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A CASE STUDY OF PUBLIC RELATIONS PUBLICATIONS IN PUBLIC  
ADMINISTRATION

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Statement of Problem: The task of the study is to determine the adequacy of selected publications by establishing the purposes of the publications and revealing to what extent each publication fulfills its purpose. The adequacy is determined by a study of the goals proposed by the publications. Analysis of the stated purposes of the selected publications reveals the basis for existence. Description of each publication as to general nature, physical characteristics, and history determines the publication's classification and also shows how well the publication fulfills its purpose. The amount of money allocated to be used for printing of selected publications is revealed to show a comparison between publications of the same classification and also to show the financial percentage expended for publication purposes, of the total departmental allocation. The study covers the biennium beginning July 1, 1951 and ending June 30, 1953.

Method of Procedure: The selected publications studied were the following:  
(a) Resourceful Oklahoma (b) Oklahoma Game and Fish News (c) Oklahoma Agriculture (d) Report of the Oklahoma Department of Public Welfare  
(e) Progressive Oklahoma (f) Compilation of Social Security Laws  
(g) Construction and Sanitation Specifications for Grade A Producer Dairies (h) Oklahoma's Water Resources (i) State Budgeting in Oklahoma  
(j) Here's Your Broom.

The data were gained by frequent visits to the Oklahoma State Library, and copies of each publication were furnished. A personal examination of financial statements prepared in the Budget Director's office at the Oklahoma State Capitol revealed the amount of monies expended. Further data were procured from personal interviews with department heads, editors, State Senators, State Representatives, and a questionnaire was submitted to each department publishing the selected publications. Reference books from the College Library at Oklahoma A&M College, the Oklahoma State Library in the State Capitol Building of Oklahoma, and the Carnegie Library in Frederick, Oklahoma were used and also correspondence with the Council of State Governments in Chicago, Illinois. Material procured at the College Library at the University of Oklahoma was helpful.

ADVISER'S APPROVAL

James E. Shuman

AN ANALYSIS OF SELECTED PUBLICATIONS OF THE  
GOVERNMENT OF THE STATE OF OKLAHOMA:  
A CASE STUDY OF PUBLIC RELATIONS PUBLICATIONS  
IN PUBLIC ADMINISTRATION

By

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Bachelor of Arts

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IN PUBLIC ADMINISTRATION

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## PREFACE

The writer is deeply indebted to his mother, Mrs. John Blanton, Senior, and the memory of his father, John H. Blanton, Senior, whose lives have been a guiding inspiration in his life and education, and who encouraged him to pursue a higher plane of education.

Appreciation is due Professor Clement E. Trout, head of the Department of Technical Journalism, Oklahoma A. & M. College, under whose direction the thesis was completed, and to Doctor E. Foster Dowell, formerly Associate Professor of Political Science at Oklahoma A. & M. College and now Research Consultant to the Oklahoma Public Expenditures Council. Appreciation is also extended Professor James C. Stratton of the Department of Technical Journalism for additional thesis council.

Suggestions by the Oklahoma State Librarian, Mr. Ralph Hudson, and his cooperation in securing selected publications of the State of Oklahoma, were extremely helpful in preparing this thesis.

The writer also wishes to thank The Council of State Governments in Chicago, Illinois, for supplying needed reference material.

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## CHAPTER I

### THE PURPOSE AND METHOD OF THIS STUDY

A study of the journalistic and administrative aspects of state government publications should be profitable, since extensive research has failed to reveal the existence of any similar undertaking in recent years.<sup>1</sup>

Many reports have been made in the general field of public relations but not in the more specialized area of governmental publications.<sup>2</sup>

This thesis is entitled An Analysis of Selected Publications of the Government of Oklahoma: A Case Study of Public Relations Publications In Public Administration. The publications selected for examination in this thesis are classified according to their legal and financial basis and their technical nature from the viewpoint of journalists and publishers.

The governmental agency that issues each such publication and the administrative official responsible for its policies are described. The legal and administrative basis for existence of each publication selected and its financial basis are discussed. Costs of these publications and the methods of distributing them are examined. Furthermore, the response of the readers is reported in those cases where questionnaires have been submitted by the governmental agency which issues the publication.

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<sup>1</sup>Frederick, William L., Research Associate, The Council of State Government, February 18, 1953, (Letter).

<sup>2</sup>Hudson, Ralph, Oklahoma State Librarian, November 21, 1953, Oklahoma City, Oklahoma, (Interview).

Certain Oklahoma governmental publications were selected after examining similar material from other states. A few publications were selected in order to provide examples of good State publications, while others were chosen to show how the State of Oklahoma can improve its publications and public relations methods.

It is deemed advisable to include in this study the Oklahoma Game and Fish News and Progressive Oklahoma because the Oklahoma Game and Fish Department and the Oklahoma Planning and Resources Board, the governmental departments publishing these publications, expend a considerable amount of money for publication purposes.<sup>3</sup> These publications are typical of the publications produced by the Oklahoma Game and Fish Department and the Oklahoma Planning and Resources Board. The Oklahoma Game and Fish News and Resourceful Oklahoma are selected to be analyzed as periodical publications, since the quality of photographs, art-work, engravings, and the general layout were appropriate for periodical qualifications. A periodical publication is a publication that occurs at regularly stated times or appears at intervals. Resourceful Oklahoma and the Oklahoma Game and Fish News are classified as periodical publications in this thesis. They contain miscellaneous stories, especially critical and descriptive articles, general stories and poems, and are both designed for the entertainment and information of the general reader.

It is deemed advisable to include Oklahoma Agriculture, an annual report of the Department of Agriculture, and Report of the Department of Public Welfare, in the selected list of publications for analysis in this thesis because of their individual styles and accomplishment of the

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<sup>3</sup>See Chapter III, page 16 for an explanation.

purposes of an annual report. Typography, size, and suitability are factors leading to selection of Report of the Department of Public Welfare and Oklahoma Agriculture. Both publications appear annually. Therefore, they are classified in this study as annual reports.

Compilation of Social Security Laws, published by the Oklahoma Department of Public Welfare, and Construction and Sanitation Specifications for Grade A Producer Dairies, published by the Oklahoma State Health Department, are selected to be analyzed in the classification called "Laws, Rules, Specifications, and Regulations," since they reproduce restrictions prescribed and enforced by constituted legal authorities for the sake of order, uniformity, discipline, health, safety, and society.

Oklahoma's Water Resources, a publication produced by the Division of Water Resources of the Oklahoma Planning and Resources Board, and State Budgeting in Oklahoma, a publication produced through the efforts of the Governor's Joint Committee on Reorganization of State Government, are selected to be analyzed in a classification referred to in this thesis as special publications because of their timeliness, press work, and suitability. These publications appear only once.

In many instances, it is difficult to determine whether a publication is promotional<sup>4</sup> or purely informative or a combination of both. However, the Oklahoma Planning and Resources Board produces Progressive Oklahoma, and the Governor's Joint Committee on Reorganization of State Government produced Here's Your Broom. Both publications are selected for analysis since there is no doubt that they are both promotional

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<sup>4</sup>See Chapter VIII, page 68 for an illustration of a promotional publication.

publications. They are selected because they contain State information of a promotional nature. Cover design, illustration and ornamentations, typography, style, attention values, reader interests, timeliness and general personality of the publications are the criteria of their selection for analysis.

Here's Your Broom and Progressive Oklahoma contain diverse items, yet they contribute to a proposed growth, enlargement, and prosperity of Oklahoma. In this thesis Progressive Oklahoma and Here's Your Broom are classified as promotional publications.

In the chapters that follow, a more detailed discussion and the description of the publications selected for study are made. Their legal, administrative, and financial bases are discussed. Moreover, their technical journalistic qualities are evaluated.

The following listing will be beneficial to the reader in that it lists the publications analyzed in this thesis as to name, parent agency, and technical classification.

It will be the intention of the writer in this thesis to establish the purpose of each publication and the extent to which it is fulfilled. Each publication is discussed in the subsequent chapters of this thesis according to its appropriate technical classification.<sup>5</sup>

The publications will be scored in this thesis by an individual score sheet adopted to meet the classification of the selected governmental publications. The writer must be of necessity the judge in scoring these publications, since no standardized method has been adopted for scoring such publications. For example, some journalists might score

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<sup>5</sup>See Chapters IV, V, VI, VII, and VIII, pages 25, 39, 48, 58, and 68, for technical classifications.

TABLE I

## AGENCIES PUBLISHING THE SELECTED PUBLICATIONS AND THEIR TECHNICAL CLASSIFICATION

Name of Publication	Parent Agency	Technical Classification				
		P.P.*	A.R.**	L.R.R.S.***	S.P.****	Pr.P.*****
<u>Oklahoma Game and Fish News</u>	State Game and Fish Commission	x				
<u>Resourceful Oklahoma</u>	Oklahoma Planning and Resources Board	x				
<u>Oklahoma's Water Resources</u>	Oklahoma Planning and Resources Board: Division of Water Resources				x	
<u>Progressive Oklahoma</u>	Oklahoma Planning and Resources Board					x
<u>Report of the Department of Public Welfare</u>	Oklahoma Public Welfare Commission		x			
<u>State Budgeting In Oklahoma</u>	Governor's Joint Committee On Reorganization of State Government				x	
<u>Here's Your Broom</u>	Governor's Joint Committee On Reorganization of State Government					x
<u>Construction and Sanitation Specifications for Grade A Producer Dairies</u>	State Board of Health			x		
<u>Oklahoma Agriculture</u>	State Board of Agriculture		x			

\* Periodical Publications

\*\* Annual Reports

\*\*\* Laws, Rules, Regulations and Specifications

\*\*\*\* Special Publications

\*\*\*\*\* Promotional Publications

a cover design of one publication twenty points while the writer might score the cover fifteen points. The score sheets are merely opinion score sheets of the writer. The Southwestern Association of Industrial Editors prepared the score sheet used here to judge industrial publications. The same form has been used to rate the selected governmental publications in this thesis where the selected publication's characteristics are applicable. For example, the Southwestern Association of Industrial Editors House Organ Score Sheet lists a rating for sales value. The selected publications in this thesis are distributed free of charge. Consequently, sales value is eliminated on all publications selected for analysis in this thesis. Also, it is difficult to compare a promotional publication with a publication of laws and rules. Thus, a variation will be noticed in the score sheets. The following table depicts the original Southwestern Association of Industrial Editors Score Sheet.

The score sheets for industrial publications rate all publications on fundamental bases of physical characteristics, editorial qualities, and intangible qualities. The writer can agree that the six physical characteristics used in the judgment of non-governmental media are common to all publications funneling information to a general readership. Matters of cover design, illustration, typography, size, press work, and continuity of style are considered common factors which can determine the effectiveness of any publication.

This score sheet used for this thesis is designed for the evaluation of house organs in the field of industrial publications and does not purport to be a score sheet for the evaluation of governmental publications. It is used here as a next-best device only in the evaluation of governmental publications because of the lack of any such systematic

## HOUSE ORGAN SCORE SHEET

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

Name of Publication \_\_\_\_\_ Issues Studied \_\_\_\_\_

Purpose of Publication \_\_\_\_\_

PHYSICAL CHARACTERISTICS	Possible Points	Your Score
<b>Cover Design</b> This considers the quality of photographs, art work, general layout and engravings used to make up the front cover. Appropriateness also considered.	25	_____
<b>Illustration and or Ornamentation</b> This division includes photographic illustrations, art work, cartoons, type ornaments and tint plates used to decorate the pages of the house organ.	25	_____
<b>Typography</b> Three factors govern the typography rating: (1) Legibility; (2) Emphasis; (3) General pleasing effect.	50	_____
<b>Size, Suitability</b> Many factors have a bearing on the ideal size for a house organ. Some of these are dictated by the type of illustrations to be used; the class of reader to whom directed; the way the house organ is to be handled (whether it is to be carried in the reader's pocket or filed) and, of course, it is important that the size be such that it can be cut from standard sizes of paper with minimum waste.	50	_____
<b>Press Work</b> In addition to proper make-ready, the quality of ink used is considered under this heading. The kind of paper is also taken into consideration in this rating.	50	_____
<b>Continuity of Style</b> Style as used in this connection refers to layout and makeup. Continuity of appearance is one of the distinguishing features between house organs and general sales literature.	50	_____
<b>Total, Physical Characteristics</b>	250	_____
<b>EDITORIAL QUALITIES</b>		
<b>Attention Value</b> The subject matter used for the cover design, the illustrations and the headings all contribute to the attention value of a house organ.	50	_____
<b>Reader Interest</b> Reader interest is achieved fundamentally by factors such as value of subject matter to readers, intriguing headlines, human interest illustrations, ingenious editorial features, anecdotes, conversational copy, etc.	100	_____
<b>Timeliness</b> One of the outstanding advantages of house organs is that they permit articles of current news value to be used. How well this opportunity is utilized is indicated by the accompanying rating.	50	_____
<b>Editorial Style</b> Since no two house organ editors employ the same style the governing factors considered here are originality, clearness, expression and forcefulness.	100	_____
<b>Sales Value</b> Whatever the apparent purpose of a house organ may be, its ultimate job is to sell. This objective is obtained in many effective ways.	100	_____
<b>Variety of Appeal</b> This division concerns the avoidance of monotony in any one of the many characteristics listed.	50	_____
<b>Total, Editorial Qualities</b>	450	_____
<b>INTANGIBLE QUALITIES</b>		
<b>Personality</b> A house organ, like any other representative of your firm, has a personality which may be pleasing or otherwise. It is possible, but not likely, that the house organ would receive a poor rating under physical characteristics and editorial qualities, and yet have an effective personality.	100	_____
<b>Purpose, General Appropriateness</b> By far the most important single factor to consider in any house organ is: how well it is directed toward its main objective. If this is to sell merchandise it should be prepared from the merchandising angle; if its purpose is to stimulate salesmen or dealers to greater activity, it should be so pointed as to accomplish this end; if its purpose is to stimulate goodwill, it should accomplish this in some effective and definite manner.	200	_____
<b>Total, Intangible Qualities</b>	300	_____
<b>TOTAL SCORE</b>	1000	_____

rating device in this area. The writer is thoroughly cognizant of the fact that there may be cases in which certain types of governmental publications cannot be judged in terms of the criteria used in this industrial score sheet. However, most governmental publications are lacking in the attributes that constitute a technically sound and attractive medium, both from the point of view of technical journalism and of sound governmental public relations.

Fortunately, there are exceptions to this general indictment in the case of some governmental publications issued by relatively more alert and progressive administrators, agencies, and jurisdictions. Nevertheless, there seems to be no inherent reason why the general standards of what constitutes an attractive and useful publication in the private field are not equally applicable in the governmental field, except in a few isolated cases where the nature and purpose of the material issued by governmental agencies renders it exempt from these general criteria.

In the last analysis, the crying need for more useful and attractive governmental publications as recognized by public officials, administrators, taxpayer's organizations, individual citizens, and journalists, more than justifies the effort made in this study to evaluate selected publications of agencies of the government of the State of Oklahoma for the purpose of increasing their attractiveness and effectiveness so that the citizens may more intelligently participate in the affairs of their government.



## CHAPTER II

### THE LEGAL AND ADMINISTRATIVE BASIS FOR THE EXISTENCE OF THESE PUBLICATIONS

Some Oklahoma governmental publications are authorized by general statutory provisions,<sup>1</sup> whereas others have been created by administrative action of the agencies concerned as a necessary part of their major functional activities which in turn rest on a constitutional and/or statutory basis.<sup>2</sup> Publishing of state material was provided in the original Constitution of the State of Oklahoma.<sup>3</sup> Article 5, Section 37 states: "The Legislature shall have the power to establish a state printing plant, and to provide for the election or appointment of a State Printer."

However, the office of State Printer and the Department of State Printing were abolished in 1913.<sup>4</sup> At the same time the publication and printing of State material was made possible through a statutory provision stating:

The office of State Printer is hereby abolished, and the duties now provided by law to be performed by the State Printer and the State Printing Department shall be performed by the State Board of Public Affairs. The State Board of Public Affairs shall supervise and contract for all public printing and binding authorized by the Legislature, for the Governor, Supreme Court, and the several state institutions, state officers, or any state board or commission created under the laws of the

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<sup>1</sup>74 O.S. 1951, Section 2023.

<sup>2</sup>Mahaffey, Juanita, Editor, Oklahoma Game and Fish News, August 13, 1953, Oklahoma City, Oklahoma, (Interview).

<sup>3</sup>Article V., Section 37, O.S. 1951, P. 66.

<sup>4</sup>74 O.S. 1951, Section 111.

State. Contracts for such printing and binding shall be let under same terms and conditions as other contracts for state supplies are let by same State Board of Public Affairs in manner provided by law.<sup>5</sup>

Mr. Paul S. Cooke, the Legislative Auditor, pointed out in 1954 that:

The State Constitution provided, in Article 2, Section 31, 'That the right of the State in engaging in any occupation or business for public purposes shall not be denied or prohibited' and in Article 5, Section 37, 'The Legislature shall have the power to establish a printing plant and to provide for the election of, or appointment of, a state printer.' These two sections, one constituting a general, and the other a specific power, leave no question as to the legality of the State engaging in the business of printing its own requirements.<sup>6</sup>

Mr. Cooke also referred to the Oklahoma Red Book which was one of the factors involved in abolishing the office of State Printer.<sup>7</sup> He declared:

The Oklahoma Red Book was published in 1912 for a cost of approximately \$15,000, and which, incidentally, was one of the principal reasons for the impeachment and conviction of the state printer. One of the three articles of impeachment consisted of the printing of the Red Book at State Expense without specific appropriation or authority. The total volume of state printing in those days was very small, consisting largely of the session laws, the reports of court decisions, printing of legislative journals, calendars and other matters pertaining to the legislative process. There were also certain annual reports required by law to be made by the various state departments and offices, but most of these were not required to be printed. This same type of printing today constitutes only a small part of the total printing bill for the state.<sup>8</sup>

Today, statutory provisions specify the rates charged and manner in which state publications can be published. They further require that all contracts for printing and binding of state publications for the use

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<sup>5</sup>74 O.S. 1951, Section 111.

