

SOURCES AND TYPES OF AGRICULTURAL NEWS IN SELECTED COUNTY SEAT  
WEEKLY NEWSPAPERS IN OKLAHOMA

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By

LLOYD A. WHITFIELD

Bachelor of Arts

Southwestern State Teachers College

Weatherford, Oklahoma

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THESIS AND ABSTRACT APPROVED:

  
\_\_\_\_\_  
Thesis Advisor

  
\_\_\_\_\_  
Faculty Representative

  
\_\_\_\_\_  
Dean of the Graduate School

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Because of the increasing importance of agriculture in Oklahoma it appeared that more specific information on the handling of agricultural news in Oklahoma would be of value. This study was instigated to explore more fully the treatment of agricultural news by the state press.

## INTRODUCTION

### The Importance of Agricultural News

Farmers built America. They cleared its wilderness, conquered its savages, won its independence, created its form of government and established a nation wherein men could exercise their initiative and expend their energy in expectation that their rewards would be in keeping with the volume and quality of their effort.<sup>1</sup>

America is still an agricultural nation. A large portion of its reading public is deeply interested in news and information concerning farm and ranch topics. This is not a recent development, but a situation that has existed since the earliest settlers swapped information concerning crops and farm animals, and on down to the present time of farm journals and agricultural news in local newspapers.

The agricultural journalist aims his material primarily at practical farmers, but in addition to these there are many people not engaged in agriculture as a means of livelihood, who nevertheless are deeply interested in farm topics and avidly peruse this sort of writing.

Because of the increasing importance of agriculture in Oklahoma it appeared that more specific information on the handling of agricultural news in Oklahoma would be of value. This study was instigated to explore more fully the treatment of agricultural news by the state press.

### County Seat Weekly Newspapers Basis of Survey

More information concerning the treatment of agricultural news in Oklahoma was desired. Because of their widespread distribution over the state, weekly newspapers were considered to be the most representative

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<sup>1</sup> Ed Lipscomb, Grassroots Public Relations for Agriculture, p. 1.

type of publication carrying this kind of news. Accordingly, weekly newspapers in county seat town of the state were chosen as a basis for the survey.

#### Objectives of the Study

The objectives of this study were threefold: (1) to determine the amount of agricultural news as carried in selected county seat weekly newspapers in the state, (2) to determine the sources of this news, and (3) to determine the types of news offered.

## RELATIVE CHARACTERISTICS OF NEWS AND AGRICULTURAL NEWS

## General News

In order to define the term agricultural news it is necessary first to define news in general. Most journalists are in agreement on the essential characteristics of news but they sometimes differ on minor qualifications of the term. This agreement and difference may be noted in definitions propounded by certain leading journalists.

Willard Grosvenor Bleyer said: "News is anything timely that interests a number of people; and the best news is that which has the greatest interest for the greatest number."<sup>2</sup>

The responsibility of journalists in finding and writing newsworthy stories is emphasized by Gerald W. Johnson, who says: "News.....is such an account of events as a first-rate newspaperman.....finds satisfaction in writing and publishing."<sup>3</sup>

William S. Maulsby defines news thus:

News may be defined as an accurate, unbiased account of the significant facts of a timely happening that is of interest to the readers of the newspaper that prints the account.<sup>4</sup>

Determinants of news as listed by R. E. Wolseley and Laurence R. Campbell are "timeliness, proximity, magnitude, significance and policy."<sup>5</sup>

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<sup>2</sup> Willard Grosvenor Bleyer, Newspaper Writing and Editing, p. 18.

<sup>3</sup> Gerald W. Johnson, What Is News?, p. 90.

<sup>4</sup> William S. Maulsby, Getting the News, p. 71.

<sup>5</sup> R. E. Wolseley and Laurence R. Campbell, Exploring Journalism, p. 134.

## Agricultural News

America is, and has been since its earliest beginning, an agricultural nation. A large percentage of the reading public has always been interested in information regarding agricultural progress and practices. This has been true from the time of verbal exchanges of the earliest settlers down through the cycle of farmers' almanacs and to the present farm journals and agricultural topics in newspapers.

The audience of the agricultural writer is chiefly composed of persons engaged in farming and ranching for a livelihood. In addition to this group there is a considerable number of people who display a keen interest in this type of journalism. Some of these own and operate farms but derive their main income from other activities. Many readers of agricultural news have no active farming contacts, however.

Wide generalization may be made in respect to the programs and policies of the farm press. This is true because of the particular needs and peculiarities of certain areas, as well as the variance in the training and backgrounds of different editors.

Despite this differentia within the field of agricultural journalism there are boundaries between it and general news. Clement E. Trout of Oklahoma A. and M. College, commenting on agricultural news, says:

Broadly, agricultural news is anything of direct interest to or having influence on agricultural work, economics or social relations.

Strictly agricultural news is news about the occupation of agriculture, and becomes more important as it has greater or less effect on those engaged in this field.

Probably the limiting factor in classifying news as agricultural is the effect of the news on those engaged in agricultural pursuits.<sup>6</sup>

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<sup>6</sup> From a statement prepared by Clement E. Trout, head of the Department of Technical Journalism, Oklahoma A. and M. College, May 3, 1950.

Roy Roddy of the Dallas Morning News looks upon every newsworthy farm activity as agricultural news. He includes:

Washington releases from the Department of Agriculture, mechanization, crop trends throughout the nation and state, weather conditions, markets, chemurgy and new uses for crops, methods of cultivation, labor demand and supply, harvests of all types---in short, anything pertaining to farming from pasture improvement to 'possum huntin'.

Arnold Nicholson of Country Gentleman magazine defines agricultural news in this manner:

We consider any progress in the technics of farming or the business of living on a farm or in a farm community as news.... Agricultural news is no different from any other except that it is directed to the business of farming or the lives of farm people.<sup>8</sup>

Arthur H. Jenkins of Farm Journal magazine is of the opinion that since agriculture is a very large and varied group of businesses, not just one business, then agricultural news is very extensive and varied. He says:

I do not think there is any special definition for agricultural news as distinguished from news of any other sort. News is always news. Perhaps instead of "agricultural news" it might be better to say "news of special interest to agricultural people."<sup>9</sup>

Travis Foster of the Fort Worth Star-Telegram says the urban reader as well as the practicing rancher or farmer deeply appreciates reliable text and photographic coverage of agricultural progress and operations. He goes on to point out:

Agricultural news is, by and large, the published accounts of individual instances wherein mankind has adapted himself to the natural environment--on whatever sized scale and against what-

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<sup>7</sup> From a letter written by Roy Roddy, Agricultural Editor, Dallas (Tex.) Morning News, April 17, 1950.

<sup>8</sup> From a letter written by Arnold Nicholson, Managing Editor, Country Gentleman, April 19, 1950.

<sup>9</sup> From a letter written by Arthur H. Jenkins, Editor, Farm Journal, April 18, 1950.



ever odds. By the nature of human economy, this type of news is generally optimistic in tone, as it is primarily concerned with new ways of furthering the welfare of the race. Pessimism is a blight that exists, fortunately, not in nature but in the human mind. Its manifestations make news of the front page variety but very seldom figures in agricultural news.<sup>10</sup>

Andrew W. Hopkins of the University of Wisconsin offers this definition:

Anything timely about agriculture or related lines that interest a number of persons engaged in or interested in farming is agricultural news, and the best agricultural news is that which has the greatest interest for the greatest number.<sup>11</sup>

Lewis C. French of the Milwaukee Journal is wary of the great amount of propaganda and publicity material that crosses his desk under the guise of agricultural news. He says:

.....Most of this.....goes into the wastebasket. Under Milwaukee Journal policy farm news is not handled differently from other news.....Each story is based on the office yardstick of reader interest.<sup>12</sup>

#### Conclusion

On the basis of these definitions of general news and agricultural news, it may be concluded that agricultural news bears marked resemblance to general news, even though there are definite differences.

Agricultural news, it may be assumed, is anything that is timely, interesting and unusual written about agricultural topics and definitely slanted to readers who live in agricultural areas or those who have special agricultural interests.

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<sup>10</sup> From a letter written by Travis Foster, News Editor, Ranch and Farm News, Fort Worth (Tex.) Star-Telegram, April 19, 1950.

<sup>11</sup> From a letter written by Andrew W. Hopkins, Experiment Station Editor, College of Agriculture, University of Wisconsin, April 17, 1950.

<sup>12</sup> From a letter by Lewis C. French, Agricultural Editor, Milwaukee (Wis.) Journal, April 17, 1950.

## PROCEDURE

## Selection of Weekly Newspapers

January, 1950 was the month arbitrarily chosen as the basis for this survey. The study was limited to selected county seat newspapers, which should have yielded 77 newspapers, one for each county in Oklahoma. However, for various reasons, newspapers from Norman, Cleveland county; Miami, Ottawa county; Tulsa, Tulsa county; Holdenville, Hughes county; and Jay, Delaware county, were unobtainable. The actual number of newspapers surveyed, therefore, was 72.

A 1949 copy of the National Editorial Association's listing of Oklahoma newspapers was used as a reference in selecting the newspapers. If a county seat town had more than one weekly newspaper, the one appearing first was chosen if the publication date of the newspaper was Thursday of each week. (Thursday is the most frequent time of publication for weekly newspapers in the state, according to the NEA directory.) Where more than one newspaper was listed and the first named was not published on Thursday but a subsequent listing was, then the latter was chosen. Two reasons made this advisable: to secure uniformity of publication dates and to limit newspapers studied to four issues.

A majority of newspapers studied had only four publication dates during January, 1950. For this reason the work sheets used in tabulating data were set up to accommodate this number. Newspapers published Wednesday through Saturday had only four issues. In some newspapers it was impossible to make a substitution of a later date than one ranging from Sunday through Tuesday. In these instances the first issue of the month was disregarded and only the latter four tabulated.

Three sources were used in getting newspapers. The first of these was the Department of Technical Journalism of Oklahoma A. and M. College, where 30 of the necessary newspapers were obtained. Twenty more were elicited from the newspapers themselves, and access to the remainder was obtained through the archives of the Oklahoma State Historical Society.

#### Sources of News

The term source, as used here, means the point of origination of a story. There were no set rules which might be applied to each story to decide its point of origin with absolute certainty. Some stories, because of statements they contained regarding source, were more easily identified than were others. No stories were encountered that were so obscure as to preclude all possibility of proper placing. It must be remembered, however, that imponderables were greater in relation to sources than to other phases of the study.

Preliminary examination of the newspapers used in the survey indicated that agricultural news could be classified as coming from nine separate sources. They were local staff, country correspondents, county agents, home demonstration agents, vocational agriculture instructors, college agencies, other government agencies, syndicates, and miscellaneous.

Stories listed under LOCAL STAFF included those originated by the news forces of the various newspapers. Stories attributed to COUNTRY CORRESPONDENTS included news pertaining to agriculture contained in the contributions from rural correspondents. Under COUNTY AGENTS were grouped columns signed by the county agents and also those stories in which the agents were quoted or cited as an authority. As in the case of county agents, the classification HOME DEMONSTRATION AGENTS included material originating with the home demonstration agent. Under VOCATIONAL AGRICULTURE INSTRUCTORS were included

stories originated by the instructors on the activities of the members of vocational agriculture classes. Information disseminated by agricultural colleges was placed under COLLEGE AGENCIES. Material from remaining government agencies was grouped under OTHER GOVERNMENT AGENCIES. Agricultural news from wire services and other established news syndicates were classified under SYNDICATES. All material not readily identifiable as coming from one of the previously named sources was placed under MISCELLANEOUS.

### Types of News

The term type, as used in this study, means the subject matter about which the story is written. From a comparative standpoint, types were not so difficult to identify and classify as were sources. Usually a given story dealt entirely or chiefly with a single subject that could with certainty be classified as to type.

Preliminary examination of the newspapers used showed that agricultural news could be classified in 10 separate types. These types were animal husbandry, soils and crops, agricultural engineering, home economics, economics, safety, FFA and 4-H, meetings, markets and miscellaneous.

Stories pertaining to animals raised for agricultural purposes were placed under ANIMAL HUSBANDRY. The SOILS and CROPS classification included all news concerning the treatment of or procedure with soils and stories on news concerning the treatment of or procedure with soils and stories on new, improved or common crops. Under AGRICULTURAL ENGINEERING was included information regarding farm equipment ranging from tools to buildings. Farm home activities concerning foods, cookery, clothing and household aids were placed under HOME ECONOMICS. All stories with a monetary angle relating to agriculture, with the exception of markets, were placed under ECONOMICS. Stories that had to do with safety on the farm were placed in the SAFETY

category. All news pertaining to farm youth clubs, including their meetings, were grouped under the heading of FFA and 4-H. Stories concerning all other farm meetings, ranging from local to national in nature, were placed under MEETINGS. In the category of MARKETS was included only quotations of prices currently being paid for farm produce, and did not include market forecasts nor summaries of past markets, which were listed under the economics heading. Stories that were too general or too varied to be classed under any one of the other headings were placed under MISCELLANEOUS.

## TABULATION OF DATA

### Work Sheet

Work sheets were devised to record the stories as to sources and types and show other data. These sheets were incorporated into the body of the study in order that the agricultural news content of the individual newspapers may be ascertained.

A detailed explanation of the work sheet can be more readily followed if page 20 is examined.

Classifications are arranged upon the sheets so the source headings are on the left-hand side of the page and type headings are placed across the top of the page. Squares, one-half inch in size, are placed so that there is a sufficient number of these underneath each classification type and across from each source listing. These squares are subdivided into four smaller squares. The subsquares are used to indicate whether the story in question appeared in the first, second, third or fourth issue published during the month studied.

In measuring the stories, all headlines and combinations of headlines were indicated. Each story was recorded in even measure with no fractions of inches noted. All fractions under half an inch were disregarded and all fractions over half an inch were counted as a full inch.

### Hypothetical Situation

A hypothetical situation perhaps would better illustrate the function of the work sheet and where various data are recorded on it.

Such a story might concern a tax reduction for farmers, be distributed by the Associated Press, carried in the Thursday, January 12 issue, appear

on page one and measure four inches in depth.

Since the story concerned finances it was placed under economics as to type, and because the Associated Press is a wire service it was located under syndicate as a source. The actual notation was placed in the second subsquare, since January 12 was the second publication date for the month. The numeral 1, and the numeral 4 placed under it, indicating that the story was four inches deep.

#### Floating Notations

In the event more than one story needed to be placed in the same subsquare, succeeding stories were noted in areas surrounding the correct placing and circles were drawn about the floating notations with arrows indicating the proper placing.

#### Other Data Recorded

At the bottom of each work sheet are the publication dates of the newspaper's four issues, the number of pages each contained, and the number of agricultural stories and the amount of text inches each contained. Recorded here also are aggregate text percentages of each issue, as well as agricultural text percentages and total text content in inches. The average of the four issues regarding text percentage and agricultural text percentage is indicated, as well as aggregate inches of text.

The word "text" was used broadly in this study to denote those parts of the content of newspapers which would be perused by the reader for information and/or entertainment; i.e., all of the content with the exception of advertising.

The term "agricultural text" was used only in connection with those portions of printed matter which dealt with agricultural news.

## FINDINGS AND CONCLUSIONS

### Range of Data

The detailed data of this study are presented in tables 1 to 77, inclusive. The 286 issues of the 72 weekly newspapers surveyed ranged in size from four to 14 pages with the average of all issues being 7.3 pages. The total inches of text per issue ran from 248 to 1,296, with an average of 578.3 inches. The amount of agricultural news text per issue varied greatly, ranging from zero to a maximum of 131 inches. The average of all issues was 34.8 inches.

### Sectional Trends

In the course of the investigation there appeared to be some trends in the data according to the section of the state in which the newspapers were located. A study of the data showed that in general the state was quite uniform in regard to the relative importance of the various sources and types of agricultural news.

There proved to be, however, some difference in the amount of space devoted to agricultural news in the various sections of the state.

Table 73 shows the percent of text space devoted to agricultural news. For the purpose of indicating agricultural news in different sections of the state, that area was divided into four quarters. This was facilitated by first dividing the state into columns running north-south, then into columns running east-west. These columns were approximately one county, or 20 to 25 miles, wide and ran the length of the state one way, and the breadth the other.

It is recognized that such a method of tabulation would involve some



error since the counties were not uniform in size and shape, but at the same time it was thought the data arranged in such a manner would reflect sectional trends and show the distribution of news coverage.

The percent of text space devoted to agricultural news by the different newspapers varied considerably, ranging from 0.44 in Osage county to 14.00 in Pottawatomie county. When the records were averaged by quarter sections of the state some differences were noted. Since the percent of agricultural text generally was small, differences were not emphatic. Twelve newspapers surveyed from the southeast quarter had an average agricultural news text of 7.84 percent as compared with an average of 5.65 percent for 15 newspapers examined from the north-west quarter. The averages for the other two quarters were between these extremes and differed little from the state average of 6.18 percent.

There proved to be some differences in the relative importance of news pertaining to animal husbandry as compared with that of soils and crops when the different sections of the state were considered. Table 74 presents the comparative amounts of space devoted to these two types of news. The records given represent the total inches of space from four issues of each paper except in the case of two newspapers, where only three issues were examined.

When the entire state was considered for only two classes of agricultural news, Animal Husbandry and Soils and Crops, it was found that 48.5 percent dealt with Animal Husbandry and the remaining 51.5 percent with Soils and Crops. This near balance was also present in the northwest and the northeast quarters. In the two southern quarters, however, moderate differences were found. In the southwest quarter the respective percentages for Animal Husbandry and for Soils and Crops were 42.8 and 57.2. In the south-

east quarter this trend was almost exactly reversed, with news concerning Animal Husbandry constituting 57.2 percent while that concerning Soils and Crops amounted to 42.8 percent.

These data indicate that Oklahoma as a whole is agriculturally diversified. It is understood that these records, considering the methods of classifying news into these two types under consideration, do not clearly reflect the monetary value of the products of these two branches of agriculture. As previously described, any news pertaining to soil treatment or crop production was placed under the classification of Soils and Crops. Thus, it can be seen that any news concerning pasture production would not be classified under Animal Husbandry, but on the contrary would be put under Soils and Crops. Nevertheless, the data show that Animal Husbandry was of more importance in certain sections than it was in others.

It is not surprising that news concerning Animal Husbandry was relatively more important in the southeast quarter of the state than elsewhere. The topography of this section of the state is of broken types with a majority of the soil being thin and of low fertility. Animal Husbandry, especially beef production and dairying, is the leading branch of agriculture from a production viewpoint.

In the southwest quarter a relatively high percentage of the land is level to rolling, with soil of moderate to high fertility. Although animal husbandry, particularly beef production, is of considerable importance, it is secondary to crop production, including small grains, sorghums, cotton and alfalfa.

#### The Extent of Agricultural News

The primary objective of this study was to determine the extent of agricultural news in the weekly newspapers of Oklahoma. Table 77 shows in

summary form the importance of agricultural news in relation to the total space, total text and total advertising. These data show the agricultural news content as a minor quantity when compared with the total space and other contents. From an average total space per issue of 1,172.1 inches, only 35.8 inches, or 3.1 percent were composed of agricultural news. As previously given in Table 73, agricultural news constituted 6.18 percent of the total text.

Considering the fact that Oklahoma is predominantly an agricultural state and is among the leading producers in the nation of certain important agricultural products, it is surprising to note the minor importance of agricultural news in the weekly newspapers as shown by this survey. Still more surprising was the fact that in certain instances newspapers located in counties almost entirely devoted to agriculture had some issues completely devoid of agricultural news.

It appears from these findings that, generally speaking, agricultural news is not emphasized in the weekly newspapers of Oklahoma and in a number of cases is almost entirely neglected. Thus, it is evident that news coverage by the weekly newspapers fails to present sufficient material primarily of interest to farm readers, who comprise a large percentage of the communities.

#### Comparative Importance of Various Sources of Agricultural News

The second object of the present study was to determine the sources of agricultural news and their comparative importance. Table 75 presents measurements of agricultural news classified according to nine sources. Local Staff was definitely the most important of these sources, accounting for 23.2 percent of the total. It was followed in order by Other Govern-

ment Agencies, County Agents, College Agencies and Syndicates, these making up 15.2, 13.9, 13.3 and 11.6 percent of the whole.

Despite the small amount of space given to agricultural news, as previously mentioned, it seems that the ranking of sources offers some encouragement. Local Staff, the leading source, generally includes original material prepared by local personnel and indicates that there is a real interest on the part of management in presenting agricultural news. This situation would appear to be healthy as compared with a situation where the bulk of agricultural news would be composed of syndicated or ready-to-print material. The author is fully cognizant of the value of material that might be classed as syndicated, concerning recent progress in agriculture such as is commonly disseminated by agricultural college experiment stations and extension service.

#### Comparative Importance of Various Types of Agricultural News

The third objective of this problem was to determine the various types of agricultural news and their comparative importance. Table 76 presents records on 10 types of agricultural news as determined by the survey. Soils and Crops and Animal Husbandry were almost equally balanced as leading types, with Soils and Crops comprising 21.6 percent and Animal Husbandry making up 20.4 percent of the total agricultural news.

Four other classifications, including Meetings, Economics, Miscellaneous and 4-H and FFA composed from 12.3 to 10.2 percent of the total. Thus it may be seen that the majority of news is rather uniformly distributed among seven of the types, resulting in balanced coverage throughout the field of agricultural news.

## SUMMARY AND CONCLUSIONS

A survey was made of the agricultural news in four issues of a single weekly newspaper in each of 72 counties in Oklahoma during January, 1950. The objectives of the study were: (1) to determine the extent of agricultural news, (2) to determine the sources of agricultural news and their comparative importance, (3) to determine the types of agricultural news and their comparative importance.

Agricultural news is defined as anything that is timely, interesting and unusual written about agricultural topics and definitely slanted to readers in agricultural areas or those who have special agricultural interests.

Agricultural news constituted 3.1 percent of the aggregate newspaper space and 6.2 percent of the total text space.

Agricultural news was classified from nine different sources. These sources and their comparative rankings were as follow: Local Staff, 23.2 percent; Other Government Agencies, 15.2 percent; County Agents, 13.9 percent; College Agencies, 13.3 percent; Syndicate, 11.6 percent; Miscellaneous, 7.8 percent; Home Demonstration Agents, 7.6 percent; Country Correspondents, 5.4 percent; Vocational Agriculture Instructors, 2.0 percent.

Ten categories were used in classifying agricultural news according to type. These and their comparative rankings were as follow: Soils and Crops, 21.6 percent; Animal Husbandry, 20.4 percent; Meetings, 12.3 percent; Economics, 10.8 percent; Miscellaneous, 10.5 percent; 4-H & FFA, 10.2 percent; Markets, 4.8 percent; Home Economics, 4.6 percent; Agricultural Engineering, 3.7 percent; Safety, 1.1 percent.

Some differences in the amount of space devoted to agricultural news

were found when the records were averaged by quarter sections of the state. The southeast quarter with 7.8 percent of the text composed of agricultural news was the highest, with the lowest being 5.6 percent from the northwest quarter.

The comparative rankings of news released that pertained to Animal Husbandry and Soils and Crops varied when the data were averaged by quarter sections of the state. In newspapers of the southeast quarter the total space devoted to these two types of news was composed of 57.2 percent relating to Animal Husbandry and 42.8 percent classed as Soils and Crops. In the southwest quarter this ranking was almost exactly reversed. In the other two quarter sections the two types were approximately equal in rank.

In general, agricultural news is not emphasized in the weekly newspapers of Oklahoma and in a number of cases is almost entirely neglected.

