are considering switching to a crop which isn't as tasty to the gray beetle.

BACKGROUND, SPECULATION (B,S)

13. This year has the promise of being the best in the last three, and could possibly offset some of the great financial losses suffered by the farmers and related businesses of the area.

A relatively mild winter with plenty of snow fall has resulted in a good water storage and early spring rains have continued the

buildup.

Last winter was cold and dry like the two previous ones with little snowfall. Spring rains were late in coming and, when they did arrive, the ground was too hard to absorb the moisture, resulting in flash floods and much soil erosion.

Farmers were unable to furnish enough water to keep the crops going and most were unsuccessful at raising any more than they needed for themselves and the valley population.

This year has the look of productive crops as the fields grow green without irrigation. Farmers have water stored in storage bins and the underground water table is higher than it has been in six years.

If all continues as is, and even if the rains do stop, the crops should be good and farmers may be able to recover some of the losses of the previous years.

14. Joseph Ballantoni's furniture store was robbed last November of \$6,500 even though he had recently installed one of the most sophisticated alarm systems. Since that time the alarm has been tripped twice, but Ballantoni has not lost any more money.

Immediately following the robbery, Ballantoni bought a German Shepherd dog and put him in the store at night. Even one of the store's workers, who Skip follows around most of the day, is not allowed back into the store after closing hours. One night he returned to pick up his car keys but Skip forgot their friendship and would not let him past the door.

Since that time, Ballantoni has received numerous inquiries from other businessmen about Skip and how they might get a dog trained to guard their stores.

The local pound has a waiting list for dogs which may be or already are good watchdogs. When a family whose Doberman Pinscher had grown too protective of the children told the pound keeper they wanted to find a place for their animal, at least six storekeepers responded.

It may well be that the time of electrical bells and loud sirens will soon be a thing of the past. The answer for property protection could lie in the oldest of man's friends, the canine.

And, from the trend started recently, this city could be a forerunner in the new burglar alarm.

BACKGROUND, COMMENTARY (B,C)

15. The City Council today voted to appropriate \$500 to the Drug Awareness House, the house members voted one year ago to prevent being established in the town.

"I must admit that we were wrong," said Mayor Eli Walls at the council meeting. "I think the group there is doing a great job."

Police Chief Blaine Edwards, who was at the meeting for another matter, told the council that they have had fewer arrests for drug problems since the house came to town. "Some of our old regulars are

out helping to get the kids to the center," he said.

In a report which Louis Adams, head of the Drug Awareness House, gave to the council, the number of people coming to the house for help had climbed to 78, a number which has remained pretty stable for the past two months.

Last year the council voted to keep the group out of town because they were afraid it would just be a meeting place for users and a clearinghouse for more information on getting and using drugs.

The mayor said last year that there had been too many incidents of former users continuing to use some form of drugs after rehabilitation. All the members of the Awareness House are former members.

"I've been down there myself a number of times," Walls told the council. "I have been absolutely no sign of drugs except for the display samples they have mounted in a cabinet."

16. The local chamber of commerce announced today that the per capita income is up 17 per cent here from last year.

Ed Williams, president, said the growth was due to the successful recruitment of businesses.

"This means that the average breadwinner is bringing home \$70 more per month this year than last year," said Williams.

Williams said the growth was due to the successful recruitment of business by the chamber and the city council.

"We have 23 new businesses in town this year, an unprecedented number for a town our size," he said.

Mayor Phillip Jones asked the chamber last year to join with the city council to try to recruit new businesses to the area. He said he didn't want "just any old group" but that he hoped for businesses which would benefit the town.

The town had accomplished almost zero growth in the past five years and the mayor said he felt it was time for a change.

"Our efforts have brought in two new supermarket chains, a Colonel Sanders Chicken, an electrical component plant, two major hotdog stands and a Ford Center," Williams said. "I think it's been quite a successful year."