<sup>6</sup>Cooke, Paul S., Legislative Auditor, Audit-Report on State Printing In Oklahoma Covering Period, July 1, 1951 to June 30, 1953, (The State of Oklahoma), January 25, 1954, P. 1.

<sup>7</sup>Ibid., P. 1.

<sup>8</sup>Ibid., P. 1 and 2.

of state officers, meaning the State Legislature, the Governor, Supreme Court, the several state institutions, or any state board or commission,<sup>9</sup> be publicly let by competitive bidding after advertisement by the State Board of Public Affairs.<sup>10</sup> The bid is let to the lowest and best responsible bidder.<sup>11</sup> However, contracts for printing and binding, where the amount is less than two-hundred dollars, may be let by the Board of Public Affairs by private contract.<sup>12</sup>

Mr. Cooke's report pointed out that:

An opinion of the Attorney General, dated September 29, 1932, holds that Section 113 of Title 74 of the Oklahoma Statutes, was repealed by implication by the enactment of Title 74, Section 111, and that irrespective of the amount involved, contracts for all printing and binding could subsequently be let by the State Board of Public Affairs without advertising or having competitive bids. There is nothing contained, however, in that opinion or any other opinion or court decision so far as can be ascertained which would limit the authority and responsibility, contained in Title 74, Section 111, of the Board of Affairs for the supervision and contracting for all public printing and binding for all agencies of the State Government, including the Legislature.<sup>13</sup>

As was further explained in Mr. Cooke's Audit-Report:

A discussion with the chairman of the Board of Affairs discloses the fact that this statutory provision has not been complied with during the present or any recent administration, but that only those agencies under the control of the Board of Affairs purchase their printing through that Board. It is also the practice of the Board to require competitive bids on amounts over two hundred dollars.<sup>14</sup>

Mr. Cooke also stated in the Audit-Report that:

Several agencies have, for a number of reasons, set up printing establishments within their agency, varying in size from small hand type-setting

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<sup>9</sup>74 O.S. 1951, Section 111.

<sup>10</sup>74 O.S. 1951, Section 113.

<sup>11</sup>74 O.S. 1951, Section 113.

<sup>12</sup>74 O.S. 1951, Section 113.

<sup>13</sup>Cooke, Paul S., Audit-Report on State Printing, P. 3.

<sup>14</sup>Ibid., P. 3.

operations to quite elaborate and modern printing equipment. In particular, the Tax Commission since its beginning, in 1933, has felt the need for its own printing plant and under the first administration such a plant was set up. Justification consists of the necessity for meeting deadlines with regard to various forms in connection with the collection of taxes, especially the income tax, as well as economy. In their own opinion, they are printing for about half of what it would cost to secure the same work from commercial printers. The Commission prints practically all of its own needs and does a considerable amount of work for other agencies as well.

The University of Oklahoma has operated for a number of years a printing establishment and book publishing enterprise. At Oklahoma A&M College, another complete printing and press layout has been developed with somewhat different method of financing. The Planning and Resources Board, State Library, and several agencies operate small presses, usually of the multigraph type, and the bindery at the Penitentiary is one of the most active auxiliary enterprises of that institution. It repairs and rebinds all used school text books for the department of education.

So the question of the state entering the printing business has already been settled. The only questions which might be posed today are the extent to which present facilities should be expanded, if at all, and as to methods of supervision or control of printing done by the State, or purchased from commercial printers.<sup>15</sup>

The Oklahoma Planning and Resources Board is the only governmental organization authorized by statutory provision to use its own board as a board of publications.<sup>16</sup> It is the duty of this board to collect and assemble all information regarding the industrial opportunities of the state.<sup>17</sup> Statutory provision also provides that the Planning and Resources Board shall furnish information regarding raw materials and products that are produced in the state; the availability of markets, labor, financial facilities; and the advantages of the state as a whole.<sup>18</sup> Additional duties of the public relations department of the Planning and

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<sup>15</sup>Cooke, Paul S., Audit-Report on State Printing, P. 3.

<sup>16</sup>74 O.S. 1951, Section 344.11.

<sup>17</sup>74 O.S. 1951, Section 344.11.

<sup>18</sup>74 O.S. 1951, Section 344.11.

Resources Board are to acquaint the people with industries located within the state; and to publicize to the citizens of this state and other states information regarding the development of Oklahoma's natural resources and recreational, industrial, and agriculture enterprises.<sup>19</sup> Furthermore, it is their duty to encourage the traveling public to visit Oklahoma by distribution of information in regard to the recreational advantages of the state.<sup>20</sup>

Actually, the statutes do not expressly authorize by name the existence of any state publication. However, general statutes, from which permission to issue publications is implied, may be cited. For example, although the Oklahoma Statutes require that the Planning and Resources Board publicize the advantages of Oklahoma, they do not mention any specific publication by name.<sup>21</sup> Also, statutory provisions, title 70 section 2023 of the Oklahoma Statutes, direct the State Board of Agriculture and State Board of Education to prepare and publish annual reports.<sup>22</sup>

Annual reports are compiled and sent to the Governor of Oklahoma and the Oklahoma Legislature.<sup>23</sup> The State Board of Education and the State Board of Agriculture at the close of each fiscal year make a detailed report to the Governor, exhibiting the progress of the institutions under their respective boards.<sup>24</sup>

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<sup>20</sup>74 O.S. 1951, Section 344.11.

<sup>21</sup>74 O.S. 1951, Section 344.11.

<sup>22</sup>70 O.S. 1951, Section 2023.

<sup>23</sup>70 O.S. 1951, Section 2023.

<sup>24</sup>70 O.S. 1951, Section 2023.

Publications of laws and administrative rules and regulations are created to facilitate the administrative activities of the agencies. While there is from a technical viewpoint much justification for the maxim that "ignorance of the law is no excuse,"<sup>25</sup> citizens who must pay taxes and are subject to regulatory measures rightly feel that they are entitled to timely notice before taxes fall due, before reports must be filed, and before new regulations are to be enforced.<sup>26</sup>

Every public officer of the State of Oklahoma who published and has printed at the expense of the State, any report, or information pertaining to the business of this State, or any departments of the government of this State, is required to deposit with the State Capital's Librarian immediately upon publication, one-hundred copies of each publication. The State Librarian keeps ten copies in compliance with the Oklahoma Statutes, and may exchange remaining copies for similar publications of other States.<sup>27</sup>

Provision is made for exchange of State publications between the State Library and all Oklahoma schools and colleges.<sup>28</sup> In addition, the State Librarian is authorized and directed to send one copy of all governmental publications to every one of the states and territories for the use of their respective libraries.<sup>29</sup> Therefore, a systematic exchange of state governmental publications has been provided in the Oklahoma Statutes.

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<sup>25</sup>Wilcox, Jerome K., Manual on the Use of State Publications, (American Library Association) Chicago, Illinois, April, 1940, P. 2.

<sup>26</sup>Ibid., P. 2.

<sup>27</sup>65 O.S. 1951, Section 40.

<sup>28</sup>65 O.S. 1951, Section 39.

<sup>29</sup>65 O.S. 1951, Section 31.

The people's "right to know," that is to have full information in regard to the activities of their government, is essential to the successful operation of a democracy.<sup>30</sup> However, a method of distribution of state publications has not been provided by the statutes of Oklahoma other than the library method of exchanging publications as was noted in the preceding paragraph. Consequently, the average citizen does not know what state publications are at his disposal or how he can obtain them.<sup>31</sup> Also, a tardiness in issuing state publications has existed in the past and still exists. In part, the responsibility for this delay rests with various state agencies in that some agencies are slow in submitting necessary material for their publications and the department issuing the publication often fails to secure needed information in time to go to press. In some cases, because of the policy of private printers in regard to public business, printers take care of their regular business and delay printing state publications.<sup>32</sup>

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<sup>30</sup>Cross, Harold L., "The People's Right to Know," The American Political Science Review, (Columbia University Press) New York, New York, Volume XLVII, P. 1176, December, 1953.

<sup>31</sup>Hudson, Ralph, State Librarian, November 12, 1953, Oklahoma City, Oklahoma, (Interview).

<sup>32</sup>Ibid., (Interview).

CHAPTER III  
THE FINANCIAL BASIS

Dr. Jerome K. Wilcox, an outstanding authority on state publications, has declared:

If citizens are to obtain the maximum benefit from the money they pay in taxes, some systematic attempt must be made by the government to explain to the public what it has been doing, what services it is prepared to render, and what regulations it is responsible for enforcing, under existing legislation."<sup>1</sup>

Furthermore, since the citizens elect the legislators who appropriate the money for state agencies, and may even decide financial matters directly in statutory referenda and constitutional amendments, it is to the interest of all governmental agencies to render full and clear accounts of all their fiscal activities, whether the laws require this or not.

In the fiscal years of the biennium ending June 30, 1953, the governmental departments of the State of Oklahoma selected for study in this thesis expended approximately \$268,055.75 on all types of state publications.<sup>2</sup> This includes rosters, directories, annual reports, biennial reports, laws, rules, regulations, specifications, magazines or periodicals, reprints, and miscellaneous publications. Departments selected for study in this thesis are the Oklahoma Game and Fish Department, the Oklahoma Planning and Resources Board, the Department of

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<sup>1</sup>Wilcox, Jerome K., Manual on the Use of State Publications, 1940, P. 2.

<sup>2</sup>Smith, James K., Oklahoma State Budget Director, October 13, 1953, (Interview).



Agriculture, the Department of Public Welfare, and the Department of Public Health.

Actual publication expenditures for the selected departments for the fiscal year ending June 30, 1952 were \$126,486.55.<sup>3</sup> Publication expenses for the selected departments for the fiscal year ending June 30, 1953 were \$141,569.20.<sup>4</sup> A grand total of approximately \$2,724,344.25<sup>5</sup> was expended for printing purposes by all departments of the State of Oklahoma during the biennium from July 1, 1951 to June 30, 1953.

Table II shows the expenditures for all selected departmental publications for the fiscal biennium ending June 30, 1953, the total departmental expenditures for all divisions of the departments and the percentage of the total departmental expenditure used for publication purposes.

Table III lists the name of each selected publication, the number of copies published monthly or yearly, the cost of the individual publication and the cost of the publication per copy. Descriptions of these publications are in subsequent chapters.

The publication Here's Your Broom was financed through private individuals. Governor Johnston Murray invited some one-hundred people to the Governor's Mansion in Oklahoma City, and these individuals followed the suggestions presented to them by the Chief Magistrate for financing the publication called Here's Your Broom. Governor Murray

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<sup>3</sup>Ibid.

<sup>4</sup>Ibid.

<sup>5</sup>Cooke, Paul S., Legislative Auditor, Audit Report on State Printing in Oklahoma Covering Period July 1, 1951 to June 30, 1953, January 25, 1954, P. 4.

TABLE II<sup>6</sup>  
TOTAL DEPARTMENTAL EXPENDITURES

State Departments Selected for Analysis in This Thesis	Oklahoma Game and Fish Department	Oklahoma Planning and Resources Board	Oklahoma Department of Public Welfare	Oklahoma Department of Public Health	Oklahoma Department of Agriculture
Publication expenses from July 1, 1951 to June 30, 1952	\$ 48,878.58	\$ 55,908.27	\$ 1,087.75	\$ 2,291.19	\$ 18,320.76
Total Department expenses from July 1, 1951 to June 30, 1952	1,297,109.21	1,572,071.44	3,990,835.26	3,279,795.40	1,001,860.41
Publication expenses from July 1, 1952 to June 30, 1953	56,337.47	66,762.55	927.80	4,072.15	13,469.23
Total Department expenses from July 1, 1952 to June 30, 1953	1,714,547.31	1,259,247.39	4,336,415.41	1,961,720.43	954,397.28
Total Biennium Publication expenses from July 1, 1951 to June 30, 1953	105,216.05	122,670.82	2,015.55	6,363.34	31,789.99
Total Department expenses for the Biennium from July 1, 1951 to June 30, 1953	3,011,656.52	2,786,319.83	8,327,250.67	5,241,015.83	1,956,257.69
Percentage of the Total Departmental expenditures used for publication expenses for the Biennium from July 1, 1951 to June 30, 1953	.034 or 3.4%	.044 or 4.4%	.0002 or 2/100 of 1%	.00012 or 12/100 of 1%	.01625 or 1.6%

<sup>6</sup>Source: Budget of the Budget State of Oklahoma

TABLE III<sup>7</sup>YEARLY PUBLICATION COSTS  
1951-1952

Publication	Number Copies Published	Costs	Cost Per Copy (in cents)
<u>Game and Fish News</u>	27,000 monthly	\$ 1,985.45 per month 25,850.00 per year	8.7
<u>Resourceful Oklahoma</u>	5,000 monthly	400.00 per month 4,800.00 per year	8.0
<u>Oklahoma Agriculture</u>	1,500 per year	900.00 per year	60.0
<u>Report of the Department of Public Welfare</u>	1,000 per year	927.00 per year	9.27
<u>Compilation of Social Security Laws</u>	100,000 per year	3,500.00 per year	35.0
<u>Construction and Sanita- tion Specifications for Grade A Producer Dairies</u>	5,000 per year	2,500.00 per year	5.0
<u>State Budgeting In Oklahoma</u>	250 copies	10.00*	4.0
<u>Oklahoma's Water Resources</u>	10,000 copies	2,300.00*	23.0
<u>Progressive Oklahoma</u>	50,000 per year	5,000.00*	10.0
<u>Here's Your Broom</u>	100,000 per year	1,000.00*	1.0
Total	814,250 copies per year	\$46,787.00	

\*These publications are published on an indefinite basis.

<sup>7</sup>Mahaffey, Juanita, Editor Oklahoma Game and Fish News, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Boyd, Jack, Executive Director, Oklahoma Planning and Resources Board, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

McClusky, Jim, Editor Oklahoma Agriculture, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Rhodes, Lois N., Supervisor, Division of Research and Statistics of the Department of Public Welfare, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Morrission, Charles, Editor, Compilation of Social Security Laws, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Harrington, Tom, Editor, Construction and Sanitation Specifications for Grade A Producer Dairies, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Murphy, Blakely, Counsel-Director of the Governor's Joint Committee on Reorganization of State Government, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

Ford, Harry, Editor, Oklahoma's Water Resources, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire and Interview).

felt that the publication would aid in his plan to reorganize the state government by creating an awareness on the part of the public of the waste now existing in the management of the government of the State of Oklahoma.<sup>8</sup>

In this thesis, we shall not seek to determine here whether the publications selected in this thesis merit an annual expenditure of \$46,787.00<sup>9</sup> or whether all the publications of the selected departments merit an annual expenditure of \$268,055.75<sup>10</sup> of the taxpayer's money. However, it is possible for the reader to ascertain to what extent the objectives of these publications are being fulfilled by the analysis of their circulation, their stated purposes, and their contents in the subsequent chapters of this thesis.

Moreover, neither the State Budget Director nor any department of the State government, except the Oklahoma Planning and Resources Board<sup>11</sup> and the Board of Public Affairs,<sup>12</sup> is authorized to approve or disapprove of the printing of State publications and to regulate the quantity and quality thereof. Consequently, there is no standardization of publications and a large cost differential exists between similar type publications.<sup>13</sup>

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<sup>8</sup>Murphy, Blakely, Counsel-Director, Governor's Joint Committee on Reorganization of State Government, Oklahoma City, Oklahoma, April 18, 1953, (Interview).

<sup>9</sup>Smith, James K., Oklahoma State Budget Director, Oklahoma City, Oklahoma, October 13, 1953, (Interview).

<sup>10</sup>Ibid.

<sup>11</sup>74 O.S. 1951, Section 344.11.

<sup>12</sup>74 O.S. 1951, Section 64.

<sup>13</sup>Hudson, Ralph, State Librarian, Oklahoma City, Oklahoma, (Interview).

In Mr. Cooke's Audit-Report on State Printing it was pointed out that:

Certain difficulties have been encountered because of the object classification system of expenditures used by the Division of the Budget in which all printing is not classified under one object number, but most printing used in routine administration is charged along with all other types of office supplies under a separate number.<sup>14</sup>

James K. Smith, State Budget Director, explained that:

Where an agency has both appropriated and dedicated funds, the budget is prepared as a total budget and no attempt is made to break down various items into a fund classification. There is, of course, an object report showing the expenditures and the request for printing. There is also a report showing the expenditure by fund. However, only in rare cases does the budget reflect publications, and this is only done when the publications are a major part of the program.<sup>15</sup>

The following is a further explanation by Mr. Smith concerning finance classification of each publication selected for study in this thesis.