TABLE 1

COUNTY *Adair* PAPER *Stillwell Democrat-Journal*

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       | 6<br>9           |                 | 1<br>7          |                |           |        | 1<br>4    | 1<br>7   |         | 32<br>4       | 36               | 1 4               |
| Country Corres.   |                  |                 |                 |                |           |        |           | 3<br>6   |         |               | 3                | 1                 |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         | 12<br>5       | 12 5             | 1 1               |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |                  | 7<br>14         | 7<br>10         |                |           |        |           |          |         |               | 14 10            | 1 1               |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         | 3<br>7        | 7                | 1                 |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 14 17            | 1 2               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 16 64            | 2 6               |
| Total No. Inches  | 9                | 14 10           | 7               |                |           |        | 4         | 10       |         | 12 36         | 16 64            |                   |
| Total No. Stories | 1                | 1 1             | 1               |                |           |        | 1         | 2        |         | 1 2           |                  | 1 2               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 1    | 2    | 2    | 7    |
| 14   | 17   | 15   | 64   |
| 525  | 515  | 602  | 854  |
| 2.66 | 5.29 | 2.65 | 9.79 |
| 47   | 53   | 51   | 59   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 54.35 |
| 4.83  |
| 2297  |



TABEL 2

COUNTY Alfalfa

PAPER Cherokee Republican ★

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |   |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|---|---|
| Local Staff       |                  |                 |                 |                |           |        | 1/4       |          | 7/3     | 7/3           | 7                | 3                 | 2 | 1 |
|                   |                  |                 | 1/4             |                |           |        |           | 1/4      | 5/3     | 5/3           | 3                | 7                 | 2 | 2 |
| Country Corres.   |                  |                 |                 |                |           |        |           | 3/10     |         |               | 10               |                   |   | 1 |
|                   |                  |                 |                 |                |           |        |           | 3/20     | 3/10    |               | 20               | 10                | 1 | 1 |
| Co. Agent         | 1/4              |                 |                 |                |           |        |           |          |         |               | 4                |                   | 1 |   |
|                   |                  |                 |                 |                |           |        |           | 1/2      |         |               |                  | 3                 |   | 1 |
| Home D. Agent     |                  |                 |                 |                |           |        |           | 1/2      |         |               |                  | 2                 |   | 1 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |   |   |
| Other Gov't Agen. |                  | 1/12            |                 |                |           |        |           | 1/7      |         |               |                  | 19                |   | 2 |
| College Agen.     |                  |                 |                 |                | 2/6       | 4/5    |           |          |         |               | 5                | 6                 | 1 | 1 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 3                | 3                 | 1 | 1 |
| Synd.             | 6/6              |                 |                 |                |           |        | 7/5       |          |         |               | 11               |                   | 2 |   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |   |   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 27               | 40                | 6 | 6 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 31               | 23                | 4 | 5 |
| Total No. Inches  | 10               | 12              |                 |                | 6         | 5      | 9         | 19       | 3       | 3             | 27               | 40                |   |   |
|                   |                  |                 |                 |                |           |        |           | 20       | 19      | 3             | 3                |                   |   |   |
| Total No. Stories | 2                | 1               |                 |                | 1         | 1      | 2         | 4        | 1       | 1             |                  |                   | 6 | 6 |
|                   |                  |                 |                 |                |           | 1      |           | 1        | 3       | 1             | 1                |                   | 4 | 5 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 15   | 20   | 27   |
| 8    | 6    | 8    | 6    |
| 6    | 5    | 4    | 6    |
| 27   | 39   | 31   | 25   |
| 538  | 446  | 554  | 464  |
| 5.02 | 3.52 | 5.60 | 5.39 |
| 41   | 45   | 42   | 42   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 49.5 |
| 6.04 |
| 2002 |



TABLE 3

COUNTY Atoka

PAPER

Indian Citizen Democrat (Atoka)

| TYPES             | Animal Husbandry                          | Soils and Crops                            | Ag. Engineering | Home Economics | Economics                     | Safety | 4-H - FFA     | Meetings                      | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|---|--|-----------------|----------------|-------------------------------|--------|---------------|-------------------------------|---------------|---------------|------------------|-------------------|
| Local Staff       |   | $\frac{1}{15}$                             |                 |                |                               |        |               | $\frac{1}{10}$ $\frac{1}{38}$ |               |               | 25 38            | 2 1               |
| Country Corres.   |   |  |                 |                |                               |        |               |                               |               |               |                  |                   |
| Co. Agent         |   | $\frac{3}{5}$ $\frac{3}{5}$                |                 |                |                               |        | $\frac{1}{9}$ |                               | $\frac{5}{5}$ |               | 6                | 2                 |
| Home D. Agent     |   |  |                 | $\frac{6}{9}$  |                               |        |               |                               |               |               | 14               | 2                 |
| Voc. Agr.         |   |  |                 |                |                               |        |               |                               |               |               | 9                | 1                 |
| Other Gov't Agen. | $\frac{1}{5}$                             |  |                 |                |                               |        |               |                               |               |               | 5                | 1                 |
| College Agen.     | $\frac{3}{9}$ $\frac{3}{9}$               |  |                 |                | $\frac{4}{10}$ $\frac{2}{10}$ |        |               | $\frac{4}{8}$                 |               |               | 18               | 2                 |
| Synd.             |   | $\frac{5}{10}$ $\frac{3}{3}$ $\frac{1}{3}$ |                 |                |                               |        |               | $\frac{6}{15}$ $\frac{6}{8}$  |               |               | 36 3             | 4 1               |
| Misc.             | $\frac{1}{6}$ $\frac{4}{5}$ $\frac{1}{6}$ |  | $\frac{7}{5}$   |                |                               |        |               | $\frac{3}{14}$                | $\frac{1}{3}$ |               | 12 2             | 1 1               |
|                   |   |  |                 |                |                               |        | $\frac{1}{5}$ |                               |               |               | 15 24            | 3 3               |
|                   |   |  |                 |                |                               |        |               |                               |               |               | 5                | 1                 |
|                   |   |  |                 |                |                               |        |               |                               |               |               | 51 51            | 7 8               |
|                   |   |  |                 |                |                               |        |               |                               |               |               | 78 59            | 8 5               |
| Total No. Inches  | 6 5                                       | 16 9 3 5                                   |                 |                | 10                            |        |               | 22 23                         | 3             |               | 51 51            |                   |
|                   | 29 7                                      | 15   |                 | 9              | 10                            |        | 9 15 38       | 5                             |               |               | 78 59            |                   |
| Total No. Stories | 1 1                                       | 2 3 1 1                                    |                 |                | 1                             |        |               | 2 2                           | 1             |               |                  | 7 8               |
|                   | 3 2                                       | 1  |                 | 1              | 1                             |        | 1 2 1         | 1                             |               |               |                  | 8 5               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |       |       |
|------|-------|-------|-------|
| 5    | 12    | 19    | 26    |
| 8    | 8     | 8     | 8     |
| 7    | 8     | 8     | 5     |
| 51   | 51    | 78    | 59    |
| 524  | 420   | 419   | 435   |
| 9.73 | 12.14 | 18.62 | 13.56 |
| 47   | 37    | 37    | 39    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 40    |
| 13.29 |
| 1798  |

TABLE 4

COUNTY Beaver PAPER Herald Democrat

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA                    | Meetings       | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|--------|------------------------------|----------------|---------|---------------|------------------|-------------------|
| Local Staff       | $\frac{1}{4}$    |                 |                 |                | $\frac{2}{18}$ |        | $\frac{1}{4}$ $\frac{1}{3}$  |                |         |               | 8 49             | 2 2               |
|                   |                  | $\frac{10}{7}$  |                 |                |                |        | $\frac{1}{3}$ $\frac{1}{4}$  |                |         |               | 4 10             | 1 2               |
| Country Corres.   |                  |                 |                 |                |                |        |                              |                |         |               |                  |                   |
| Co. Agent         |                  |                 |                 |                |                |        |                              |                |         |               |                  |                   |
| Home D. Agent     |                  |                 |                 |                |                |        |                              | $\frac{1}{7}$  |         |               | 7                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |                |        |                              |                |         |               |                  |                   |
| Other Gov't Agen. |                  | $\frac{1}{8}$   |                 |                |                |        |                              | $\frac{1}{10}$ |         |               | 8                | 1                 |
| College Agen.     |                  |                 |                 |                |                |        |                              |                |         |               | 10               | 1                 |
| Synd.             |                  |                 |                 |                |                |        | $\frac{1}{6}$ $\frac{7}{10}$ | $\frac{5}{10}$ |         |               | 20 10            | 2 1               |
|                   |                  |                 |                 |                |                |        | $\frac{9}{6}$                |                |         |               | 6                | 1                 |
| Misc.             |                  |                 |                 |                |                |        |                              |                |         |               |                  |                   |
|                   |                  |                 |                 |                |                |        |                              |                |         |               | 43 59            | 6 3               |
|                   |                  |                 |                 |                |                |        |                              |                |         |               | 14 16            | 2 3               |
| Total No. Inches  | 4                | 8               |                 |                | 16             |        | 24 41                        | 7              |         |               | 43 59            |                   |
|                   |                  | 7               |                 |                |                |        | 9 14                         |                |         |               | 14 16            |                   |
| Total No. Stories | 1                | 1               |                 |                | 1              |        | 3 2 1                        | 1              |         |               |                  | 6 3               |
|                   |                  | 1               |                 |                |                |        | 2 2                          |                |         |               |                  | 2 3               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |      |      |
|-------|------|------|------|
| 5     | 12   | 19   | 26   |
| 8     | 10   | 8    | 8    |
| 6     | 3    | 2    | 2    |
| 43    | 59   | 14   | 16   |
| 396   | 474  | 388  | 444  |
| 10.88 | 2.45 | 3.61 | 3.60 |
| 35    | 33   | 38   | 40   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 35.75 |
| 7.37  |
| 1792  |

TABLE 5

COUNTY Beckham PAPER Sayre Sun

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics   | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-------------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 | 7/8<br>5/8      |                |             |        | 1/8       |          |         |               | 7 17             | 1 2               |
| Country Corres.   |                  |                 |                 |                |             |        |           |          |         |               |                  |                   |
| Co. Agent         | 5/8              |                 |                 |                |             |        |           |          |         | 4/14          | 9 14             | 1 1               |
| Home D. Agent     |                  |                 |                 |                |             | 6/8    | 4/8       |          |         |               | 12               | 2                 |
| Voc. Agr.         |                  |                 |                 |                |             |        |           |          |         |               |                  |                   |
| Other Gov't Agen. | 3/8              | 4/8<br>1/12     | 4/8<br>4/8      |                | 4/8<br>1/12 |        |           |          |         | 4/7           | 3 63             | 1 8               |
| College Agen.     | 1/11             | 4/8             |                 |                |             |        | 3/8       | 3/8      |         |               | 11 3 3           | 1 1 1             |
| Synd.             | 1/10             |                 |                 |                |             |        |           |          |         |               | 10               | 1                 |
| Misc.             |                  | 3/13            |                 |                |             |        |           |          |         |               | 13               | 1                 |
|                   |                  |                 |                 |                |             |        |           |          |         |               | 14 0             | 2 0               |
|                   |                  |                 |                 |                |             |        |           |          |         |               | 32 19            | 4 15              |
| Total No. Inches  | 14               | 9 10 13         | 25 7 18         |                | 18          |        | 3 24      | 3        |         | 21 32 119     |                  |                   |
| Total No. Stories | 2                | 1 1 1           | 3 1 3           |                | 2           |        | 1 3       | 1        |         | 2             |                  | 2 0               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |       |
|------|------|------|-------|
| 5    | 12   | 19   | 26    |
| 4    | 4    | 4    | 4     |
| 2    | 0    | 4    | 15    |
| 14   | 0    | 32   | 119   |
| 446  | 543  | 556  | 449   |
| 2.94 | 0.00 | 5.65 | 26.50 |
| 70   | 81   | 84   | 73    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 77   |
| 8.25 |
| 2006 |



TABLE 6

COUNTY Blaine

PAPER

The Watonga Republican

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA       | Meetings        | Markets        | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------------|-----------------|----------------|----------------|------------------|-------------------|
| Local Staff       |                  | $\frac{1}{63}$  | $\frac{11}{11}$ | $\frac{3}{2}$  |           |        | $\frac{11}{11}$ | $\frac{21}{67}$ |                |                | 87               | 4                 |
| Country Corres.   |                  | $\frac{1}{21}$  |                 |                |           |        |                 |                 |                |                | 11               | 3                 |
| Co. Agent         | $\frac{1}{31}$   | $\frac{1}{4}$   | $\frac{1}{3}$   |                |           |        |                 |                 |                |                | 3                | 1                 |
| Home D. Agent     | $\frac{12}{3}$   | $\frac{1}{12}$  |                 | $\frac{1}{5}$  |           |        |                 |                 |                |                | 4                | 19                |
| Voc. Agr.         |                  |                 |                 |                |           |        |                 |                 |                |                | 2                | 3                 |
| Other Gov't Agen. |                  | $\frac{2}{3}$   | $\frac{1}{12}$  |                |           |        |                 |                 | $\frac{1}{10}$ | $\frac{7}{2}$  | 10               | 1                 |
| College Agen.     | $\frac{1}{2}$    | $\frac{2}{13}$  | $\frac{6}{11}$  | $\frac{2}{5}$  |           |        |                 |                 | $\frac{1}{6}$  | $\frac{6}{11}$ | 9                | 23                |
| Synd.             |                  |                 | $\frac{2}{13}$  |                |           |        |                 |                 |                |                | 2                | 2                 |
| Misc.             | $\frac{2}{2}$    | $\frac{9}{13}$  | $\frac{1}{3}$   |                |           |        |                 |                 |                |                | 21               | 3                 |
|                   | $\frac{12}{1}$   |                 |                 | $\frac{2}{9}$  |           |        | $\frac{9}{4}$   |                 |                |                | 1                | 6                 |
|                   |                  |                 |                 |                |           |        |                 |                 |                |                | 34               | 89                |
|                   |                  |                 |                 |                |           |        |                 |                 |                |                | 45               | 77                |
| Total No. Inches  | 5                | 16              | 74              | 3              | 2         |        | 11              |                 | 10             | 2              | 34               | 89                |
|                   | 7                | 28              | 5               | 27             | 18        |        | 4               | 9               | 6              | 11             | 45               | 77                |
| Total No. Stories | 2                | 1               | 2               | 1              | 1         |        | 1               |                 | 1              |                |                  | 5                 |
|                   | 4                | 3               | 2               | 3              | 2         |        | 1               | 2               | 1              | 1              |                  | 10                |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |      |       |
|------|-------|------|-------|
| 5    | 12    | 19   | 26    |
| 10   | 12    | 12   | 12    |
| 5    | 5     | 13   | 10    |
| 34   | 89    | 45   | 77    |
| 510  | 525   | 563  | 542   |
| 6.67 | 16.95 | 7.99 | 14.21 |
| 31   | 27    | 29   | 28    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 28.75 |
| 11.45 |
| 2140  |

TABLE 7

COUNTY Bryan

PAPER Durant Weekly News

| SOURCES           | Animal Husbandry |                | Soils and Crops |                | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings       | Markets | Miscellaneous |                | Total No. Inches |    | Total No. Stories |    |    |
|-------------------|------------------|----------------|-----------------|----------------|-----------------|----------------|----------------|--------|---------------|----------------|---------|---------------|----------------|------------------|----|-------------------|----|----|
|                   |                  |                |                 |                |                 |                |                |        |               |                |         |               |                |                  |    |                   |    |    |
| Local Staff       | $\frac{1}{5}$    | $\frac{1}{22}$ |                 |                | $\frac{1}{4}$   |                |                |        |               |                |         |               | $\frac{1}{4}$  | 9                | 26 | 2                 | 2  |    |
|                   | $\frac{1}{17}$   |                |                 |                |                 |                |                |        |               | $\frac{1}{15}$ |         | $\frac{1}{4}$ | $\frac{1}{10}$ | 21               | 25 | 2                 | 2  |    |
| Country Corres.   |                  |                |                 |                |                 |                |                |        |               |                |         |               |                |                  | 6  |                   | 1  |    |
| Co. Agent         | $\frac{1}{10}$   |                |                 | $\frac{1}{11}$ |                 |                |                |        |               | $\frac{1}{6}$  |         |               | $\frac{1}{12}$ | 10               | 29 | 1                 | 3  |    |
|                   |                  |                |                 |                |                 |                |                |        |               |                |         | $\frac{1}{9}$ |                |                  | 9  |                   | 1  |    |
| Home D. Agent     |                  |                |                 |                |                 | $\frac{7}{9}$  |                |        |               |                |         |               |                |                  | 9  |                   | 1  |    |
| Voc. Agr.         |                  |                |                 |                |                 |                |                |        | $\frac{4}{5}$ |                |         |               |                |                  |    | 5                 | 1  |    |
|                   | $\frac{1}{10}$   |                |                 |                |                 |                |                |        |               | $\frac{1}{3}$  |         |               |                |                  |    |                   |    |    |
| Other Gov't Agen. |                  | $\frac{1}{4}$  |                 | $\frac{1}{12}$ |                 |                | $\frac{3}{7}$  |        |               | $\frac{1}{4}$  |         |               |                |                  | 31 | 7                 | 3  | 2  |
|                   |                  |                |                 | $\frac{1}{6}$  |                 |                |                |        | $\frac{1}{8}$ | $\frac{1}{8}$  |         |               | $\frac{1}{11}$ | 16               | 29 | 2                 | 3  |    |
| Col-lege Agen.    |                  |                |                 |                |                 |                | $\frac{1}{4}$  |        |               | $\frac{1}{6}$  |         |               | $\frac{3}{8}$  | 8                |    |                   | 1  |    |
|                   |                  |                |                 |                |                 |                |                |        |               |                |         |               |                | 6                |    |                   | 1  |    |
| Synd.             |                  |                |                 |                |                 |                | $\frac{1}{10}$ |        |               |                |         |               |                | $\frac{4}{7}$    | 14 | 7                 | 2  | 1  |
|                   |                  |                |                 |                |                 |                |                |        |               |                |         |               | $\frac{7}{3}$  |                  | 3  |                   | 1  |    |
| Misc.             |                  |                |                 |                |                 |                |                |        |               |                |         |               | $\frac{4}{11}$ |                  | 11 |                   | 1  |    |
|                   |                  |                |                 | $\frac{1}{7}$  |                 |                |                |        |               |                |         |               |                |                  | 7  |                   | 1  |    |
|                   |                  |                |                 |                |                 |                |                |        |               |                |         |               |                |                  | 81 | 85                | 10 | 10 |
|                   |                  |                |                 |                |                 |                |                |        |               |                |         |               |                |                  | 58 | 64                | 7  | 7  |
| Total No. Inches  | 15               | 22             | 24              | 11             | 4               | 9              | 21             |        | 5             | 13             | 7       | 8             | 27             | 72               | 85 |                   |    |    |
|                   | 23               |                |                 | 25             |                 |                |                |        |               | 22             | 15      |               | 13             | 24               | 58 | 64                |    |    |
| Total No. Stories | 2                | 1              | 2               | 1              | 1               | 1              | 3              |        | 1             | 3              | 1       | 1             | 3              |                  |    |                   | 10 | 10 |
|                   | 2                |                |                 | 3              |                 |                |                |        |               | 3              | 1       |               | 2              | 3                |    |                   | 7  | 7  |

Date  
No. Pages  
No. Stories  
Agri. Text Inches  
Total Text Per Issue  
Agri. Text Pct.  
Text Pct.

|       |       |       |      |
|-------|-------|-------|------|
| 6     | 13    | 20    | 27   |
| 8     | 8     | 8     | 8    |
| 9     | 10    | 7     | 11   |
| 81    | 85    | 58    | 64   |
| 716   | 590   | 437   | 711  |
| 11.31 | 14.41 | 13.27 | 9.00 |
| 52    | 44    | 46    | 52   |

Av. Text Pct.  
Av. Agri. Text Pct.  
Total text of  
Four Issues

|       |
|-------|
| 48.5  |
| 11.74 |
| 613.5 |

TABLE 8

COUNTY Caddo

PAPER

Anadarko Tribune

| SOURCES           | Animal Husbandry |                | Soils and Crops |               | Ag. Engineering | Home Economics | Economics      |               | Safety        | 4-H - FFA      | Meetings      |               | Markets        | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|----------------|-----------------|---------------|-----------------|----------------|----------------|---------------|---------------|----------------|---------------|---------------|----------------|----------------|------------------|-------------------|
|                   |                  |                |                 |               |                 |                |                |               |               |                |               |               |                |                |                  |                   |
| Local Staff       |                  |                |                 |               |                 |                |                |               |               | $\frac{1}{11}$ |               |               |                |                | 11               | 1                 |
|                   | $\frac{2}{11}$   | $\frac{1}{9}$  | $\frac{6}{3}$   |               |                 |                |                |               | $\frac{5}{3}$ | $\frac{6}{7}$  | $\frac{6}{4}$ | $\frac{2}{2}$ |                | $\frac{1}{14}$ | 2132             | 35                |
| Country Corres.   |                  |                |                 |               |                 |                |                |               |               | $\frac{6}{6}$  |               |               |                |                | 6                | 1                 |
| Co. Agent         | $\frac{3}{11}$   | $\frac{2}{11}$ |                 |               |                 |                |                |               |               |                |               |               |                |                | 11               | 1                 |
| Home D. Agent     |                  |                |                 |               |                 |                |                | $\frac{8}{4}$ |               | $\frac{6}{6}$  |               |               |                |                | 4                | 1                 |
| Voc. Agr.         |                  |                |                 |               |                 |                |                |               |               |                |               |               |                |                | 2                | 2                 |
| Other Gov't Agen. | $\frac{5}{7}$    |                | $\frac{2}{7}$   |               |                 |                | $\frac{1}{8}$  | $\frac{6}{8}$ |               |                |               |               |                |                | 7                | 1                 |
| College Agen.     |                  |                | $\frac{3}{6}$   | $\frac{2}{6}$ |                 | $\frac{6}{7}$  |                |               |               |                |               |               | $\frac{5}{3}$  |                | 16               | 3                 |
| Synd.             |                  | $\frac{1}{3}$  |                 |               |                 |                |                |               |               | $\frac{1}{2}$  |               |               | $\frac{2}{4}$  |                | 7                | 2                 |
| Misc.             | $\frac{5}{1}$    |                | $\frac{5}{2}$   | $\frac{4}{6}$ |                 |                | $\frac{3}{12}$ |               |               | $\frac{6}{21}$ | $\frac{6}{7}$ |               | $\frac{2}{13}$ |                | 50               | 5                 |
|                   |                  |                |                 |               |                 |                |                |               |               |                |               |               |                |                | 29               | 5                 |
|                   |                  |                |                 |               |                 |                |                |               |               |                |               |               |                |                | 118              | 15                |
| Total No. Inches  | 19               | 31             | 22              | 19            |                 | 7              | 21             | 8             | 3             | 21             | 17            | 11            | 2              | 4              | 17               | 15                |
| Total No. Stories | 3                | 3              | 4               | 3             |                 | 1              | 2              | 1             | 1             | 1              | 4             | 2             | 1              | 1              | 2                | 15                |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |       |
|------|------|-------|-------|
| 5    | 12   | 19    | 26    |
| 8    | 6    | 6     | 6     |
| 5    | 1    | 15    | 15    |
| 29   | 6    | 118   | 97    |
| 568  | 533  | 735   | 810   |
| 5.11 | 1.12 | 16.06 | 11.98 |
| 45   | 55   | 75    | 83    |

Av. Text Pct. 64.5  
 Av. Agri. Text Pct. 9.45  
 Total text of Four Issues 2,646



TABLE 9

COUNTY Canadian PAPER El Reno American

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety         | 4-H - FFA     | Meetings       | Markets | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|---------------|----------------|---------------|----------------|---------|----------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | $\frac{1}{3}$ |                | $\frac{9}{3}$ | $\frac{2}{3}$  |         |                | 3 6 1 2          |                   |
|                   |                  | $\frac{1}{24}$  | $\frac{4}{1}$   |                |               | $\frac{10}{3}$ |               |                |         |                | 25               | 2                 |
| Country Corres.   |                  |                 |                 |                |               |                | $\frac{5}{3}$ | $\frac{8}{3}$  |         |                | 6 3 2 1          |                   |
|                   |                  |                 |                 |                |               |                | $\frac{8}{3}$ | $\frac{5}{3}$  |         |                | 3 3 1 1          |                   |
| Co. Agent         |                  |                 |                 |                |               |                |               | $\frac{9}{2}$  |         |                | 2                | 1                 |
| Home D. Agent     |                  |                 |                 |                |               |                | $\frac{1}{4}$ |                |         | $\frac{5}{7}$  | 4 7 1 1          |                   |
| Voc. Agr.         |                  |                 |                 |                |               |                |               |                |         |                |                  |                   |
| Other Gov't Agen. |                  |                 | $\frac{4}{9}$   |                | $\frac{2}{3}$ |                |               | $\frac{8}{15}$ |         |                | 27               | 3                 |
| College Agen.     |                  | $\frac{4}{6}$   |                 |                |               |                |               |                |         |                | 6                | 1                 |
| Synd.             |                  |                 |                 |                |               |                |               |                |         |                |                  |                   |
| Misc.             |                  | $\frac{4}{15}$  |                 |                |               |                |               |                |         | $\frac{12}{4}$ | 19               | 2                 |
|                   |                  |                 |                 |                |               |                | $\frac{9}{4}$ | $\frac{6}{6}$  |         |                | 4 6 1 1          |                   |
|                   |                  |                 |                 |                |               |                |               |                |         |                | 9 63 3 10        |                   |
|                   |                  |                 |                 |                |               |                |               |                |         |                | 11 41 3 5        |                   |
| Total No. Inches  |                  | 21              | 9               |                | 6             |                | 6 6           | 3 17           |         | 4              | 9 63             |                   |
|                   |                  | 24              | 1               |                |               |                | 11 9          |                |         | 7              | 11 41            |                   |
| Total No. Stories |                  | 2               | 1               |                | 2             |                | 2 2           | 1 2            |         | 1              |                  | 3 10              |
|                   |                  | 1               | 1               |                |               |                | 3 2           |                |         | 1              |                  | 3 5               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 10   | 12   | 10   | 10   |
| 3    | 10   | 3    | 5    |
| 9    | 63   | 11   | 41   |
| 820  | 1035 | 808  | 812  |
| 1.10 | 6.08 | 1.36 | 5.05 |
| 52   | 54   | 50   | 51   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 51.75 |
| 3.57  |
| 3475  |

COUNTY Carter  
 TABLE 10  
 PAPER Ardmore Democrat

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets            | Miscellaneous | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|--------------------|---------------|------------------|----|-------------------|---|
| Local Staff       |                  |                 |                 |                |           |        |           |          | 4<br>22<br>8<br>24 | 25<br>19      | 22               | 25 | 1                 | 1 |
|                   |                  |                 |                 |                |           |        | 1<br>2    |          |                    |               | 24               | 21 | 1                 | 2 |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           | 1<br>2   |                    |               | 2                |    | 1                 |   |
| College Agen.     |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
| Synd.             |                  |                 |                 |                | 1<br>16   |        |           |          |                    |               | 16               |    | 1                 |   |
| Misc.             |                  |                 |                 |                |           |        |           |          |                    |               |                  |    |                   |   |
|                   |                  |                 |                 |                |           |        |           |          |                    |               | 22               | 25 | 1                 | 1 |
|                   |                  |                 |                 |                |           |        |           |          |                    |               | 42               | 21 | 3                 | 2 |
| Total No. Inches  |                  |                 |                 |                | 16        |        | 2         | 2        | 24                 | 19            | 22               | 25 |                   |   |
| Total No. Stories |                  |                 |                 |                | 1         |        | 1         | 1        | 1                  | 1             |                  |    | 1                 | 1 |
|                   |                  |                 |                 |                |           |        |           |          |                    |               |                  |    | 3                 | 2 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |      |
|------|------|-------|------|
| 5    | 12   | 19    | 26   |
| 4    | 4    | 4     | 4    |
| 1    | 1    | 3     | 2    |
| 22   | 25   | 42    | 21   |
| 400  | 315  | 327   | 379  |
| 5.50 | 7.94 | 12.84 | 5.54 |
| 63   | 49   | 51    | 59   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 55.4 |
| 7.74 |
| 1421 |