CAUSE-EFFECT, COMMENTARY (CE,C)

17. A continued rise in complaints of discrimination and unfair screening processes has resulted in a proclamation from the local unemployment office manager that he is "fed up" with women's liberation.

"It 's the trend today to look for possible violations," said Jim Roberts. "I am amazed how many women contest the fact that some jobs are for men, jobs that require heavy lifting and long hours, jobs the women don't want and wouldn't be qualified for, but complain about not being able to interview for."

The problem is one shared by employment offices nationwide, he said.

Since the Supreme Court ruling that women may not be turned away

from jobs because of their sex, men and women from all walks of life have become acutely aware of jobs classified by sex. Men are now filling positions long thought of as strictly feminine - waitresses, telephone operators, nursing. And women truckdrivers and mechanics are becoming more numerous.

Roberts said he doesn't really expect complaints to end. "I guess it's just part of human nature," he said.

18. Fire Chief Reid Vance told the city council today that its refusal to raise the present salary for city fire department members could be a big mistake.

"The men feel they are grossly underpaid for the job expected of them," he said. "They no longer feel it is their duty to volunteer their services for token wages and want the city to pay them for their time and risks."

Mayor E.J. Jacks said the council had no choice since salary increases for other departments precluded any further stretching of the budget.

Vance said some of the men had said they would quit if this request were turned down.

Firemen fight an average of 170-180 fires a year, with many classified as major. Three men were seriously injured in blazes recently, one of which has retired because of permanent disabilities resulting from his injuries.

The increase in the number of fires, the dangers involved, and the fact that the police force members receive an average of 30 per cent more in salaries, has resulted in a disgruntled fire department.

The department recently asked for a raise but was turned down because of lack of funds. The department voted in favor of continuing at the present rate until this year when another effort would be made.

CAUSE-EFFECT, SPECULATION (CE,S)

19. Fort Taylor's Commanding General today declared Plantsville off limits to any personnel stationed at that fort.

The declaration was made in answer to mounting complaints by servicemen that businesses, landlords, and policemen of the town "had it in for them."

The military housing officials reported that they were unable to get landlords in the town to register rentals with them because they had no vacancies. However, vacancy signs were to be found throughout the streets.

The local jail often had as many as 13 soldiers as occupants on weekends. The stores in the town were charged with raising prices to as high as 10 cents above the prices of other towns to sponge the military dollar.

Now that the town has been designated as an off limits area, no military personnel is allowed to enter the city limits at the risk of personal punishment.

What will this do to the town of plantsville? As one of the numerous municipalities which rely heavily upon the existence of the military base, it would mean great financial losses.

Since Plantsville had the greatest proximity to the base and since many of the soldiers stationed there were for training only and without transportation, the town was the logical place for the soldiers to go.

Already the streets have grown quiet, possibly only a hint of the days to come. Speculation is that the townspeople will relent to the pressure and ask the military to lift the ban since the town has no other source of industry. But whether the military will respond to the request remains to be seen.

20. The city traffic bureau today released an annual report showing a 32 per cent increase in traffic accidents and continued citizen requests for reinstatement of the city bus lines.

The city bus line was discontinued after recording a \$27,000 deficit for the preceding 12 months. The city administration reported maintenance costs for the transit system were higher than the amount people were willing to pay to use the system.

The fact that the buses were old and worn and that new buses were beyond the financial limits, sealed the fate of the transit.

Since the termination of the bus service, the traffic bureau has reported a 29 per cent increase in the traffic on the already over-crowded streets. Many of the streets are the original cobblestone ones from the early days and are too narrow and slow for present day mobility.

As a result of the increased usage and the already inefficient street system, the rate of city traffic accidents has mushroomed.

Citizens have responded to the burgeoning traffic problem by asking that a new transit system be installed.

This new citizen response could be the signal that a transit system is in order and with proper financial control, it is feasible a workable bus system could be created.

SPECULATION, COMMENTARY (S,C)

21. Mayor Julien Lyon told the Chamber of Commerce today that the town needs new industry to insure economic protection in the years to come.