Mr. Smith stated that:

Resourceful Oklahoma and Progressive Oklahoma appear in the budget of the State Industrial Planning Division of the Planning and Resources Board. The amounts estimated for printing these publications are not itemized since they are a minor part of the cost of the division. The expenditures are paid from appropriated funds. The Oklahoma Game and Fish News is financed from dedicated funds and appears in the budget under either 'Public Relations' or 'Administrative' divisions. Since Oklahoma Agriculture covers all divisions of the Board of Agriculture, the expenditure appears in the 'Administrative Division.' However, it could be paid from either appropriated or dedicated funds.

Report of the Department of Public Welfare, Compilation of Social Security Laws, and State Budgeting in Oklahoma, published by the Department of Public Welfare, is financed through a dedicated fund. In the Department of Public Welfare each major program is financed by a dedicated fund. One of these funds is for general administration. Any report or publication published by the Department of Public Welfare would, therefore, be reflected in the general administration item in the budget.

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<sup>14</sup>Cooke, Paul S., Audit-Report on State Printing, Letter of Transmittal introducing the report.

<sup>15</sup>Smith, James K., State Budget Director, February 17, 1954, (Letter).

Construction and Sanitation for Grade A Producer Dairies is a part of the milk control unit of the Department of Health. Therefore, the publication is financed from either appropriated or federal dedicated funds. Oklahoma's Water Resources is financed from either appropriated or dedicated funds. It appears as a part of the program of the 'Administrative' activity of 'River Basin Studies' activity of the Division of Water Resources. Here's Your Broom does not appear in the budget since it was not published through the use of state funds.<sup>16</sup>

It is pointed out further in Mr. Cooke's report that:

Essentially, printing is merely one of the services or products essential to the operation of government, and in this sense, the problem of public printing is only a part of the broader problem of purchasing and procurement. While there is little evidence of standardization or uniformity among the agencies of State Government in Oklahoma in their purchase of printing or the materials used in printing, this is equally true of all other purchases. Because printing is a highly technical process which is not easily comprehended by the layman, most government officials charged with the responsibility for procuring printing may have to operate more or less in the dark and may be dependent upon the integrity and reliability of the person or persons with whom they deal in its procurement.

However, even in this respect printing is not unique and there is no apparent reason why in a centralized purchasing organization a specialist in printing could not function just as well as specialists in the procurement of textiles, metal products, machinery and equipment, food, drugs or any of a dozen other classifications of products. Unless the legislature is ready to consider the establishment of centralized purchasing, there seems to be no particular reason for a different treatment of printing to other purchases.

In most states which have centralized purchasing or anything approaching centralization, printing is a section or division of such an agency. Only five states, so far as can be learned, have a separate organization for the procurement of printing or for printing on the part of the state.

One criticism directed against this method of purchasing is that the smaller printer, unable to handle all of the printing of a particular class, is at a relative disadvantage in bidding and to that extent, competition may be eliminated. On the other hand, where additional equipment or special types of equipment are necessary, it may be easier to secure lower bids from responsible printers with the assurance of a longer period of operation and a greater volume than might be possible if small job contracts were placed individually.

To provide for a State Printer does not necessarily mean the establishment of State-owned and operated printing presses; however, as mentioned

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<sup>16</sup>Ibid., James K. Smith, February 17, 1954, (Letter).

elsewhere,<sup>17</sup> it would not mean the entry of the State into the printing field, but only an extension of the present facilities. It would probably require an expansion of present facilities of less than 50% to furnish all printing needs of the State, except for school textbooks. A comparison of estimates made in this report of the value of printing done by the State indicates that there is possibly some saving to be made under the prices paid commercial printers.

In the last report issued by the State Printer of Kansas, it is noted that while the balance sheet and financial statement presented therein reflect a profitable operation, and it is evidently satisfactory to the State of Kansas, there is contained the statement that a new building is needed and much of the machinery needs replacement. This suggests that the capital required has either not been maintained or has not been properly charged into costs over a period of time which, of course, makes a profit and loss statement entirely misleading.

While the total of printing expenditures by State agencies is a larger figure than may have been anticipated, it is only a little more than half of what was spent in the same period for travel by State employees, and when it is considered how much any agency of government bases its operation on the use of printed materials, the total does not seem unreasonable.<sup>18</sup>

It should also be mentioned that financial figures presented in the previous parts of this chapter are expenditures under the object classification "Expenditures for Printing."

All printing is not classified under one classification, some printing used in routine administration is charged along with office supplies under the object classification of 'Office Supplies'<sup>19</sup> as was pointed out in the Audit-Report on State Printing.

The following table should be beneficial as an explanation of the estimate of the total costs of printing by state agencies under the object classifications of "Office Supplies" and "Expenditures for Printing." In the Legislative Auditor's report an elaboration was made on the method of determining the validity of the following financial figures. It stated:

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<sup>17</sup>See Chapter II, P. 12.

<sup>18</sup>Cooke, Paul S., Audit-Report on State Printing, P. 18 and 19.

<sup>19</sup>Ibid., Letter of Transmittal Introducing the Audit-Report on State Printing.

To assist the Committee in its determination of the validity of estimates made in the report, a table lists by agencies the entire expenditures of the two fiscal years of the biennium coded in the Budget Office as printing. Of this total, by actual examination of one year's claims, it was determined that only 73.9% of the grand total could be properly charged, according to our definition, to printing. This ratio, of course, cannot be applied uniformly to each of the agencies.

In another table is a similar list, by agencies, of expenditures for office supplies of which 48.2% were determined by means of a less extensive sample than that used in printing, to be for letterheads, envelopes, miscellaneous forms and other types of printed matter. Here again it is not possible to apply this percentage against each agency due to the wide variation in the relative amount of printed and other kinds of office supplies in the total.<sup>20</sup>

TABLE IV<sup>21</sup>

ESTIMATE OF THE TOTAL COST OF PRINTING USED  
BY STATE AGENCIES

Non-Governmental Printing			
Expenditures for Printing ..	73.9% of	\$ 822,270.23	\$ 651,997.70
Office Supplies .....	48.2% of	1,555,992.37	<u>749,988.32</u>
			<u>\$1,401,986.02</u>
Printed or Processed by State			
Printing (3 printing presses)*		\$ 769,188.02	
Other types of printing		553,170.21	<u>1,322,358.23</u>
		Total of All Printing	<u>\$2,724,344.25</u>

\*University of Oklahoma Press, Oklahoma A&M College Press and the Oklahoma Tax Commission Press.

<sup>20</sup>Cooke, Paul S., Audit-Report on State Printing, P. 4.

<sup>21</sup>Cooke, Paul S., Legislative Auditor, Audit-Report on State Printing, Oklahoma City, Oklahoma, January 25, 1954, P. 11.



## CHAPTER IV

### PERIODICAL PUBLICATIONS

#### Oklahoma Game and Fish News

Sportsmen like to know in advance the dates of the hunting and fishing seasons, what game may be hunted, and under what conditions; what fish may be caught, how many and where.<sup>1</sup>

One purpose of Oklahoma Game and Fish News is to inform and educate Oklahoma sportsmen in good conservation practices. It is primarily for hunters, fishermen, trappers, naturalists and wildlife conservationists. Another aim is to coordinate the efforts of the State Game and Fish Department and license-buying sportsmen in what is being done and why it is being done. Furthermore, the magazine creates good will and understanding among landowners, sportsmen, and the general public toward each other and the Game and Fish program. Lastly, it reminds all readers of their valuable heritage of wildlife resources and the need for preserving them.<sup>2</sup>

A subscription price of one dollar and fifty cents per year is assessed non-Oklahoma residents.<sup>3</sup> The Oklahoma Game and Fish Department maintains its own addressograph system and its publications are mailed by second-class mail privileges.<sup>4</sup>

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<sup>1</sup>Wilcox, Jerome K., Manual on the Use of State Publications, 1940, P. 2.

<sup>2</sup>Mahaffey, Juanita, Editor Oklahoma Game and Fish News, April 18, 1953, Oklahoma City, Oklahoma, P. 15.

<sup>3</sup>Ibid., P. 15.

<sup>4</sup>Ibid., P. 15.

The publication is sent to public libraries, school libraries, some public school teachers, hunting and fishing license dealers, game and fish departmental personnel, newspapers, county agents, as well as to the other forty-seven state game and fish departments. Copies are sent to members of the Oklahoma Legislature and anyone requesting them free of charge. Out-of-state residents requesting copies of Oklahoma Game and Fish News are sent copies at the regular subscription price.

Twenty-seven thousand copies are published monthly, except August, by the Oklahoma Game and Fish Department. A letterpress<sup>5</sup> process of reproduction is used in printing.<sup>6</sup> This involves printing from raised type faces and plates. Competitive bids are received by the Game and Fish Department for printing Oklahoma Game and Fish News, and contracts are awarded by the Game and Fish Director to the lowest bidder.<sup>7</sup>

The format, meaning the form, size, and general style of a book when printed and bound,<sup>8</sup> is nine inches by twelve inches. It contains twenty-two pages excluding the front and back covers. The publication contains numerous pictures which are reproduced well and are displayed in an attractive layout.<sup>9</sup>

The cover is redesigned each month, and its color varies. The type matter of the publication is generally printed in black and white, with

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<sup>5</sup>Mathews, Julius, Newspaper, Printing, Paper, Engraving, Electrotyping, Lithography, Terminology, New York, New York, The Julius Mathews Special Agency, Incorporated, Date Omitted, P. 7.

<sup>6</sup>Mahaffey, Juanita, Editor, Oklahoma Game and Fish News, April 18, 1953, (Questionnaire).

<sup>7</sup>Ibid., (Questionnaire).

<sup>8</sup>Kimberly-Clark Corporation, More For Your Printing Dollar, Neenah, Wisconsin, Kimberly-Clark Corporation, 1951, P. 12.

<sup>9</sup>Bond, Bill, Editor's Dictionary, Stewart and Fryer, Incorporated, (Chicago, Illinois) Date Omitted, P. 23.

an occasional second color used in display headlines and as backgrounds for heads. The term headline refers to the titles of the various stories published in the publication.<sup>10</sup>

The policy of the publication is determined by the Game and Fish Director and the State Game and Fish Commission, composed of eight members. However, the editor of Game and Fish News has to a large extent been assigned responsibility of the publication.<sup>11</sup>

The first issue of Oklahoma Game and Fish News was the January issue in 1945, with five-thousand copies. For seventeen years prior to 1945, the Game and Fish Department published a small mimeographed monthly bulletin for game and fish employees with limited outside circulation. As conservation magazines grew in stature in many other states, the Oklahoma Game and Fish Department advocated starting a publication for Oklahoma. Creation of the Oklahoma Game and Fish News was the first important step in establishing an information-education service for the Oklahoma Game and Fish Department.<sup>12</sup>

Table V depicts the circulation of Oklahoma Game and Fish News.

Now, in 1953, the Game and Fish Department of Oklahoma is faced with holding its circulation of the Oklahoma Game and Fish News to twenty-seven thousand copies.<sup>13</sup> "Holding the circulation to twenty-seven thousand will entail a waiting list for those who want the magazine,

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<sup>10</sup>Mathews, Julius, Newspaper, Printing, Paper, Engraving, Electrotyping, Lithography, Terminology, New York, New York, Date Omitted, P. 6.

<sup>11</sup>Mahaffey, Juanita, Editor, Oklahoma Game and Fish News, Oklahoma City, Oklahoma, May 19, 1953, (Questionnaire).

<sup>12</sup>Mahaffey, Juanita, Editor, Oklahoma Game and Fish News, P. 2.

<sup>13</sup>Ibid., P. 2.

TABLE V<sup>14</sup>

CIRCULATION OF  
OKLAHOMA GAME AND FISH NEWS

Month*	Year	Monthly Circulation
January through December	1946	6,000
January through December	1947	6,500
January through December	1948	9,000
January through December	1949	12,000
January through December	1950	15,000
January through December	1951	20,000
January through December	1952	25,000

\* Publication is not printed in August.

adding new names only when obsolete ones are removed," Juanita Mahaffey, editor of Oklahoma Game and Fish News, writes in an editorial in the January issue of the publication.<sup>15</sup>

A survey of all state conservation magazines was made by Miss Mahaffey in 1951. At that time, forty state conservation departments were publishing magazines similar to Oklahoma Game and Fish News. Eighteen state departments were charging subscription fees and the others were contemplating it. The average circulation of all these publications in forty states at the time of this survey was 23,485 copies per issue.<sup>16</sup>

Oklahoma Game and Fish News is financed on revenues collected by sale of game and fish licenses. The entire State Game and Fish Department is operated and maintained solely on revenues collected for the nineteen different licenses, which are issued by the Game and Fish

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<sup>14</sup>Ibid., P. 2.

<sup>15</sup>Ibid., P. 2.

<sup>16</sup>Ibid., P. 2.

Department of the State of Oklahoma.<sup>17</sup> These revenues are termed earmarked funds, meaning that these funds cannot be spent for any purposes other than those designated by the Oklahoma Legislature.

Miss Mahaffey has two years formal journalism education at the University of Oklahoma. She edited a mimeographed personnel bulletin in the Oklahoma Game and Fish Department fifteen years before Oklahoma Game and Fish News was established.<sup>18</sup>

### Interpretive Criteria

Evaluation of Oklahoma Game and Fish News is divided into three parts: its physical characteristics, editorial qualities, and intangible qualities. The parts comprising physical characteristics are the cover design, illustrations and ornamentation, typography, size, suitability, press work, and continuity of style. Editorial qualities are composed of attention values, reader's interest, timeliness, editorial style, and variety of appeal. Intangible qualities are personality of the publication, purpose, and general appropriateness. These criteria will also be established in subsequent interpretive criteria sections. They have been set forth by the Southwestern Association of Industrial Editors to score industrial publications and have been used as a frame for the evaluation of state publications in this thesis.

In describing the physical characteristics of Oklahoma Game and Fish News, the cover design is the first item to be analyzed. This considers

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<sup>17</sup> Mahaffey, Juanita, Biennial Report of the Oklahoma Game and Fish Department for the Biennium July 1, 1950 to June 30, 1952, (Oklahoma Game and Fish Department), Oklahoma City, Oklahoma, 1952, P. 8.

<sup>18</sup> Mahaffey, Juanita, Editor, Oklahoma Game and Fish News, May 19, 1953, P. 2.

the general layout<sup>19</sup> which includes the quality of photographs, artwork, and engravings used to make up the front cover. Appropriateness is also considered.

The cover of Oklahoma Game and Fish News is redesigned for an appropriate approach to the month the periodical is issued. The cover design for the January, 1953, may be cited. In this issue the publication celebrated its eighth anniversary. Wallace Hughes, an artist employed by the Oklahoma Game and Fish Department, designed an anniversary cake with eight candles on it. This was surrounded by several pictures of wildlife common to Oklahoma sportsmen. The general layout, arrangement of types and engravings used to make up the cover, is excellent.

An offset press<sup>20</sup> was used to print the cover. The name "Oklahoma Game and Fish News" is a logotype.<sup>21</sup> Zinc etchings<sup>22</sup> with a 100-line screen<sup>23</sup> are used throughout the publication in the form of cartoons, drawings and illustrations; halftone engravings<sup>24</sup> are also appropriately used in Oklahoma Game and Fish News. Eight point Metro,<sup>25</sup> 48 point Brush,<sup>26</sup>

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<sup>19</sup>Kimberly-Clark Corporation, More For Your Printing Dollar, P. 17.

<sup>20</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 30.

<sup>21</sup>Ibid., P. 25.

<sup>22</sup>Ibid., P. 48.

<sup>23</sup>Ibid., P. 38.

<sup>24</sup>Ibid., P. 19-20.

<sup>25</sup>Sutton, Albert A., Design and Make Up of the Newspaper, (Prentice-Hall Incorporated), New York, 1948, P. 290.

<sup>26</sup>Ibid., P. 65.

14 point Spartan,<sup>27</sup> 10 point Excelsior,<sup>28</sup> and 7½ point Excelsior<sup>29</sup> are the type faces used in printing the Oklahoma Game and Fish News.

In the evaluation of the typography of Oklahoma Game and Fish News, three factors determine the rating: legibility, emphasis, and general pleasing effects. Oklahoma Game and Fish News typography is legible, displaying a varying degree of contrast to make emphasis apparent.

Since the publication is distributed mainly to sportsmen, its nine inch by twelve inch format is suitable for the purpose it serves. Many factors, however, have a bearing on the ideal size of a publication. Some of these are dictated by the type of illustration to be used, the class of readers to whom directed. In addition, it is important that the size be such that it can be cut from standard sizes of paper within a minimum waste.

Subject matter of Oklahoma Game and Fish News has reader interest, since it contains material of value to sportsmen, intriguing headlines, human interest and conversational copy. The publication is timely in that it contains up-to-date monthly material.

The following table prepared by the Southwestern Association of Industrial Editors for an industrial publication score sheet and altered to score Oklahoma Game and Fish News shows the writer's evaluation of the publication.

By far the most important factor in any publication is how well it is directed toward its main objective. Oklahoma Game and Fish News, in

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<sup>27</sup>Ibid., P. 304.

<sup>28</sup>Ibid., P. 97.

<sup>29</sup>Ibid., P. 97.