TABLE 11

COUNTY Cherokee PAPER The Tahlequah Star-Citizen

| SOURCES           | TYPES            |                 |                 |                |           | Total No. Inches |           | Total No. Stories |         |               |                  |                   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|------------------|-----------|-------------------|---------|---------------|------------------|-------------------|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety           | 4-H - FFA | Meetings          | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
| Local Staff       |                  |                 |                 |                | 3/1       | 3/1              |           |                   |         |               | 3                | 3                 |
|                   |                  | 1/5             | 3/3             |                | 3/1       |                  |           | 4/1               |         |               | 8                | 12                |
| Country Corres.   |                  |                 |                 |                |           |                  |           | 4/2               | (5/3)   |               |                  |                   |
| Co. Agent         | 1/2              |                 |                 |                |           |                  |           |                   |         |               | 12               | 1                 |
|                   | 2/3              | 1/5             |                 |                |           |                  |           |                   |         |               | 28               | 2                 |
| Home D. Agent     |                  |                 |                 |                |           |                  |           | 11/13             |         |               | 13               | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           | 1/4              |           |                   |         |               | 4                | 1                 |
| Other Gov't Agen. | (8/8)            | 3/8             | 5/12            | 1/4            |           |                  |           |                   |         |               | 8                | 1                 |
|                   |                  |                 |                 |                |           |                  |           |                   |         |               | 20               | 4                 |
| College Agen.     |                  |                 |                 |                |           |                  |           |                   |         |               |                  |                   |
| Synd.             | 7/8              |                 |                 |                |           |                  |           |                   |         |               | 8                | 1                 |
| Misc.             |                  |                 |                 |                |           |                  | 2/4       |                   |         |               |                  |                   |
|                   |                  |                 |                 |                |           |                  |           |                   |         |               | 4                | 1                 |
|                   |                  |                 |                 |                |           |                  |           |                   |         |               | 11               | 28                |
|                   |                  |                 |                 |                |           |                  |           |                   |         |               | 2                | 3                 |
|                   |                  |                 |                 |                |           |                  |           |                   |         |               | 40               | 55                |
| Total No. Inches  | 12               | 8               |                 |                | 3         | 3                |           | 13                |         |               | 11               | 28                |
|                   | 8                | 23              | 20              | 14             | 8         |                  | 3         | 4                 | 4       | 11            | 40               | 55                |
| Total No. Stories |                  | 1               | 1               |                |           | 1                | 1         |                   | 1       |               |                  | 2                 |
|                   | 1                | 1               | 2               | 3              | 1         |                  | 1         | 1                 | 3       |               |                  | 5                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 12   | 12   | 12   |
| 2    | 3    | 5    | 9    |
| 11   | 28   | 40   | 55   |
| 649  | 681  | 735  | 690  |
| 1.69 | 4.11 | 3.81 | 7.97 |
| 39   | 41   | 44   | 41   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 40.25 |
| 4.43  |
| 2755  |

TABLE 12

COUNTY Choctaw

PAPER Husonian Democrat (Hugo)

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        |           | 1        |         |               | 2                | 1                 |
| Country Corres.   |                  | 6               |                 |                |           |        |           |          |         |               | 6                | 1                 |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. | 1/4              | 5/12            | 2/11            |                | 5/12      |        | 1/7       | 1/7      |         |               | 7 23             | 1 3               |
| College Agen.     |                  |                 |                 |                |           |        | 1/7       |          |         |               | 6                | 3                 |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 7 25             | 1 4               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 2                | 4 0               |
| Total No. Inches  | 10               | 5               | 11              |                | 5         |        | 7         | 9        |         |               | 7 25             |                   |
| Total No. Stories | 2                | 1               | 1               |                | 1         |        | 1         | 2        |         |               |                  | 1 4               |
|                   |                  |                 |                 |                |           |        |           |          |         |               |                  | 4 0               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |
|------|------|------|
| 5    | 12   | 19   |
| 4    | 4    | 4    |
| 1    | 4    | 4    |
| 7    | 25   | 22   |
| 369  | 480  | 452  |
| 1.90 | 5.21 | 4.87 |
| 58   | 75   | 71   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 51   |
| 4.15 |
| 1301 |

TABLE 13

COUNTY Cimarron

PAPER

Boise City News

| SOURCES           | TYPES | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|-------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |       |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Country Corres.   |       |                  |                 |                 |                |           |        |           | 1/2      | 1/2     |               | 8 3              | 2 1               |
| Co. Agent         | 1/2   |                  |                 |                 |                | 1/2       |        | 1/2       | 1/2      |         |               | 6 2              | 2 1               |
| Home D. Agent     |       |                  |                 |                 |                |           |        |           | 3/5      | 1/2     |               | 3 1              | 1 1               |
| Voc. Agr.         |       |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |       |                  | 1/5             |                 |                |           |        |           |          |         |               | 5                | 1                 |
| College Agen.     |       | 7/10             |                 |                 |                | 1/11      | 2/12   |           |          |         |               | 13               | 1                 |
| Synd.             | 1/2   |                  |                 |                 |                |           |        |           | 1/3      |         | 1/4           | 4 3              | 1 1               |
| Misc.             |       |                  | 1/10            |                 |                |           |        |           | 1/2      |         |               | 2 10             | 1 1               |
|                   |       |                  |                 |                 |                |           |        |           | 1/3      |         |               | 3                | 1                 |
|                   |       |                  |                 |                 |                |           |        |           |          |         |               | 46 30            | 8 4               |
|                   |       |                  |                 |                 |                |           |        |           |          |         |               | 12 31            | 4 7               |
| Total No. Inches  | 14    | 10 15            |                 |                 |                | 12 12     |        |           | 10 3     |         |               | 46 30            |                   |
|                   |       |                  | 13              |                 |                |           |        | 2 3       | 6 15     |         | 4             | 12 31            |                   |
| Total No. Stories | 2     | 1 2              |                 |                 |                | 2 1       |        |           | 3 1      |         |               |                  | 8 4               |
|                   |       |                  | 1               |                 |                |           |        | 1 1       | 2 5      |         | 1             |                  | 4 7               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 8    | 4    | 4    | 7    |
| 46   | 30   | 12   | 31   |
| 463  | 496  | 413  | 494  |
| 9.93 | 6.05 | 2.66 | 6.28 |
| 41   | 44   | 38   | 44   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 41.75 |
| 6.38  |
| 1866  |



TABLE 14  
 COUNTY Coal PAPER Coalgate Record - Register

| SOURCES               | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA         | Meetings   | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-----------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-------------------|------------|---------|---------------|------------------|-------------------|
| Local Staff           |                  |                 |                 |                | 3/20      |        |                   |            |         |               | 3                | 1                 |
| Country Correspondent |                  |                 |                 |                |           | (8/4)  | 4/3<br>7/3<br>1/4 |            |         |               | 4<br>7<br>4      | 1<br>2<br>1       |
| Co. Agent             | 1/20             | 4/13            |                 |                |           |        |                   |            |         | 1/10<br>1/9   | 20<br>13         | 1<br>1            |
| Home D. Agent         |                  |                 | 9/3             |                |           |        |                   | 4/8<br>7/3 |         |               | 9<br>8           | 1<br>3            |
| Voc. Agr.             |                  |                 |                 |                |           |        | 7/4               |            |         |               |                  | 4                 |
| Other Gov't Agen.     | 1/4              | 1/14            |                 |                | 7/4       |        |                   | 7/2        |         |               | 20<br>4          | 3<br>1            |
| College Agen.         | 6/12             | 4/2             |                 |                |           |        |                   |            |         |               | 14               | 2                 |
| Synd.                 | 10/8             |                 | 9/7             |                | 10/4      |        |                   |            |         |               | 19               | 3                 |
| Misc.                 |                  |                 |                 |                |           |        |                   |            |         |               |                  |                   |
|                       |                  |                 |                 |                |           |        |                   |            |         |               | 27<br>28         | 52<br>24          |
|                       |                  |                 |                 |                |           |        |                   |            |         |               | 5<br>5           | 7<br>5            |
| Total No. Inches      | 32               | 12              | 2               | 27             | 7         | 9      | 4                 | 4          | 4       | 2             | 47               | 52                |
|                       |                  |                 |                 |                | 3         | 4      | 7                 | 8          | 3       | 10            | 9                | 28                |
| Total No. Stories     | 2                | 2               | 1               | 2              | 1         | 1      | 1                 | 1          | 1       |               |                  | 5                 |
|                       |                  |                 |                 |                | 1         | 1      | 2                 | 2          | 1       | 1             |                  | 5                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |       |      |      |
|-------|-------|------|------|
| 5     | 12    | 19   | 26   |
| 8     | 10    | 8    | 8    |
| 5     | 7     | 5    | 5    |
| 47    | 52    | 29   | 20   |
| 435   | 518   | 358  | 422  |
| 10.80 | 10.03 | 8.10 | 4.74 |
| 49    | 37    | 32   | 38   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 39   |
| 3.71 |
| 1733 |

TABLE 15

COUNTY Comanche PAPER Lawton News Review

| TYPES             | Animal Husbandry                                 | Soils and Crops                                 | Ag. Engineering | Home Economics                   | Economics                        | Safety | 4-H - FFA                       | Meetings                         | Markets                        | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|--|---|-----------------|----------------------------------|----------------------------------|--------|---------------------------------|----------------------------------|--------------------------------|---------------|------------------|-------------------|
| Local Staff       | $\frac{6}{7}$<br>$\frac{5}{20}$<br>$\frac{1}{7}$ |   |                 |                                  | $\frac{12}{12}$<br>$\frac{6}{6}$ |        | $\frac{6}{7}$                   |                                  | $\frac{1}{9}$<br>$\frac{1}{9}$ |               | 36 48            | 1 2<br>3 5        |
| Country Corres    |  |   |                 |                                  |                                  |        | $\frac{4}{4}$                   | $\frac{3}{4}$                    |                                |               | 6 4              | 1 1               |
| Co. Agent         |  |   |                 |                                  |                                  |        |                                 | $\frac{3}{3}$                    |                                |               | 3                | 1                 |
| Home D. Agent     |  |   |                 |                                  |                                  |        |                                 | $\frac{3}{10}$<br>$\frac{4}{10}$ |                                |               | 3 10             | 1 1               |
| Voc. Agr.         |  |   |                 |                                  |                                  |        |                                 |                                  |                                |               |                  |                   |
| Other Gov't Agen. |  | $\frac{6}{18}$                                  |                 |                                  |                                  |        |                                 |                                  |                                |               | 18               | 1                 |
| College Agen.     | $\frac{6}{4}$                                    | $\frac{4}{5}$                                   |                 |                                  |                                  |        |                                 |                                  |                                |               | 5                | 1                 |
| Synd              | $\frac{4}{7}$<br>$\frac{2}{12}$<br>$\frac{6}{3}$ | $\frac{5}{6}$<br>$\frac{4}{6}$<br>$\frac{2}{3}$ |                 | $\frac{6}{11}$<br>$\frac{4}{13}$ | $\frac{6}{11}$<br>$\frac{2}{4}$  |        | $\frac{6}{15}$<br>$\frac{6}{4}$ |                                  |                                |               | 34 11<br>39 42   | 5 1<br>5 6        |
| Misc.             |  |   |                 |                                  |                                  |        |                                 |                                  |                                |               |                  |                   |
|                   |  |   |                 |                                  |                                  |        |                                 |                                  |                                |               | 48 33            | 7 3               |
| Total No. Inches  | 11   | 10  |                 |                                  | 18 24                            |        |                                 |                                  | 9 9                            |               | 48 33            |                   |
|                   | 39 33  | 21  |                 |                                  | 20 27                            |        | 6 22                            | 10 14                            | 9 9                            |               | 105 105          |                   |
| Total No. Stories | 2  | 2   |                 |                                  | 2 2                              |        |                                 |                                  | 1 1                            |               |                  | 7 3               |
|                   | 3 5  | 2   |                 |                                  | 2 3                              |        | 1 2                             | 3 2                              | 1 1                            |               |                  | 12 13             |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |       |
|------|------|-------|-------|
| 5    | 12   | 19    | 26    |
| 6    | 6    | 6     | 6     |
| 7    | 3    | 12    | 13    |
| 48   | 33   | 105   | 105   |
| 687  | 704  | 632   | 672   |
| 6.97 | 4.69 | 16.61 | 14.14 |
| 68   | 70   | 63    | 67    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 67    |
| 10.80 |
| 2695  |

TABLE 16

COUNTY Cotton PAPER Walters Herald

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA | Meetings       | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|--------|-----------|----------------|---------------|---------------|------------------|-------------------|
| Local Staff       | $\frac{1}{2}$    |                 |                 |                | $\frac{10}{3}$ |        |           |                | $\frac{1}{1}$ | $\frac{1}{1}$ | 1 8              | 1 3               |
| $\frac{10}{3}$    | $\frac{4}{4}$    | $\frac{1}{4}$   | $\frac{1}{9}$   | $\frac{1}{6}$  |                |        |           | $\frac{1}{6}$  | $\frac{1}{1}$ | $\frac{1}{1}$ | 1616             | 3 5               |
| Country Corres.   |                  |                 |                 |                |                |        |           |                |               |               |                  |                   |
| Co. Agent         |                  |                 |                 |                |                |        |           |                | $\frac{3}{3}$ |               | 3                | 1                 |
|                   |                  | $\frac{4}{12}$  |                 |                |                |        |           |                |               |               | 12               | 1                 |
| Home D. Agent     |                  |                 |                 | $\frac{4}{3}$  |                |        |           | $\frac{5}{6}$  | $\frac{5}{4}$ |               | 6 20             | 1 3               |
| Voc. Agr.         |                  |                 |                 |                |                |        |           | $\frac{1}{13}$ |               |               |                  |                   |
| Other Gov't Agen. |                  | $\frac{10}{3}$  |                 |                | $\frac{1}{3}$  |        |           | $\frac{1}{3}$  |               |               | 3 6              | 1 2               |
| College Agen.     |                  |                 |                 |                |                |        |           |                |               |               |                  |                   |
| Synd.             |                  |                 |                 |                |                |        |           |                |               |               |                  |                   |
| Misc.             |                  |                 |                 |                |                |        |           |                |               |               |                  |                   |
|                   |                  |                 |                 |                |                |        |           |                |               |               | 1 11             | 1 4               |
|                   |                  |                 |                 |                |                |        |           |                |               |               | 25 54            | 5 11              |
| Total No. Inches  | 2                |                 |                 |                | 5              |        |           | 3              | 1 1           |               | 1 11             |                   |
|                   | 5                | 19              | 9 6             | 3              | 3              |        |           | 15 17          | 1 1           |               | 25 54            |                   |
| Total No. Stories | 1                |                 |                 |                | 1              |        |           |                | 1 1 1         |               |                  | 1 4               |
|                   | 2                | 3               | 1 1             | 1              |                |        |           | 3              | 2 1 1         |               |                  | 5 11              |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |       |
|------|------|------|-------|
| 5    | 12   | 19   | 26    |
| 2    | 10   | 2    | 10    |
| 1    | 4    | 5    | 11    |
| 1    | 11   | 25   | 54    |
| 363  | 449  | 406  | 399   |
| 7.22 | 2.45 | 6.16 | 13.53 |
| 28   | 28   | 32   | 25    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 28.25 |
| 5.63  |
| 1617  |



TABLE 17

COUNTY Craig

PAPER The Vinita Leader

| SOURCES           | TYPES            |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|----------------|---------------|---------------|----------------|------------------|-------------------|---|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA      | Meetings      | Markets       | Miscellaneous  | Total No. Inches | Total No. Stories |   |   |
| Local Staff       |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| Country Corres.   |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| Co. Agent         |                  |                 |                 |                |           |        | $\frac{1}{11}$ | $\frac{1}{3}$ |               |                | 11               | 3                 | 1 | 1 |
| Home D. Agent     |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| Voc. Agr.         |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| Other Gov't Agen. |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| College Agen.     |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
| Synd.             |                  |                 |                 |                |           |        |                |               | $\frac{3}{7}$ | $\frac{3}{11}$ | 7                | 11                | 1 | 1 |
|                   |                  |                 |                 |                |           |        |                |               | $\frac{3}{7}$ | $\frac{3}{6}$  | 7                | 6                 | 1 | 1 |
| Misc.             |                  |                 |                 |                |           |        |                |               |               |                |                  |                   |   |   |
|                   |                  |                 |                 |                |           |        |                |               |               |                | 18               | 14                | 2 | 2 |
|                   |                  |                 |                 |                |           |        |                |               |               |                | 7                | 6                 | 1 | 1 |
| Total No. Inches  |                  |                 |                 |                |           |        | 11             | 3             | 7             | 11             | 18               | 14                |   |   |
|                   |                  |                 |                 |                |           |        |                |               | 7             | 6              | 7                | 6                 |   |   |
| Total No. Stories |                  |                 |                 |                |           |        | 1              | 1             | 1             | 1              |                  |                   | 2 | 2 |
|                   |                  |                 |                 |                |           |        |                |               | 1             | 1              |                  |                   | 1 | 1 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 4    | 4    | 4    | 4    |
| 2    | 2    | 1    | 1    |
| 18   | 14   | 7    | 6    |
| 292  | 328  | 373  | 317  |
| 6.16 | 4.27 | 1.88 | 1.89 |
| 45   | 51   | 42   | 49   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 46.75 |
| 3.44  |
| 1310  |

TABLE 18

COUNTY Creek

PAPER Democrat News (Sapulpa)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | 1         |        |           |          | 1       |               | 2 9              | 1 1               |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         |               | 3                | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        | 1/5       | 1/5      |         |               | 8                | 2                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. | 5/8              | 4/9             | 5/13            | 5/8            |           |        | 5/4       |          |         |               | 12               | 2                 |
| College Agen.     | 3/10             | 6/10            | 2/3             | 5/5            | 4/12      | 2/12   |           |          | 4/7     |               | 62 6             | 8 1               |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 64 15            | 9 2               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 59 6             | 9 2               |
| Total No. Inches  | 28 5             | 3 3             | 5               | 5              | 14        |        | 3         | 9        | 3       | 7             | 64 15            |                   |
| Total No. Stories | 3 1              | 1 1             |                 | 1              | 2         |        | 1         | 2        | 1       | 1             |                  | 9 2               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |       |      |
|-------|------|-------|------|
| 5     | 12   | 19    | 26   |
| 6     | 6    | 6     | 6    |
| 9     | 2    | 9     | 2    |
| 64    | 15   | 59    | 6    |
| 450   | 506  | 531   | 476  |
| 14.22 | 1.78 | 11.11 | 1.26 |
| 46    | 51   | 54    | 48   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 49.75 |
| 7.34  |
| 1963  |



TABLE 19  
 PAPER Arapaho Bee

COUNTY Custer

| SOURCES           | TYPES            |                 |                 |                |           |        |               |                |                |               | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|---------------|----------------|----------------|---------------|------------------|----|-------------------|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA     | Meetings       | Markets        | Miscellaneous |                  |    |                   |   |
| Local Staff       |                  |                 |                 |                |           |        |               |                |                |               |                  |    |                   |   |
| Country Corres.   |                  |                 |                 |                |           |        | $\frac{1}{4}$ |                |                |               |                  | 4  |                   | 1 |
| Co. Agent         |                  |                 |                 |                |           |        | $\frac{1}{4}$ | $\frac{1}{18}$ |                |               |                  | 18 | 4                 | 1 |
| Home D. Agent     |                  |                 |                 |                |           |        |               |                | $\frac{1}{10}$ |               |                  | 10 |                   | 1 |
| Voc. Agr.         |                  |                 |                 |                |           |        |               |                |                |               |                  |    |                   |   |
| Other Gov't Agen. |                  | $\frac{1}{3}$   |                 |                |           |        |               |                |                |               |                  | 3  |                   | 1 |
| College Agen.     |                  |                 | $\frac{1}{4}$   |                |           |        |               |                |                |               |                  | 4  |                   | 1 |
| Synd.             |                  | $\frac{3}{7}$   |                 |                |           |        |               |                |                |               |                  | 7  |                   | 1 |
| Misc.             |                  | $\frac{1}{3}$   |                 |                |           |        |               |                |                |               |                  | 3  |                   | 1 |
|                   |                  |                 |                 |                |           |        |               |                |                |               |                  | 10 | 14                | 2 |
|                   |                  |                 |                 |                |           |        |               |                |                |               |                  | 21 | 8                 | 2 |
| Total No. Inches  | 10               | 3               | 4               |                |           |        | 4             | 18             | 10             |               |                  | 10 | 4                 |   |
| Total No. Stories | 2                | 1               | 1               |                |           |        | 1             | 1              | 1              |               |                  |    |                   | 2 |
|                   | 1                |                 |                 |                |           |        | 1             | 1              |                |               |                  |    |                   | 2 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 18   | 20   | 27   |
| 8    | 8    | 8    | 8    |
| 2    | 2    | 2    | 2    |
| 10   | 14   | 21   | 8    |
| 601  | 553  | 538  | 554  |
| 1.66 | 2.53 | 3.90 | 1.44 |
| 63   | 58   | 58   | 58   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 58.75 |
| 2.36  |
| 2246  |

TABLE 20

COUNTY Dewey PAPER Palora Times-Advocate

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       | 1                |                 |                 |                | 1         |        |           |          |         |               | 3 6              | 1 1               |
| Country Corres.   |                  |                 |                 |                |           |        |           | 1        |         |               | 5                | 1                 |
| Co. Agent         |                  | 7               |                 |                | 3         |        |           |          |         | 7             | 7 7              | 1 1               |
| Home D. Agent     |                  | 3               |                 | 7              |           |        |           | 1        |         |               | 7 6              | 1 1               |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               | 11               | 2                 |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| College Agen.     |                  |                 |                 |                | 4         | 7      |           |          |         |               | 3                | 1                 |
| Synd.             | 5                |                 |                 |                |           |        |           |          |         |               | 13               | 1                 |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 22 16            | 4 3               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 16 39            | 3 5               |
| Total No. Inches  | 6                | 7               |                 | 7              | 3         | 3      |           | 5        |         | 7             | 22 16            |                   |
|                   | 7 13             | 8               |                 |                | 6 3       |        |           | 6 12     |         |               | 16 39            |                   |
| Total No. Stories | 1                | 1               |                 | 1              | 1         | 1      |           | 1        |         | 1             |                  | 4 3               |
|                   | 1 1              | 1               |                 |                | 1 1       |        |           | 1 2      |         |               |                  | 3 5               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 2    | 2    | 2    | 2    |
| 4    | 3    | 3    | 5    |
| 22   | 16   | 16   | 39   |
| 475  | 512  | 531  | 546  |
| 4.63 | 3.13 | 3.01 | 7.14 |
| 55   | 59   | 61   | 63   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 59.5 |
| 4.51 |
| 2064 |

TABLE 21

COUNTY **Ellis** PAPER **Ellis County Capitol - Arnett**

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety | 4-H - FFA | Meetings      | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|---------------|--------|-----------|---------------|---------------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | $\frac{1}{4}$ |        |           | $\frac{1}{6}$ |               | $\frac{1}{6}$ | 9                | 3                 |
| Country Corres.   |                  |                 |                 |                |               |        |           | $\frac{1}{3}$ | $\frac{1}{4}$ |               | 4                | 1                 |
| Co. Agent         |                  |                 |                 |                |               |        |           |               |               |               |                  |                   |
| Home D. Agent     |                  |                 |                 |                |               |        |           |               |               |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |               |        |           | $\frac{1}{2}$ |               |               | 2                | 1                 |
| Other Gov't Agen. |                  |                 |                 |                |               |        |           |               |               |               |                  |                   |
| College Agen.     |                  |                 |                 |                |               |        |           |               |               |               |                  |                   |
| Synd.             |                  |                 |                 |                |               |        |           |               |               |               |                  |                   |
| Misc.             | $\frac{1}{4}$    |                 |                 |                |               |        |           |               |               |               | 4                | 1                 |
|                   | $\frac{1}{5}$    |                 |                 |                |               |        |           |               |               |               | 5                | 1                 |
|                   |                  |                 |                 |                |               |        |           |               |               |               | 7                | 2                 |
|                   |                  |                 |                 |                |               |        |           |               |               |               | 13               | 3                 |
|                   |                  |                 |                 |                |               |        |           |               |               |               | 11               | 0                 |
|                   |                  |                 |                 |                |               |        |           |               |               |               | 0                | 0                 |
| Total No. Inches  | 4                |                 |                 |                |               |        |           | 3             | 10            | 3             | 7                | 13                |
|                   | 5                |                 |                 |                | 4             |        |           | 2             |               |               | 11               | 0                 |
| Total No. Stories | 1                |                 |                 |                |               |        |           | 1             | 2             | 1             |                  | 3                 |
|                   | 1                |                 |                 |                | 1             |        |           | 1             |               |               |                  | 0                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |     |
|------|------|------|-----|
| 6    | 13   | 20   | 27  |
| 8    | 8    | 8    | 8   |
| 2    | 2    | 3    | 0   |
| 7    | 13   | 11   | 0   |
| 572  | 520  | 520  | 463 |
| 1.22 | 2.50 | 2.12 | 0   |
| 60   | 54   | 54   | 48  |

Av. Text Pot.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 54   |
| 1.49 |
| 2075 |



TABLE 22

COUNTY Garfield PAPER Enid-Events

| TYPES             | Animal Husbandry            | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA      | Meetings                    | Markets                     | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|-----------------------------|-----------------|-----------------|----------------|----------------|--------|----------------|-----------------------------|-----------------------------|---------------|------------------|-------------------|
| Local Staff       | $\frac{1}{8}$               |                 |                 |                | $\frac{1}{3}$  |        | $\frac{3}{18}$ |                             | $\frac{1}{1}$ $\frac{1}{1}$ |               | 22 1 3 1         |                   |
|                   | $\frac{1}{6}$ $\frac{1}{7}$ |                 |                 |                | $\frac{1}{17}$ |        |                |                             | $\frac{1}{1}$ $\frac{1}{1}$ |               | 25 4 3 2         |                   |
| Country Corres.   |                             |                 |                 |                |                |        |                | $\frac{1}{3}$               |                             |               | 3 1              |                   |
| Co. Agent         |                             |                 |                 |                |                |        |                |                             |                             |               |                  |                   |
| Home D. Agent     |                             |                 |                 |                |                |        |                | $\frac{1}{9}$ $\frac{1}{3}$ |                             |               | 9 3 1 1          |                   |
| Voc. Agr.         |                             |                 |                 |                |                |        |                | $\frac{8}{10}$              |                             |               | 10 1             |                   |
| Other Gov't Agen. |                             |                 |                 |                | $\frac{6}{11}$ |        |                |                             |                             |               | 11 1             |                   |
| College Agen.     |                             |                 |                 |                |                |        |                |                             |                             |               |                  |                   |
| Synd.             |                             | $\frac{4}{11}$  |                 |                |                |        |                |                             |                             |               | 11 1             |                   |
| Misc.             |                             |                 |                 |                |                |        |                |                             |                             |               |                  |                   |
|                   |                             |                 |                 |                |                |        |                |                             |                             |               | 45 14 6 3        |                   |
|                   |                             |                 |                 |                |                |        |                |                             |                             |               | 36 14 4 2        |                   |
| Total No. Inches  |                             | 11              |                 |                | 3              |        | 18             | 12 13                       | 1 1                         |               | 45 14            |                   |
|                   | 14 7                        |                 |                 |                | 8              |        |                |                             | 1                           |               | 36 14            |                   |
| Total No. Stories |                             | 1               |                 |                | 1              |        | 1              | 2 2                         | 1 1                         |               |                  | 6 3               |
|                   | 2 1                         |                 |                 |                | 2              |        |                |                             | 1                           |               |                  | 4 2               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 6    | 3    | 4    | 2    |
| 45   | 14   | 36   | 14   |
| 949  | 810  | 884  | 820  |
| 4.74 | 1.73 | 4.07 | 1.71 |
| 74   | 63   | 69   | 64   |