"For over 20 years we have relied on the fort to keep our town alive, but that must stop. The recent closures of bases in Massachusetts are proof that it can happen anywhere. We must be aware and take action now to recruit new industries which can stand alone without the military presence," he said.

Lyon said at present there was not one business in the area that was not indirectly, if not directly, dependent upon the military base.

"Not too long ago General Electric inquired about purchasing some land, but people eager to make a killing financially jacked the prices so high the company looked elsewhere. But it's not too late if we act now," he said.

The mayor said he would like to set as a goal, at least two industries in the next three years.

For the action to have any real effect, the city may have to recruit businesses for which at least 100 new positions would be created, thus 75 new families, and industries with an economic stand of at least half a million dollars.

If the program is effective, it is possible the city could continue in its position as the fastest growing area in the state, and could very well take over the number three position for population.

22. A group of college students said today they would find a way to stop the air pollution caused by the Taylor smelters if they had to write every congressman, the president, and Ralph Nader.

"We're tired of having to put up with hazy days and an awful smell every day. That smelter makes more money in a day than it would take to put a pollution control unit on the stacks. They just don't want to be bothered," said Steve Pulliam, leader of the student protest.

"We've already started picketing lines, not only at the smelter, but at the local users of their products," said Susan Thompson, student. "But we've just begun."

The smelter manager, Ray Jones, says the costs of the device are just too expensive to purchase right now. "We've been given a year to accomplish control and we'll meet the deadline. But we're not going to starve all operations to get the screen up now," he said.

Jones said if the boycott was successful and if too much pressure was applied, the smelter would cease operations.

"They've got to consider the alternatives," he said of the students. "Most of their folks are employed by the smelter or by the some operations connected with it. Shut us down and they'll only be hurting themselves."

The students say the threat is just that and that they're not afraid to fight. Evidently, they mean what they say because a large protest is planned for Monday at the capitol and momentum is gathering.

Whether Taylor will go through with its threat, only time will tell.

BACKGROUND (B)

23. Mrs. Sarah Mills will retire from the U.S. Postal system after 26 years of continual service in which she started off as the sole operator of a one window operation within the general store.

Mrs. Mills first took the job in 1946 after the store manager, Fred Giles, complained that the voluntary job was taking up too much of his time.

As the town grew, so did the job, and soon an assistant, Jim Rex, was standing at Mrs. Mills' side.

In 1953, the Post Office was moved to a one room building next to the fire station. The staff increased by one again and door de-

livery began. In 1954 the branch was selected as the central gathering area for mail in the district. With the new designation, nighttime pickups and deliveries began. Mrs. Mills was given another person. Her staff then numbered three.

The group stayed at this number for five years. An influx of industries and matching personnel and the construction of a new office with 1100 mail boxes warranted another worker and the staff continued to grow.

Since then the office has expanded twice, the boxes number 2400, and the staff has a total of 18 workers. Mrs. Mills has supervised a total of 52 workers in the past 26 years and the U.S. Post Office has credited her with being the mainstay in the growth and organization of the local branch.

Mrs. Mills will be presented with a gold plaque commemorating her 26 years and the fact that she is the only postal worker in the state to have served continuously from a one window office to a major post office branch.

24. Jesse "Red" Sanders, longtime resident and owner of the Lazy Q Ranch, has closed the road commonly known as the Schraeder Trail, and indicates he won't open it again, even if the sheriff brings a court order.

In 1917, when Sanders first inherited his father's ranch, the road was a trail used for herding cattle up into the higher rangelands. As the years passed and four-wheeled vehicles came into use, the trail became a dirt road.

Some of the ranchers moved out and sold their lands to newcomers. The road became the main way in which the new owners got to their land, even though it passes through the Sanders property.

Last year, a major land developer, Rio Madre, bought land adjacent to the Sander's Ranch and has formed a subdivision. Among the items listed in the advertising was the promise of a paved road within three years.