TABLE VI

OKLAHOMA GAME AND FISH NEWS SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
Cover Design This considers the quality of photographs, art work, general layout and engravings	25	25
Illustrations	25	23
Typography Legibility, Emphasis, Effect	50	49
Size Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	50
Press Work	50	48
Continuity of Style Layout and appearance	<u>50</u>	<u>47</u>
Total Physical Characteristics	250	242
EDITORIAL QUALITIES		
Attention Values Illustrations and headings	50	46
Reader Interest Value of subject matter to readers	100	90
Timeliness Current information	50	45
Editorial Style Originality, clearness and expression	100	85
Variety of Appeal Avoidance of monotony	<u>50</u>	<u>49</u>
Total Editorial Qualities	350	315
INTANGIBLE QUALITIES		
Personality Pleasing or otherwise	100	90
Purpose, General Appropriateness How well the publication is directed toward its main objective	<u>200</u>	<u>190</u>
Total Intangible Qualities	300	280
TOTAL SCORE	900	837



the writer's opinion, fulfills its stated objectives to inform and educate sportsmen in good conservation practices. It is primarily for hunters, fishermen, trappers, naturalists, and wildlife conservationists. It also coordinates the efforts of the State Game and Fish Department and license-buying sportsmen by informing them as to what is being done and why it is being done. These objectives are met through stories of value to sportsmen. The publication is directed to remind all readers of their heritage of wildlife resources and the need for preserving them. From a survey of the content it appears that the editors are attempting to fulfil the purpose of Oklahoma Game and Fish News. In general the publication informs and educates its readers in good conservation practices.

#### Resourceful Oklahoma

"The purpose of Resourceful Oklahoma is to inform the reader about new industries and industrial matters concerned in the development of Oklahoma"<sup>30</sup> according to Jeff Griffin, editor of the publication.

Resourceful Oklahoma is published monthly free of charge to anyone requesting it. It is sent without request to eastern industrialists, out-of-state libraries, out-of-state government agencies, state bankers, state chambers of commerce, state manufactures, and state civic leaders.<sup>31</sup>

Five-thousand copies are distributed monthly.<sup>32</sup> Its page size is eight and one-half inch by eleven inches. The publication contains eight pages excluding the front and back covers. The cover is redesigned

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<sup>30</sup>Griffin, Jeff, editor Resourceful Oklahoma, May 19, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>31</sup>Ibid., (Interview).

<sup>32</sup>Ibid., (Interview).

each month, a new photograph being placed on the cover for each issue. The cover has a standard masthead or logotype;<sup>33</sup> however, different colors are used each month as a background for the standardized masthead.<sup>34</sup> Resourceful Oklahoma contains pictures and illustrations. The pages of the publication are printed in black and white.

The Oklahoma Planning and Resources Board determines the policy of the periodical.<sup>35</sup> However, policy determination is also authorized tactically to the editor. Resourceful Oklahoma was established in October, 1947.<sup>36</sup> Its present editor is a graduate of a school of journalism in Missouri.

#### Interpretive Criteria

Evaluation of Resourceful Oklahoma is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Identical evaluation methods will be employed in evaluation of Resourceful Oklahoma as were set forth for the interpretive criteria of Oklahoma Game and Fish News.

Within the physical characteristics of Resourceful Oklahoma, the cover design is the first item to be analyzed. This considers the quality of photographs, artwork, general layout, and engravings used to make the front cover.

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<sup>33</sup>Mathews, Julius, Newspaper, Printing, Paper, Engraving, Electrotyping, Lithography, Terminology; date omitted, p. 3.

<sup>34</sup>Griffin, Jeff, editor Resourceful Oklahoma, May 19, 1953, (Interview).

<sup>35</sup>Ibid., (Interview).

<sup>36</sup>Ibid., (Interview).

The cover of Resourceful Oklahoma is redesigned each month. A photograph serves as the new design for the cover. An example of the cover design of Resourceful Oklahoma is the January, 1953, issue, volume 4, number 1. The logotype<sup>37</sup> remains in the same place each month and the words "Oklahoma Planning and Resources Board, Oklahoma City, Oklahoma" appear on the bottom of the cover of each issue. The January cover was a picture made at a Southwestern Oklahoma Industrial establishment; the Larrance Tank Company of Lawton, Oklahoma. A welder is putting the finishing touches on one of the company's tanks. The photograph is by Mr. Casey Petrauskas, an Oklahoma Planning and Resources Board photographer.

Zinc etchings<sup>38</sup> and halftones<sup>39</sup> are used to reproduce illustrations in Resourceful Oklahoma. Bodoni and Cheltenham<sup>40</sup> type faces are used in the typography.

In evaluation of the typography of Resourceful Oklahoma, three factors determine typography rating: legibility, emphasis, and general effect. The publication's typography is legible. However, it contains little contrast because of the heavy use of a monotone type, varieties of Stymde, in printing the publication. Consequently, in the writer's opinion, it does not have the general pleasing effect needed.

Since the publication is sent to industrialists, out-of-state libraries, out-of-state government agencies, and state manufacturers, its eight and one-half inch by eleven inch format is, in the writer's opinion, suitable for the publication because of the standard periodical

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<sup>37</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 25.

<sup>38</sup>Ibid., P. 48.

<sup>39</sup>Ibid., P. 19-20.

<sup>40</sup>Sutton, Albert A., Design and Make Up of the Newspaper, P. 65-48.

size being eight and one-half inch by eleven inches.<sup>41</sup> However, many factors have a bearing on the size of any publication. These factors were established previously in the Oklahoma Game and Fish News interpretive criteria section.

The subject matter of Resourceful Oklahoma should interest the industrial personnel, since all its topics are directed to industrialists. However, in the writer's opinion it is doubtful if the publication is attractive to a large number of industrialists, because of its size, the amount of information contained in each issue, and the use of monotone type faces.

Surely most industries today are following a modern trend not only in new production techniques but also in their public relations media. The quality of a publication reflects the progressiveness of a company and also of a state. A weak department in state government will either not report its work at all, or it will issue a publication in accord with the inadequate character of its other work.<sup>42</sup> It is the writer's opinion that if Resourceful Oklahoma attracts industry it will have to become a modernized publication. Industry, particularly if its own printed media is sharply executed, will be critical of a state agency publication which seeks to attract it. This involves the producers of material aimed at industry to be particularly sharp in the techniques of its printing.

The following table prepared by the Southwestern Association of Industrial Editors for an industrial publication score sheet and altered to score Resourceful Oklahoma shows the writer's evaluation of the publication.

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<sup>41</sup>Kimberly-Clark Corporation, More For Your Printing Dollar, 1951, P. 41.

<sup>42</sup>Wilcox, Jerome K., Manual on the Use of State Publications, April 1940, P. 11.

TABLE VII  
RESOURCEFUL OKLAHOMA SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
<b>Cover Design</b> This considers the quality of photographs, art work, general layout and engravings	25	20
<b>Illustrations</b>	25	15
<b>Typography</b> Legibility, Emphasis, Effect	50	35
<b>Size</b> Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	30
<b>Press Work</b>	50	45
<b>Continuity of Style</b> Layout and appearance	<u>50</u>	<u>30</u>
<b>Total Physical Characteristics</b>	250	175
<b>EDITORIAL QUALITIES</b>		
<b>Attention Values</b> Illustrations and headings	50	40
<b>Reader Interest</b> Value of subject matter to readers	100	85
<b>Timeliness</b> Current information	50	45
<b>Editorial Style</b> Originality, clearness and expression	100	90
<b>Variety of Appeal</b> Avoidance of monotony	<u>50</u>	<u>40</u>
<b>Total Editorial Qualities</b>	350	300
<b>INTANGIBLE QUALITIES</b>		
<b>Personality</b> Pleasing or otherwise	100	80
<b>Purpose, General Appropriateness</b> How well the publication is directed toward its main objective	<u>200</u>	<u>175</u>
<b>Total Intangible Qualities</b>	300	255
<b>TOTAL SCORE</b>	900	730

The most important factor is how well the publication is directed toward its main objective, or the purpose of the publication. The purpose of Resourceful Oklahoma is to inform the reader about industries and industrial matters and development of Oklahoma. Resourceful Oklahoma informs the reader about industries and industrial matters, but it is felt by the writer that the Oklahoma Planning and Resources Board could go a step further, modernize the publication, and increase its size and fulfil its purpose.

CHAPTER V  
ANNUAL REPORTS

Oklahoma Agriculture

Regular reports telling the public, or such portion thereof as is interested in the service, what the department or agency has been doing the past fiscal period is an essential part of State government.<sup>1</sup>

The purpose of Oklahoma Agriculture is to comply with the law<sup>2</sup> requiring an annual report. It supplies statistical information to the Federal Bureau of Agricultural Economics as well as being a functional departmental report.<sup>3</sup>

Oklahoma Agriculture is sent free of charge to individuals requesting the publication. Its mailing list is prepared by the department editor of the Oklahoma Department of Agriculture.<sup>4</sup> The publication is distributed to agricultural organizations, crop reporters, the Federal Bureau of Agricultural Economics, agricultural industries, and educational groups interested in agricultural enterprises.<sup>5</sup>

One-thousand copies of Oklahoma Agriculture are published annually.<sup>6</sup> A contract for printing is let with a private printing establishment.

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<sup>1</sup>Wilcox, Jerome K., Manual on the Use of State Publications, April, 1940, P. 11.

<sup>2</sup>O.S. Section 2023, P. 988.

<sup>3</sup>McClusky, Jim, editor Oklahoma Agriculture, May 19, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>4</sup>Ibid., (Questionnaire).

<sup>5</sup>Ibid., (Questionnaire).

<sup>6</sup>Ibid., (Questionnaire).

The page size of Oklahoma Agriculture is six inches by eight and three-fourths of an inch. It contains eighty-two pages excluding the front and back covers. Oklahoma Agriculture is an annual report containing pictures and illustrations. Its cover has artwork and is in color. The content of Oklahoma Agriculture is printed in black and white.

The Oklahoma Board of Agriculture, along with its president and the division heads of the Oklahoma Agriculture Department, determines the policy of the publication.<sup>7</sup>

Although Oklahoma Agriculture was discontinued for several years, it was brought back by demands from farm organizations such as county Future Farmers of America chapters, State Soil Conservation groups, Four H Clubs, and the Oklahoma Farm Bureau. Home Demonstration agents and County Agents also indicated a need for an annual report.<sup>8</sup>

#### Interpretive Criteria

An evaluation of Oklahoma Agriculture is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Parts comprising physical characteristics are the cover design, illustrations, typography, size, and press work. Editorial qualities are composed of attention values and reader's interest. Intangible qualities are personality of the publication, purpose, and general appropriateness.

The cover design is the first item to be considered within the physical characteristics of Oklahoma Agriculture. This considers the quality of photographs, general layout, and engravings used to make up the front cover.

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<sup>7</sup>Ibid., (Questionnaire).

<sup>8</sup>Ibid., (Questionnaire).



The annual report and statistical summary for 1952 submitted by the Oklahoma State Board of Agriculture and the United States Department of Agriculture Bureau of Agricultural Economics called Oklahoma Agriculture has an extraordinary cover design. For an annual report, a publication that is usually rather formal, Oklahoma Agriculture has an effective two-run<sup>9</sup> halftone, indicating that the publication is run through the press twice to reproduce two images<sup>10</sup> on the cover. The logotype Oklahoma Agriculture is at the top of the cover. The cover picture shows the building facility for providing veterinary and poultry laboratory services to farmers and ranchmen of Oklahoma. This building is located on the Capitol grounds at Oklahoma City. The cover picture of the building is placed near the top of the cover. On the bottom, blended with the building, is a picture of a ranch-hand herding cattle.

Zinc etchings<sup>11</sup> and halftones<sup>12</sup> are shown throughout the publication. Seven and one-half point Excelsior<sup>13</sup> and Metro type heads<sup>14</sup> are used for the typography of Oklahoma Agriculture.

In an evaluation of the typography of Oklahoma Agriculture, three factors determine typography rating: legibility, emphasis, and the general effect. Oklahoma Agriculture has legible typography. It contains

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<sup>9</sup>Mathews, Julius, Newspaper, Printing, Paper, Engraving, Electro-typing, Lithography, Terminology, date omitted, P. 9.

<sup>10</sup>Bond, Bill, Editor's Dictionary, P. 19.

<sup>11</sup>Bond, Bill, Editor's Dictionary, P. 48.

<sup>12</sup>Ibid., P. 19.

<sup>13</sup>Sutton, Albert A., Design and Make Up of the Newspaper, 1948, P. 97.

<sup>14</sup>Ibid., P. 290.

a varying degree of contrast for emphasis, and it has a generally pleasing effect.

Oklahoma Agriculture deviated from the standard formality of annual reports in that it shows a clearness and forcefulness in presenting factual data and yet contains a variety of eye-catching copy for reader interests.

Photographs and drawings are predominant in Oklahoma Agriculture. This publication complies with those provisions of the Oklahoma Statutes<sup>15</sup> requiring an annual report of the Oklahoma Department of Agriculture. In addition to complying with the Oklahoma Statutes, the publication has what may be termed as a personality.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and altered to score Oklahoma Agriculture shows the writer's evaluation of the publication.

It is the writer's opinion that Oklahoma Agriculture fulfils its stated objectives since it complies with the Oklahoma Statutes and is a functional departmental report.

#### Report of the Department of Public Welfare

"An annual report leads to a thorough audit of the policies and activities for which forms and procedures exists" according to John B. Masseu in a manual on city administration.<sup>16</sup>

The purpose of Report of the Department of Public Welfare is to meet the requirements of the Oklahoma Social Security Act.<sup>17</sup> It is for

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<sup>15</sup>70 O.S. 1951, Section 2023, P. 988.

<sup>16</sup>Masseu, John B., City Issues Administrative Manual, (International City Managers Association) Chicago, Illinois, January 1954, P. 16.

<sup>17</sup>56 O.S. 1951, Section 162, P. 2094.

TABLE VIII

OKLAHOMA AGRICULTURE SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
Cover Design This considers the quality of photographs, art work, general layout, and engravings	25	23
Illustrations	25	20
Typography Legibility, Emphasis, Effect	50	48
Size Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	49
Press Work	<u>50</u>	<u>47</u>
Total Physical Characteristics	200	187
EDITORIAL QUALITIES		
Attention Values Illustrations and headings	50	45
Reader Interest Value of subject matter to readers	100	90
Variety of Appeal Avoidance of monotony	<u>50</u>	<u>40</u>
Total Editorial Qualities	200	175
INTANGIBLE QUALITIES		
Personality Pleasing or otherwise	100	90
Purpose, General Appropriateness How well the publication is directed toward its main objective	<u>200</u>	<u>180</u>
Total Intangible Score	300	270
TOTAL SCORE	700	632

use by county and state office personnel of the government of the State of Oklahoma, for Oklahoma Legislators, and others who request it, such as chambers of commerce, clubs, libraries, schools of social work, the Council of State Governments, professors of economics, and public welfare workers.<sup>18</sup>

The publication is sent free of charge to those who request it. A regular mailing list is kept in a current file, and a section of the Oklahoma Department of Public Welfare has the responsibility for mailing the publication.

Eight-hundred copies of Report of the Department of Public Welfare are published annually. It is printed by a multilith machine. The page size is eight and one-half inches by eleven. It has sixty-two pages excluding flyleaves.

The Supervisor of the Division of Research and Statistics of the Oklahoma Department of Public Welfare has control of the policy of this publication. Policies of the annual report are established in the Oklahoma Social Security Act requiring the report.<sup>19</sup>

The first issue of Report of the Department of Public Welfare was typewritten during the fiscal year June 30, 1936 and July 1, 1937. Since that time the publication has been published annually at the close of each fiscal year.

The first draft of Report of the Department of Public Welfare is made by the Superintendent of the Division of Research and Statistics of the Department of Public Welfare. The present Superintendent has a

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<sup>18</sup> Rhodes, Lois N., Supervisor, Division of Research and Statistics of the Department of Public Welfare, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>19</sup> 56 O.S. 1951, Section 162, F. 2094.

Master of Science degree in economics, including research and statistical courses. He also serves as editor of the publication and has had two courses in journalism. After the first draft of the publication has been completed, the publication is checked by other division heads of the Department of Public Welfare who have had training in social work, accounting, and administration in public welfare.

### Interpretive Criteria

The evaluation of Report of the Department of Public Welfare is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Identical evaluation methods will be employed in evaluation of the publication as was used to evaluate Oklahoma Agriculture in its interpretive criteria section.

The cover design is the first subject to be considered within the physical characteristics. This includes engravings and general layout of the cover.

Report of the Department of Public Welfare is an annual report for the fiscal year from July 1, 1951, to June 30, 1952, by the State of Oklahoma Department of Public Welfare. The cover, which is bright red, contains the logotype<sup>20</sup> Report near the top of the cover. In the lower right section of the cover is the State Seal of the State of Oklahoma. A Gothic type<sup>21</sup> in lower case is used for the logotype.<sup>22</sup> A thin line is drawn vertically on the cover and on the left is written also in lower

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<sup>20</sup> Bond, Bill, Editor's Dictionary, P. 25.

<sup>21</sup> Stuart, Edwin H., Typography, Layout, and Advertising Production, 1946, P. 38.

<sup>22</sup> Bond, Bill, Editor's Dictionary, P. 25.

case, the fiscal year the publication covers and the department publishing the publication.