Av. Text Pct. 85.75  
 Av. Agri. Text Pct. 3.15  
 Total text of Four Issues 3,463

TABLE 23

COUNTY Garvin

PAPER Pauls Valley Enterprise

| SOURCES               | TYPES            |                 |                 |                |               |        |               |               |         |               |                  |                   |
|-----------------------|------------------|-----------------|-----------------|----------------|---------------|--------|---------------|---------------|---------|---------------|------------------|-------------------|
|                       | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety | 4-H - FFA     | Meetings      | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
| Local Staff           |                  | $\frac{1}{11}$  |                 |                |               |        |               |               |         |               | 11               | 1                 |
|                       | $\frac{1}{11}$   |                 | $\frac{1}{3}$   |                |               |        |               |               |         |               | 11               | 3                 |
| Country Correspondent |                  |                 |                 |                |               |        |               | $\frac{1}{3}$ |         |               | 11               | 2                 |
| Co. Agent             | $\frac{1}{3}$    |                 |                 |                |               |        | $\frac{1}{3}$ |               |         |               | 11               | 2                 |
| Home D. Agent         |                  |                 |                 |                |               |        | $\frac{1}{3}$ | $\frac{1}{3}$ |         |               | 3                | 3                 |
| Voc. Agr.             |                  |                 |                 |                |               |        |               |               |         |               |                  |                   |
| Other Gov't Agen.     |                  | $\frac{1}{6}$   |                 |                | $\frac{1}{3}$ |        |               | $\frac{1}{3}$ |         |               | 6                | 1                 |
| College Agen.         |                  |                 | $\frac{1}{10}$  |                |               |        |               |               |         |               | 3                | 13                |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 1                | 1                 |
| Synd.                 |                  |                 |                 |                |               |        |               |               |         |               |                  |                   |
| Misc.                 |                  |                 |                 |                |               |        |               |               |         |               |                  |                   |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 23               | 14                |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 4                | 3                 |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 14               | 16                |
| Total No. Inches      | 11               | 17              | 13              |                | 3             |        | 3             | 3             | 3       |               | 23               | 14                |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 14               | 16                |
| Total No. Stories     | 1                | 2               | 2               |                | 1             |        | 1             | 1             | 1       |               |                  | 4                 |
|                       |                  |                 |                 |                |               |        |               |               |         |               |                  | 3                 |
|                       |                  |                 |                 |                |               |        |               |               |         |               | 2                | 3                 |

Date  
No. Pages  
No. Stories  
Agri. Text Inches  
Total Text Per Issue  
Agri. Text Pct.  
Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 10   | 10   | 8    | 10   |
| 4    | 3    | 2    | 3    |
| 23   | 14   | 14   | 16   |
| 632  | 591  | 587  | 615  |
| 3.64 | 2.37 | 2.39 | 2.60 |
| 45   | 42   | 52   | 44   |

Av. Text Pct.  
Av. Agri. Text Pct.  
Total text of  
Four Issues

|       |
|-------|
| 45.75 |
| 2.76  |
| 2425  |

TABLE 24

COUNTY Grady

PAPER Chickasha Star

| SOURCES           | Animal Husbandry |               | Soils and Crops |   | Ag. Engineering | Home Economics | Economics     | Safety                      | 4-H - PFA     | Meetings | Markets                     | Miscellaneous | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|---------------|-----------------|---|-----------------|----------------|---------------|-----------------------------|---------------|----------|-----------------------------|---------------|------------------|----|-------------------|---|
|                   |                  |               |                 |   |                 |                |               |                             |               |          |                             |               |                  |    |                   |   |
| Local Staff       |                  | $\frac{1}{9}$ |                 |   |                 |                |               |                             | $\frac{6}{5}$ |          | $\frac{6}{3}$ $\frac{6}{3}$ |               | 15               | 3  | 3                 | 1 |
|                   |                  | $\frac{1}{7}$ | $\frac{1}{7}$   |   |                 |                |               | $\frac{1}{6}$ $\frac{7}{4}$ |               |          | $\frac{6}{3}$               |               | 16               | 11 | 3                 | 2 |
| Country Corres.   |                  |               |                 |   |                 |                |               |                             |               |          |                             |               |                  |    |                   |   |
| Co. Agent         |                  | $\frac{1}{4}$ |                 |   |                 |                |               |                             |               |          |                             |               | 4                |    |                   | 1 |
| Home D. Agent     |                  |               |                 |   |                 |                |               |                             | $\frac{9}{5}$ |          |                             |               |                  | 5  |                   | 1 |
| Voc. Agr.         |                  |               |                 |   |                 |                |               | $\frac{6}{6}$               |               |          |                             | $\frac{6}{5}$ | 6                | 5  | 1                 | 1 |
|                   |                  |               |                 |   |                 |                |               |                             | $\frac{7}{2}$ |          |                             |               |                  | 2  |                   | 1 |
| Other Gov't Agen. | $\frac{6}{5}$    | $\frac{6}{9}$ | $\frac{7}{6}$   |   |                 |                | $\frac{1}{7}$ |                             |               |          |                             |               | 6                | 16 | 1                 | 2 |
|                   |                  | $\frac{1}{5}$ |                 |   |                 |                |               |                             |               |          |                             |               | 15               |    |                   | 3 |
| College Agen.     |                  |               |                 |   |                 |                |               |                             |               |          |                             |               |                  |    |                   |   |
| Synd.             | $\frac{1}{11}$   | $\frac{1}{8}$ |                 |   |                 |                |               |                             |               |          |                             |               | 19               |    |                   | 2 |
|                   | $\frac{6}{5}$    |               |                 |   |                 |                |               |                             |               |          |                             |               | 5                |    |                   | 1 |
| Misc.             |                  | $\frac{6}{7}$ | $\frac{1}{8}$   |   |                 |                |               |                             |               |          |                             |               | 8                | 7  | 1                 | 1 |
|                   |                  |               |                 |   |                 |                |               |                             |               |          |                             |               |                  |    |                   |   |
|                   |                  |               |                 |   |                 |                |               |                             |               |          |                             |               | 58               | 31 | 9                 | 5 |
|                   |                  |               |                 |   |                 |                |               |                             |               |          |                             |               | 36               | 18 | 7                 | 4 |
| Total No. Inches  | 11               | 16            | 35              |   |                 |                | 7             | 6                           | 3             | 3        | 3                           | 5             | 58               | 31 |                   |   |
|                   | 10               |               | 17              | 7 |                 |                |               | 6                           | 11            |          | 3                           |               | 36               | 18 |                   |   |
| Total No. Stories | 1                | 2             | 5               |   |                 |                | 1             | 1                           | 1             | 1        | 1                           | 1             |                  |    | 9                 | 5 |
|                   | 2                |               | 3               | 1 |                 |                |               | 1                           | 3             |          | 1                           |               |                  |    | 7                 | 4 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
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|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 12   | 12   | 12   |
| 9    | 5    | 7    | 4    |
| 58   | 31   | 36   | 18   |
| 956  | 976  | 1069 | 1150 |
| 6.07 | 2.87 | 3.37 | 1.57 |
| 48   | 49   | 53   | 58   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 58   |
| 3.44 |
| 4151 |



TABLE 25

COUNTY Grant PAPER Medford Patriot Star

| SOURCES           | COUNTY Grant     |                 |                 |                | PAPER Medford Patriot Star |               |               |                |         |               |  | Total No. Inches | Total No. Stories |    |
|-------------------|------------------|-----------------|-----------------|----------------|----------------------------|---------------|---------------|----------------|---------|---------------|--|------------------|-------------------|----|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics                  | Safety        | 4-H - FFA     | Meetings       | Markets | Miscellaneous |  |                  |                   |    |
| Local Staff       | $\frac{1}{5}$    |                 |                 |                |                            |               |               |                |         |               |  |                  | 3                 | 1  |
|                   | $\frac{1}{10}$   | $\frac{1}{3}$   |                 |                |                            |               |               |                |         |               |  |                  | 13                | 2  |
| Country Corres.   |                  |                 |                 |                |                            |               |               |                |         |               |  |                  |                   |    |
| Co. Agent         | $\frac{1}{2}$    |                 |                 |                |                            |               | $\frac{3}{5}$ | $\frac{1}{2}$  |         |               |  |                  | 4                 | 5  |
|                   | $\frac{1}{7}$    | $\frac{1}{3}$   |                 |                |                            |               |               |                |         |               |  |                  | 7                 | 3  |
| Home D. Agent     |                  |                 |                 |                |                            |               | $\frac{1}{4}$ | $\frac{4}{11}$ |         |               |  |                  | 11                | 4  |
| Voc. Agr.         |                  | $\frac{2}{8}$   |                 |                |                            |               |               |                |         |               |  |                  |                   |    |
|                   |                  |                 | $\frac{3}{5}$   |                |                            |               | $\frac{3}{7}$ |                |         |               |  |                  | 20                | 3  |
| Other Gov't Agen. |                  | $\frac{1}{7}$   | $\frac{3}{4}$   | $\frac{1}{9}$  |                            |               |               |                |         |               |  |                  | 16                | 4  |
|                   | $\frac{2}{5}$    | $\frac{6}{2}$   |                 |                |                            | $\frac{5}{5}$ |               |                |         |               |  |                  | 7                 | 5  |
| College Agen.     |                  |                 |                 |                |                            |               |               |                |         |               |  |                  |                   |    |
| Synd.             |                  |                 |                 |                |                            |               |               |                |         |               |  |                  |                   |    |
| Misc.             |                  |                 |                 |                |                            |               |               |                |         |               |  |                  |                   |    |
|                   |                  |                 |                 |                |                            |               |               |                |         |               |  |                  | 34                | 13 |
|                   |                  |                 |                 |                |                            |               |               |                |         |               |  |                  | 27                | 28 |
| Total No. Inches  | 5                | 7               | 4               | 9              |                            |               | 9             | 13             |         |               |  |                  | 34                | 13 |
|                   | 22               | 11              | 5               | 5              |                            | 5             | 7             |                |         |               |  |                  | 27                | 28 |
| Total No. Stories | 2                | 1               | 1               | 1              |                            |               | 2             | 2              |         |               |  |                  |                   | 6  |
|                   | 3                | 2               | 2               | 1              |                            | 1             | 1             |                |         |               |  |                  |                   | 5  |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 6    | 3    | 5    | 5    |
| 34   | 13   | 27   | 28   |
| 420  | 475  | 389  | 423  |
| 8.09 | 2.74 | 6.94 | 6.62 |
| 44   | 49   | 40   | 44   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

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|-------|
| 44.25 |
| 5.98  |
| 1707  |

TABLE 26

COUNTY Greer PAPER Mangum Star

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings       | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|--------|---------------|----------------|---------|---------------|------------------|-------------------|
| Local Staff       | $\frac{10}{21}$  | $\frac{1}{9}$   |                 |                |                |        | $\frac{1}{9}$ | $\frac{1}{11}$ |         |               | 39               | 9                 |
|                   |                  | $\frac{1}{9}$   |                 |                |                |        |               |                |         |               | 5                | 1                 |
| Country Corres.   |                  |                 |                 |                |                |        |               |                |         |               |                  |                   |
| Co. Agent         |                  | $\frac{10}{8}$  |                 |                | $\frac{1}{2}$  |        | $\frac{1}{3}$ | $\frac{2}{7}$  |         |               | 9                | 2                 |
|                   |                  |                 |                 |                |                |        |               |                |         |               | 9                | 2                 |
| Home D. Agent     |                  |                 |                 |                |                |        |               |                |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |                |        | $\frac{1}{4}$ |                |         |               | 4                | 1                 |
| Other Gov't Agen. | $\frac{11}{8}$   | $\frac{1}{4}$   | $\frac{2}{7}$   |                |                |        |               |                |         |               | 4                | 7                 |
|                   |                  | $\frac{3}{6}$   |                 |                |                |        |               |                |         |               | 6                | 1                 |
| College Agen.     | $\frac{8}{10}$   | $\frac{4}{9}$   | $\frac{11}{8}$  |                |                |        |               |                |         |               | 54               | 6                 |
|                   |                  | $\frac{7}{12}$  |                 |                |                |        |               |                |         |               | 12               | 1                 |
| Synd.             |                  | $\frac{1}{10}$  | $\frac{11}{3}$  |                | $\frac{2}{12}$ |        |               |                |         |               | 22               | 5                 |
|                   | $\frac{6}{2}$    | $\frac{11}{12}$ | $\frac{9}{11}$  |                |                |        |               |                |         |               | 14               | 11                |
| Misc.             |                  | $\frac{4}{2}$   |                 |                |                |        |               |                |         |               | 2                | 1                 |
|                   |                  | $\frac{6}{4}$   |                 |                |                |        |               |                |         |               | 4                | 1                 |
|                   |                  |                 |                 |                |                |        |               |                |         |               | 123              | 21                |
|                   |                  |                 |                 |                |                |        |               |                |         |               | 30               | 35                |
| Total No. Inches  | 39               | 48              | 12              |                | 12             |        | 3             | 9              | 2       | 19            | 123              | 21                |
|                   | 2                | 24              | 26              |                | 2              |        | 4             | 7              |         |               | 30               | 35                |
| Total No. Stories | 3                | 7               | 2               |                | 1              |        | 1             | 1              | 1       | 2             | 15               | 3                 |
|                   | 1                | 2               | 4               |                | 1              |        | 1             | 1              |         |               | 4                | 6                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |      |      |
|-------|------|------|------|
| 5     | 12   | 19   | 26   |
| 14    | 14   | 12   | 12   |
| 15    | 3    | 4    | 6    |
| 123   | 21   | 30   | 35   |
| 944   | 961  | 776  | 785  |
| 12.39 | 1.56 | 3.87 | 4.59 |
| 42    | 43   | 40   | 41   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

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|------|
| 41.5 |
| 6.02 |
| 3466 |



TABLE 27

COUNTY Harmon

PAPER Harmon County Leader (Hollis)

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety        | 4-H - FFA     | Meetings      | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | $\frac{2}{12}$ |               |               |               |               |               | 18               | 1                 |
| Country Corres.   |                  |                 |                 |                |                |               |               |               |               |               |                  |                   |
| Co. Agent         | $\frac{1}{10}$   |                 |                 |                | $\frac{8}{6}$  |               | $\frac{3}{7}$ | $\frac{1}{4}$ | $\frac{1}{5}$ |               | 19 6 2 1         |                   |
| Home D. Agent     |                  |                 |                 |                |                |               | $\frac{1}{4}$ | $\frac{3}{2}$ |               |               | 4 10 1 2         |                   |
| Voc. Agr.         |                  |                 |                 |                |                | $\frac{4}{4}$ | $\frac{1}{5}$ | $\frac{3}{4}$ | $\frac{1}{3}$ | $\frac{4}{4}$ | 16 8 4 2         |                   |
| Other Gov't Agen. |                  |                 |                 |                |                | $\frac{3}{6}$ |               |               |               |               |                  |                   |
| College Agen.     |                  |                 |                 |                |                |               |               |               |               |               |                  |                   |
| Synd.             |                  |                 |                 |                |                |               | $\frac{6}{2}$ |               |               |               | 8                | 1                 |
| Misc.             |                  |                 |                 |                |                |               |               | $\frac{1}{3}$ |               |               | 3                | 1                 |
|                   |                  |                 |                 |                |                |               |               |               |               |               | 15 10 3 2        |                   |
|                   |                  |                 |                 |                |                |               |               |               |               |               | 37 26 6 4        |                   |
| Total No. Inches  |                  |                 |                 |                | 18             |               | 12 10 3       |               |               |               | 15 10            |                   |
|                   |                  |                 |                 |                |                |               | 15 4 12 4     |               |               |               | 37 26            |                   |
| Total No. Stories | 1                |                 |                 |                | 2              |               | 2 2 1         |               |               |               |                  | 3 2               |
|                   |                  |                 |                 |                |                |               | 3 1 2 1       |               |               |               |                  | 6 4               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |      |
|------|------|-------|------|
| 5    | 12   | 19    | 26   |
| 8    | 8    | 8     | 8    |
| 3    | 2    | 6     | 4    |
| 15   | 10   | 37    | 26   |
| 476  | 248  | 365   | 339  |
| 3.15 | 4.03 | 10.14 | 7.67 |
| 50   | 26   | 37    | 34   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 36.75 |
| 6.16  |
| 14.28 |

TABLE 28

COUNTY Harper PAPER Harper County Journal (Buffalo)

| SOURCES           | Animal Husbandry |     | Soils and Crops |      | Ag. Engineering |      | Home Economics |    | Economics |  | Safety |  | 4-H - FFA |     | Meetings |     | Markets |  | Miscellaneous |  | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|-----|-----------------|------|-----------------|------|----------------|----|-----------|--|--------|--|-----------|-----|----------|-----|---------|--|---------------|--|------------------|----|-------------------|---|
|                   | 11/3             | 2/5 | 1/10            | 1/19 | 1/10            | 1/19 | 1/11           |    |           |  |        |  | 2/12      | 7/5 | 1/3      | 1/3 |         |  |               |  | 7                | 34 | 2                 | 4 |
| Local Staff       |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Country Corres.   |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Co. Agent         |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Home D. Agent     |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Voc. Agr.         |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Other Gov't Agen. |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Col-lege Agen.    |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Synd.             |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Misc.             |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
|                   |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
|                   |                  |     |                 |      |                 |      |                |    |           |  |        |  |           |     |          |     |         |  |               |  |                  |    |                   |   |
| Total No. Inches  | 3                | 10  | 6               | 8    | 10              | 19   | 6              | 11 | 14        |  |        |  | 4         | 3   | 18       | 15  | 4       |  |               |  | 65               | 66 | 13                | 9 |
| Total No. Stories | 1                | 2   | 1               | 1    | 1               | 1    | 2              | 1  | 1         |  |        |  | 1         | 1   | 5        | 3   | 1       |  |               |  |                  |    |                   |   |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 12   | 12   | 12   |
| 3    | 6    | 13   | 9    |
| 23   | 46   | 65   | 66   |
| 695  | 614  | 778  | 710  |
| 3.31 | 7.49 | 8.35 | 9.30 |
| 48   | 47   | 48   | 46   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 47.25 |
| 7.15  |
| 2797  |

TABLE 29

COUNTY Haskell

PAPER Haskell County Tribune (Stigler)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings  | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|-----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        | 7/5       | 7/14      |         |               | 19               | 2                 |
| Country Corres.   |                  |                 |                 |                |           |        | 7/4       |           |         |               | 4                | 1                 |
| Co. Agent         | 3/16             | 3/23            |                 |                |           |        |           |           |         | 7/18 7/20     | 13 16            | 1 1               |
| Home D. Agent     |                  |                 |                 | 3/13 3/14      |           |        |           |           |         |               | 3 14             | 1 1               |
| Voc. Agr.         |                  |                 |                 | 7/8 7/14       |           |        |           |           |         |               | 8 14             | 1 1               |
| Other Gov't Agen. |                  |                 |                 | 7/18           |           |        |           |           |         |               | 8                | 1                 |
| College Agen.     |                  |                 |                 |                | 3/16      |        |           |           |         |               | 6                | 1                 |
| Synd.             | 3/14 3/5         |                 | 3/3             |                |           |        |           |           |         |               | 3 5              | 2 2               |
| Misc.             |                  | 1/3 7/8         | 3/3 5/7 3/7     |                |           |        |           | 3/13 7/10 |         |               | 13 19            | 1 1               |
|                   |                  |                 |                 | 7/2            |           |        |           |           |         |               | 10 24            | 2 4               |
|                   |                  |                 |                 |                |           |        |           |           |         |               | 73 74            | 7 8               |
|                   |                  |                 |                 |                |           |        |           |           |         |               | 16 31            | 6 9               |
| Total No. Inches  | 14 18 23 3       | 3 3             | 7               | 10 13 14 16 16 |           |        |           | 13        |         |               | 73 74            |                   |
|                   | 9                | 3 3             | 4               | 26 16          |           |        | 9         | 21        |         | 18 20         | 16 31            |                   |
| Total No. Stories | 3 2 1 1 1        | 2 1 1 1         | 2 1 1 1 1       | 2 2 2 1 1      |           |        | 2         | 1         |         | 1 1           |                  | 7 8               |
|                   | 2                | 1 1 1           | 1 2 2           | 1 1            |           |        | 2         | 1         |         | 1 1           |                  | 6 9               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 7    | 8    | 6    | 9    |
| 73   | 74   | 86   | 81   |
| 728  | 590  | 693  | 642  |
| 0.03 | 2.54 | 2.41 | 2.62 |
| 65   | 53   | 62   | 58   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 59.5  |
| 11.82 |
| 2,653 |



COUNTY Jackson TABLE 30 PAPER Southwest News (Altus)

| TYPES             | Animal Husbandry               | Soils and Crops                                    | Ag. Engineering | Home Economics | Economics                        | Safety        | 4-H - FFA                        | Meetings      | Markets | Miscellaneous                   | Total No. Inches | Total No. Stories |
|-------------------|--------------------------------|--|-----------------|----------------|----------------------------------|---------------|----------------------------------|---------------|---------|---------------------------------|------------------|-------------------|
| Local Staff       | $\frac{1}{3}$<br>$\frac{1}{3}$ | $\frac{1}{3}$<br>$\frac{1}{17}$                    |                 |                |                                  |               |                                  |               |         |                                 | 34 23            | 3 2               |
| Country Corres.   |                                | $\frac{6}{4}$<br>$\frac{6}{4}$                     |                 |                | $\frac{1}{3}$                    |               | $\frac{1}{5}$<br>$\frac{1}{6}$   | $\frac{1}{6}$ |         |                                 | 6 27             | 1 3               |
| Co. Agent         |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 10 6             | 2 1               |
| Home D. Agent     |                                |  |                 | $\frac{5}{5}$  |                                  |               |                                  |               |         |                                 | 4                | 1                 |
| Voc. Agr.         |                                |  |                 |                |                                  |               | $\frac{2}{12}$<br>$\frac{2}{12}$ |               |         | $\frac{2}{8}$<br>$\frac{2}{12}$ | 12 8             | 1 1               |
| Other Gov't Agen. |                                | $\frac{1}{14}$<br>$\frac{2}{13}$<br>$\frac{2}{18}$ |                 |                | $\frac{2}{12}$<br>$\frac{2}{13}$ |               |                                  |               |         |                                 | 9 12             | 1 1               |
| College Agen.     |                                |  |                 |                |                                  | $\frac{1}{3}$ |                                  |               |         |                                 | 26 13            | 2 1               |
| Synd.             |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 13 18            | 1 1               |
| Misc.             |                                | $\frac{1}{14}$                                     |                 |                | $\frac{3}{9}$                    |               | $\frac{4}{6}$                    |               |         |                                 | 3                | 1                 |
|                   |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 23               | 2                 |
|                   |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 6                | 1                 |
|                   |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 85 76            | 9 8               |
|                   |                                |  |                 |                |                                  |               |                                  |               |         |                                 | 32 63            | 4 6               |
| Total No. Inches  | 3 23 43 14                     |  |                 | 9 12 22 3      |                                  |               | 12 6 6                           |               |         | 8                               | 85 76            |                   |
|                   | 6 19 17 18                     |  |                 |                | 5                                |               | 9 9                              |               |         | 12                              | 32 63            |                   |
| Total No. Stories | 1 2 4 1                        |  |                 | 1 1 2 1        |                                  |               | 1 1 1                            |               |         | 1                               |                  | 9 8               |
|                   | 1 1 2 1                        |  |                 |                | 1                                |               | 1 2                              |               |         | 1                               |                  | 4 6               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |       |      |       |
|-------|-------|------|-------|
| 5     | 12    | 19   | 26    |
| 8     | 8     | 8    | 8     |
| 9     | 8     | 4    | 6     |
| 85    | 76    | 32   | 63    |
| 428   | 545   | 492  | 446   |
| 18.46 | 13.94 | 6.50 | 14.13 |
| 39    | 42    | 44   | 40    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 41.25 |
| 13.08 |
| 1911  |