Sanders learned of the promise and posted a sign at the entrance of the road on Highway 92 stating the road was private property and that all home owners were free to use it but that the road could be closed at any time.

Rio Madre's customers were told the road could not be closed as any road which had been used as a public thoroughfare for ten years was a legal public road.

Sanders then installed an iron gate and fence posts, wrapped three chains around the posts and locked them with three steel locks.

CAUSE-EFFECT (CE)

25. Sixteen city streets have been designated as requiring emergency repairs, but persistent snow continues to hamper efforts to complete the mending.

Most of the streets have large chuck holes over which street department signs have been placed to warn motorists of the danger.

One main throughway, Thompson Avenue, has a large crack which has been repaired three times during the winter months but which has not been able to hold the new tar.

The damage is caused by successive cold and warm spells which make the pavement expand and contract with too much speed. Also, sub-zero degree temperatures have made the pavement brittle and unable to withstand the heavy weight and flow of normal city traffic.

The inclement weather will delay repair of the roads as a temperate climate is needed to insure repairs will take hold.

Continued breakage of roadways may be expected if the unusual weather continues.

26. The city council announced today that ground breaking for the new city activity center has been scheduled for the first week in June.

Last November, city fathers responded to calls from citizens to finance a city activity center by raising the sales tax rates.

The new tax, which went into effect January 1, increased the rate by one cent on the dollar, a seemingly small amount, but one which shows up a substantial gain in revenue.

As a result of the new tax hike, the city revenue has increased by approximately \$84,000 per year.

The average family of four previously contributed approximately \$460 per year in sales tax, and now the new tax rate brings that total up to almost \$600.

With approximately 600 families in the city falling into that or a similar category, tax revenue now totals almost \$84,000, or almost one fifth the amount projected for the new city center.

SPECULATION (S)

27. In the past year, 18 new businesses have opened within the city limits, and over 100 families have moved in, resulting not only in new office buildings, but in a number of new homes and residential developments.

In light of the new growth, a closer look at the present planning and zoning ordinances may be in order.

The present ordinances have no stipulations for sewage drainage, or heights of electrical wires, or any other specifications normally covered in planning ordinances.

Many new home builders have not taken these problems into consideration and may be creating unnecessary hazards for themselves and neighboring homes.

Businesses have sprung up like weeds in a field with little or no organization. The city could soon become one main commercial street surrounded by residential area. Will the city continue to grow, or will new businesses be forced to establish themselves on the outer limits of the town?

The time to look at these questions cannot be postponed without risking the welfare of the city and its occupants.

Newcomers have only their intuition and chance opportunities to determine where they should locate, a situation which could result in a maze of unwanted and ill-placed businesses and residential areas.

Without recognition of the possibly approaching problem, the entire future of the city could suffer.

28. The Riverview school district is considering the feasibility of changing to a split-session school system following Christmas break. Under the split-session plan, the students would attend classes from 7 a.m. to 12 p.m. or from 12 p.m. to 6 p.m.

If this plan is adopted by the district, many teachers could be required to work double sessions, as finances would prevent the hiring of sufficient personnel to staff two schedules.

It is possible that many extracurricular activities would be halted as teachers who are currently handling those activities would be required to teach extra classes instead of devoting that time to activities. Some activities scheduled for the spring and now in planning stages could very well have to be dropped altogether if adequate projection of available manpower is not made.

Students who are caught in the midst of the changeover, especially those in elementary grades, might suffer the greatest damage as they are forced to change teachers and friends halfway through the year.

Families with children in different grade levels could feasibly have children departing for and returning from classes all day long.

A massive program change of this sort without proper preparation and planning could be disastrous to all concerned. It may be that delaying the change to a time more distant in the future would be a better solution.

COMMENTARY (C)

29. Police Chief Edmond Raines today said he hoped one unfortunate incident would not color the attitude of the people against the police department. A 13-year-old boy was critically wounded by a policeman who mistook the boy for a burglary suspect.