Zinc etchings<sup>23</sup> are used for illustration purposes. A variety of Old Style type<sup>24</sup> appearing to be hand set, is used for the body type of the content of the publication. Legibility and emphasis are poor in regard to typography. Individual letters of the publication show that the type faces are either worn out or broken in many instances. However, the zinc etchings<sup>25</sup> are reproduced nicely.

Report of the Department of Public Welfare fulfills the requirements of the Social Security Act requiring an annual report. Since it is used in offices in the State, its format of eight and one-half inches by eleven inches is suitable.

Reader interest of the publication is, in the writer's opinion, achieved by using numerous drawings and graphs for eye-catching devices. These drawings are easily read and have a generally pleasing effect. Even though the type faces are not entirely legible, it is possible that the publication could be considered to fulfil its stated purpose, since it does meet the requirements of the Social Security Act establishing an annual report.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and altered to score Report of the Department of Public Welfare shows the writer's evaluation of the publication.

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<sup>23</sup>Ibid., P. 48.

<sup>24</sup>Sutton, Albert A., Design and Make Up of the Newspaper, 1948, P. 45.

<sup>25</sup>Bond, Bill, Editor's Dictionary, P. 48.

TABLE IX  
REPORT SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
Cover Design This considers the quality of photographs, art work, general layout, and engravings	25	10
Illustrations	25	20
Typography Legibility, Emphasis, Effect	50	30
Size Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	40
Press Work	<u>50</u>	<u>30</u>
Total Physical Characteristics	200	130
EDITORIAL QUALITIES		
Attention Values Illustrations and headings	50	40
Reader Interest Value of subject matter to readers	100	80
Variety of Appeal Avoidance of monotony	<u>50</u>	<u>40</u>
Total Editorial Qualities	200	160
INTANGIBLE QUALITIES		
Personality Pleasing or otherwise	100	70
Purpose, General Appropriateness How well the publication is directed toward its main objective	<u>200</u>	<u>170</u>
Total Intangible Score	300	240
TOTAL SCORE	700	530

## CHAPTER VI

### PUBLICATIONS CONTAINING LAWS, RULES, SPECIFICATIONS, AND REGULATIONS

#### Compilation of Social Security Laws

The publication of laws of every kind, whether statutes or orders, is a responsibility wherever men love liberty. Jerome K. Wilcox pointed out in a Manual on the Use of State Publications that:

Nineteen hundred years ago Rome was ruled by the mad emperor, Caligula. His expensive eccentricities having depleted his exchequer, he imposed heavy taxes under laws which were written in very small letters and hung up high out of sight. In their ignorance of what was ordered or forbidden, many Romans fell under the penalties and made a terrible outcry.<sup>1</sup>

Thus today publications containing laws, rules, specifications, and regulations are published in an effort by state departments and agencies to inform citizens of the existing legislations.

The purposes of Compilation of Social Security Laws, published by the Department of Public Welfare of the State of Oklahoma, are to keep Article XXV of the Constitution of the State of Oklahoma<sup>2</sup> available and up to date as amendments are made by the Legislature. It is for the use of the seventy-seven county departments of public welfare, the State Office of Public Welfare, the Federal Offices of Public Welfare, the Oklahoma Senate and House of Representative members, and other interested individuals who request it.<sup>3</sup>

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<sup>1</sup>Wilcox, Jerome K., Manual on the Use of State Publications, April, 1940, P. 11.

<sup>2</sup>56 O.S., 1951, Section 162, P. 2094.

<sup>3</sup>Morrission, Charles, Editor Compilation of Social Security Laws, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire).



The contents of Compilation of Social Security Laws contain laws relating to old age assistance, aid to dependent children, aid to the blind, aid to the permanently and totally disabled, child welfare services, services to crippled children, and old age and survivors insurance extended to employees of the State and its political subdivisions. It includes the Oklahoma Social Security Amendment and the Oklahoma Social Security Act and related provisions of the Federal Social Security Act.

Two-thousand copies of Compilation of Social Security Laws have been published during the fiscal biennium, July 1, 1951, to June 30, 1953. A regular mailing list, consisting of the seventy-seven county offices of Oklahoma, the State Department of Public Welfare, the Federal Security Agency, the Oklahoma House of Representatives, members of the Oklahoma Senate, and others who request the publication, is maintained.

Compilation of Social Security Laws is published only when the Oklahoma Statutes are revised.<sup>4</sup> The statutes are revised at the close of each session of the legislature which occurs biennially.<sup>5</sup>

A multilith machine is used to publish the publication. Its page size is six inches by eight-an-three-fourths inches. The publication has thirty-six pages excluding the cover. The entire publication is black and white. Compilation of Social Security Laws contains no pictures or artwork.

The Director of the Oklahoma State Department of Public Welfare determines any policies that might arise in publication of Compilation

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<sup>4</sup>Rhodes, Lois N., Supervisor, Division of Research and Statistics of the Department of Public Welfare, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>5</sup>Article V., O.S., 1951, Section 27, P. 64.

of Social Security Laws. However, the personnel of the office service agency of the Department of Public Welfare has the responsibility of producing the publication.<sup>6</sup>

#### Interpretive Criteria

Evaluation of Compilation of Social Security Laws is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Parts comprising physical characteristics are the cover design, the size of the publication, and press work. Editorial qualities are composed of attention values, timeliness, and variety of appeal. Intangible qualities are personality of the publication and general appropriateness.

Within the physical characteristics of Compilation of Social Security Laws, the cover design is the first subject to be analyzed. This considers the quality of the photographs if any are used, the general layout, and engravings used to make up the front cover. The cover of Compilation of Social Security Laws is made up entirely of printed matter with a border, meaning the line which sharply marks the termination, surrounding the printed material. The logotype,<sup>7</sup> Compilation of Social Security Laws, is near the top of the cover. Following the logotype<sup>8</sup> in an inverted pyramid style, meaning that the lines of print are spaced so that each line is shorter in length than the line of print

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<sup>6</sup>Rhodes, Lois N., Supervisor, Division of Research and Statistics of the Department of Public Welfare, April 18, 1953, (Questionnaire).

<sup>7</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 25.

<sup>8</sup>Ibid., P. 25.

immediately above it, is a brief description of what is included in the contents of the publication.

The type face used on the cover is 24 point Metro.<sup>9</sup> Seven point Excelsior<sup>10</sup> is used as body type in setting the contents of the publication. In an evaluation of the typography of Compilation of Social Security Laws, three factors determine typography rating: legibility, emphasis, and general effect. Compilation of Social Security Laws' typography is legible, but its emphasis is very poor because of the lack of contrast in type faces and size of type used. Also a general pleasing effect is not present because of the light shade of printing. The numbers denoting the various laws are in 7 point Excelsior,<sup>11</sup> the same as the body of the contents. However, it is, in the writer's opinion, rather difficult to publish a book of laws or regulations economically and at the same time produce the quality of a publication comparable to a promotional publication. Since the publication deals with laws and regulations, it is difficult to determine editorial qualities, other than typography and legibility.

Timeliness is an important factor in publication of laws, since some laws might conflict with previous laws. Compilation of Social Security Laws was printed February 1, 1952 following adjournment of the twenty-second legislature of Oklahoma.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and suitably altered shows the writer's evaluation of the publication.

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<sup>9</sup>Sutton, Albert A., Design and Make Up of the Newspapers, 1948, P. 290.

<sup>10</sup>Ibid., P. 97.

<sup>11</sup>Ibid., P. 97.

TABLE X  
COMPILATION OF SOCIAL SECURITY LAWS SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
Cover Design This considers the quality of photographs, art work, general layout, and engravings	25	19
Illustrations	25	10
Typography Legibility, Emphasis, Effect	50	30
Size Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	47
Press Work	<u>50</u>	<u>30</u>
Total Physical Characteristics	200	136
EDITORIAL QUALITIES		
Attention Values Illustrations and headings	50	30
Timeliness Current regulations	50	47
Variety of Appeal Avoidance of monotony	<u>50</u>	<u>35</u>
Total Editorial Qualities	150	112
INTANGIBLE QUALITIES		
Personality Pleasing or otherwise	100	80
Purpose, General Appropriateness How well the publication is directed toward its main objective	<u>200</u>	<u>170</u>
Total Intangible Qualities	300	250
TOTAL SCORE	650	498

Since the stated purpose of Compilation of Social Security Laws is to keep up-to-date the information as provided by Article XXV of the Constitution of The State of Oklahoma as amendments are made by the state legislature, it is the writer's opinion that the publication fulfils its purpose. However, the publication could have a pleasing effect if simple type techniques might be studied and employed by the editorial staff to achieve greater legibility.

Construction and Sanitation Specifications For Grade A Producer Dairies

The purpose of Construction and Sanitation Specifications for Grade A Producer Dairies, published by the Oklahoma State Department of Health, is to provide interested individuals in the construction requirements for new grade A dairy farm units with the information necessary to meet the required and accepted standards of the Oklahoma Fluid Market Milk Law.<sup>12</sup> Some of the standards are stated in the State Milk Law<sup>13</sup> and in local ordinances, while others are accepted as a result of general use over a period of years. Uniform standards are desired by both the dairy industry and the public health officials in order that confusion and misunderstanding may be avoided.<sup>14</sup> The standards included in Construction and Sanitation Specifications for Grade A Producer Dairies are the Oklahoma Department of Health's interpretation of minimum requirements for the production of Grade A raw milk for pasteurization.<sup>15</sup>

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<sup>12</sup> O.S. 1951, Section 414.1, P. 205-206.

<sup>13</sup> Ibid., P. 205-206.

<sup>14</sup> Harrington, Tom, editor, Construction and Sanitation Specifications for Grade A Producer Dairies, April 18, 1953, Oklahoma City, Oklahoma, (Interview).

<sup>15</sup> Ibid., (Interview).

The publication is sent to any group or individual requesting it. Exact circulation is unknown, and to whom the publication is sent is doubtful. However, an estimated five-thousand copies were published in August of 1952. The department does its own printing and binding.

Its page size is six inches by nine inches. The publication contains twenty-two pages excluding the front and back covers. It is entirely black and white. The cover has a photograph of a portion of a dairy reproduced on it. Construction and Sanitation Specifications for Grade A Producer Dairies contains one photograph on the cover of the publication and within its contents are graphs, drawings, and illustrations with printed copy. Its history is unknown and it was financed through the administrative appropriation of the State of Oklahoma's Department of Health.

#### Interpretive Criteria

Evaluation of Construction and Sanitation Specifications for Grade A Producer Dairies is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Identical evaluation methods will be employed in evaluation of Construction and Sanitation Specifications for Grade A Producer Dairies as were listed in the interpretive criteria section of Compilation of Social Security Laws.

The cover design is the foremost subject to be analyzed. This considers the quality of photographs, artwork, general layout, and engravings used on the front cover. The cover is a zinc halftone<sup>16</sup>

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<sup>16</sup>Bond, Bill, Editor's Dictionary, P. 19.

photograph. The logotype,<sup>17</sup> Construction and Sanitation Specifications for Grade A Producer Dairies, is near the top of the cover. The zinc halftone<sup>18</sup> is a picture of a building.

In evaluation of the typography of the publication, three factors determine typography rating: legibility, emphasis, and general effect. The publication's typography is legible; it has good contrast making emphasis noticeable, and it has a generally pleasing effect. Twelve point Metro<sup>19</sup> and 14 point Lydian<sup>20</sup> are used on the cover. Seven point Excelsior<sup>21</sup> is used to print the body of the contents. Zinc etchings<sup>22</sup> are used throughout the book for illustrations and arranged in an eye-catching appeal. However, it is the writer's opinion that more margin space could be allocated on each page to improve the publication's appearance.

The subject matter of the publication has interest for dairy farmers and persons interested in dairies, since all its topics declare specifications and recommendations for better sanitation practices in processing of Grade A raw milk for pasteurization.

Construction and Sanitation Specifications for Grade A Producer Dairies was printed in August, 1952. The publication was printed following adjournment of the twenty-second Legislature of Oklahoma and shortly before the twenty-third Legislature convened. Consequently, the publication was subject to become out-of-date quickly because the

<sup>17</sup>Ibid., P. 25.

<sup>18</sup>Bond, Bill, Editor's Dictionary, P. 19.

<sup>19</sup>Sutton, Albert A., Design and Make Up of the Newspaper, 1948, P. 290.

<sup>20</sup>Ibid., P. 91.

<sup>21</sup>Ibid., P. 97.

<sup>22</sup>Bond, Bill, Editor's Dictionary, P. 15.

twenty-third Legislature had the power to amend the specifications printed in the publication.

The following table prepared by the Southwestern Association of Industrial Editors and suitably altered shows the writer's evaluation of the publication.

Since the purpose of Construction and Sanitation Specifications for Grade A Producer Dairies is to provide individuals interested in the construction requirements for new Grade A Dairy farm units with the information necessary to meet the required and accepted standards of the Oklahoma Fluid Market Milk Law,<sup>23</sup> which it does, it is the writer's opinion that its purpose is fulfilled.

According to Mr. Ralph Assheton, former Financial Secretary of the United States Treasury, "Public Administration can never be static. There must always be a moving forward. At least there is always a search for increased efficiency and more up-to-date methods."<sup>24</sup>

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<sup>23</sup>2 O.S., 1951, Section 414.1, P. 205-206.

<sup>24</sup>Assheton, Ralph, former Financial Secretary of the Treasury, The Journal of the Institute of Public Administration, (The Institute of Public Administration) Charterhouse Street, London, 1953, P. 276.



TABLE XI  
CONSTRUCTION AND SANITATION SPECIFICATIONS FOR  
GRADE A PRODUCER DAIRIES SCORE SHEET

PHYSICAL CHARACTERISTICS	Possible Points	Writer's Points
Cover Design This considers the quality of photographs, art work, general layout, and engravings	25	20
Illustrations	25	23
Typography Legibility, Emphasis, Effect	50	40
Size Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	47
Press Work	<u>50</u>	<u>40</u>
Total Physical Characteristics	200	170
EDITORIAL QUALITIES		
Attention Values Illustrations and headings	50	40
Timeliness Current regulations	50	30
Variety of Appeal Avoidance of monotony	<u>50</u>	<u>40</u>
Total Editorial Qualities	150	110
INTANGIBLE QUALITIES		
Personality Pleasing or otherwise	100	85
Purpose, General Appropriateness How well the publication is directed toward its main objective	<u>200</u>	<u>180</u>
Total Intangible Qualities	300	265
TOTAL SCORE	650	545

## CHAPTER VII

### SPECIAL PUBLICATIONS

#### State Budgeting in Oklahoma

Mr. John E. Bebout states in the National Municipal Review that:

The detailed factual monograph or the special publication of state agency reports go to a relatively limited audience but are used as a source of materials for study groups, radio and television roundtables, and editorial and feature stories in newspapers. Illustrated brochures or periodicals are given more general distribution. Moreover, the extent to which a publication is used is dependent upon the manner in which it is presented. Therefore every effort should be made to have a colorful presentation of publications containing facts and figures with numerous graphs, charts and line drawings.

The purpose of State Budgeting in Oklahoma was to compile preliminary information for the Governor of Oklahoma's Joint Committee on Reorganization of State Government.<sup>2</sup> This committee was created by the Oklahoma State Legislature in 1951. The Senate appointed five of its members, the Oklahoma House of Representatives appointed seven of its members, and the Governor appointed twelve citizens to serve on the committee.<sup>3</sup>

Subscription was free to individuals requesting the publication. Fifty people received State Budgeting in Oklahoma and two-hundred-and-fifty copies were published.<sup>4</sup> It was published only once for use of the

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<sup>1</sup>Bebout, John E., "Technical Assistance to Citizens," National Municipal Review (The National Municipal League) New York, 1953, Autumn, P. 52.

<sup>2</sup>Murphy, Blakely M., Counsel-Director, Governor's Joint Committee on Reorganization of the State Government, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>3</sup>Ibid., (Questionnaire).

<sup>4</sup>Ibid., (Questionnaire).

fifty members of the Governor's Joint Committee on Reorganization of State Government. A multilith machine was used to process it.

State Budgeting In Oklahoma's page size is eight-and-one-half inches by eleven inches. It has twelve pages excluding the cover and back. The cover is made of green paper, and the lettering State Budgeting In Oklahoma is printed in black. The contents of the publication are black and white. The publication contains no artwork or photography because of the general nature of the publication. It was a report based on a survey called "State Budgeting in Oklahoma" written by Mr. John Foote Briggs of the Graduate College of the University of Denver.<sup>5</sup>

The Governor's Joint Committee on Reorganization of the State Government and its Director and Assistant Director determined the policy of the publication.<sup>6</sup>

The content of State Budgeting in Oklahoma was broken down into four parts. Part one dealt with findings and recommendations on the Division of the Budget; part two dealt with the organization and duties of the Budget Director and the Division of Central Accounting and Reporting; part three included budget preparation, and part four discussed the budget execution, appropriation allotments, official treasury depository, and fund structure. Members of the Governor's Joint Committee apparently found the publication of value to the group.<sup>7</sup>

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<sup>5</sup>Murphy, Blakely M., Counsel-Director, State Budgeting in Oklahoma, December, 1952, Preface.

<sup>6</sup>Ibid., Preface to State Budgeting in Oklahoma.

<sup>7</sup>Ibid., Preface to State Budgeting in Oklahoma.

### Interpretive Criteria

Evaluation of State Budgeting in Oklahoma is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Parts comprising physical characteristics are the cover design, illustrations and ornamentation, typography, size, suitability, and press work.