TABLE 31

COUNTY Jefferson

PAPER Waurika News Democrat

| SOURCES           | TYPES            |                 |                 |                |           |        |           |          |         |               |   | Total No. Inches |    | Total No. Stories |    |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|---|------------------|----|-------------------|----|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous |   |                  |    |                   |    |   |
| Local Staff       |                  | 1/4             | 1/4             |                | 1/4       |        |           |          |         |               |   | 0                | 12 | 0                 | 3  |   |
|                   |                  | 1/9             | 1/2             |                |           |        |           |          |         |               |   | 11               |    | 2                 |    |   |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |         |               |   |                  |    |                   |    |   |
| Co. Agent         |                  | 7/5             |                 |                |           |        |           |          |         | 5/7           |   | 5                | 7  | 1                 | 1  |   |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         |               |   |                  |    |                   |    |   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         | 1/3           |   | 3                |    | 1                 |    |   |
| Other Gov't Agen. | 1/2              | 3/3             | 1/2             |                |           |        |           |          |         |               |   | 6                | 5  | 1                 | 2  |   |
| College Agen.     | 12/6             | 1/1             |                 |                | 6/11      |        |           |          |         |               |   |                  | 22 |                   | 2  |   |
|                   | 2/5              | 2/9             | 9/6             |                |           | 3/9    | 2/3       |          |         |               |   | 14               | 19 | 3                 | 3  |   |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |   |                  |    |                   |    |   |
| Misc.             |                  | 10/10           |                 |                |           |        |           | 1/4      |         |               |   | 4                | 10 | 1                 | 1  |   |
|                   |                  |                 |                 |                |           |        |           |          |         |               |   | 0                | 34 | 0                 | 5  |   |
|                   |                  |                 |                 |                |           |        |           |          |         |               |   | 43               | 41 | 9                 | 7  |   |
| Total No. Inches  | 11               | 4               | 4               |                | 15        |        |           |          |         |               |   | 0                | 34 |                   |    |   |
|                   | 6                | 20              | 16              | 12             | 11        |        |           | 3        | 2       |               | 4 | 3                | 7  | 43                | 41 |   |
| Total No. Stories | 1                | 1               | 1               |                | 2         |        |           |          |         |               |   |                  |    |                   | 0  | 5 |
|                   | 1                | 3               | 3               | 2              | 2         |        |           | 1        | 1       |               | 1 | 1                | 1  | 1                 | 9  | 7 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|     |      |      |      |
|-----|------|------|------|
| 6   | 13   | 20   | 27   |
| 8   | 10   | 10   | 10   |
| 0   | 5    | 9    | 6    |
| 0   | 34   | 43   | 41   |
| 394 | 385  | 619  | 689  |
| 0   | 8.83 | 6.95 | 5.95 |
| 46  | 28   | 39   | 44   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 39.25 |
| 5.65  |
| 2087  |

TABLE 32

COUNTY Johnston PAPER Capital Democrat (Tishomingo)

| SOURCES               | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings | Markets       | Miscellaneous  | Total No. Inches | Total No. Stories |
|-----------------------|------------------|-----------------|-----------------|----------------|----------------|--------|---------------|----------|---------------|----------------|------------------|-------------------|
| Local Staff           | $\frac{1}{26}$   |                 |                 |                |                |        |               |          |               |                | 20               | 1                 |
|                       | $\frac{1}{10}$   | $\frac{1}{32}$  | $\frac{1}{5}$   |                | $\frac{1}{12}$ |        | $\frac{1}{5}$ |          |               |                | 38 32            | 4 1               |
| Country Correspondent |                  |                 |                 |                |                |        |               |          | $\frac{5}{7}$ |                | 7                | 1                 |
| Co. Agent             | $\frac{7}{25}$   |                 |                 |                |                |        |               |          |               | $\frac{5}{14}$ | 14 25            | 1 1               |
|                       | $\frac{4}{27}$   |                 |                 |                |                |        |               |          |               |                | 27               | 1                 |
| Home D. Agent         |                  |                 |                 |                |                |        | $\frac{5}{5}$ |          |               |                | 2                | 1                 |
| Voc. Agr.             |                  |                 |                 |                |                |        |               |          |               |                |                  |                   |
| Other Gov't Agen.     |                  | $\frac{1}{4}$   |                 |                |                |        |               |          |               |                | 4                | 1                 |
| College Agen.         | $\frac{4}{10}$   | $\frac{4}{11}$  |                 | $\frac{4}{8}$  | $\frac{5}{14}$ |        |               |          |               |                | 14               | 1                 |
|                       |                  |                 |                 |                |                |        |               |          |               |                | 29               | 3                 |
| Synd.                 |                  |                 |                 |                |                |        |               |          |               |                |                  |                   |
| Misc.                 | $\frac{2}{17}$   |                 |                 |                | $\frac{4}{8}$  |        |               |          |               |                | 17               | 1                 |
|                       |                  |                 |                 |                |                |        |               |          |               |                | 8                | 1                 |
|                       |                  |                 |                 |                |                |        |               |          |               |                | 51 46            | 3 3               |
|                       |                  |                 |                 |                |                |        |               |          |               |                | 102 38           | 9 3               |
| Total No. Inches      | 37 25            |                 |                 |                | 14             |        |               | 7        |               | 14             | 51 46            |                   |
|                       | 58 32            | 5 4             |                 | 8              | 26             |        | 5 2           |          |               |                | 102 38           |                   |
| Total No. Stories     | 2 1              |                 |                 |                | 1              |        |               | 1        |               | 1              |                  | 3 3               |
|                       | 4 1              | 1 1             |                 | 1              | 2              |        | 1 1           |          |               |                |                  | 9 3               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |      |
|------|------|-------|------|
| 5    | 12   | 19    | 26   |
| 8    | 8    | 8     | 8    |
| 3    | 3    | 9     | 3    |
| 51   | 46   | 102   | 38   |
| 604  | 415  | 570   | 557  |
| 8.44 | 9.40 | 17.90 | 6.82 |
| 54   | 38   | 51    | 50   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 48.25 |
| 11.04 |
| 2146  |



TABLE 33

COUNTY Key PAPER Newkirk Herald Journal

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        | 2 1/2     | 3 1/2    | 1 1/2   | 7/4           | 4 16             | 2 4               |
| Country Corres.   |                  |                 |                 |                |           |        |           | 3 3/8    | 1 1/2   |               | 3 1              | 2 1               |
| Co. Agent         |                  |                 |                 |                |           |        | 1 1/2     |          |         |               |                  |                   |
| Home D. Agent     |                  |                 |                 | 1/4            |           |        |           |          |         |               | 14               | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. | 7/6              | 7/6             |                 |                | 7/10      |        |           |          |         |               | 22               | 3                 |
| College Agen.     | 7/7              | 7/8             |                 |                | 2/4       |        |           |          |         |               | 7 8              | 1 2               |
| Synd.             | 2 1/2            | 5/12            |                 |                | 7/13      |        |           |          |         |               | 20               | 2                 |
| Misc.             |                  | 7/12            |                 |                |           |        |           | 2/12     |         |               | 12               | 1                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 108 38           | 13 7              |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 52 35            | 6 6               |
| Total No. Inches  | 49 6             | 37 6            |                 | 14             | 4 10      |        |           | 3 11     | 1 1     | 4 98          | 38               |                   |
| Total No. Stories | 6 1              | 3 1             |                 | 1              | 1 1       |        |           | 1 2      | 1 1     | 1             |                  | 13 7              |
|                   | 2                | 1               |                 |                | 1 1       |        | 1 1       | 1 2      | 1 1     |               |                  | 6 6               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |      |      |
|-------|------|------|------|
| 5     | 12   | 19   | 26   |
| 8     | 8    | 8    | 8    |
| 13    | 7    | 6    | 6    |
| 108   | 38   | 52   | 35   |
| 651   | 596  | 651  | 466  |
| 15.05 | 6.33 | 7.99 | 6.22 |
| 59    | 53   | 53   | 42   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 52.75 |
| 9.86  |
| 2364  |

TABLE 34

COUNTY Kingfisher

PAPER Kingfisher Times-Free Press

| SOURCES           | TYPES            |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
|-------------------|------------------|-----------------|-----------------|----------------|---------------|--------|---------------|---------------|---------------|---------------|------------------|-------------------|----|----|----|---|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety | 4-H - FFA     | Meetings      | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |    |    |    |   |   |
| Local Staff       |                  | $\frac{11}{6}$  | $\frac{1}{2}$   |                |               |        | $\frac{1}{2}$ | $\frac{1}{3}$ | $\frac{1}{4}$ |               | $\frac{1}{7}$    | $\frac{1}{2}$     | 15 | 12 | 3  | 4 |   |
|                   | $\frac{1}{7}$    | $\frac{1}{6}$   | $\frac{1}{2}$   |                |               |        |               |               |               |               |                  |                   | 7  | 8  | 1  | 2 |   |
| Country Corres.   |                  |                 |                 |                |               |        |               | $\frac{1}{5}$ | $\frac{5}{1}$ |               |                  |                   | 5  | 1  | 1  | 1 |   |
|                   |                  |                 |                 |                |               |        | $\frac{1}{4}$ |               | $\frac{3}{4}$ |               |                  |                   | 4  | 4  | 1  | 1 |   |
| Co. Agent         |                  |                 |                 |                |               |        | $\frac{1}{3}$ |               |               |               |                  |                   |    |    | 3  | 1 |   |
| Home D. Agent     |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
| Voc. Agr.         |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
| Other Gov't Agen. | $\frac{8}{9}$    |                 | $\frac{1}{2}$   |                |               |        |               |               |               |               |                  |                   |    | 2  |    | 1 |   |
|                   |                  |                 |                 |                | $\frac{1}{5}$ |        |               |               |               |               |                  |                   |    | 14 |    | 2 |   |
| College Agen.     |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
| Synd.             |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
| Misc.             |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    |    |    |   |   |
|                   |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    | 22 | 16 | 5 | 6 |
|                   |                  |                 |                 |                |               |        |               |               |               |               |                  |                   |    | 11 | 26 | 2 | 5 |
| Total No. Inches  |                  |                 | 10              |                |               |        | 9             | 5             | 5             |               | 7                | 2                 | 22 | 16 |    |   |   |
|                   | 9                | 7               | 6               | 2              | 5             | 4      |               | 4             |               |               |                  |                   | 11 | 26 |    |   |   |
| Total No. Stories |                  |                 | 3               |                |               |        | 3             | 1             | 2             |               | 1                | 1                 |    |    | 5  | 6 |   |
|                   | 1                | 1               | 1               | 1              | 1             | 1      | 1             |               | 1             |               |                  |                   |    |    | 2  | 5 |   |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 8    | 12   | 10   |
| 5    | 6    | 2    | 5    |
| 22   | 16   | 11   | 26   |
| 581  | 393  | 770  | 531  |
| 3.79 | 4.07 | 1.43 | 4.90 |
| 35   | 36   | 46   | 38   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 38.75 |
| 3.30  |
| 2275  |

TABLE 35

COUNTY **Kiowa** PAPER **Kiowa County Star-Review (Hobart)**

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 | 1/1             |                | 1/1       |        | 1/1       | 1/1      | 1/1     |               | 4                | 2                 |
| Country Corres.   |                  |                 |                 |                |           |        |           | 11/10    |         |               | 10               | 1                 |
| Co. Agent         | 11/11            | 3/7             |                 |                | 6/3       |        | 3/10      |          |         |               | 13               | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          | 4/4     |               | 3                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          | 3/3     |               | 3                | 1                 |
| Other Gov't Agen. |                  | 3/10            | 1/1             |                |           |        |           |          |         |               | 10               | 1                 |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               | 1                | 1                 |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             | 12/2             |                 |                 |                |           |        |           |          |         |               | 2                | 1                 |
| Total No. Inches  | 13               | 10 20           | 2               |                | 6         |        | 3 12      | 14 1     | 3 3     |               | 41 50            | 2 7               |
| Total No. Stories | 1                | 1 2             | 1               |                | 1         |        | 1 2 3     | 1 1      | 1 1     |               | 42 50            | 2 7               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 10   | 24   |
| 12   | 10   | 12   | 10   |
| 2    | 7    | 2    | 9    |
| 25   | 36   | 41   | 50   |
| 697  | 602  | 770  | 839  |
| 3.50 | 5.08 | 5.32 | 5.96 |
| 42   | 43   | 46   | 50   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 45.25 |
| 5.16  |
| 2908  |



TABLE 36

COUNTY Latimer PAPER Latimer County Tribune (Wilburton)

| SOURCES               | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-----------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff           | 1 1/2            |                 | 5 1/2           |                |           |        |           |          |         |               | 5 1 1 1          |                   |
| Country Correspondent |                  |                 |                 |                |           |        | 3 1/2     |          |         |               | 3                | 1                 |
| Co. Agent             |                  |                 |                 |                |           |        |           |          |         | 1 1/2 1/2     | 6 6 1 1          |                   |
| Home D. Agent         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Voc. Agr.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| College Agen.         |                  | 10/7            |                 |                |           |        | 1/2 1/2   |          |         |               | 3 9 1 2          |                   |
| Synd.                 | 2 1/2 2 1/2      |                 | 3 1/2           |                | 1 1/2     |        |           |          |         |               | 15               | 4                 |
| Misc.                 |                  |                 |                 |                |           |        |           |          |         | 10/6          | 6                | 1                 |
|                       |                  |                 |                 |                |           |        |           |          |         |               | 0 15 0 4         |                   |
|                       |                  |                 |                 |                |           |        |           |          |         |               | 17 32 4 5        |                   |
| Total No. Inches      | 4                |                 | 8               |                | 3         |        |           |          |         |               | 0 15             |                   |
|                       | 11               | 7 5             |                 |                |           |        | 6 2       |          |         | 6 12          | 17 32            |                   |
| Total No. Stories     | 2                |                 | 1               |                | 1         |        |           |          |         |               |                  | 0 4               |
|                       | 1                | 1 1             |                 |                |           |        | 2 1       |          |         | 1 2           |                  | 4 5               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|     |      |      |      |
|-----|------|------|------|
| 5   | 12   | 19   | 26   |
| 10  | 10   | 12   | 10   |
| 0   | 4    | 4    | 5    |
| 0   | 15   | 17   | 32   |
| 764 | 709  | 682  | 738  |
| 0   | 2.12 | 2.49 | 4.34 |
| 64  | 59   | 47   | 51   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 55.28 |
| 2.21  |
| 2893  |

TABLE 37

COUNTY Le Flore PAPER Poteau News

| SOURCES           | Animal Husbandry | Soils and Crops   | Ag. Engineering | Home Economics | Economics           | Safety | 4-1/2-H - FFA | Meetings                    | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-------------------|-----------------|----------------|---------------------|--------|---------------|-----------------------------|---------|---------------|------------------|-------------------|
| Local Staff       |                  | 1/14              |                 |                | 1/8<br>1/11         |        | 1/11          |                             |         |               | 11<br>23 14 3    | 1<br>1            |
| Country Corres.   |                  |                   |                 |                |                     |        |               | 10/3                        |         |               | 3                | 1                 |
| Co. Agent         | 7/8<br>10/12     | 7/7<br>3/9        |                 |                |                     |        |               |                             |         |               | 15 21            | 2 2               |
| (10/15)           | 1/10             | 1/13<br>10/8      |                 |                |                     |        |               |                             |         |               | 39 8             | 3 1               |
| Home D. Agent     |                  |                   |                 | 4/15           |                     |        |               | 10/11<br>10/12              |         |               | 15<br>11 12      | 1 1               |
| Voc. Agr.         |                  |                   |                 |                |                     |        |               |                             |         |               |                  |                   |
| Other Gov't Agen. | 1/6              | 1/4               |                 |                | 1/19<br>3/11        |        |               | 10/9<br>7/8<br>10/8<br>10/8 |         |               | 13 8<br>14 27    | 2 1<br>2 2        |
| College Agen.     |                  |                   |                 |                |                     |        |               |                             |         |               | 11               | 1                 |
| Synd.             |                  | 1/5<br>3/4<br>5/6 |                 |                | 10/7<br>5/5<br>2/10 |        |               |                             |         | 7/4           | 5 15<br>5 16     | 1 3<br>1 2        |
| Misc.             |                  |                   |                 |                |                     |        |               |                             |         |               |                  |                   |
|                   |                  |                   |                 |                |                     |        |               |                             |         |               | 33 81            | 5 9               |
|                   |                  |                   |                 |                |                     |        |               |                             |         |               | 91 80            | 10 8              |
| Total No. Inches  | 8 12 16 13       |                   |                 | 15             | 29                  |        |               | 9 8                         | 4       |               | 33 81            |                   |
|                   | 31               | 13 28             |                 |                | 13 29               |        | 15            | 11 15 8 8                   |         |               | 91 80            |                   |
| Total No. Stories | 1 1 3 2          |                   |                 | 1              | 3                   |        |               | 1 1                         | 1       |               |                  | 5 9               |
|                   | 3                | 1 3               |                 |                | 2 2                 |        | 2             | 1 2 1 1                     |         |               |                  | 10 8              |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |       |       |
|------|-------|-------|-------|
| 5    | 12    | 19    | 26    |
| 10   | 12    | 10    | 10    |
| 5    | 9     | 10    | 8     |
| 33   | 81    | 91    | 80    |
| 553  | 716   | 648   | 668   |
| 5.97 | 11.31 | 12.81 | 11.98 |
| 33   | 36    | 39    | 40    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 37    |
| 10.71 |
| 2585  |

TABLE 38

COUNTY Lincoln PAPER Chandler News-Publicist

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           | 1      | 1         | 1        |         |               | 6 9 2 1          |                   |
| Country Corres    |                  |                 |                 |                |           |        | 1         |          |         |               | 4 1              |                   |
| Co. Agent         |                  |                 | 7<br>20         |                | 7<br>10   |        | 7<br>4    |          |         |               | 24               | 2                 |
| Home D. Agent     |                  | 7<br>20         |                 | 7<br>13        | 7<br>13   |        | 7<br>16   |          |         |               | 10 23 1          | 2                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               | 13 16 1          | 1                 |
| Other Gov't Agen. |                  | 1               |                 |                |           |        |           |          |         |               | 2                | 1                 |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 6 45 2 5         |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 27 39 3 3        |                   |
| Total No. Inches  |                  | 20              | 20              | 13             | 9         |        | 3 4 3     |          |         |               | 6 45             |                   |
|                   |                  | 20              |                 |                | 23        |        | 4 19      |          |         |               | 27 39            |                   |
| Total No. Stories |                  | 1               | 1               | 1              | 1         |        | 1 1 1     |          |         |               |                  | 2 5               |
|                   |                  | 1               |                 |                | 2         |        | 1 2       |          |         |               |                  | 3 3               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 2    | 5    | 3    | 3    |
| 6    | 48   | 27   | 39   |
| 516  | 463  | 401  | 527  |
| 1.16 | 9.94 | 6.73 | 7.40 |
| 47   | 46   | 36   | 48   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 44.25 |
| 6.29  |
| 1907  |



TABLE 39

COUNTY Logan

PAPER

Guthrie Register-News

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Country Corres.   |                  |                 |                 |                |           |        |           | 3/7      |         |               | 5                | 1                 |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         |               | 7                | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        | 1/8       | 1/13     |         | 6/15          | 16               | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        | 1/8       | 1/13     |         |               | 6                | 1                 |
| Other Gov't Agen. | 4/18             | 2/13            |                 |                |           |        |           |          |         |               | 13               | 1                 |
| College Agen.     | 5/12             |                 |                 |                |           |        |           |          |         |               | 12               | 1                 |
| Synd.             | 1/7              | 1/17            |                 |                |           |        |           |          |         |               | 7                | 1                 |
| Misc.             |                  |                 |                 |                |           |        |           |          |         | 1/6           | 6                | 1                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 20               | 5                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 19               | 2                 |
| Total No. Inches  | 7                | 30              | 13              | 17             |           |        | 2         | 5        |         |               | 20               | 54                |
|                   |                  |                 |                 |                |           |        | 6         | 13       | 7       |               | 6                | 16                |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 19               | 29                |
| Total No. Stories | 1                | 2               | 1               | 1              |           |        | 1         | 1        |         |               |                  | 5                 |
|                   |                  |                 |                 |                |           |        | 1         | 1        |         | 1             |                  | 5                 |
|                   |                  |                 |                 |                |           |        | 1         | 1        |         | 1             |                  | 5                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 6    | 6    | 6    | 6    |
| 2    | 5    | 3    | 2    |
| 20   | 54   | 19   | 29   |
| 519  | 643  | 481  | 528  |
| 3.85 | 3.40 | 3.95 | 5.49 |
| 54   | 67   | 50   | 55   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 56.5 |
| 5.62 |
| 2171 |

TABLE 40

COUNTY Love PAPER Marietta Monitor

| SOURCES           | Animal Husbandry |      | Soils and Crops |   | Ag. Engineering |     | Home Economics |   | Economics |    | Safety |    | 4-H - FFA |       | Meetings |      | Markets |    | Miscellaneous |    | Total No. Inches |    | Total No. Stories |    |   |
|-------------------|------------------|------|-----------------|---|-----------------|-----|----------------|---|-----------|----|--------|----|-----------|-------|----------|------|---------|----|---------------|----|------------------|----|-------------------|----|---|
|                   | 1                | 2    | 3               | 4 | 5               | 6   | 7              | 8 | 9         | 10 | 11     | 12 | 13        | 14    | 15       | 16   | 17      | 18 | 19            | 20 | 21               | 22 | 23                | 24 |   |
| Local Staff       |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    | 3                | 1  |                   |    |   |
|                   |                  |      | 1/4             |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    | 4                | 1  |                   |    |   |
| Country Corres.   |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       | 10/4     | 5/4  |         |    |               |    | 4                | 4  | 1                 | 1  |   |
|                   |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       | 4/2      | 10/5 |         |    |               |    | 6                | 5  | 2                 | 1  |   |
| Co. Agent         |                  |      |                 |   |                 |     |                |   |           |    |        |    |           | (5/2) |          |      |         |    |               |    | 8                | 5  | 1                 |    |   |
|                   |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    | 5                | 7  | 1                 |    |   |
| Home D. Agent     |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  |    |                   |    |   |
| Voc. Agr.         |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  |    |                   |    |   |
| Other Gov't Agen. |                  |      | 10/5            |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  | 5  | 1                 |    |   |
|                   |                  |      | 1/5             |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  | 5  | 6                 | 1  | 1 |
| College Agen.     |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  |    |                   |    |   |
| Synd.             | 6/2              | 9/10 |                 |   | 6/2             | 6/2 | 6/4            |   |           |    |        |    |           |       |          |      |         |    |               |    |                  | 10 | 16                | 1  | 4 |
| Misc.             |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  |    |                   |    |   |
|                   |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  | 22 | 26                | 4  | 6 |
|                   |                  |      |                 |   |                 |     |                |   |           |    |        |    |           |       |          |      |         |    |               |    |                  | 15 | 18                | 4  | 5 |
| Total No. Inches  | 3                | 2    | 15              |   | 8               | 2   | 4              |   |           |    |        |    |           | 4     | 4        |      |         |    |               |    | 6                | 22 | 26                |    |   |
|                   |                  |      | 9               |   |                 |     |                |   |           |    |        |    |           | 6     | 11       |      |         |    |               |    | 7                | 15 | 18                |    |   |
| Total No. Stories | 1                | 1    | 2               |   | 1               | 1   | 1              |   |           |    |        |    |           | 1     | 1        |      |         |    |               |    | 1                |    |                   | 4  | 6 |
|                   |                  |      | 2               |   |                 |     |                |   |           |    |        |    |           | 2     | 2        |      |         |    |               |    | 1                |    |                   | 4  | 5 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 13   | 20   | 27   |
| 10   | 12   | 10   | 10   |
| 4    | 6    | 4    | 3    |
| 22   | 26   | 15   | 18   |
| 572  | 751  | 591  | 697  |
| 3.85 | 3.46 | 2.54 | 1.72 |
| 48   | 52   | 49   | 58   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 51.75 |
| 3.10  |
| 2611  |

TABLE 41

COUNTY McClain

PAPER

The Purcell Register

| SOURCES           | TYPES            |                 |                 |                |           |                |                 |               |         |               |                  |                   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|----------------|-----------------|---------------|---------|---------------|------------------|-------------------|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety         | 4-H - FFA       | Meetings      | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
| Local Staff       | $\frac{1}{6}$    |                 |                 | $\frac{4}{3}$  |           |                |                 |               |         |               | 14               | 2                 |
| Country Corres.   |                  |                 | $\frac{1}{4}$   |                |           |                |                 |               |         |               | 4                | 1                 |
| Co. Agent         | $\frac{12}{2}$   | $\frac{12}{4}$  |                 |                |           |                |                 |               |         |               | 6                | 2                 |
| Home D. Agent     |                  |                 | $\frac{8}{5}$   |                |           |                |                 | $\frac{5}{8}$ |         |               | 10               | 2                 |
| Voc. Agr.         |                  |                 |                 |                |           |                | $\frac{1}{3}$   |               |         |               | 3                | 1                 |
| Other Gov't Agen. |                  |                 | $\frac{8}{12}$  |                |           |                |                 |               |         |               | 12               | 1                 |
| College Agen.     | $\frac{9}{6}$    | $\frac{2}{9}$   | $\frac{3}{12}$  | $\frac{4}{6}$  |           | $\frac{9}{11}$ | $\frac{10}{13}$ |               |         | $\frac{9}{6}$ | 41               | 28                |
| Synd.             |                  |                 |                 |                |           | $\frac{10}{5}$ | $\frac{3}{5}$   |               |         |               | 9                | 5                 |
| Misc.             |                  |                 | $\frac{10}{4}$  | $\frac{1}{6}$  |           |                |                 |               |         |               | 6                | 4                 |
|                   |                  |                 |                 |                |           |                |                 |               |         |               | 37               | 44                |
|                   |                  |                 |                 |                |           |                |                 |               |         |               | 25               | 25                |
| Total No. Inches  | 14               | 9               | 16              | 16             | 6         | 14             | 11              | 13            |         | 6             | 67               | 44                |
|                   |                  |                 | 12              | 12             | 4         | 6              |                 | 3             |         | 8             | 5                |                   |
| Total No. Stories | 3                | 1               | 2               | 2              | 1         | 2              | 1               | 1             |         | 1             |                  | 10                |
|                   |                  |                 | 1               | 2              | 1         | 1              |                 | 1             |         |               |                  | 4                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 10   | 10   | 10   |
| 10   | 4    | 4    | 5    |
| 67   | 44   | 25   | 25   |
| 236  | 523  | 625  | 690  |
| 8.01 | 7.55 | 3.65 | 3.62 |
| 50   | 42   | 49   | 50   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 47.75 |
| 5.76  |
| 2794  |