"There is no way to get around the fact that what happened last week was a terrible thing. One of our patrolmen didn't exercise good judgment in the situation and disciplinary action has been taken," the chief said.

He went on to say that prior to this, the force had an exceptional record.

"Our men have the very best of training. We even send them to a week-long course at the Federal Bureau of Investigation School at the capitol where they get expert training. It's not required, but the fellas pay for it out of their own pockets. They honestly have the good of the community as first priority."

Raines said he had worked in towns where citizen respect failed and the police force failed with it.

"We just can't risk that here. We've had few complaints until

now, but I know emotionalism is running high and a lot of damage could be done. But it's the people who will suffer. If they don't respect the police force, then the men can't carry out their jobs to the full extent. They need us. . . and we need them," he said.

30. Citizens registered complaints with the city council Tuesday morning over the proposed raise in city property taxes.

"The money is going to be used to beautify the city," Mayor Evan Lewis told the group. "I don't understand your objections."

Resident Paul Johnson replied that the improvements were going for tourist areas.

"I'm not willing to pay more for tourists to come. If you want to help out the tourist trade, then tax those who make a profit from the tourists. I'm a retired farmer and get absolutely nothing from those people. And I would just as soon never see a tourist in the area," he said.

Other citizens at the meeting voiced much the same feelings as Johnson and asked the council to find some other way to raise the money.

"Maybe you could just tax the companies who use the tourist dollar, like the motel owners and the touring caves, and the like," said grocery store owner Mack Woodward.

Mayor Lewis said he felt the beautification would benefit the entire town and not just be for the tourist attraction and that he could not see the justification for citizen complaints.

However, the council said it would postpone its decision until it could investigate other avenues of raising the money.

NONE (N)

31. The City Council will hold its regular bi-weekly meeting tomorrow at 10:30 a.m. Persons scheduled to meet with the council are as follows:

Mat Jensen has a 10:30 appointment to discuss the rezoning of some of his acreage.

Thomas Everett will speak with the council on a tax question at 11:00.

The Animal Welfare Society will meet with the council at 11:30 to discuss a change in licensing practices.

The afternoon session starts with a 1 p.m. meeting of the council with members of the planning and zoning board.

Larry Wilson has a 1:15 meeting with the council. Subject unknown.

The council will swear in James Tate as the new chief of police at 1:30.

No other business is scheduled for tomorrow's meeting.

32. Mental health in the schools will be discussed during the 12th annual symposium on child and adolescent psychiatry Wednesday and Thursday in the high school auditorium.

The topic on Wednesday will be "Helping Disturbed Children in the Classroom." Guest workshop leader will be Dr. Fred Baker, professor of education, University of Kansas.

Dr. Robert G. Wahler, professor of psychology, University of Tennessee, will be the workshop leader on Thursday. The topic that day will be "Helping Parents of Disturbed School Age Children."

The symposium is sponsored by the city and county school boards.

Dr. Charles Preston, local school superintendent, will also be on the program along with several local school officials.

APPENDIX B

INSTRUCTIONS FOR Q SORTING

32 NEWS ITEMS

INSTRUCTIONS FOR SORTING STORIES

1. Interpretative or in-depth reporting generally means a story which explains the meaning of a news development. Please imagine that the enclosed stories comprise an unusually big day's input. Evaluate them on how well you perceive that the story explains the meaning of the news event, not on the newsworthiness of the event itself.
2. Please read each story carefully. After you finish reading the stories lay them aside all in one pile.
3. Now take the deck of cards with the red square on the top and remove the rubber band. Lay aside the top card with the red square. Now spread this deck of numbered cards in front of you, left to right, from 1 to 9, as follows:

Least												Most
Explains	Score	1	2	3	4	5	6	7	8	9		Explains
Meaning	No.											Meaning
Of News	Stories	1	2	3	5	10	5	3	2	1		Of News
Event												Event