Among the physical characteristics of State Budgeting in Oklahoma, the cover is the first item to be analyzed. This considers the quality of photographs, if any, general layout, and engravings used to make up the front cover. Appropriateness is also considered. The cover of the publication is green with a logotype<sup>8</sup> State Budgeting in Oklahoma printed in 14 point Metro.<sup>9</sup>

In evaluation of the typography three factors determine typography rating: legibility, emphasis and general effect. Twelve point Metro<sup>10</sup> serves as the body type. However, the type faces have no contrast; consequently, emphasis is poor.

Since the publication was distributed to only fifty members of the Governor's Joint Committee on Reorganization of the State Government, its eight-and-one-half inch by eleven inch page size<sup>11</sup> was suitable. The size of the publication is well adapted for use in a conference group such as this committee.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and suitably altered shows the writer's evaluation of the publication.

<sup>8</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 25.

<sup>9</sup>Sutton, Albert A., Design and Make Up of the Newspaper, 1948, P. 290.

<sup>10</sup>Ibid., P. 290.

<sup>11</sup>Kimberly-Clark Corporation, More For Your Printing Dollar, 1951, P. 12.

TABLE XII

STATE BUDGETING IN OKLAHOMA SCORE SHEET

	Possible Points	Writer's Points
<b>PHYSICAL CHARACTERISTICS</b>		
Cover Design		
This considers the quality of photographs, art work, general layout, and engravings	25	15
Illustrations	25	10
Typography		
Legibility, Emphasis, Effect	50	40
Size		
Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	47
Press Work	50	40
Continuity of Style		
Layout and appearance	<u>50</u>	<u>40</u>
Total Physical Characteristics	250	192
<b>EDITORIAL QUALITIES</b>		
Attention Values		
Illustrations and headings	50	30
Reader Interest		
Value of subject matter to readers	100	90
Timeliness		
Current information	50	40
Editorial Style		
Originality, clearness and expression	100	85
Variety of Appeal		
Avoidance of monotony	<u>50</u>	<u>40</u>
Total Editorial Qualities	350	285
<b>INTANGIBLE QUALITIES</b>		
Personality		
Pleasing or otherwise	100	75
Purpose, General Appropriateness		
How well the publication is directed toward its main objective	<u>200</u>	<u>190</u>
Total Intangible Qualities	300	265
TOTAL SCORE	900	742

State Budgeting in Oklahoma's stated purpose was to compile information about the Division of the Budget for the Governor's Joint Committee on Reorganization of State Government. However, it is the opinion of the writer that this publication has doubtful value, since it was out-of-date regarding the organization of the Budget Division when the publication was issued. Moreover, the detailed study of which this publication was an analysis was never released.<sup>12</sup>

#### Oklahoma's Water Resources

The purpose of Oklahoma's Water Resources is to acquaint the general public with some of the water problems of the State of Oklahoma and bring about a better understanding of its water resources.<sup>13</sup>

Subscription is free to individuals requesting the publication. The number of people receiving Oklahoma's Water Resources is unknown while 10,000 copies were published.<sup>14</sup> However, a regular mailing list is maintained by the Oklahoma Planning and Resources Board's Division of Water Resources under whose supervision the publication is printed. The publication was published only once for use of county agents, chambers of commerce, and all college libraries in the State of Oklahoma. Additional copies can be secured by writing or going to the Division of Water Resources in the Oklahoma State Capitol Building.<sup>15</sup>

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<sup>12</sup>Smith, James K., Budget Director, February 15, 1954, (Interview).

<sup>13</sup>Ford, Harry, Editor, Oklahoma's Water Resources, April 18, 1953, Oklahoma City, Oklahoma, (Interview).

<sup>14</sup>Ibid., (Interview).

<sup>15</sup>Ibid., (Interview).

Offset lithography,<sup>16</sup> meaning the process of transferring the printed image from a rubber blanket onto the paper, was the method used to print Oklahoma's Water Resources. The publication was printed by Southwestern Stationary and Bank Supply in Oklahoma City. The printing was bid on by competitive bids and the contract was let to the lowest bidder. However, the bidders were aware of the specifications and the quality of work expected by the Planning and Resources Board.<sup>17</sup>

The publication's page size is eight-and-one-half inches by eleven inches. It has thirty-four pages excluding the cover and back. The cover is a full photograph reproduced in two colors. The front and back cover, when open, make a complete picture. Contents of the publication are in black and white. The publication contains photographs including graphs of water cycles, maps, and illustrations.

Mr. Ira C. Husky, the Director of the Division of Water Resources of the Oklahoma Planning and Resources Board, determines the policies of all publications of the Division of Water Resources and included is Oklahoma's Water Resources.<sup>18</sup> Moreover, this publication is under the direct supervision of the publicity and public relations report writer who also edits it. Mr. Harry Ford, the present public relations report writer, has a Master of Science and a Bachelor of Arts degrees from the University of Oklahoma.<sup>19</sup>

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<sup>16</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 30.

<sup>17</sup>Ford, Harry, Editor, Oklahoma's Water Resources, April 18, 1953, Oklahoma City, Oklahoma, (Interview).

<sup>18</sup>Ibid., (Interview).

<sup>19</sup>Ibid., (Interview).

## Interpretive Criteria

Evaluation of Oklahoma's Water Resources is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Identical evaluation methods will be employed in evaluation of Oklahoma's Water Resources as were used in the interpretive criteria section of State Budgeting in Oklahoma.

The cover design is the first item to be analyzed, within the physical characteristics of Oklahoma's Water Resources. The cover is a halftone zinc etching photograph.<sup>20</sup> The cover picture was photographed by Harry Ford, editor of the publication. The picture is of Sand Creek in the Osage Hills State Park located in Northern Oklahoma. A logotype<sup>21</sup> is near the top of the publication and the words, Division of Water Resources, Oklahoma Planning and Resources Board, and the year, 1953, are located near the center on the lower part of the cover.

Twenty-four point Erbar<sup>22</sup> is used as the logotype.<sup>23</sup> Eight point Excelsior<sup>24</sup> and 12 point Excelsior<sup>25</sup> are used in the body type. Zinc etchings<sup>26</sup> and halftones<sup>27</sup> are used to reproduce illustrations in Oklahoma's Water Resources throughout the publication.

<sup>20</sup>Bond, Bill, Editor's Dictionary, P. 19 and 48.

<sup>21</sup>Ibid., P. 25.

<sup>22</sup>Sutton, Albert A., Design and Make Up of The Newspaper, 1948, P. 310.

<sup>23</sup>Bond, Bill, Editor's Dictionary, P. 19 and 48.

<sup>24</sup>Sutton, Albert A., Design and Make Up of The Newspaper, 1948, P. 97.

<sup>25</sup>Ibid., P. 97.

<sup>26</sup>Bond, Bill, Editor's Dictionary, P. 19 and 48.

<sup>27</sup>Ibid., P. 19.



In evaluation of the typography of the publication, three factors determine typography rating: legibility, emphasis, and general effect. The typography is legible, it has a varying amount of contrast creating an emphasis, and in general it has a pleasing effect.

Subject matter of Oklahoma's Water Resources is directed to anyone who might read the book. Many of Oklahoma's publications are directed to only a specific group, but this publication is directed to everyone in the State to show the serious problems of water use and control. It brings home to the reader a realization of the vital role that water plays in his life. The publication includes a discussion of the duties of the Division of Water Resources, an explanation of surface water in Oklahoma, a discussion of federal lakes and ground water in Oklahoma and the quality of Oklahoma water. It has maps and graphs showing the distribution of Oklahoma lakes, location of major ground-water formations, and city water supplies.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and altered for this study shows the writer's evaluation of Oklahoma's Water Resources.

The purpose of Oklahoma's Water Resources is to acquaint the general public with some of the water problems of the State of Oklahoma and bring about a better understanding of its water resources through the media of this printed publication. Its purpose is designed to help the general public become aware of water conservation practices and consequently save Oklahoma's water. The publication acquaints its readers with some of the water problems of the State and it is the writer's opinion that the publication fulfills its purpose.

TABLE XIII

OKLAHOMA'S WATER RESOURCES SCORE SHEET

	Possible Points	Writer's Points
<b>PHYSICAL CHARACTERISTICS</b>		
Cover Design		
This considers the quality of photographs, art work, general layout, and engravings	25	24
Illustrations	25	23
Typography		
Legibility, Emphasis, Effect	50	47
Size		
Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	46
Press Work	50	49
Continuity of Style		
Layout and appearance	50	47
Total Physical Characteristics	250	236
<b>EDITORIAL QUALITIES</b>		
Attention Values		
Illustrations and headings	50	45
Reader Interest		
Value of subject matter to readers	100	90
Timeliness		
Current information	50	47
Editorial Style		
Originality, clearness and expression	100	95
Variety of Appeal		
Avoidance of monotony	50	48
Total Editorial Qualities	350	325
<b>INTANGIBLE QUALITIES</b>		
Personality		
Pleasing or otherwise	100	95
Purpose, General Appropriateness		
How well the publication is directed toward its main objective	200	195
Total Intangible Qualities	300	290
TOTAL SCORE	900	851

The publication could be considered a technical assistance.

Technical assistance is an act of the government which provides guidance and information to any groups interested in better government, health projects, welfare groups, promotional projects, and educational activities.<sup>28</sup>

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<sup>28</sup>Bebout, John E., "Technical Assistance to Citizens," National Municipal Review (National Municipal League) New York, New York, 1953, P. 52.

## CHAPTER VIII

### PROMOTIONAL PUBLICATIONS

#### Progressive Oklahoma

Progressive Oklahoma's purpose is to fill requests for general information about Oklahoma.<sup>1</sup> It is published by the Oklahoma Planning and Resources Board. Subscription is free to anyone requesting it. Copies of Progressive Oklahoma are distributed in individual envelopes upon the request of individuals or groups. One-hundred-thousand copies of the publication have been published in the years 1951, 1952, and 1953. Its page size is six inches by nine inches. It contains forty-four pages excluding the cover. The cover is a four-color cover, meaning that the photographs portray four distinct colors,<sup>2</sup> and the inside covers of the front and back are in color. Also, page one and the center spread, meaning the middle portion of a publication having an equal number of pages preceding and following the section,<sup>3</sup> are reproduced in color. The remainder of the publication is reproduced in black and white.

The contents of Progressive Oklahoma include historical facts and data about the state, promotional stories about industries of the state, and promotional stories in regard to recreational advantages of the state.

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<sup>1</sup>Boyd, Jack, Director of Public Relations for the Oklahoma Planning and Resources Board, April 18, 1953, Oklahoma City, Oklahoma, (Questionnaire).

<sup>2</sup>Kimberly-Clark Corporation, More For Your Printing Dollar, 1951, P. 19.

<sup>3</sup>Ibid., P. 17.

The Oklahoma Planning and Resources Board and the Director of Publicity of the Oklahoma Planning and Resources Board determine the policy of the publication.

The present editor of Progressive Oklahoma is Jack Boyd, a graduate of Oklahoma A&M College in the School of Commerce, department of business administration. He has attended the Industrial Editor's short course, and has taken courses in photography at Oklahoma A&M College.<sup>4</sup>

### Interpretive Criteria

Evaluation of Progressive Oklahoma is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Parts comprising physical characteristics include the cover design, illustrations and ornamentation, typography, size, suitability, and press work. Editorial qualities are composed of attention values, reader's interest, timeliness, editorial style, and variety of appeal. Intangible qualities are personality of the publication, purpose, and general appropriateness.

Of the physical characteristics of Progressive Oklahoma, the cover design is the first item to be analyzed. This considers the quality of photographs, art work, general layout, and engravings used to make up the front cover. Appropriateness is also considered.

The cover of Progressive Oklahoma is a four color reproduction photograph of an Indian near a tepee. The photograph was made at an annual celebration in Anadarko, Oklahoma, where Indian tribes from all over the country gather each year to relive earlier days.

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<sup>4</sup>Boyd, Jack, Director of Public Relations for the Oklahoma Planning and Resources Board, April 18, 1953, (Questionnaire).

Appropriate artwork is spaced along the lower right section of the cover. The logotype<sup>5</sup> is at the bottom of the cover. Halftone engravings<sup>6</sup> and zinc etchings<sup>7</sup> are used throughout the publication. Metro in ten and twenty-four point size<sup>8</sup> is the type face used.

In evaluation of the typography of Progressive Oklahoma three factors determine typography rating: legibility, emphasis, and general effect. Legibility, emphasis, and a general pleasing effect are noticeable throughout the publication.

It is the writer's opinion that Progressive Oklahoma would be of interest to all readers. It is a publication of value to citizens of Oklahoma in that it lists the recreational advantages, the industrial developments, and interesting historical data.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and altered to score Progressive Oklahoma shows the writer's evaluation of the publication.

In addition to fulfilling its stated purpose to answer requests for general information about Oklahoma, Progressive Oklahoma, in the opinion of the writer, is a publication the state can be proud of because of the fact that an effort has been made to produce a publication that is eye-catching in its presentation of factual and promotional data.

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<sup>5</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 25.

<sup>6</sup>Ibid., P. 19.

<sup>7</sup>Ibid., P. 48.

<sup>8</sup>Sutton, Albert A., Design and Make Up of the Newspapers, 1948, P. 290.

TABLE XIV

PROGRESSIVE OKLAHOMA SCORE SHEET

	Possible Points	Writer's Points
<b>PHYSICAL CHARACTERISTICS</b>		
Cover Design		
This considers the quality of photographs, art work, general layout, and engravings	25	24
Illustrations	25	23
Typography		
Legibility, Emphasis, Effect	50	46
Size		
Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	47
Press Work	50	48
Continuity of Style		
Layout and appearance	<u>50</u>	<u>48</u>
Total Physical Characteristics	250	236
<b>EDITORIAL QUALITIES</b>		
Attention Values		
Illustrations and headings	50	46
Reader Interest		
Value of subject matter to readers	100	90
Timeliness		
Current information	50	48
Editorial Style		
Originality, clearness and expression	100	90
Variety of Appeal		
Avoidance of monotony	<u>50</u>	<u>45</u>
Total Editorial Qualities	350	316
<b>INTANGIBLE QUALITIES</b>		
Personality		
Pleasing or otherwise	100	90
Purpose, General Appropriateness		
How well the publication is directed toward its main objective	<u>200</u>	<u>190</u>
Total Intangible Qualities	300	280
TOTAL SCORE	900	832

### Here's Your Broom

The purpose of Here's Your Broom was to mobilize citizen support for the recommendations of the Governor's Joint Committee on Reorganization of State Government.<sup>9</sup> No charge was made for this pamphlet. "There was only one publication of this pamphlet, with 125,000 copies being distributed" says one of its foremost sponsors.<sup>10</sup>

Here's Your Broom's page size was six inches by three-and-one-fourth inches. It appeared in twelve pages including both front and back covers. The entire booklet was printed in black and yellow with white backgrounds. Because of its nature as a promotional publication, Here's Your Broom contained an assortment of pictures and illustrations. These pictures and illustrations are of the Governor, of over-crowded store rooms, of rooms filled with junked furniture, of charts and graphs, and also of artistic drawings depicting needs for improvement in the state government.

Governor Johnston Murray invited some one-hundred people to the Governor's Mansion in Oklahoma City. Those individuals attending the meeting and luncheon executed the plans for Here's Your Broom.<sup>11</sup>

The statement that:

The cost of printing and distributing the booklet was paid from a special fund raised by private contributions for the purpose of carrying on an educational campaign for the reorganization efforts

explains the non-governmental revenues used in financing this publication.<sup>12</sup>

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<sup>9</sup> Murphy, Blakely, Counsel-Director, Governor's Joint Committee on Reorganization of State Government, April 18, 1953, (Questionnaire).

<sup>10</sup> Stahl, Steve, Executive Vice-President of the Oklahoma Expenditures Council, May 5, 1953, Oklahoma City, Oklahoma, (Letter).

<sup>11</sup> Murphy, Blakely, Counsel-Director, Governor's Joint Committee on Reorganization of State Government, April 18, 1953, (Questionnaire).

<sup>12</sup> Ibid.



## Interpretive Criteria

Evaluation of Here's Your Broom is divided into three parts: physical characteristics, editorial qualities, and intangible qualities. Identical evaluation methods will be employed in evaluation of Here's Your Broom as was used to evaluate Progressive Oklahoma.

The cover design is the first item to be analyzed. This considers the quality of photographs, artwork, general layout, and engravings used to make the front cover. The cover of the publication is black and yellow. The logotype<sup>13</sup> is on the right side of the cover. A hand and a broom are visible within a circle near the left edge of the cover. Zinc etchings<sup>14</sup> and halftones<sup>15</sup> are used within the contents. Ten point Metro<sup>16</sup> and eighteen point Spartan<sup>17</sup> are the type faces used.

Legibility, emphasis, and general effect are factors in rating the typography of Here's Your Broom. All three factors are present in the publication resulting in a general pleasing effect.

In the writer's opinion the technical journalistic aspects of the publication can be rated as being excellent. However, this pamphlet was very influential in creating legislative opposition to Governor Murray's reorganization program.<sup>18</sup> It was one of the factors involved in the

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<sup>13</sup>Bond, Bill, Editor's Dictionary, date omitted, P. 25.

<sup>14</sup>Ibid., P. 48.

<sup>15</sup>Ibid., P. 19.