TABLE 42

COUNTY McCurtain

PAPER McCurtain Gazette (Idabel)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | 1/20      |        |           |          |         |               | 20               | 1                 |
| Country Corres.   |                  |                 |                 |                |           |        |           | 5/5      | 6/6     |               | 5 6              | 1 1               |
| Co. Agent         | 1/15             |                 |                 |                |           |        |           |          |         |               | 3                | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         | 4/19          | 19               | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        | 2/1       | 5/5      |         |               | 2 5              | 1 1               |
| Other Gov't Agen. | 1/15             | 4/6             |                 |                | 2/10      |        |           |          |         |               | 6                | 2                 |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               | 7                | 1                 |
| Synd.             |                  | 4/6             |                 |                |           |        |           |          |         |               | 4                | 1                 |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 33 18            | 5 4               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 15 48            | 2 2               |
| Total No. Inches  | 3                | 4               | 4               |                | 22        |        | 2         | 5        | 11      |               | 33 18            |                   |
|                   | 7                | 6               |                 |                |           |        |           |          |         | 48            | 15 48            |                   |
| Total No. Stories | 1                | 1               | 1               |                | 2         |        | 1         | 1        | 2       |               |                  | 5 4               |
|                   | 1                | 1               |                 |                |           |        |           |          |         | 2             |                  | 2 2               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |      |       |
|-------|------|------|-------|
| 7     | 11   | 21   | 28    |
| 6     | 6    | 8    | 6     |
| 5     | 4    | 2    | 2     |
| 33    | 18   | 13   | 48    |
| 276   | 305  | 314  | 287   |
| 11.96 | 4.59 | 4.14 | 16.72 |
| 38    | 43   | 33   | 40    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 38.5 |
| 9.48 |
| 1182 |

TABLE 43

COUNTY McIntosh PAPER Indian Journal (Eufala)

| TYPES             | Animal Husbandry | Soils and Crops              | Ag. Engineering | Home Economics | Economics                                 | Safety | 4-H - FFA     | Meetings      | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|------------------------------|-----------------|----------------|---|--------|---------------|---------------|---------|---------------|------------------|-------------------|
| Local Staff       | $\frac{1}{3}$    | $\frac{1}{4}$                |                 |                | $\frac{1}{2}$                             |        | $\frac{1}{4}$ | $\frac{1}{3}$ |         |               | 12 4             | 4 1               |
| Country Corres.   |                  |                              |                 |                |   |        |               |               |         |               |                  |                   |
| Co. Agent         | $\frac{1}{10}$   |                              |                 |                |   |        |               |               |         |               | 10               | 1                 |
| Home D. Agent     |                  |                              |                 |                |   |        |               |               |         |               |                  |                   |
| Voc. Agr.         |                  |                              |                 |                |   |        | $\frac{4}{4}$ | $\frac{1}{5}$ |         |               | 4 5              | 1 1               |
| Other Gov't Agen. |                  | $\frac{6}{9}$ $\frac{6}{10}$ |                 |                | $\frac{1}{7}$ $\frac{1}{8}$ $\frac{1}{4}$ |        |               |               |         |               | 7 17             | 1 2 2             |
| College Agen.     |                  |                              |                 |                |   |        |               |               |         |               |                  |                   |
| Synd.             |                  |                              |                 |                |   |        |               |               |         | $\frac{1}{6}$ | 6                | 1                 |
| Misc.             |                  |                              |                 |                |   |        |               |               |         |               |                  |                   |
|                   |                  |                              |                 |                |   |        |               |               |         |               | 7 0              | 1 0               |
|                   |                  |                              |                 |                |   |        |               |               |         |               | 49 23            | 9 4               |
| Total No. Inches  | 13               | 9 14                         |                 |                | 7 10 4                                    |        | 8 5 3         |               |         | 6             | 49 23            |                   |
| Total No. Stories | 2                | 1 2                          |                 |                | 1 2 1                                     |        | 2 1 1         |               |         | 1             |                  | 1 0 9 4           |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |     |       |      |
|------|-----|-------|------|
| 5    | 12  | 19    | 26   |
| 8    | 8   | 8     | 8    |
| 1    | 0   | 9     | 4    |
| 7    | 0   | 49    | 23   |
| 556  | 399 | 216   | 378  |
| 1.26 | 0   | 11.78 | 6.04 |
| 50   | 36  | 37    | 34   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 39.25 |
| 4.52  |
| 1749  |



TABLE 44

COUNTY Major PAPER Fairview Republican

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  | 1/1             |                 |                |           |        | 1/4       | 1/1      |         |               | 12               | 3                 |
|                   |                  |                 | 5/4             |                |           |        | 1/7       | 1/1      | 1/1     | 1/1           | 15               | 3                 |
| Country Corres.   |                  |                 |                 |                |           |        | 2/3       | 2/3      | 1/2     |               | 5                | 1                 |
| Co. Agent         |                  | 2/3             |                 |                |           |        |           |          |         | 8/23          | 23               | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           | 6/17     | 6/17    | 8/2           | 22               | 17                |
| Voc. Agr.         | 10/8             |                 |                 |                |           |        |           |          |         | 8/9           | 6                | 9                 |
| Other Gov't Agen. | 1/8              | 1/4             |                 |                | 1/8       |        |           |          |         |               | 16               | 3                 |
| College Agen.     | 10/10            |                 |                 |                | 8/15      | 10/11  |           |          |         |               | 15               | 21                |
|                   | 10/9             | 8/12            | 8/8             |                |           | 8/3    |           |          |         | 10/10         | 19               | 23                |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  | 1/7             |                 |                |           |        |           | 5/3      |         |               | 7                | 1                 |
|                   | 5/7              |                 |                 |                |           |        |           |          |         |               | 6                | 7                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 44               | 73                |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 51               | 131               |
| Total No. Inches  | 10               | 7               | 28              |                | 15        | 11     | 4         | 17       | 20      | 2             | 44               | 73                |
|                   | 15               | 25              | 12              | 4              | 6         | 3      | 7         | 33       | 14      | 14            | 2                | 15                |
| Total No. Stories | 1                | 1               | 2               |                | 1         | 1      | 1         | 1        | 2       | 1             |                  | 5                 |
|                   | 2                | 3               | 2               | 1              | 1         | 1      | 1         | 2        | 3       | 2             | 1                | 2                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |      |       |
|------|-------|------|-------|
| 5    | 12    | 19   | 24    |
| 12   | 10    | 10   | 10    |
| 5    | 7     | 8    | 15    |
| 44   | 73    | 51   | 131   |
| 689  | 429   | 556  | 618   |
| 6.40 | 17.02 | 9.17 | 21.20 |
| 32   | 27    | 33   | 38    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 32.5  |
| 13.05 |
| 2291  |

TABLE 45

COUNTY Marshall

PAPER Madill Record

| SOURCES               | TYPES            |                  |                 |                |           |         |           |          |         |                  |                  |                   |   |    |
|-----------------------|------------------|------------------|-----------------|----------------|-----------|---------|-----------|----------|---------|------------------|------------------|-------------------|---|----|
|                       | Animal Husbandry | Soils and Crops  | Ag. Engineering | Home Economics | Economics | Safety  | 4-H - FFA | Meetings | Markets | Miscellaneous    | Total No. Inches | Total No. Stories |   |    |
| Local Staff           |                  |                  |                 |                |           |         |           | 3<br>4   |         |                  | 11               | 1                 |   |    |
| Country Correspondent |                  |                  |                 |                |           |         |           | 2<br>3   |         |                  | 7                | 2                 |   |    |
| Co. Agent             | 6<br>3<br>3<br>6 | 3<br>7<br>3<br>6 |                 |                |           |         |           | 4<br>3   |         |                  | 3                | 1                 |   |    |
| Home D. Agent         | 3<br>10          |                  |                 |                |           |         |           | 6<br>7   | 3<br>9  |                  | 7                | 19                | 1 | 2  |
| Voc. Agr.             |                  |                  |                 |                |           |         |           |          |         |                  | 14               | 1                 |   |    |
| Other Gov't Agen.     | 3<br>4           |                  |                 |                |           |         |           |          |         |                  | 4                | 1                 |   |    |
| College Agen.         | 3<br>10          | 3<br>10          |                 | 4<br>10        | 3<br>7    | 6<br>12 |           |          |         | 3<br>5<br>6<br>7 | 5                | 1                 |   |    |
| Synd.                 |                  |                  |                 |                |           |         |           |          |         |                  |                  |                   |   |    |
| Misc.                 |                  |                  |                 |                |           |         |           |          |         |                  |                  |                   |   |    |
|                       |                  |                  |                 |                |           |         |           |          |         |                  | 32               | 82                | 5 | 10 |
|                       |                  |                  |                 |                |           |         |           |          |         |                  | 46               | 0                 | 8 | 0  |
| Total No. Inches      | 3                | 45               | 3               | 10             | 7         | 12      |           | 7        | 20      | 7                | 32               | 82                |   |    |
|                       | 1                |                  | 11              |                | 14        |         |           | 5        |         | 5                | 46               |                   |   |    |
| Total No. Stories     | 1                | 6                | 1               | 1              | 1         | 1       |           | 1        | 2       | 1                |                  |                   | 5 | 10 |
|                       | 2                |                  | 2               |                | 1         |         |           | 2        |         | 1                |                  |                   | 8 | 0  |

Date  
No. Pages  
No. Stories  
Agri. Text Inches  
Total Text Per Issue  
Agri. Text Pct.  
Text Pct.

|      |       |      |     |
|------|-------|------|-----|
| 5    | 12    | 19   | 26  |
| 10   | 12    | 10   | 10  |
| 5    | 10    | 8    | 0   |
| 32   | 82    | 46   | 0   |
| 880  | 510   | 762  | 655 |
| 3.64 | 16.04 | 6.04 | 0   |
| 55   | 33    | 48   | 41  |

Av. Text Pct.  
Av. Agri. Text Pct.  
Total text of  
Four Issues

|       |
|-------|
| 44.25 |
| 5.70  |
| 2,807 |

TABLE 46

COUNTY **Mayes**

PAPER **Mayes County Democrat (Pryor)**

| SOURCES           | TYPES |     | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets |     | Miscellaneous | Total No. Inches |    | Total No. Stories |   |
|-------------------|-------|-----|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|-----|---------------|------------------|----|-------------------|---|
|                   |       |     |                  |                 |                 |                |           |        |           |          | col     | col |               |                  |    |                   |   |
| Local Staff       |       | 1/4 |                  |                 |                 |                |           |        |           |          |         |     |               | 3                | 7  | 1                 | 2 |
| Country Corres.   |       |     |                  |                 |                 |                |           |        |           |          |         |     |               | 3                |    | 1                 |   |
| Co. Agent         |       |     |                  |                 |                 |                | 1/12      |        |           |          |         |     |               |                  | 12 |                   | 1 |
| Home D. Agent     |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
| Voc. Agr.         |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
| Other Gov't Agen. |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
| College Agen.     |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
| Synd.             |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
| Misc.             |       |     |                  |                 |                 |                |           |        |           |          |         |     |               |                  |    |                   |   |
|                   |       |     |                  |                 |                 |                |           |        |           |          |         |     |               | 3                | 19 | 1                 | 3 |
|                   |       |     |                  |                 |                 |                |           |        |           |          |         |     |               | 3                | 0  | 1                 | 0 |
| Total No. Inches  | 4     |     |                  |                 |                 |                | 12        |        |           |          | 3       | 3   |               | 3                | 19 |                   |   |
|                   |       |     |                  |                 |                 |                |           |        |           |          | 3       |     |               | 3                | 0  |                   |   |
| Total No. Stories | 1     |     |                  |                 |                 |                | 1         |        |           |          | 1       | 1   |               |                  |    | 1                 | 3 |
|                   |       |     |                  |                 |                 |                |           |        |           |          | 1       |     |               |                  |    | 1                 | 0 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |     |
|------|------|------|-----|
| 7    | 14   | 21   | 22  |
| 4    | 4    | 4    | 4   |
| 1    | 3    | 1    | 0   |
| 3    | 19   | 3    | 0   |
| 460  | 401  | 314  | 327 |
| 0.43 | 4.74 | 0.96 | 0   |
| 73   | 62   | 50   | 52  |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 50.25 |
| 1.66  |
| 1502  |



TABLE 47

COUNTY Murray PAPER Sulphur Times-Democrat

| SOURCES               | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets  | Miscellaneous | Total No. Inches | Total No. Stories |
|-----------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|----------|---------------|------------------|-------------------|
| Local Staff           | 1<br>7/1         | 5<br>3/1        |                 |                | 1<br>4/1  |        | 1<br>7/4  |          |          |               | 11<br>18         | 1<br>3            |
| Country Correspondent |                  |                 |                 |                |           |        | 10<br>2   | 10<br>7  | 3<br>9   |               | 13<br>16         | 1<br>2            |
| Co. Agent             |                  |                 |                 |                |           |        |           | (7)      |          |               |                  |                   |
| Home D. Agent         |                  |                 |                 |                |           |        | 9<br>2    | 1<br>12  |          |               | 12<br>2          | 1<br>1            |
| Voc. Agr.             |                  |                 |                 |                |           |        |           |          |          |               |                  |                   |
| Other Gov't Agen.     |                  | 1<br>3/1        |                 |                |           |        |           |          |          |               | 5                | 1                 |
| College Agen.         | 13<br>10         |                 |                 |                |           |        |           |          |          |               | 10               | 1                 |
| Synd.                 |                  |                 |                 |                |           |        |           |          |          |               |                  |                   |
| Misc.                 | 16<br>8          | 3<br>8          |                 |                |           |        |           | 2<br>15  |          |               | 26               | 3                 |
|                       |                  |                 |                 |                |           |        |           |          |          |               | 51<br>47         | 5<br>5            |
| Total No. Inches      | 3<br>7           | 29<br>8         | 5<br>3          | 3              | 4         |        | 11<br>15  | 12<br>7  | 15<br>16 |               | 51<br>33         | 5<br>6            |
| Total No. Stories     | 1<br>1           | 3<br>1          | 1<br>1          | 1              | 1         |        | 2<br>3    | 1<br>1   | 1<br>2   |               |                  | 5<br>6            |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |      |      |
|------|-------|------|------|
| 5    | 12    | 19   | 26   |
| 12   | 16    | 12   | 14   |
| 5    | 5     | 6    | 3    |
| 51   | 47    | 33   | 24   |
| 524  | 553   | 630  | 561  |
| 5.92 | 10.67 | 5.24 | 4.28 |
| 32   | 25    | 41   | 33   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 34   |
| 5.95 |
| 2269 |

TABLE 48

COUNTY Muskogee PAPER The Muskogee County News

| SOURCES             | Animal Husbandry |   | Soils and Crops |    | Ag. Engineering | Home Economics |   | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches |    | Total No. Stories |    |    |
|---------------------|------------------|---|-----------------|----|-----------------|----------------|---|-----------|--------|-----------|----------|---------|---------------|------------------|----|-------------------|----|----|
|                     | 1                | 2 | 3               | 4  |                 | 1              | 2 |           |        | 1         | 2        |         |               | 1                | 2  | 3                 | 4  |    |
| Local Staff         |                  |   | 1               | 1  |                 |                |   |           |        | 10        | 1        |         |               |                  | 17 | 16                | 3  | 2  |
| Country Correspond. | 1                | 1 | 1               | 1  | 1               | 1              | 1 |           |        |           |          |         |               |                  | 29 | 3                 | 1  | 1  |
| Co. Agent           |                  |   |                 | 1  | 1               | 1              | 1 |           |        | 1         | 1        |         |               |                  | 12 | 2                 | 1  | 1  |
| Home D. Agent       |                  |   |                 |    |                 |                | 1 |           |        |           |          |         |               |                  |    | 8                 |    | 2  |
| Voc. Agr.           | 1                | 1 |                 |    |                 |                |   |           |        |           |          |         |               |                  |    | 11                |    | 1  |
| Other Gov't Agen.   |                  | 1 | 1               | 1  | 1               | 1              | 1 |           |        |           |          |         |               |                  | 8  | 38                | 1  | 4  |
| College Agen.       |                  |   | 1               | 1  | 1               | 1              | 1 |           |        |           |          |         |               |                  | 7  | 31                | 1  | 4  |
| Synd.               |                  |   |                 |    |                 |                |   |           |        |           |          |         |               |                  |    |                   |    |    |
| Misc.               |                  |   |                 |    |                 |                |   |           |        |           |          |         |               |                  |    |                   |    |    |
|                     |                  |   |                 |    |                 |                |   |           |        |           |          |         |               |                  | 51 | 75                | 10 | 10 |
|                     |                  |   |                 |    |                 |                |   |           |        |           |          |         |               |                  | 49 | 56                | 7  | 12 |
| Total No. Inches    | 3                | 7 | 39              | 44 | 5               | 2              | 7 |           |        | 22        | 8        | 2       |               | 51               | 75 |                   |    |    |
| Total No. Stories   | 1                | 2 | 3               | 9  |                 | 2              |   |           |        | 2         | 1        | 1       |               |                  |    |                   | 10 | 10 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |      |      |
|------|-------|------|------|
| 5    | 12    | 19   | 26   |
| 8    | 8     | 8    | 10   |
| 10   | 10    | 7    | 12   |
| 51   | 75    | 49   | 56   |
| 563  | 677   | 702  | 798  |
| 9.06 | 11.08 | 7.12 | 6.77 |
| 56   | 47    | 45   | 50   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 49.5 |
| 8.43 |
| 2740 |



TABLE 49

COUNTY Noble PAPER Perry News

| SOURCES           | Animal Husbandry |               | Soils and Crops |                | Ag. Engineering |                | Home Economics |    | Economics      |  | Safety |               | 4-H - FFA |  | Meetings |   | Markets |  | Miscellaneous |  | Total No. Inches |    | Total No. Stories |    |   |   |
|-------------------|------------------|---------------|-----------------|----------------|-----------------|----------------|----------------|----|----------------|--|--------|---------------|-----------|--|----------|---|---------|--|---------------|--|------------------|----|-------------------|----|---|---|
|                   |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    |                   |    |   |   |
| Local Staff       |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 4  | 1                 |    |   |   |
|                   |                  | $\frac{1}{8}$ |                 |                |                 | $\frac{1}{7}$  |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 7  | 5                 | 1  | 1 |   |
| Country Corres.   |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    |                   |    |   |   |
| Co. Agent         |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    |                   |    |   |   |
| Home D. Agent     |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    |                   |    |   |   |
| Voc. Agr.         |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    |                   |    |   |   |
| Other Gov't Agen. |                  |               |                 | $\frac{1}{10}$ |                 | $\frac{1}{7}$  |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 10 | 7                 | 1  | 1 |   |
|                   |                  |               |                 |                |                 | $\frac{1}{13}$ |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 13 |                   | 1  |   |   |
| College Agen.     | $\frac{7}{8}$    |               |                 |                |                 | $\frac{7}{8}$  |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 6  |                   | 1  |   |   |
|                   |                  | $\frac{7}{4}$ |                 |                |                 | $\frac{1}{8}$  |                |    |                |  |        | $\frac{7}{8}$ |           |  |          |   |         |  |               |  |                  | 8  | 14                | 1  | 3 |   |
| Synd.             |                  |               |                 |                |                 |                |                |    | $\frac{8}{13}$ |  |        |               |           |  |          |   |         |  |               |  |                  | 13 |                   | 1  |   |   |
|                   | $\frac{7}{4}$    |               |                 |                |                 | $\frac{7}{2}$  |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 6  |                   | 2  |   |   |
| Misc.             |                  |               |                 |                |                 | $\frac{7}{4}$  |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  | 4  |                   | 1  |   |   |
|                   |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    | 20                | 24 | 3 | 2 |
|                   |                  |               |                 |                |                 |                |                |    |                |  |        |               |           |  |          |   |         |  |               |  |                  |    | 21                | 32 | 4 | 6 |
| Total No. Inches  | 6                |               | 14              | 7              |                 |                |                | 13 |                |  |        |               |           |  |          | 4 |         |  |               |  |                  | 20 | 24                |    |   |   |
|                   | 4                | 9             | 2               | 3              | 7               |                |                |    |                |  | 8      |               |           |  |          |   |         |  |               |  |                  | 21 | 32                |    |   |   |
| Total No. Stories | 1                |               | 2               | 1              |                 |                |                | 1  |                |  |        |               |           |  |          | 1 |         |  |               |  |                  |    |                   |    | 3 | 3 |
|                   | 1                | 2             | 1               | 3              | 1               |                |                |    |                |  | 1      |               |           |  |          |   |         |  |               |  |                  |    |                   |    | 4 | 5 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 5    | 3    | 4    | 5    |
| 20   | 24   | 21   | 32   |
| 6.63 | 6.28 | 6.22 | 6.14 |
| 2.99 | 2.71 | 3.38 | 3.21 |
| 69   | 65   | 57   | 63   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 63.5 |
| 3.83 |
| 2532 |

TABLE 50

COUNTY **Nowata** PAPER **Nowata Weekly Star-Times**

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        | 1/2       |          | 6/10    | 6/10          | 6 2 2 1          | 1                 |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |         |               | 2 2 1 1          | 1                 |
| Co. Agent         | 2/10             |                 |                 |                |           |        |           |          |         | 1/4           | 16               | 1                 |
| Home D. Agent     |                  |                 | 1/4             |                |           |        |           |          |         | 1/10          | 5 4 1 1          | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. | 1/4              |                 |                 |                |           |        |           |          |         |               | 5                | 1                 |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Synd.             |                  |                 | 1/10            |                | 4/16      |        |           |          | 6/7     |               | 7                | 1                 |
| Misc.             |                  |                 | 1/10            |                |           |        |           |          | 5/4     | 6/6           | 4 32 1 3         | 3                 |
|                   |                  |                 |                 |                |           |        |           |          |         | 6/5           | 10 1             | 1                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 5 1              |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 51 9 6 2         | 2                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 14 38 4 5        | 5                 |
| Total No. Inches  | 5                |                 | 22              |                |           |        | 4         |          | 2 9 18  |               | 51 9             |                   |
|                   |                  |                 | 10              |                | 16        |        |           |          | 6 3 5 4 |               | 14 38            |                   |
| Total No. Stories | 1                |                 | 2               |                |           |        | 1         |          | 1 2 1   |               | 6 2              | 2                 |
|                   | 1                |                 | 1               |                | 1         |        |           |          | 2 2 1 1 |               | 4 5              | 5                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 4    | 11   | 18   | 25   |
| 6    | 6    | 6    | 6    |
| 6    | 2    | 4    | 5    |
| 51   | 9    | 14   | 32   |
| 467  | 416  | 427  | 506  |
| 2.72 | 2.16 | 2.11 | 7.51 |
| 49   | 44   | 45   | 52   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 47.5 |
| 5.14 |
| 2740 |

TABLE 51

COUNTY Okfuskee PAPER Okfuskee County News (Okemeh)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety        | 4-H - FFA     | Meetings       | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|---------------|---------------|----------------|---------------|---------------|------------------|-------------------|
| Local Staff       | $\frac{5}{2}$    |                 |                 |                |                |               |               |                | $\frac{1}{2}$ |               | 2 2 1 1          |                   |
| Country Corres.   |                  |                 |                 |                |                |               |               |                | $\frac{1}{2}$ |               | 2                | 1                 |
| Co. Agent         | $\frac{5}{7}$    | $\frac{5}{5}$   |                 |                |                |               | $\frac{1}{4}$ |                | $\frac{5}{5}$ |               | 12               | 2                 |
|                   | $\frac{5}{11}$   | $\frac{5}{7}$   |                 |                |                |               |               |                |               |               | 15 12 2 2        |                   |
| Home D. Agent     |                  |                 |                 |                |                |               |               | $\frac{5}{12}$ |               |               | 12               | 1                 |
|                   |                  |                 |                 |                |                |               |               | $\frac{1}{7}$  | $\frac{1}{3}$ |               | 7 3 1 1          |                   |
| Voc. Agr.         |                  |                 |                 |                |                |               |               |                |               |               |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                | $\frac{6}{18}$ |               |               |                |               |               |                  |                   |
|                   |                  |                 | $\frac{4}{10}$  |                | $\frac{5}{7}$  |               |               |                |               |               | 25               | 2                 |
| College Agen.     | $\frac{5}{7}$    | $\frac{5}{12}$  | $\frac{5}{7}$   |                | $\frac{4}{13}$ |               |               |                |               |               | 29 20 3 2        |                   |
|                   | $\frac{5}{10}$   | $\frac{5}{3}$   |                 | $\frac{5}{10}$ |                | $\frac{5}{3}$ | $\frac{5}{3}$ |                |               |               | 13 16 2 3        |                   |
| Synd.             | $\frac{4}{3}$    | $\frac{5}{4}$   | $\frac{4}{3}$   |                | $\frac{3}{13}$ | $\frac{1}{4}$ | $\frac{4}{4}$ |                | $\frac{1}{3}$ | $\frac{1}{4}$ | 11 27 3 5        |                   |
|                   | $\frac{5}{2}$    | $\frac{4}{16}$  | $\frac{2}{2}$   |                |                |               |               |                | $\frac{1}{3}$ |               | 19 4 2 2         |                   |
| Misc.             |                  |                 |                 |                |                |               |               |                |               |               |                  |                   |
|                   |                  |                 |                 |                |                |               |               |                |               |               | 54 61            |                   |
|                   |                  |                 |                 |                |                |               |               |                |               |               | 54 62            |                   |
| Total No. Inches  | 2 17 26 8 7      |                 |                 | 13 4 17        |                |               |               | 12             | 3 6           |               | 54 61 8 10       |                   |
|                   | 11 12 16 12      |                 |                 | 10             |                | 25 3 3 4      |               | 7 8            | 3 2           |               | 54 62 7 11       |                   |
| Total No. Stories | 1 3 3 2 1        |                 |                 | 1 1 2          |                |               |               | 1              | 1 2           |               | 8 10             |                   |
|                   | 1 2 1 3          |                 |                 | 1              | 2 2 1 1 1      |               |               | 1 2            | 1 1           |               | 7 11             |                   |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |      |      |
|------|-------|------|------|
| 5    | 12    | 19   | 26   |
| 6    | 6     | 6    | 8    |
| 8    | 10    | 7    | 11   |
| 54   | 61    | 54   | 62   |
| 693  | 573   | 633  | 660  |
| 7.79 | 10.64 | 8.53 | 9.39 |
| 72   | 60    | 65   | 68   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 66.25 |
| 9.03  |
| 2559  |