4. Take the pile of stories. Choose one that you believe best explains the meaning of the news event and place it on top of card No. 9. From the remaining stories, take two stories that you feel next best explains the meaning of the news event and place them on top of card No. 8. Go on down the line until you complete the ranking of stories with the designated number of stories atop each numbered card. At any time you may change your mind on the placement of stories, if you wish.
5. Now that all the stories have been sorted, pick up the piles from left to right in the following manner: Pick up Pile No. 9, including the identification card on the bottom. Place Pile No. 9 on top of Pile No. 8. Continue on down the line. Just put the rubber band around the complete pile.
6. On the enclosed sheet, would you briefly explain why you chose the three highest (Piles No. 8 and 9) and why you placed the three lowest (Piles No. 1 and 2) where you did in the rankings. That's it, thank you very much.

APPENDIX C

SCORES OF Q SORT

SCORES OF Q SORT

No.	Character.	Theme	Atteberry	Brady	Carter	Coffey	DeSilver	Frey	Hansen	Keyes	Neilsen	Woodward
1.	B,CE,S,C	Impact	7	9	6	9	9	8	6	6	8	7
2.	B,CE,S,C	Sierra	5	8	7	8	6	9	5	6	5	6
3.	B,CE,S	Handicap	6	6	1	5	5	4	3	6	6	7
4.	B,CE,S	Marijuana	5	7	4	7	6	3	1	6	5	3
5.	B,CE,C	Water Bill	6	6	6	5	8	5	6	5	6	5
6.	B,CE,C	Vote	8	5	6	5	5	7	6	5	6	5
7.	B,S,C	Dam	6	7	8	8	6	8	6	3	7	5
8.	B,S,C	Cycles	7	5	9	6	5	6	7	5	6	5
9.	CE,S,C	Co-op	5	6	5	6	5	6	5	6	4	7
10.	CE,S,C	Gymkana	5	4	4	7	5	3	5	5	9	6
11.	B,CE	Consumers	5	5	5	2	5	5	5	5	4	3
12.	B,CE	Cotton	3	5	5	5	4	4	4	4	5	6
13.	B,S	Farm	5	4	2	6	7	3	5	4	5	6
14.	B,S	Robbed	8	5	8	5	3	5	4	8	7	5
15.	B,C	Drug	7	4	4	5	6	5	9	7	8	8
16.	B,C	Income	6	8	6	7	7	5	8	8	5	6
17.	CE,C	Women's	4	5	5	3	4	5	7	4	4	4
18.	CE,C	Firemen	5	6	5	5	5	6	5	5	5	5
19.	CE,S	OffLimits	4	1	5	4	2	2	3	5	3	4
20.	CE,S	Traffic	5	4	3	5	5	5	5	5	2	5
21.	S,C	Industry	6	5	5	5	4	5	8	4	4	5
22.	S,C	Air Pollu	5	3	4	6	6	6	5	7	6	4
23.	B	Mills	4	5	6	6	7	5	5	7	5	9
24.	B	Sanders	9	7	5	5	8	7	4	4	5	8
25.	CE	Streets	2	5	3	4	2	5	4	3	3	5

No.	Character.	Theme	Atteberry	Brady	Carter	Coffey	DeSilver	Frey	Hansen	Keyes	Neilsen	Woodward
26.	CE	Grounds	4	2	4	3	4	4	5	5	3	5
27.	S	Zoning	3	4	5	3	3	4	4	3	5	2
28.	S	School	3	3	5	4	4	4	3	2	4	3
29.	C	Police	5	5	7	4	5	6	6	9	7	1
30.	C	Complaint	4	6	7	4	5	7	7	5	5	4
31.	N	Meeting	1	2	2	1	1	1	2	1	1	2
32.	N	Symposium	2	3	3	2	3	2	2	2	2	4

VITA

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Thesis: CHARACTERISTICS OF INTERPRETATIVE NEWS: NEWSMEN'S PRIORITIES

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