<sup>16</sup>Sutton, Albert A., Design and Make Up of The Newspaper, 1948, P. 290.

<sup>17</sup>Ibid., P. 304.

<sup>18</sup>Rhodes, Jack, Director of the Oklahoma Legislative Council, Oklahoma City, Oklahoma, April 19, 1953, (Interview).

failure of the Legislature to enact almost all of the Reorganization Committee's proposals.<sup>19</sup> The life of the Committee itself was extended only after considerable Gubernatorial pressure. However, the Governor failed to appoint citizen members of the new Committee as authorized by the 1953 session of the legislature<sup>20</sup> and apparently "abandoned" the Committee entirely. A news story printed in the Daily Oklahoman, March 12, 1954 stated: "The governor has abandoned the joint reorganization committee which was authorized to work toward reforms in government. The last legislature paid little attention to recommendations from the committee for reforms after the interim study."<sup>21</sup>

This is a prime example of how an effective publication, as far as technical journalistic qualities are concerned, can backfire because of political dissension.

The following table prepared by the Southwestern Association of Industrial Editors for a company publication score sheet and altered for this thesis shows the writer's evaluation of Here's Your Broom.

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<sup>19</sup>Ibid., (Interview).

<sup>20</sup>Ibid., (Interview).

<sup>21</sup>The Daily Oklahoman, March 12, 1954, Column 1, P. 28.

TABLE XV

HERE'S YOUR BROOM SCORE SHEET

	Possible Points	Writer's Points
<b>PHYSICAL CHARACTERISTICS</b>		
Cover Design		
This considers the quality of photographs, art work, general layout, and engravings	25	20
Illustrations	25	23
Typography		
Legibility, Emphasis, Effect	50	46
Size		
Many factors have bearing on the size. Type of illustrations used, the class of reader to whom directed, the way the publication is to be distributed	50	40
Press Work	50	41
Continuity of Style		
Layout and appearance	<u>50</u>	<u>45</u>
Total Physical Characteristics	250	215
<b>EDITORIAL QUALITIES</b>		
Attention Values		
Illustrations and headings	50	40
Reader Interest		
Value of subject matter to readers	100	90
Timeliness		
Current information	50	45
Editorial Style		
Originality, clearness and expression	100	75
Variety of Appeal		
Avoidance of monotony	<u>50</u>	<u>45</u>
Total Editorial Qualities	350	295
<b>INTANGIBLE QUALITIES</b>		
Personality		
Pleasing or otherwise	100	85
Purpose, General Appropriateness		
How well the publication is directed toward its main objective	<u>200</u>	<u>150</u>
Total Intangible Qualities	300	235
<b>TOTAL SCORE</b>	<b>900</b>	<b>745</b>

## CHAPTER IX

### CONCLUSIONS

#### 1. Practice Among the Forty-Eight States in Printing, Listing, and Distributing State Publications

Dr. W. Brooke Graves expresses his ideas on the subject of government printing in his book, Public Administration In A Democratic Society.

He says:

The history of public printing in America is a sordid story of personal favoritism and political manipulation. In state after state and city after city private printers who have monopolized the public printing have grown immensely wealthy at the public's expense. The control over public printing is handled in various ways. In the Federal Government and the States of California, Kansas, Nevada, Oregon, and Washington, the government does its own printing in its own plant. In all other states the work is done on a contract basis, with monopoly contracts, class printing contracts, or individual contracts, and more-or-less frequent use of open market orders. Under the Massachusetts plan no public document may be published without the sanction and approval of the Commission on Administration and Finance. Some documents may be sold albeit at a nominal price. In California, for instance the office functions in a manner comparable to that of the Superintendent of Documents in Washington, who is in charge of all government printing. In Pennsylvania the law requires that all departmental publications costing more than five cents must be sold at cost of the publication. Such a procedure, however, produces little revenue; scarcely enough to offset the inconvenience and annoyance to the citizens. Printing may be a large item, running into hundreds of thousands of dollars each year, but it is surely not the way to effect economy by making it difficult as possible for the citizen to obtain information about his government and its operations.<sup>1</sup>

There has been much discussion of the relative merits of public printing under contract versus government-owned and operated printing plants. On the one side, it is claimed that the work will not be done as cheaply, as efficiently, or as well in a government-owned plant and that the government has no right to invade a legitimate field of private endeavor, thereby removing from private business a large volume of work.

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<sup>1</sup> Graves, William Brooke, Public Administration In A Democratic Society, (D.C. Heath and Company) Boston, Massachusetts, 1950, P. 357.

On the other hand, it is argued that substantial savings are possible through government-owned plants and that there is no need for government to pay, in addition to the actual costs of materials and labor, the element of profit which enters into all contracts made with private concerns. In support of the latter one can point to the Government Printing Office in Washington and to the successful operation of such plants in five states, as well as to the widespread abuses in those jurisdictions which operate under a contract system.

It is not without significance that after a careful study of experiences in government-owned plants in other jurisdictions, the two most recent investigations made by New York City and New York State have either definitely sponsored a government-owned plant or recommended it after certain alternative methods of correcting abuses had been tried without success.<sup>2</sup>

Furthermore, Miss Anne Morris Boyd and Miss Rae Elizabeth Rips declare in their book, United States Government Publications, that:

"Closely paralleling the story of the printing of government publications is that of their distribution, and it is equally unsavory in its scandals of extravagance and waste."<sup>3</sup>

Miss Boyd and Miss Rips further declare that:

The United States Government has four known methods whereby citizens can obtain government publications. 1. By purchase from the Superintendent of Documents, using the price lists which he prepares as a sales catalog. 2. By purchase directly from the governmental body which issues the publication. 3. By application to the issuing body if the publications are free. 4. By application to the Representative of the district in which a library is located affiliated with the United States depository service.<sup>4</sup>

Also, since the early Nineteen-twenties there has developed a widespread practice in the executive bodies of producing certain of their publications by other methods than printing; by mimeographing, multigraphing, and other means of processing. The practice has grown at an alarming rate from both the standpoint of the number of different bodies employing the processing machinery and from the standpoint of the enormous increase in publications of all degrees of value. This practice puts the power to

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<sup>2</sup>Ibid., P. 361.

<sup>3</sup>Boyd, Anne Morris, and Rae Elizabeth Rips, United States Governmental Publications (The H.W. Wilson Company) New York, New York, 1949, P. 28.

<sup>4</sup>Ibid., P. 35.

control and regulate the production of governmental publications in the hands of the executive departments, and agencies. It has caused serious difficulties in the complete listings and indexing of government publications.<sup>5</sup>

Dr. Jerome K. Wilcox, a noted author on governmental publications, disclosed that:

"At the present time a checklist of state publications appears to be issued by only fourteen states and one territory: Indiana, Maine, Nevada, New Hampshire, New York, Ohio, Oklahoma, and Virginia."<sup>6</sup>

Additional information received from Dr. W. Brooke Graves, an outstanding author on state government, revealed that the State of Washington should also be added to the foregoing list.<sup>7</sup> Dr. Wilcox further explained that checklists are issued in Arkansas by the University of Arkansas library, in Florida by the University of Florida library, in Louisiana by the Secretary of State, and in Wisconsin by the State Historical Society. In Hawaii, the Hawaiian Library Association and the University of Hawaii issue periodically Current Hawaiiana which includes territorial publications. In California, a quarterly printed Checklist and Annual Cumulation is issued by the Documents Section, Printing Division, and Department of Finance.<sup>8</sup>

Dr. Wilcox declared that as far as he knows, California is the only state which parallels the Federal program for printing, distribution, checklisting, and depository libraries.<sup>9</sup>

<sup>5</sup>Ibid., P. 25.

<sup>6</sup>Wilcox, Jerome K., March 25, 1954, (Letter to E. Foster Dowell, thesis adviser).

<sup>7</sup>Graves, William Brooke, March 27, 1954, (Letter to E. Foster Dowell, thesis adviser).

<sup>8</sup>Wilcox, Jerome K., March 25, 1954, (Letter to E. Foster Dowell, thesis adviser).

<sup>9</sup>Ibid.

2. Proposed Legislation in Oklahoma Relating to State Reports, State Printing, and Administrative Procedure

Bills relating to state reports have been introduced into the Oklahoma Legislature. An example of such proposed legislation was House Bill Number 551, introduced April 26, 1951 by the Governor's Joint Committee on Reorganization of the State Government. This bill related to reports from state agencies, authorities, boards, commissions, institutions, instrumentalities, and offices of the State of Oklahoma. It provided for an Office of State Reports which would require a report that, among other things, would show the uses to which appropriated monies are put. The report also was to reveal what had been done with these appropriations in relation to past programs, the purpose to be accomplished by the expenditure of funds, the plans for continued progress in the organization and programs to carry them out, and also explain the actual steps being taken to provide more efficient services to the people of the State by the state agencies, authorities, boards, commissions, institution, instrumentalities, and offices of the State of Oklahoma. The bill also specified that the State Library was to be the depository for permanent copies of the reports of the issuing agencies.<sup>10</sup>

An example of bills relating to state printing is House Bill Number 18, introduced in 1943 by Representatives Worthington and Flanagan, which would have created a State Department of Printing and a State Printing Board. The President of the State Board of Agriculture, the Attorney General, the State Treasurer, the Secretary of State, the State Superintendent of Public Instruction and the Governor were designated as

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<sup>10</sup>House Bill Number 551, By Joint Committee on Reorganization of The State Government, Thursday, April 26, 1951.

ex-officio members of the proposed State Printing Board. The Governor was to serve as ex-officio chairman. This bill provided that the Director of State Printing be paid a salary of \$4,000 per year and that a Chief Clerk be paid \$2,400 per year. A Secretary was provided for in the bill at a salary of \$1,800 per year. It further provided that one-hundred copies of each printed item be sent to the State Library and that each state agency must purchase printing through the state printer.<sup>11</sup>

Several bills relating to administrative procedure have been introduced. On April 9, 1951, House Bill Number 447, introduced by Representatives Sherman, Harkey, Reynolds, Stipe, Ivester, and Ballinger, was a proposed code of administrative procedure. One of the provisions of this bill provided that no rule of any state agency should have legal force or effect until sixty days from its effective date and also, unless the agency had complied with each section of the code. The bill stipulated that copies of each proposed rule should be filed with the State Librarian.<sup>12</sup> After the bill was defeated, a similar, and unsuccessful, proposal was introduced into the same legislative session.<sup>13</sup> In 1949, an act regulating proceedings by and before administrative agencies of the State of Oklahoma was introduced as House Bill Number 7 by Representatives Harkey and Smalley. This bill passed both the House of Representatives and the Senate but was pocket-vetoed by Governor Roy J. Turner. Among its provisions was a section requiring each agency to file

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<sup>11</sup>House Bill Number 18, by Worthington and Flanagan, 1943.

<sup>12</sup>House Bill Number 447, By Sherman, Harkey, Reynolds, Stipe, Ivester, and Ballinger, 1951.

<sup>13</sup>House Bill Number 447, Revised Code, by Sherman, Harkey, Reynolds, Stipe, Ivester, and Ballinger, 1951.



in the office of the Secretary of State a certified copy of each administrative rule adopted. The Secretary of State was authorized to keep a permanent register of such rules open to public inspection. It also provided that he should compile, index, and publish all rules adopted by each state agency.<sup>14</sup>

The above bills show some of the proposals, both desirable and undesirable, made in Oklahoma regarding state publications. Certainly the whole subject needs a comprehensive statute.

### 3. General Observations and Conclusions

The intent of this study has been to determine the adequacy of certain selected Oklahoma governmental publications by establishing their purposes and determining the extent to which each publication technically fulfills its purpose. The adequacy of each publication has been determined by a score sheet used to measure the degree to which its goals have been achieved.

Furthermore, in conjunction with financial expenditures for publication purposes, it should be noted that James F. Hanning, a member of the Oklahoma House of Representatives, from Wewoka, Oklahoma, has spearheaded a move to consolidate state printing and perhaps set up a state printing plant.<sup>15</sup> Mr. Hanning contends that such a move will reduce publication expenditures.<sup>16</sup>

Very little literature has been published regarding the combined fields of state government and technical journalism and a more exhaustive

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<sup>14</sup>House Bill Number 7, By Harkey and Smalley, 1949.

<sup>15</sup>Hanning, James F., State Representative from Seminole County, November 24, 1953, Seminole, Oklahoma (Interview).

<sup>16</sup>Hanning, James F., March 10, 1954 (Interview).

study could be made than has been set forth in this thesis. However, any further study of the journalistic and administrative aspects of state governmental publications should prove profitable, since extensive research has failed to reveal the existence of any similar undertakings in recent years.

Moreover, there is a need for a device to provide for governmental officials, journalists, and other interested individuals a means of rating state governmental publications. It is the opinion of the writer that the Southwestern Association of Industrial Editors House Organ Score Sheet used in this thesis to evaluate state governmental publications should not be used as a permanent means of rating state governmental publications because there may be cases in which certain types of governmental publications cannot be judged in terms of the criteria used in this industrial score sheet. The writer believes, however, that the six physical characteristics used here in the judgment of non-governmental media are common to all publications. The score sheet is used in this thesis only as a next-best device in the evaluation of the selected publications because of the lack of any systematic rating device in this area.

There seems to be no inherent reason why the general standards of what constitute attractive and useful publications in the private field are not equally applicable in the governmental field. Therefore, the writer submits in Part III of the Appendix of this thesis a suggested score sheet to be used in rating state governmental publications.<sup>17</sup> The points stated on the suggested score sheet are a combination of points listed in a Kimberly-Clark publication called More For Your Printing

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<sup>17</sup> See Appendix, Part III, P. 99.

Dollar,<sup>18</sup> those used in the Southwestern Association of Industrial Editors House Organ Score Sheet, and those the writer found pertinent in gathering data for this thesis.

Furthermore, the need for more useful and attractive governmental publications, as recognized by public officials, journalists, and other interested citizens, more than justifies the effort made in this thesis. If citizens are to obtain maximum benefits from printed materials issued by this state, a systematic attempt should be made to produce attractive and technically sound publications.

The following general conclusions can be drawn from the evidence submitted in this thesis:

1. A tardiness in publishing has existed in the past and does now exist.<sup>19</sup> In part, the responsibility for this tardiness rests with various state agencies in that some agencies delay in submitting necessary material for the publications, and the department publishing the publications often fails to secure needed information in time to go to press. Tardiness also results from contracts let with private printers. Some printers take care of their regular business and delay the printing of contracted state publications.
2. It is technically possible to establish definite journalistic objectives for state governmental publications and to realize them if a technically competent staff is employed.
3. In conducting interviews for this thesis, the author learned from editors and personnel printing the selected publications

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<sup>18</sup>Kimberly-Clark Corporation, More For Your Printing Dollar (Kimberly-Clark Corporation) Neenah, Wisconsin, 1951.

<sup>19</sup>For the purpose of this thesis the term "Tardiness" shall mean given to delay.

that there is no means of knowing the effect of state publications unless either the readers write to the office of the issuing agency or some systematic devices are installed for this purpose.

4. Each publication contained in this thesis has a stated goal. Therefore, it is a fact that the purposes of these selected state publications in Oklahoma can be determined. However, the extent to which they fulfil their individual purposes has not in fact been determined by the agencies issuing them.

#### 4. Specific Conclusions and Recommendations

In addition to the above general conclusions, the following specific conclusions can be advanced:

1. There is no standardization of the format and physical characteristics of state publications. Consequently, publications of a similar nature have a noticeable variation in general appearance. The two annual reports selected for study in this thesis are examples of this fact. Oklahoma Agriculture, an annual report of the Oklahoma Board of Agriculture, has a very attractive cover and excellent typography, whereas the Report of the Department of Public Welfare, an annual report of the Oklahoma Department of Public Welfare, contains poor typography and the cover is not attractive.
2. A large cost differential exists between similar type publications. An example of this is that the cost of Compilation of Social Security Laws to the state was thirty-five cents per copy and Construction and Sanitation Specifications for Grade A Producer Dairies cost five cents per copy. Both publications

fall in the same technical journalistic classification. However, this is a quantitative and not a qualitative test, and costs vary by the quality of the product.

3. Some Oklahoma governmental publications are authorized by general statutory provisions, while others have been created by administrative action as a necessary part of the major functional activities of the issuing department which in turn rest on a constitutional and/or statutory basis.
4. Provision is made in the Oklahoma Statutes for exchange of state publications between the State Library and all Oklahoma schools and colleges.
5. All printing is not classified in the Division of the Budget under the object classification of "Printing Expenditures." Most printing used in routine administration is charged along with all other types of "Office Supplies." Mimeographing, multigraphing, and other means of processing media, other than by printing, are types of publishing that occur in routine administration.
6. It is possible, as exemplified in the case of Here's Your Broom, to produce a technically good journalistic publication which met with difficulties because of political dissension.
7. State publications are financed from appropriated or dedicated funds except in a few isolated cases, such as the financing of Here's Your Broom by private individuals.
8. The State of Oklahoma expended a grand total of approximately \$2,724,344.25 for printing purposes by all agencies during the biennium from July 1, 1951 to June 30, 1953.