TABLE 52

COUNTY Oklahoma PAPER Capitol Hill Beacon

| SOURCES           | TYPES            |                 |                 |                | Economics | Safety        | 4-H - FFA | Meetings      | Markets | Miscellaneous | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|---------------|-----------|---------------|---------|---------------|------------------|----|-------------------|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics |           |               |           |               |         |               |                  |    |                   |   |
| Local Staff       | $\frac{1}{20}$   |                 |                 |                |           |               |           |               |         |               | 20               | 1  |                   |   |
|                   | $\frac{1}{4}$    | $\frac{1}{27}$  |                 |                |           | $\frac{1}{6}$ |           |               |         |               | 4                | 33 | 1                 | 2 |
| Country Corres.   |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| Co. Agent         |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| Home D. Agent     |                  |                 |                 |                |           |               |           | $\frac{1}{4}$ |         |               | 4                |    | 1                 |   |
| Voc. Agr.         |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| Other Gov't Agen. |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| College Agen.     |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| Synd.             |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
| Misc.             |                  |                 |                 |                |           |               |           |               |         |               |                  |    |                   |   |
|                   |                  |                 |                 |                |           |               |           |               |         |               | 20               | 0  | 1                 | 0 |
|                   |                  |                 |                 |                |           |               |           |               |         |               | 4                | 57 | 1                 | 3 |
| Total No. Inches  | 20               |                 |                 |                |           |               |           |               |         |               | 20               | 0  |                   |   |
|                   | 4                | 27              |                 |                |           | 6             | 4         |               |         |               | 4                | 37 |                   |   |
| Total No. Stories | 1                |                 |                 |                |           | 1             | 1         |               |         |               |                  |    | 1                 | 0 |
|                   | 1                | 1               |                 |                |           |               |           |               |         |               |                  |    | 1                 | 3 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |     |      |      |
|------|-----|------|------|
| 6    | 13  | 20   | 27   |
| 6    | 6   | 6    | 6    |
| 1    | 0   | 1    | 3    |
| 20   | 0   | 4    | 37   |
| 559  | 423 | 560  | 538  |
| 3.58 | 0   | 0.71 | 6.88 |
| 58   | 41  | 58   | 56   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 53.25 |
| 2.93  |
| 2080  |

TABLE 53

COUNTY Okmulgee

PAPER Okmulgee Co. News

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety        | 4-H & FFA     | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|---------------|---------------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  | $\frac{1}{5}$   |                 |                |                |               |               |          |         |               | 5                | 1                 |
| Country Corres.   |                  |                 |                 |                |                | $\frac{1}{2}$ |               |          |         |               |                  |                   |
| Co. Agent         | $\frac{6}{13}$   | $\frac{1}{3}$   |                 |                |                | $\frac{3}{7}$ | $\frac{1}{4}$ |          |         |               | 33               | 6                 |
| Home D. Agent     |                  |                 |                 |                |                |               | $\frac{1}{8}$ |          |         |               | 8                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |                |               | $\frac{1}{2}$ |          |         |               | 2                | 1                 |
| Other Gov't Agen. |                  |                 |                 |                |                |               |               |          |         |               |                  |                   |
| College Agen.     | $\frac{1}{3}$    | $\frac{7}{4}$   |                 |                |                |               | $\frac{6}{4}$ |          |         |               | 9                | 1                 |
| Synd.             | $\frac{7}{10}$   | $\frac{5}{6}$   | $\frac{5}{12}$  |                |                |               |               |          |         |               | 4                | 2                 |
| Misc.             |                  |                 |                 | $\frac{2}{10}$ |                |               |               |          |         |               | 28               | 3                 |
|                   |                  |                 |                 |                | $\frac{3}{13}$ |               |               |          |         | $\frac{1}{4}$ | 10               | 1                 |
|                   |                  |                 |                 |                |                |               | $\frac{1}{8}$ |          |         |               | 13               | 4                 |
|                   |                  |                 |                 |                |                |               |               |          |         |               | 8                | 1                 |
|                   |                  |                 |                 |                |                |               |               |          |         |               | 87               | 0                 |
|                   |                  |                 |                 |                |                |               |               |          |         |               | 13               | 0                 |
| Total No. Inches  | 10               | 31              | 12              |                | 13             |               | 17            |          |         | 4             | 35               | 6                 |
|                   | 3                | 9               |                 | 10             |                | 4             | 18            | 3        |         |               | 35               | 12                |
| Total No. Stories | 1                | 5               | 1               |                | 1              |               | 4             |          |         | 1             |                  | 13                |
|                   | 1                |                 |                 | 1              |                | 1             | 3             | 1        |         |               | 6                | 2                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |    |      |      |
|-------|----|------|------|
| 5     | 12 | 19   | 26   |
| 8     |    | 8    | 8    |
| 13    |    | 6    | 2    |
| 87    |    | 35   | 12   |
| 359   |    | 507  | 343  |
| 23.12 |    | 6.90 | 3.50 |
| 42    |    | 59   | 40   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 47   |
| 8.48 |
| 1209 |



TABLE 54

COUNTY Osage

PAPER

Osage Journal (Pawhuska)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Synd.             | $\frac{1}{6}$    |                 |                 |                |           |        |           |          |         |               | 6                | 0 1               |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  | 0 0               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 0 6              | 0 1               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 0 0              | 0 0               |
| Total No. Inches  | 6                |                 |                 |                |           |        |           |          |         |               | 0 6              |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 0 0              |                   |
| Total No. Stories | 1                |                 |                 |                |           |        |           |          |         |               |                  | 0 1               |
|                   |                  |                 |                 |                |           |        |           |          |         |               |                  | 0 0               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|     |      |     |     |
|-----|------|-----|-----|
| 6   | 13   | 20  | 27  |
| 4   | 4    | 4   | 4   |
| 0   | 1    | 0   | 0   |
| 0   | 6    | 0   | 0   |
| 350 | 298  | 403 | 327 |
| 0   | 2.01 | 0   | 0   |
| 52  | 44   | 60  | 49  |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 51.25 |
| 0.44  |
| 1378  |

TABLE 55

COUNTY Pawnee PAPER Pawnee Chief

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        |           |          | 1/2     |               | 14               | 2                 |
| Country Corres.   |                  |                 |                 |                |           |        |           |          | 1/2     | 7             | 15               | 1                 |
| Co. Agent         | 4/16             |                 |                 |                |           |        | 4/8       | 8/8      | 4/6     |               | 12               | 2                 |
|                   | 8/15             | 8/6             |                 |                |           |        |           | 7/14     |         |               | 21               | 2                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           | 4/6      |         |               | 6                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |                  | 1/4             |                 |                |           |        |           |          |         |               | 4                | 1                 |
| College Agen.     | 7/8              |                 |                 |                | 4/3       |        |           |          |         |               | 8                | 1                 |
| Synd.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 20               | 3                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 42               | 5                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 27               | 3                 |
| Total No. Inches  | 8                | 16              |                 |                | 3         |        | 4         | 8        | 12      | 14            | 20               | 42                |
|                   | 15               | 10              |                 |                |           |        |           |          | 14      | 2             | 2                | 11                |
| Total No. Stories | 1                | 1               |                 |                | 1         |        | 1         | 1        | 2       | 2             |                  | 5                 |
|                   | 1                | 2               |                 |                |           |        |           | 1        | 1       | 1             | 1                | 5                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pet.  
 Text Pet.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 10   | 12   | 12   | 12   |
| 3    | 5    | 3    | 5    |
| 20   | 42   | 27   | 30   |
| 525  | 576  | 655  | 664  |
| 3.81 | 7.29 | 4.12 | 4.52 |
| 38   | 35   | 39   | 40   |

Av. Text Pet.  
 Av. Agri. Text Pet.  
 Total text of  
 Four Issues

|      |
|------|
| 38   |
| 9.05 |
| 2420 |

TABLE 56

COUNTY **Payne** PAPER **Stillwater Gazette**

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics  | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|------------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |            |        |           |          |         |               |                  |                   |
| Country Corres.   |                  |                 |                 |                |            |        |           | 6/4      |         |               | 4                | 1                 |
| Co. Agent         |                  |                 |                 |                |            |        |           |          |         | 8/15<br>6/13  | 18<br>13         | 1<br>1            |
| Home D. Agent     |                  |                 |                 | 12/13<br>18/22 | 6/22       |        |           |          |         |               | 12<br>18         | 1<br>2            |
| Voc. Agr.         |                  |                 |                 |                |            |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |                  | 2/8             |                 |                |            |        | 7/10      |          |         |               | 2<br>10          | 1<br>1            |
| College Agen.     | 3/12             | 6/5             |                 |                | 6/9        |        |           | 3/2      |         |               | 9<br>3           | 1<br>1            |
| Synd.             | 6/3<br>6/3       | 6/7<br>1/3      | 1/5             |                | 5/3<br>7/7 | 3/18   | 1/3       |          |         | 5/20<br>3/15  | 3/18<br>23/18    | 5/23<br>5/6       |
| Misc.             |                  |                 |                 |                |            |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |            |        |           |          |         |               | 79               | 23                |
|                   |                  |                 |                 |                |            |        |           |          |         |               | 86               | 11                |
| Total No. Inches  | 3                | 14              | 5               | 12             | 12         |        |           |          |         | 38            | 18               | 79                |
|                   | 6                | 3               |                 | 18             | 22         | 14     | 18        | 3        | 15      | 4             | 28               | 86                |
| Total No. Stories | 1                | 3               | 1               | 1              | 2          |        |           |          |         |               | 2                | 1                 |
|                   | 2                | 1               |                 | 1              | 1          | 2      | 1         | 1        | 2       | 1             | 2                | 11                |
|                   |                  |                 |                 |                |            |        |           |          |         |               |                  | 3                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 13   | 20   | 27   |
| 2    | 2    | 2    | 2    |
| 9    | 2    | 11   | 3    |
| 79   | 23   | 86   | 23   |
| 1202 | 1222 | 1239 | 1073 |
| 6.57 | 1.87 | 6.94 | 2.14 |
| 82   | 84   | 85   | 73   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 81   |
| 4.87 |
| 4742 |



TABLE 57

COUNTY Pittsburgh PAPER McAlester Democrat

| TYPES             | Animal Husbandry             | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings      | Markets | Miscellaneous                 | Total No. Inches | Total No. Stories |
|-------------------|------------------------------|-----------------|-----------------|----------------|----------------|--------|---------------|---------------|---------|-------------------------------|------------------|-------------------|
| Local Staff       | $\frac{1}{20}$               | $\frac{1}{4}$   |                 |                |                |        | $\frac{1}{8}$ | $\frac{1}{8}$ |         |                               | 28 15            | 2 3               |
|                   | $\frac{1}{20}$               | $\frac{1}{3}$   |                 |                |                |        | $\frac{1}{7}$ | $\frac{1}{4}$ |         | $\frac{1}{28}$ $\frac{1}{16}$ | 58 20            | 4 2               |
| Country Corres.   |                              |                 |                 |                |                |        | $\frac{1}{2}$ |               |         |                               | 2                | 1                 |
| Co. Agent         |                              | $\frac{1}{3}$   |                 |                |                |        |               |               |         | $\frac{7}{47}$                | 47 3             | 1 1               |
| Home D. Agent     |                              |                 |                 |                |                |        |               |               |         |                               |                  |                   |
| Voc. Agr.         |                              |                 |                 |                |                |        |               |               |         |                               |                  |                   |
| Other Gov't Agen. |                              | $\frac{1}{10}$  |                 |                |                |        |               |               |         | $\frac{1}{8}$                 | 18               | 2                 |
| College Agen.     | $\frac{2}{6}$ $\frac{3}{36}$ |                 |                 | $\frac{4}{5}$  | $\frac{7}{12}$ |        |               |               |         | $\frac{2}{7}$                 | 12               | 1                 |
|                   |                              | $\frac{2}{11}$  |                 |                |                |        |               |               |         |                               | 7 47             | 1 3               |
|                   |                              |                 |                 |                |                |        |               |               |         |                               | 11               | 1                 |
| Synd.             |                              |                 |                 |                |                |        |               |               |         |                               |                  |                   |
| Misc.             |                              | $\frac{4}{5}$   |                 |                |                |        |               |               |         |                               | 5                | 1                 |
|                   | $\frac{6}{8}$                |                 |                 |                |                |        |               |               |         |                               | 8                | 1                 |
|                   |                              |                 |                 |                |                |        |               |               |         |                               | 100 72           | 6 9               |
|                   |                              |                 |                 |                |                |        |               |               |         |                               | 58 51            | 4 5               |
| Total No. Inches  | 20 42                        | 10 12           |                 | 5              |                |        | 8 13          | 4             |         | 62                            | 100 72           |                   |
|                   | 20 8                         | 3 11            |                 |                | 12             |        | 7             |               |         | 28 16                         | 58 51            |                   |
| Total No. Stories | 1 2                          | 1 3             |                 | 1              |                |        | 1 3           |               |         | 3                             |                  | 6 9               |
|                   | 1 1                          | 1 1             |                 |                | 1              |        | 1             | 1             |         | 1 1                           |                  | 4 5               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|       |      |       |      |
|-------|------|-------|------|
| 5     | 12   | 19    | 26   |
| 8     | 8    | 6     | 8    |
| 6     | 9    | 4     | 5    |
| 100   | 72   | 58    | 51   |
| 648   | 759  | 482   | 659  |
| 11.83 | 9.49 | 12.05 | 7.74 |
| 65    | 58   | 36    | 31   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 56    |
| 10.24 |
| 2745  |

COUNTY Pontotoc PAPER Ada Times-Democrat TABLE 58

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings             | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------------------|---------|---------------|------------------|-------------------|
| Local Staff       | 1/4              |                 |                 |                |           |        |           | 1/4                  |         | 1/4           | 14               | 3                 |
| Country Corres.   |                  |                 |                 |                |           |        |           | 1/4                  |         |               | 4                | 1                 |
| Co. Agent         | 1/4              |                 |                 |                |           |        |           |                      |         |               | 4                | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           |                      |         | 1/4 1/3       | 4 3              | 1 1               |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |                      |         |               |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           |                      |         |               |                  |                   |
| Col-lege Agen.    |                  |                 |                 |                |           |        |           |                      |         |               |                  |                   |
| Synd.             |                  |                 |                 |                |           |        |           |                      |         |               |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |           | 9/10 5/4 7/3 8/7 9/1 |         |               | 4 19             | 1 6               |
|                   |                  |                 |                 |                |           |        |           |                      |         |               | 18 3             | 4 1               |
|                   |                  |                 |                 |                |           |        |           |                      |         |               | 4 27             | 1 8               |
| Total No. Inches  | 5                |                 |                 |                |           |        |           | 5                    |         | 8 3           | 19 3             |                   |
|                   | 4                |                 |                 |                |           |        |           | 2 4 21               |         |               | 4 27             |                   |
| Total No. Stories | 1                |                 |                 |                |           |        |           | 1                    |         | 2 1           |                  | 4 1               |
|                   | 1                |                 |                 |                |           |        |           | 1 1 6                |         |               |                  | 1 8               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 10   | 12   |
| 4    | 1    | 1    | 8    |
| 18   | 3    | 4    | 27   |
| 493  | 420  | 479  | 498  |
| 3.65 | 0.71 | 0.84 | 5.42 |
| 51   | 44   | 43   | 42   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 45   |
| 2.75 |
| 1890 |



TABLE 59

COUNTY Pottawatomie

PAPER Shawnee American

| SOURCES           | TYPES  |                                 |                 |                |           |        |                                |               |         |               |   |                   |
|-------------------|--|---------------------------------|-----------------|----------------|-----------|--------|--------------------------------|---------------|---------|---------------|---|-------------------|
|                   | Animal Husbandry   | Soils and Crops                 | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA                      | Meetings      | Markets | Miscellaneous | Total No. Inches                        | Total No. Stories |
| Local Staff       |  |                                 |                 |                |           |        |                                |               |         |               |   |                   |
| Country Corres.   |  |                                 |                 |                |           |        |                                |               |         |               |   |                   |
| Co. Agent         |  |                                 |                 |                |           |        |                                |               |         |               |   |                   |
| Home D. Agent     |  |                                 |                 |                |           |        |                                |               |         |               |   |                   |
| Voc. Agr.         | $\frac{4}{12}$   |                                 |                 |                |           |        |                                |               |         |               |   |                   |
| Other Gov't Agen. | $\frac{1}{6}$<br>$\frac{3}{9}$<br>$\frac{3}{10}$<br>$\frac{4}{10}$ | $\frac{3}{9}$<br>$\frac{4}{10}$ | $\frac{4}{26}$  |                |           |        |                                |               |         |               | 6 47                                    | 1 3               |
| College Agen.     | $\frac{1}{6}$<br>$\frac{3}{5}$<br>$\frac{3}{3}$<br>$\frac{3}{7}$   | $\frac{3}{5}$<br>$\frac{3}{3}$  |                 | $\frac{1}{8}$  |           |        | $\frac{3}{3}$<br>$\frac{1}{5}$ |               |         |               | $\frac{4}{5}$<br>34 11 5 2<br>22 24 3 5 |                   |
| Synd.             | $\frac{4}{7}$  | $\frac{4}{3}$                   |                 |                |           |        |                                |               |         |               |   |                   |
| Misc.             | $\frac{1}{5}$<br>$\frac{1}{16}$                                    |                                 |                 | $\frac{4}{18}$ |           |        |                                | $\frac{1}{8}$ |         |               | 5 8 1 1<br>16 9 1 2                     |                   |
|                   |  |                                 |                 |                |           |        | $\frac{3}{4}$                  |               |         |               | 45 66 7 6                               |                   |
| Total No. Inches  | 45 21  | 26                              |                 | 8              |           |        | 3                              | 8             |         |               | 45 66                                   |                   |
|                   | 30   | 14                              |                 | 18 8           |           |        | 5                              | 9             |         | 5             | 38 51                                   |                   |
| Total No. Stories | 7 2  | 1                               |                 | 1              |           |        | 1                              | 1             |         |               |   | 7 6               |
|                   | 3  | 3                               |                 | 1 1            |           |        | 1                              | 2             |         | 1             |   | 4 8               |

Date  
No. Pages  
No. Stories  
Agri. Text Inches  
Total Text Per Issue  
Agri. Text Pct.  
Text Pct.

|       |       |       |       |
|-------|-------|-------|-------|
| 6     | 13    | 20    | 27    |
| 4     | 4     | 4     | 4     |
| 7     | 6     | 4     | 8     |
| 45    | 66    | 38    | 51    |
| 290   | 414   | 348   | 377   |
| 15.52 | 15.94 | 10.92 | 13.53 |
| 48    | 26    | 38    | 33    |

Av. Text Pct.  
Av. Agri. Text Pct.  
Total text of  
Four Issues

|       |
|-------|
| 36.25 |
| 14.00 |
| 1,429 |

TABLE 60

COUNTY Pushmataha

PAPER Antlers - American

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA      | Meetings | Markets | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|----------------|----------|---------|----------------|------------------|-------------------|
| Local Staff       |                  | $\frac{1}{4}$   |                 |                |           |        |                |          |         |                | 4                | 1                 |
|                   |                  | $\frac{1}{6}$   |                 |                |           |        |                |          |         |                | 6                | 1                 |
| Country Corres.   |                  |                 |                 |                |           |        |                |          |         |                |                  |                   |
| Co. Agent         |                  | $\frac{6}{15}$  |                 |                |           |        |                |          |         | $\frac{3}{7}$  | 15               | 7 1 1             |
| Home D. Agent     |                  |                 |                 |                |           |        | $\frac{1}{14}$ |          |         |                | 14               | 1                 |
|                   |                  |                 |                 |                |           |        |                |          |         | $\frac{3}{7}$  | 7                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |                |          |         |                |                  |                   |
| Other Gov't Agen. |                  | $\frac{9}{5}$   |                 |                |           |        |                |          |         |                | 9                | 1                 |
|                   |                  | $\frac{5}{4}$   |                 |                |           |        |                |          |         | $\frac{4}{5}$  | 5 4              | 1 1               |
| Col-lege Agen.    |                  |                 |                 |                |           |        |                |          |         | $\frac{3}{12}$ | 12               | 1                 |
| Synd.             |                  |                 |                 |                |           |        |                |          |         |                |                  |                   |
| Misc.             |                  |                 |                 |                |           |        |                |          |         |                |                  |                   |
|                   |                  |                 |                 |                |           |        |                |          |         |                | 39 0             | 4 0               |
|                   |                  |                 |                 |                |           |        |                |          |         |                | 26 18 3          | 3                 |
| Total No. Inches  | 13               |                 |                 |                |           |        | 14             |          |         | 12             | 39 0             |                   |
|                   | 21 4             |                 |                 |                |           |        |                |          |         | 5 14           | 26 18            |                   |
| Total No. Stories | 2                |                 |                 |                |           |        | 1              |          |         | 1              |                  | 4 0               |
|                   | 2 1              |                 |                 |                |           |        |                |          |         | 1 2            |                  | 3 3               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |     |      |      |
|------|-----|------|------|
| 5    | 12  | 19   | 26   |
| 6    | 8   | 6    | 6    |
| 4    | 0   | 2    | 3    |
| 39   | 0   | 26   | 18   |
| 511  | 614 | 495  | 451  |
| 7.63 | 0   | 5.25 | 3.99 |
| 51   | 46  | 49   | 45   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 47.75 |
| 4.01  |
| 2071  |

TABLE 61

COUNTY Roger Mills PAPER Cheyenne Star

| TYPES             | Animal Husbandry             | Soils and Crops              | Ag. Engineering | Home Economics | Economics      | Safety         | 4-H - FFA      | Meetings       | Markets | Miscellaneous               | Total No. Inches | Total No. Stories |
|-------------------|------------------------------|------------------------------|-----------------|----------------|----------------|----------------|----------------|----------------|---------|-----------------------------|------------------|-------------------|
| Local Staff       | $\frac{1}{10}$ $\frac{1}{8}$ |                              | $\frac{1}{4}$   |                |                |                |                |                |         |                             | 10 15            | 1 2               |
| Country Corres    |                              |                              |                 |                |                |                | $\frac{1}{16}$ | $\frac{1}{14}$ |         |                             | 2 14             | 1                 |
| Co. Agent         |                              |                              |                 |                |                |                |                | $\frac{1}{12}$ |         |                             | 2                | 1                 |
| Home D. Agent     |                              |                              |                 |                |                |                |                |                |         |                             |                  |                   |
| Voc. Agr.         |                              |                              |                 |                |                |                |                |                |         |                             |                  |                   |
| Other Gov't Agen. | $\frac{1}{4}$                | $\frac{10}{6}$ $\frac{1}{5}$ |                 |                | $\frac{1}{11}$ |                |                | $\frac{3}{2}$  |         |                             | 8                | 2                 |
| College Agen.     |                              |                              |                 |                |                |                |                |                |         |                             | 4 16             | 1 2               |
| Synd.             |                              |                              |                 |                |                |                | $\frac{1}{5}$  |                |         |                             | 5                | 1                 |
| Misc.             | $\frac{1}{2}$ $\frac{1}{2}$  | $\frac{1}{11}$               |                 |                | $\frac{1}{5}$  | $\frac{6}{16}$ | $\frac{2}{17}$ |                |         | $\frac{1}{3}$ $\frac{1}{2}$ | 5 16 37          | 2 1 5             |
|                   |                              |                              |                 |                |                |                |                |                |         |                             | 15 55            | 3 7               |
|                   |                              |                              |                 |                |                |                |                |                |         |                             | 56 21            | 9 3               |
| Total No. Inches  | 12 8                         | 6                            | 7               |                | 5 11           | 16             | 17 5           | 13             | 18      | 3                           | 15 55            |                   |
| Total No. Stories | 2 1                          | 1 1                          | 1               |                | 1 1            | 1              | 1 1 2          | 3              |         | 1                           |                  | 3 7               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |       |       |      |
|------|-------|-------|------|
| 5    | 12    | 19    | 26   |
| 6    | 8     | 6     | 6    |
| 2    | 7     | 9     | 3    |
| 15   | 55    | 56    | 21   |
| 304  | 276   | 324   | 266  |
| 4.95 | 19.95 | 17.28 | 7.89 |
| 36   | 25    | 39    | 32   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 34    |
| 12.56 |
| 1170  |



TABLE 62

COUNTY Rogers

PAPER Rogers County News (Claremore)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       | 15 1/2           |                 |                 |                |           |        |           | 5 1/2    | 2 1/2   | 2 1/2         | 23               | 3                 |
| Country Corres.   |                  |                 |                 |                |           |        |           |          |         |               | 4                | 1                 |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Home D. Agent     |                  |                 |                 | 10 6/8         |           |        | 4 1/8     | 3 3/8    |         | 4 1/2         | 15 1/4           | 2 2               |
| Voc. Agr.         |                  |                 |                 |                |           |        |           | 2 1/2    |         |               | 2                | 1                 |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Synd.             |                  |                 |                 |                |           |        |           |          | 1 1/4   |               | 4                | 1                 |
| Misc.             | 1 1/2            | 4 1/5           |                 |                |           |        |           | 1 1/5    | 1 1/4   |               | 26 4 4 1         | 1                 |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 19 46            | 3 6               |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 34 13            | 7 4               |
| Total No. Inches  | 22               | 16              | 5               | 10             | 2         |        | 4         | 4 9      | 5 11    |               | 19 46            |                   |
| Total No. Stories | 1                | 2               | 1               | 1              | 1         |        | 1         | 1 1      | 2 1     |               |                  | 3 6               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 10   | 17   | 25   | 31   |
| 6    | 6    | 6    | 6    |
| 3    | 6    | 7    | 4    |
| 19   | 46   | 34   | 13   |
| 694  | 599  | 680  | 684  |
| 2.15 | 7.68 | 5.00 | 0.58 |
| 69   | 59   | 67   | 68   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 35.75 |
| 4.22  |
| 2657  |



TABLE 63

COUNTY Seminole PAPER Wewoka Capital-Democrat

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA | Meetings | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|-----------|----------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |           |        | 6/11      |          |         |               | 6                | 1                 |
| Country Corres.   |                  |                 |                 |                |           |        |           | 20/11    |         |               | 20               | 1                 |
| Co. Agent         |                  |                 |                 |                |           |        |           |          |         | 10/20         | 10               | 1                 |
| Home D. Agent     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                |           |        |           |          | 12/5    |               | 12               | 1                 |
| College Agen.     |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
| Synd.             | 8/8              | 7/11            | 1/11            |                |           |        |           | 8/8      | 8/8     |               | 122 1/2          | 2 1/4             |
|                   | 8/8              | 1/14            |                 | 1/8            | 6/14      |        |           | 2/4      | 6/15    | 2/15          | 21 1/2           | 2 1/2             |
| Misc.             |                  |                 |                 |                |           |        |           |          |         |               |                  |                   |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 18 26            | 3 1/4             |
|                   |                  |                 |                 |                |           |        |           |          |         |               | 35 61            | 4 1/2             |
| Total No. Inches  | 8                | 7 18            |                 |                |           |        | 6         |          | 5 5     |               | 18 26            |                   |
|                   | 8                | 14              |                 |                | 3 14      |        | 2         |          | 15 27   | 15 35 61      |                  |                   |
| Total No. Stories | 1                | 2               |                 |                |           |        | 1         |          | 1       |               |                  | 3 1/4             |
|                   | 1                | 1               |                 |                | 1         |        | 1         |          | 2 2     | 1             |                  | 4 6               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 13   | 20   | 27   |
| 6    | 6    | 6    | 6    |
| 3    | 4    | 4    | 7    |
| 18   | 26   | 35   | 61   |
| 657  | 801  | 724  | 786  |
| 2.74 | 3.25 | 4.83 | 7.76 |
| 67   | 81   | 74   | 80   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 75.5 |
| 4.72 |
| 2968 |