9. A citizen cannot write to any one agency of the State Government which can furnish him with a complete list of available state publications. A checklist list is available at the State Library; however, this list is not complete because all agencies of the state do not submit a complete list of publications to the State Librarian.<sup>20</sup> Memorandum Number 1954-1, issued to all state agencies by the State Librarian on April 15, 1954, points out that Title 65, Section 40 of the Oklahoma Statutes, 1951, is not observed in that "too many" state agencies fail to supply the State Library either with copies of all their publications or part of them. The Library requests sixty-five to seventy copies of each agency's publications, and defines public documents as printed, mimeographed, multilithed, spirit duplicated, or any other form of reproduced materials.
10. There is no overall method of furnishing state publications to citizens and agencies interested in securing them except through the State Library. This service can be fulfilled only if the various state agencies have sent the State Library a sufficient number of copies. Otherwise it is necessary to write to each state agency for its publications.
11. The Oklahoma Legislative Council, the State Librarian, and the Budget Director should investigate the possibilities of making a charge for certain state publications and amending the statutes to permit this practice.

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<sup>20</sup>Hudson, Ralph, State Librarian, April 18, 1953, Oklahoma City, Oklahoma, (Interview).

12. Evidence in this thesis has shown a need for a state editorial and publications board. This would include a non-political group of recognized experts, a consulting political scientist, and editors of renown, chosen by the Governor and the Senate to advise the Governor and the State Legislature on such technical journalistic matters as the format, physical characteristics, paper, printing, distribution, checklists, typography, and general appearance of all state publications. However, the board would not have authority to control the content of the publication. One of the major recommendations that could possibly come from this study is the creation of such a state editorial and publications board.

**APPENDIX**



**PART I**

**Photographs Showing the Formats  
and Content Layouts of the  
Selected Publications**

# Resourceful OKLAHOMA

Volume 4, No. 3

JANUARY, 1983



OKLAHOMA PLANNING AND RESOURCES BOARD  
OKLAHOMA CITY, OKLAHOMA

## Doll Toppers Is Business Grown From A Hobby

## Oklahoma Model Makers Outline Course of State Economic Ills

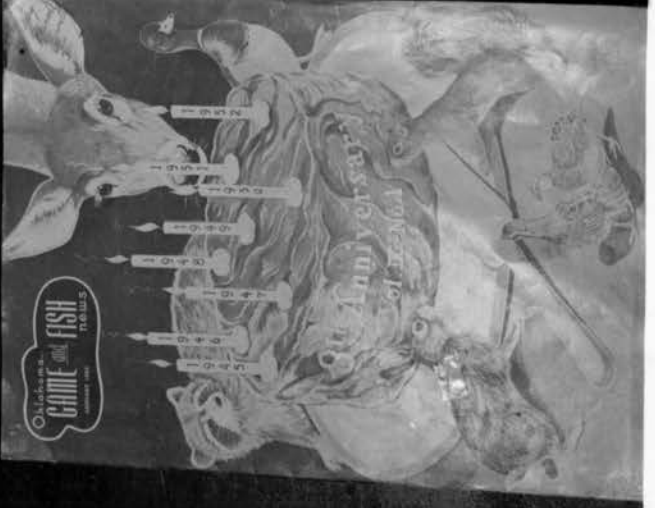
## Holdenville Welcomes Seamprufe

Bill Ammon's new business program, Doll Toppers, is a hobby that has become a business. Ammon, who lives in Oklahoma City, has spent the last several years perfecting his craft. He has created a unique line of dolls that are highly collectible and sell for high prices. Ammon's dolls are made from a special material that gives them a soft, realistic appearance. He has a large following of collectors and has been successful in selling his dolls through various channels. Ammon's success is a testament to the power of a hobby that is pursued with dedication and skill.

Holdenville, Oklahoma, is pleased to welcome Seamprufe, a new addition to the community. Seamprufe is a well-known name in the industry and its presence in Holdenville is a source of pride for the town. The company's arrival is expected to bring economic benefits to the area and create new job opportunities for the residents. The town's officials are excited about the prospect of Seamprufe becoming a permanent fixture in Holdenville.

Tulsa's Innovation Creating Interest  
Tulsa, Oklahoma, is experiencing a surge in innovation and interest in various fields. This is due to the presence of several key players in the industry who are driving the growth of the local economy. These players are bringing new ideas and technologies to the market, which is attracting investment and creating a vibrant business environment. The city's leadership is committed to supporting this growth and ensuring that the benefits of innovation are shared by all residents.

Blair's Foods Co. Is Improving Plant  
Blair's Foods Co. is in the process of improving its plant, which is a significant step towards enhancing the quality and efficiency of its operations. The company's management is committed to continuous improvement and is investing in state-of-the-art equipment and technology. This investment is expected to result in higher production levels, reduced costs, and improved customer satisfaction. Blair's Foods Co. is a leader in the industry and its commitment to excellence is a source of pride for the company and the community.



## Ouachita National Forest

The Ouachita National Forest is a beautiful area with diverse wildlife and scenic views. It is a popular destination for outdoor enthusiasts and nature lovers. The forest is home to a variety of plant and animal species, including several endangered species. The forest's management is focused on preserving its natural resources and providing recreational opportunities for the public. Visitors can enjoy hiking, fishing, and hunting in this stunning environment. The forest is a treasure trove of natural beauty and a source of pride for the state of Oklahoma.



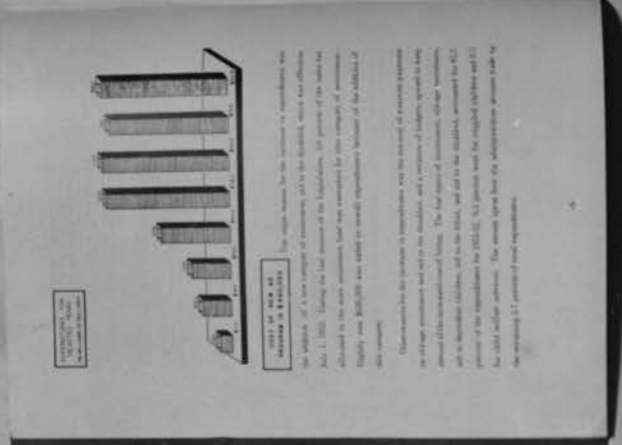


**WAS THIS A HONORABLE DEFEAT?**  
 BY FRANK A. TRAVIS, Editor

The 1932 election in Oklahoma was a landmark event in the history of the state. It was the first time that a candidate for Governor was elected who had never before held office in the state. The election was held on November 3, 1932, and the results were a surprise to many. The incumbent Governor, Henry Horton, was defeated by the challenger, Charles H. Johnston. Johnston was a former legislator and had been in the state for many years. He was a member of the Democratic Party, while Horton was a member of the Republican Party. The election was a close one, with Johnston winning by a narrow margin. The results of the election were a reflection of the economic conditions in the state at the time. The state was in the midst of a severe economic depression, and many voters were looking for a change in leadership. Johnston's victory was seen as a sign of hope for the future of the state.

Transfers to type of private non-charge maintenance - \$27,512,000, and to...  
 - \$41,500, maintenance - \$11,000,000, state welfare services - \$11,000,000 and...  
 - \$11,000,000.

The following table shows the percentage distribution of state agency expenditures...  
 to the type of service which the state government has.



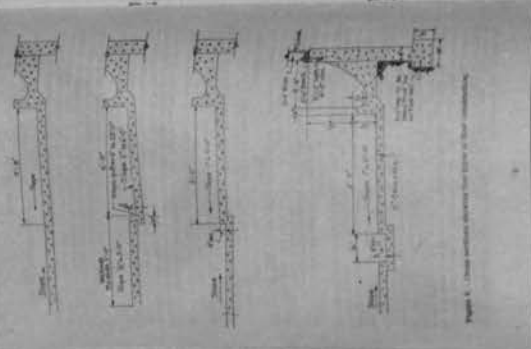
The chart shows the percentage distribution of state agency expenditures...  
 to the type of service which the state government has.

Percentage distribution of expenditures by fiscal year 1931-32.

Public Welfare 13.1%  
 Public Health 13.1%  
 Public Safety 13.1%  
 Public Education 13.1%  
 Public Works 13.1%  
 Public Utilities 13.1%  
 Public Transportation 13.1%  
 Public Buildings 13.1%  
 Public Parks 13.1%  
 Public Recreation 13.1%  
 Public Amusement 13.1%  
 Public Entertainment 13.1%  
 Public Information 13.1%  
 Public Relations 13.1%  
 Public Affairs 13.1%  
 Public Policy 13.1%  
 Public Administration 13.1%  
 Public Management 13.1%  
 Public Finance 13.1%  
 Public Accounting 13.1%  
 Public Auditing 13.1%  
 Public Inspection 13.1%  
 Public Investigation 13.1%  
 Public Prosecution 13.1%  
 Public Defense 13.1%  
 Public Representation 13.1%  
 Public Participation 13.1%  
 Public Consultation 13.1%  
 Public Collaboration 13.1%  
 Public Cooperation 13.1%  
 Public Assistance 13.1%  
 Public Support 13.1%  
 Public Encouragement 13.1%  
 Public Motivation 13.1%  
 Public Inspiration 13.1%  
 Public Empowerment 13.1%  
 Public Enablement 13.1%  
 Public Facilitation 13.1%  
 Public Promotion 13.1%  
 Public Advancement 13.1%  
 Public Progression 13.1%  
 Public Development 13.1%  
 Public Growth 13.1%  
 Public Expansion 13.1%  
 Public Extension 13.1%  
 Public Enlargement 13.1%  
 Public Increase 13.1%  
 Public Amplification 13.1%  
 Public Augmentation 13.1%  
 Public Enhancement 13.1%  
 Public Improvement 13.1%  
 Public Betterment 13.1%

**WALLS AND CEILING**

Walls and ceilings should be constructed of materials which are non-absorbent, smooth, and easily cleaned. They should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants. The walls and ceiling should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants. The walls and ceiling should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants.



**CONSTRUCTION AND SANITATION SPECIFICATIONS FOR GRADE A PRODUCER DAIRIES**

MILK CONTROL DIVISION  
BUREAU OF SANITARY ENGINEERING  
OKLAHOMA STATE DEPARTMENT OF HEALTH

U. S. P. H. S. Publication (Circular) No. 1129 August 1946

**CAUTION**

BEFORE ENTERING ANY ROOM OR ENCLOSURE WHICH HAS BEEN DISINFECTED WITH FORMALIN, HYPOCHLORITE, OR OTHER DISINFECTANT, THE PERSON ENTERING SHOULD WEAR PROTECTIVE CLOTHING AND RESPIRATORY PROTECTION. DISINFECTANTS ARE TOXIC AND CAN BE HARMFUL TO THE EYES, SKIN, AND RESPIRATORY TRACT. ADEQUATE VENTILATION SHOULD BE PROVIDED TO REMOVE DISINFECTANT VAPORS FROM THE ROOM.

1. The construction of the walls and ceiling should be such that they will not absorb moisture and will not deteriorate under the action of disinfectants. The walls and ceiling should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants.

2. The walls and ceiling should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants. The walls and ceiling should be finished with a material which will not absorb moisture and will not deteriorate under the action of disinfectants.

**Compilation of SOCIAL SECURITY LAWS**

Including the OKLAHOMA SOCIAL SECURITY AMENDMENT and the OKLAHOMA SOCIAL SECURITY ACT and Related Provisions

TITLE I, II, & III, P. L. 85-801, 802, 803

FEDERAL SOCIAL SECURITY ACT

This Manual Compiled for Reference Purposes by the Department of Public Welfare, Oklahoma State Department of Health, Oklahoma City, Oklahoma February 1, 1952



**SURE IS NICE OF THE STATE TO AIR CONDITION OUR STORAGE SPACE !!**



**SURE IS MOST CAPTIVATING TO HAVE A "RAIN !!"**



**WE PAY OVER \$200,000.00 A YEAR FOR RENTED SPACE, WHILE CHOICE CAPITOL SPACE GOES TO WASTE.**

Good files are empty! 100,000 square feet of unused Capitol office space. By conversion of this space to storage space, the State can save many thousands of dollars annually.

**HERE'S YOUR BROOM**




**Progressive Oklahoma**

**FROM TENTS TO TOWERS**

Oklahoma City was then one of the poorest of Oklahoma. Both the people and the land were unimproved. During the early years of the century, the city was a tent city, with many of the buildings made of canvas. The Oklahoma City, devoted to its mission to bring order to the Western frontier, has given one side of the outstanding side of the building. Building and materials for the city of Oklahoma, including building and construction, are now being made and shipped in America. A large amount of building material is being used in Oklahoma. Oklahoma City is the largest building and construction center in the West. Oklahoma City is the largest building and construction center in the West. Oklahoma City is the largest building and construction center in the West.



"The 'Oil Capital of the World' is located in the western part of the State, and since the time of our first building at Oklahoma City, the city has grown to be one of the greatest and most modern buildings and houses. Many industrial plants have been built. The International Petroleum Exposition, the largest one of its kind in the world is held in Tulsa with the next one scheduled for 1933. During World War II, Oklahoma has become and is becoming one of the Nation's oil and gas centers. Large Douglas Field was completed to build jet bombers.

Today, both 1934, especially July, in the development of the whole state. Both cities have modern Chambers of Commerce, each of which is provided with an industrial department. Of course, each community works hard for its improvement, but the opportunity for other parts of the State is overlooked.

These people are looking for other communities with the Industrial Division of the Oklahoma Planning and Business Board. Through its organization and cooperation with other Chambers of Commerce, utilities, companies, schools, colleges and universities and might all companies, more than 800 new manufacturers have located industrial plants in Oklahoma since the ending of World War I.



PART II

A Sample Questionnaire Used in  
Procuring Data for This Thesis



Oklahoma  
Agricultural and Mechanical College  
Department of Technical Journalism  
Stillwater

MATERIAL FOR MASTER THESIS

Department Head or  
Supervisor Questionnaire  
In Regard to Department Publicity

presented by

Bob W. Blanton, B.A.  
Oklahoma A&M College

What is the purpose of Progressive Oklahoma ?

To fill requests for general information about Oklahoma.

Has any way been devised to measure the effect of the publication?  
If answer is yes, what?

No. Continuing popularity of the booklet-judging by requests for it-  
seems to justify the publication.

Has a survey been conducted in the past or will there be a type of  
survey conducted in the future in regard to readers and effectiveness  
of the publication?

None planned at present.

Is there a repetition of content from one month to the next or from one  
year to the next?

Revisions occur yearly.

Is the publication timely?

On yearly basis.

How many people receive the publication? (Number printed)

100,000 during the past two years.

To whom does the publication go?

Principally to those who request it.

Do you think the state could combine all the publications under one central office of public relations and economize?

Generally agreed this would be beneficial.

Do you think the state could furnish a print shop economically that would offer the quality of printing you might want in your publication of black and white material?

Questionable. Commercial printers would organize against it.

Out of what state fund does your publication come?

General advertising fund of the Oklahoma Planning and Resources Board.

What is the history of the publication? First edition, etc.

1947

How often is the publication printed?

Average yearly.

How is the mailing prepared?

Individual envelopes.

What type of reproduction is used on publication? Mimeograph, etc.

Printed.

Who determines the policy of the publication?

Oklahoma Planning and Resources Board.

Under whose overall supervision is the publication? What department head?

Director of Publicity.

What training have the personnel who edit the publication or write it?

Combination of capabilities; Journalism school, art school & photographic school.

What Improvements could you suggest for the publication?

Adequate appropriation to permit better production methods, color, etc.

- a. administrative location
- b. purpose and effectiveness
- c. technical quality
- d. budgeting and personnel
- e. printing
- f. mailing lists
- g. checking reader response
- h. others

**PART III**

**A Suggested Score Sheet for  
Rating Governmental Publications**

A Suggested Score Sheet for Rating  
Governmental Publications

Agency \_\_\_\_\_ Department Head \_\_\_\_\_

Name of Editor \_\_\_\_\_ Name of Publication \_\_\_\_\_

Issues Studied \_\_\_\_\_ Purpose of Publication \_\_\_\_\_

Type of Publication \_\_\_\_\_ Circulation \_\_\_\_\_ Distribution \_\_\_\_\_

Financial Allocation \_\_\_\_\_ Method of Financing \_\_\_\_\_

Characteristics Rating

	Possible Points	Judge's Score
FORMAT....This considers cover design, size of the pages, and number of pages in publication....	10	_____
COPY.....This considers the manuscript, typography to be used, copy fitting and preparation.....	10	_____
LAYOUT AND ART...This considers photography, artist work, general appearance, re-runs, color, reverse plates or overprints, and the quality of art. This also includes the cover and content of the publication where applicable.....	10	_____
PAPER.....This considers weight of the publication, what printing process is used to the best advantages of typography and paper. If the job is folded--and how much paper is involved? Also waste is a factor.....	10	_____
PRESS- WORK.....Cost of printing, speed and the quality of the printing are considered.....	10	_____
VARIETY...This considers the avoidance of monotony in any phase of the publication.....	10	_____
ATTENTION VALUES....This considers a combination of the previous characteristics rated collectively.....	10	_____
PURPOSE...This considers the stated purpose of the publication and its basis for existence.....	30	_____
Total Possible Points.....	100	_____
Publication's Rating _____		

\_\_\_\_\_  
Judge's Signature

## BIBLIOGRAPHY \*

\* Bibliographical Note- Literature of this field is very limited and it has been necessary, for the most part, to work with the original sources. There are no certain headings under which material can be found but the most helpful source was the heading of State Governmental Publications.

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PUBLIC ADMINISTRATION**

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