TABLE 64

COUNTY Sequoyah

PAPER

Sequoyah County Times (Sallisaw)

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics | Safety | 4-H - FFA     | Meetings      | Markets       | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|-----------|--------|---------------|---------------|---------------|---------------|------------------|-------------------|
| Local Staff       | $\frac{1}{7}$    |                 |                 |                |           |        |               |               | $\frac{1}{1}$ | $\frac{1}{1}$ | 2 9 1 2          | 2 2 1 1           |
| Country Corres.   |                  |                 |                 |                |           |        |               |               |               |               |                  |                   |
| Co. Agent         |                  |                 |                 |                |           |        |               |               |               |               |                  |                   |
| Home D. Agent     |                  |                 |                 |                |           |        | $\frac{1}{8}$ |               |               |               | 8                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |           |        |               |               |               |               |                  |                   |
| Other Gov't Agen. |                  | $\frac{9}{15}$  |                 |                |           |        | $\frac{7}{3}$ |               | $\frac{1}{2}$ |               | 11 3 2 1         | 15 17 1 3         |
| College Agen.     |                  |                 | $\frac{4}{3}$   |                |           |        |               | $\frac{6}{4}$ |               |               | 4                | 1                 |
| Synd.             | $\frac{7}{33}$   |                 |                 |                |           |        |               |               |               |               | 33               | 1                 |
| Misc.             | $\frac{4}{6}$    |                 |                 |                |           |        |               |               |               |               | 6                | 1                 |
|                   |                  |                 |                 |                |           |        |               |               |               |               | 21 12 4 3        |                   |
|                   |                  |                 |                 |                |           |        |               |               |               |               | 21 58 3 6        |                   |
| Total No. Inches  | 7 9              |                 |                 |                |           |        | 2 5 2 2 2     |               |               |               | 21 12            |                   |
|                   | 39 15            |                 | 3               |                |           |        | 4 2 10        |               | 6             |               | 21 58            |                   |
| Total No. Stories | 1 1              |                 |                 |                |           |        | 1 1 1 1 1     |               |               |               |                  | 4 3               |
|                   | 2 1              |                 | 1               |                |           |        | 1 1 2         |               | 1             |               |                  | 3 6               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 13   | 20   | 27   |
| 8    | 12   | 8    | 12   |
| 4    | 5    | 3    | 5    |
| 21   | 12   | 21   | 58   |
| 501  | 689  | 495  | 788  |
| 4.19 | 1.74 | 4.24 | 7.36 |
| 39   | 36   | 39   | 41   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 39.75 |
| 4.53  |
| 2473  |

TABLE 65

COUNTY Stephens PATTER Duncan Eagle

| SOURCES           | Animal Husbandry |   | Soils and Crops |      | Ag. Engineering |   | Home Economics |     | Economics |  | Safety |  | 4-H - FFA |    | Meetings |     | Markets |     | Miscellaneous |     | Total No. Inches |    | Total No. Stories |    |   |
|-------------------|------------------|---|-----------------|------|-----------------|---|----------------|-----|-----------|--|--------|--|-----------|----|----------|-----|---------|-----|---------------|-----|------------------|----|-------------------|----|---|
|                   | Local Staff      |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  |    |                   |    |   |
|                   |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     | 2                | 2  | 1                 | 1  |   |
|                   | 2/1              |   |                 |      |                 |   |                |     |           |  |        |  |           |    | 4-1      |     | 2/8     | 2/8 |               |     | 9                | 2  | 3                 | 1  |   |
| Country Corres    |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    | 4        | 5   |         |     |               |     | 3                | 11 | 1                 | 1  |   |
|                   |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    | 3/1      | 3/5 |         |     |               |     | 6                | 3  | 2                 | 1  |   |
| Co. Agent         |                  |   | 3/7             |      |                 |   |                |     | 3/3       |  |        |  |           |    |          |     |         |     |               |     | 10               |    | 2                 |    |   |
|                   |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     | 3/3           |     | 8                |    | 1                 |    |   |
| Home D. Agent     |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  |    |                   |    |   |
| Voc. Agr.         |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  |    |                   |    |   |
| Other Gov't Agen. |                  |   |                 | 4/10 |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  | 10 | 1                 |    |   |
|                   |                  |   | 3/19            |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     | 19               |    | 1                 |    |   |
| College Agen.     | 8/10             |   | 4/2             |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               | 8/6 | 13               |    | 3                 |    |   |
|                   | 5/5              |   | 5/5             |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     | 10               | 18 | 4                 | 3  |   |
|                   | 10/9             |   | 2/2             |      |                 |   |                | 5/7 | 10/7      |  |        |  |           |    |          |     |         |     |               |     | 29               | 18 | 4                 | 3  |   |
| Synd.             | 6/10             |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  |    |                   |    |   |
| Misc.             | 10/22            |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  | 22 | 1                 |    |   |
|                   |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  | 28 | 23                | 7  | 3 |
|                   |                  |   |                 |      |                 |   |                |     |           |  |        |  |           |    |          |     |         |     |               |     |                  | 93 | 23                | 12 | 5 |
| Total No. Inches  | 5                | 9 | 10              |      |                 |   |                | 3   |           |  |        |  |           | 3  | 11       | 2   | 2       | 6   |               |     | 28               | 23 |                   |    |   |
|                   | 45               | 9 | 21              | 2    |                 | 7 | 7              |     |           |  |        |  |           | 10 | 3        | 2   | 2       | 8   |               |     | 93               | 23 |                   |    |   |
| Total No. Stories | 1                | 2 | 1               |      |                 |   |                | 1   |           |  |        |  |           | 1  | 1        | 1   | 1       | 1   |               |     |                  |    | 7                 | 3  |   |
|                   | 4                | 1 | 2               | 1    |                 | 1 | 1              |     |           |  |        |  |           | 3  | 1        | 1   | 1       | 1   |               |     |                  |    | 12                | 5  |   |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |      |
|------|------|-------|------|
| 5    | 12   | 19    | 26   |
| 8    | 8    | 12    | 8    |
| 7    | 3    | 12    | 5    |
| 28   | 23   | 93    | 23   |
| 525  | 428  | 535   | 547  |
| 5.33 | 5.37 | 17.38 | 4.20 |
| 47   | 49   | 68    | 57   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 55.25 |
| 8.21  |
| 2035  |



TABLE 66

COUNTY Texas

PAPER The Guymon Observer

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings      | Markets | Miscellaneous | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|--------|---------------|---------------|---------|---------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                | $\frac{1}{12}$ |        |               |               |         | $\frac{1}{6}$ | 18               | 2                 |
| Country Corres.   |                  |                 |                 |                | $\frac{1}{12}$ |        |               |               |         |               | 2                | 1                 |
| Co. Agent         |                  |                 |                 |                |                |        | $\frac{1}{6}$ | $\frac{1}{4}$ |         |               | 10               | 2                 |
| Home D. Agent     |                  |                 |                 |                |                |        |               |               |         |               |                  |                   |
| Voc. Agr.         |                  |                 |                 |                |                |        |               |               |         |               |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                | $\frac{1}{6}$  |        |               |               |         |               | 6                | 1                 |
| College Agen.     |                  |                 |                 |                |                |        |               |               |         |               |                  |                   |
| Synd.             |                  |                 |                 |                |                |        |               |               |         |               |                  |                   |
| Misc.             |                  |                 |                 |                | $\frac{1}{5}$  |        |               |               |         |               | 5                | 1                 |
|                   |                  |                 |                 |                |                |        |               |               |         |               | 33               | 0                 |
|                   |                  |                 |                 |                |                |        |               |               |         |               | 2                | 6                 |
| Total No. Inches  |                  |                 |                 |                | 17             |        | 6             | 4             |         | 6             | 33               | 0                 |
|                   |                  |                 |                 |                | 2              | 6      |               |               |         |               | 2                | 6                 |
| Total No. Stories |                  |                 |                 |                | 2              |        | 1             | 1             |         | 1             |                  | 5                 |
|                   |                  |                 |                 |                | 1              | 1      |               |               |         |               |                  | 1                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |     |      |      |
|------|-----|------|------|
| 5    | 12  | 19   | 26   |
| 8    | 10  | 8    | 8    |
| 5    | 0   | 1    | 1    |
| 33   | 0   | 2    | 6    |
| 435  | 412 | 337  | 312  |
| 7.59 | 0   | 0.59 | 2.56 |
| 46   | 35  | 35   | 33   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 37.25 |
| 2.74  |
| 1496  |





TABLE 68

COUNTY Wagoner

PAPER Wagoner Record - Democrat

| SOURCES               | Animal Husbandry              | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA      | Meetings       | Markets       | Miscellaneous  | Total No. Inches | Total No. Stories |
|-----------------------|-------------------------------|-----------------|-----------------|----------------|----------------|--------|----------------|----------------|---------------|----------------|------------------|-------------------|
| Local Staff           |                               |                 |                 |                | $\frac{1}{14}$ |        | $\frac{2}{3}$  | $\frac{10}{5}$ | $\frac{1}{2}$ |                | 5 2 1 1          |                   |
| Country Correspondent |                               |                 |                 |                |                |        |                | $\frac{4}{7}$  | $\frac{1}{2}$ |                | 11 21 2 2        |                   |
| Co. Agent             |                               | $\frac{1}{5}$   |                 |                |                |        | $\frac{1}{4}$  |                |               |                | 4 1              |                   |
| Home D. Agent         |                               |                 |                 | $\frac{2}{22}$ |                |        | $\frac{1}{6}$  |                |               |                | 6 5 1 1          |                   |
| Voc. Agr.             |                               |                 |                 |                |                |        | $\frac{7}{32}$ |                |               |                | 32 1             |                   |
| Other Gov't Agen.     | $\frac{8}{8}$                 |                 |                 |                | $\frac{3}{3}$  |        |                |                |               |                | 8 3 1 1          |                   |
| College Agen.         | $\frac{8}{12}$ $\frac{7}{11}$ | $\frac{3}{5}$   |                 |                |                |        |                |                |               | $\frac{2}{6}$  | 14 1             |                   |
|                       | $\frac{8}{10}$ $\frac{5}{11}$ |                 | $\frac{2}{10}$  | $\frac{3}{10}$ |                |        |                |                |               |                | 17 17 2 2        |                   |
|                       |                               |                 |                 |                |                |        |                |                |               |                | 20 21 2 2        |                   |
| Synd.                 |                               |                 |                 |                |                |        | $\frac{8}{7}$  |                |               |                | 7 1              |                   |
| Misc.                 |                               |                 |                 |                | $\frac{6}{9}$  |        |                |                |               | $\frac{6}{33}$ | 33 1             |                   |
|                       |                               |                 |                 |                |                |        |                |                |               |                | 9 1              |                   |
|                       |                               |                 |                 |                |                |        |                |                |               |                | 59 26 6 5        |                   |
|                       |                               |                 |                 |                |                |        |                |                |               |                | 92 80 8 6        |                   |
| Total No. Inches      | 20 11 5                       |                 |                 | 22             | 3              |        | 7 4 5          |                | 2             | 6              | 59 26            |                   |
|                       |                               | 21 14 5 10      |                 | 10             | 9 14           |        | 47             |                | 7 2           | 33             | 92 80            |                   |
| Total No. Stories     | 2 1 1                         |                 | 1               |                | 1              |        | 1 1 1          |                | 1             | 1              | 6 5              |                   |
|                       |                               | 2 1 1 1         |                 | 1              | 1 1            |        | 3              |                | 1 1           | 1              | 8 6              |                   |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |       |       |
|------|------|-------|-------|
| 5    | 12   | 19    | 26    |
| 10   | 8    | 8     | 10    |
| 6    | 4    | 7     | 6     |
| 59   | 26   | 92    | 80    |
| 615  | 409  | 560   | 527   |
| 9.59 | 4.89 | 16.43 | 13.63 |
| 44   | 37   | 50    | 42    |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 43.25 |
| 11.84 |
| 2171  |

TABLE 69  
 COUNTY Washington PAPER Bartlesville Record

| SOURCES           | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety         | 4-H - FFA | Meetings       | Markets | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|---------------|----------------|-----------|----------------|---------|----------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |               | $\frac{4}{4}$  |           | $\frac{1}{6}$  |         |                | 10               | 2                 |
| Country Corres.   |                  |                 |                 |                | $\frac{3}{4}$ |                |           | $\frac{7}{14}$ |         |                | 4                | 1                 |
| Co. Agent         |                  |                 |                 |                |               | $\frac{7}{13}$ |           |                |         |                | 13               | 1                 |
| Home D. Agent     |                  |                 |                 |                |               |                |           |                |         | $\frac{5}{26}$ | 26               | 1                 |
| Voc. Agr.         |                  |                 |                 |                |               |                |           |                |         |                |                  |                   |
| Other Gov't Agen. |                  |                 |                 |                |               |                |           | $\frac{5}{6}$  |         |                | 6                | 1                 |
| College Agen.     |                  |                 |                 |                | $\frac{7}{5}$ |                |           |                |         |                | 5                | 1                 |
| Synd.             |                  |                 |                 |                |               |                |           |                |         |                |                  |                   |
| Misc.             |                  |                 |                 |                |               |                |           |                |         |                |                  |                   |
|                   |                  |                 |                 |                |               |                |           |                |         |                | 25 10            | 3 2               |
|                   |                  |                 |                 |                |               |                |           |                |         |                | 17 26            | 2 1               |
| Total No. Inches  |                  |                 |                 |                | 5 4           |                |           | 20 6           |         |                | 25 10            |                   |
|                   |                  |                 |                 |                | 4             | 13             |           |                |         | 26             | 17 26            |                   |
| Total No. Stories |                  |                 |                 |                | 1 1           |                |           | 2 1            |         |                |                  | 3 2               |
|                   |                  |                 |                 |                | 1             | 1              |           |                |         | 1              |                  | 2 1               |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 6    | 13   | 20   | 27   |
| 2    | 8    | 8    | 8    |
| 3    | 2    | 2    | 1    |
| 25   | 10   | 17   | 26   |
| 638  | 597  | 700  | 689  |
| 3.92 | 1.68 | 2.43 | 3.77 |
| 48   | 45   | 52   | 51   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 49   |
| 2.97 |
| 2624 |



TABLE 70

COUNTY Washita

PAPER

Cordell Beacon

| TYPES             | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety        | 4-H - FFA      | Meetings       | Markets        | Miscellaneous  | Total No. Inches | Total No. Stories |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|------------------|-------------------|
| Local Staff       |                  |                 |                 |                |                |               |                | 1              |                |                | 2                | 1                 |
| Country Corres.   |                  |                 |                 |                |                |               | $\frac{10}{1}$ |                |                |                | 1                | 1                 |
| Co. Agent         |                  |                 |                 |                |                | $\frac{1}{2}$ | $\frac{10}{3}$ | $\frac{5}{20}$ |                |                | 20               | 1                 |
|                   |                  |                 |                 |                |                | $\frac{1}{3}$ | $\frac{10}{2}$ | $\frac{1}{3}$  | $\frac{1}{14}$ |                | 20               | 19                |
|                   |                  |                 |                 |                |                | $\frac{1}{3}$ | $\frac{1}{11}$ |                |                |                | 3                | 11                |
| Home D. Agent     |                  |                 |                 | $\frac{1}{5}$  |                | $\frac{1}{3}$ | $\frac{1}{4}$  | $\frac{10}{3}$ |                |                | 15               | 4                 |
|                   |                  |                 |                 |                |                |               | $\frac{12}{7}$ |                |                |                | 7                | 1                 |
| Voc. Agr.         |                  |                 |                 |                |                |               | $\frac{1}{5}$  |                |                |                | 5                | 1                 |
|                   |                  |                 |                 |                |                |               | $\frac{1}{3}$  |                |                |                | 3                | 2                 |
| Other Gov't Agen. | $\frac{12}{7}$   | $\frac{12}{3}$  |                 |                |                |               | $\frac{1}{5}$  |                |                |                | 7                | 3                 |
|                   |                  | $\frac{10}{5}$  |                 |                |                |               |                | $\frac{1}{4}$  |                | $\frac{10}{7}$ | 4                | 12                |
|                   |                  |                 |                 |                |                |               |                |                |                |                | 1                | 2                 |
| College Agen.     |                  |                 |                 |                |                |               |                |                |                |                |                  |                   |
| Synd.             | $\frac{13}{2}$   |                 |                 |                |                |               | $\frac{13}{2}$ |                |                |                | 4                | 2                 |
|                   |                  |                 |                 |                |                |               |                | $\frac{1}{2}$  |                |                |                  |                   |
| Misc.             |                  |                 | $\frac{8}{6}$   |                | $\frac{2}{10}$ |               |                | $\frac{1}{1}$  |                |                | 43               | 6                 |
|                   |                  |                 |                 |                |                |               |                | $\frac{12}{4}$ |                |                | 4                | 1                 |
|                   |                  |                 |                 |                |                |               |                |                |                |                | 67               | 62                |
|                   |                  |                 |                 |                |                |               |                |                |                |                | 27               | 38                |
| Total No. Inches  | 2                | 5               | 6               | 5              | 40             | 2             | 17             | 18             | 10             | 17             | 7                | 67                |
|                   | 7                | 3               |                 |                |                |               | 18             | 11             | 2              | 24             | 27               | 38                |
| Total No. Stories | 1                | 1               | 1               | 1              | 1              | 1             | 2              | 6              | 4              | 2              | 1                | 7                 |
|                   | 1                | 1               |                 |                |                |               | 4              | 1              | 1              | 2              |                  | 6                 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 12   | 14   | 12   | 12   |
| 7    | 14   | 6    | 4    |
| 67   | 62   | 27   | 38   |
| 1296 | 1729 | 517  | 595  |
| 5.17 | 3.59 | 5.22 | 6.39 |
| 67   | 70   | 17   | 31   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 46.25 |
| 4.69  |
| 4137  |



TABLE 71

COUNTY Woods

PAPER Woods County News (Alva)

| SOURCES           | TYPES            |                 |                 |                |               |        |               |               |                                |                                | Total No. Inches |    | Total No. Stories |    |   |
|-------------------|------------------|-----------------|-----------------|----------------|---------------|--------|---------------|---------------|--------------------------------|--------------------------------|------------------|----|-------------------|----|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics     | Safety | 4-H - FFA     | Meetings      | Markets                        | Miscellaneous                  |                  |    |                   |    |   |
| Local Staff       | $\frac{1}{8}$    |                 |                 |                |               |        |               |               | $\frac{1}{2}$<br>$\frac{1}{2}$ | $\frac{1}{2}$<br>$\frac{1}{2}$ | $\frac{6}{13}$   | 2  | 15                | 1  | 2 |
| Country Corres.   |                  |                 |                 |                |               |        |               | $\frac{3}{6}$ |                                |                                |                  | 10 | 2                 | 2  | 1 |
| Co. Agent         | $\frac{1}{11}$   | $\frac{1}{4}$   | $\frac{1}{4}$   |                |               |        | $\frac{1}{3}$ | $\frac{1}{4}$ |                                |                                |                  | 15 | 11                | 2  | 3 |
| Home D. Agent     |                  |                 |                 |                |               |        |               |               |                                |                                |                  |    |                   |    |   |
| Voc. Agr.         |                  |                 |                 |                |               |        | $\frac{1}{3}$ |               |                                |                                |                  | 3  |                   |    | 1 |
| Other Gov't Agen. |                  |                 |                 |                | $\frac{1}{4}$ |        |               |               |                                |                                |                  | 4  |                   |    | 1 |
| College Agen.     |                  |                 |                 |                | $\frac{6}{5}$ |        |               |               |                                |                                |                  | 5  |                   |    | 1 |
| Synd.             |                  |                 |                 |                |               |        |               |               |                                |                                |                  |    |                   |    |   |
| Misc.             |                  |                 |                 |                |               |        |               |               |                                |                                |                  |    |                   |    |   |
|                   |                  |                 |                 |                |               |        |               |               |                                |                                |                  | 7  | 15                | 2  | 2 |
|                   |                  |                 |                 |                |               |        |               |               |                                |                                |                  | 2  | 13                | 6  | 4 |
| Total No. Inches  | 19               | 8               |                 |                | 4             |        | 3             | 3             | 4                              | 2                              | 15               | 7  | 15                | 13 |   |
| Total No. Stories | 2                | 2               |                 |                | 1             |        | 1             | 1             | 1                              | 1                              | 2                | 2  |                   | 2  | 2 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 6    | 8    | 6    |
| 2    | 2    | 6    | 4    |
| 7    | 15   | 32   | 13   |
| 759  | 625  | 606  | 561  |
| 0.92 | 2.40 | 5.28 | 2.32 |
| 59   | 65   | 47   | 58   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|       |
|-------|
| 57.25 |
| 2.63  |
| 2551  |

COUNTY Woodward

TABLE 72

PAPER Woodward County Journal

| SOURCES           | TYPES            |                 |                 |                |                |        |               |               |               |               |               | Total No. Inches |    | Total No. Stories |   |
|-------------------|------------------|-----------------|-----------------|----------------|----------------|--------|---------------|---------------|---------------|---------------|---------------|------------------|----|-------------------|---|
|                   | Animal Husbandry | Soils and Crops | Ag. Engineering | Home Economics | Economics      | Safety | 4-H - FFA     | Meetings      | Markets       | Miscellaneous |               |                  |    |                   |   |
| Local Staff       | $\frac{3}{3}$    |                 | $\frac{1}{3}$   |                | $\frac{1}{3}$  |        |               | $\frac{1}{6}$ |               |               |               | 5                | 9  | 1                 | 3 |
| Country Corres.   |                  |                 |                 |                |                |        | $\frac{1}{4}$ | $\frac{1}{5}$ | $\frac{1}{3}$ |               | $\frac{1}{3}$ | 11               | 3  | 3                 | 1 |
| Co. Agent         |                  |                 |                 |                |                |        |               |               |               |               |               |                  |    |                   |   |
| Home D. Agent     |                  |                 |                 |                |                |        |               |               |               |               |               |                  |    |                   |   |
| Voc. Agr.         |                  |                 |                 |                |                |        |               |               |               |               |               |                  |    |                   |   |
| Other Gov't Agen. | $\frac{4}{6}$    | $\frac{5}{8}$   |                 |                | $\frac{4}{6}$  |        |               | $\frac{1}{2}$ | $\frac{1}{4}$ |               |               | 10               | 4  | 2                 | 1 |
| College Agen.     |                  |                 |                 |                |                |        |               |               |               |               |               | 6                | 6  | 1                 | 1 |
| Synd.             |                  |                 |                 |                |                |        |               |               |               |               |               |                  |    |                   |   |
| Misc.             |                  |                 |                 |                | $\frac{5}{15}$ |        |               |               |               |               |               |                  |    | 15                | 1 |
|                   |                  |                 |                 |                |                |        |               |               |               |               |               | 21               | 28 | 4                 | 5 |
|                   |                  |                 |                 |                |                |        |               |               |               |               |               | 17               | 9  | 4                 | 2 |
| Total No. Inches  | 3                | 8               | 3               |                | 18             |        |               | 13            | 4             |               |               | 21               | 28 |                   |   |
|                   | 3                | 6               |                 |                | 6              |        |               | 5             | 3             |               | 3             | 17               | 9  |                   |   |
| Total No. Stories | 1                | 1               | 1               |                | 2              |        |               | 3             | 1             |               |               |                  |    | 4                 | 5 |
|                   | 1                | 1               |                 |                | 1              |        |               | 1             | 1             |               | 1             |                  |    | 4                 | 2 |

Date  
 No. Pages  
 No. Stories  
 Agri. Text Inches  
 Total Text Per Issue  
 Agri. Text Pct.  
 Text Pct.

|      |      |      |      |
|------|------|------|------|
| 5    | 12   | 19   | 26   |
| 8    | 8    | 8    | 8    |
| 4    | 5    | 4    | 2    |
| 21   | 28   | 17   | 9    |
| 615  | 582  | 381  | 485  |
| 3.41 | 4.81 | 4.46 | 1.86 |
| 55   | 52   | 35   | 44   |

Av. Text Pct.  
 Av. Agri. Text Pct.  
 Total text of  
 Four Issues

|      |
|------|
| 46.5 |
| 3.64 |
| 2063 |

TABLE 73

Percent of space devoted to agricultural news, arranged to show approximate locations of newspapers affording figures.

|    |   |       |   |       |   |       |   |      |   |      |   |       |   |       |   |       |   |       |   |       |
|----|---|-------|---|-------|---|-------|---|------|---|------|---|-------|---|-------|---|-------|---|-------|---|-------|
|    | : | 1     | : | 2     | : | 3     | : | 4    | : | 5    | : | 6     | : | 7     | : | 8     | : | 9     | : | 10    |
| *  | : | 7.37  | : | 2.74  | : | :     | : | :    | : | :    | : | :     | : | :     | : | :     | : | :     | : | :     |
| 1  | : | 6.38  | : | 7.15  | : | 2.63  | : | :    | : | 5.98 | : | 9.86  | : | 0.44  | : | 2.97  | : | 3.44  | : | :     |
| 2  | : | 1.49  | : | 3.64  | : | 6.04  | : | 3.15 | : | 3.83 | : | 9.05  | : | 4.22  | : | 6.17  | : | 1.66  | : | :     |
| 3  | : | :     | : | :     | : | :     | : | 4.87 | : | :    | : | :     | : | :     | : | :     | : | :     | : | :     |
| 4  | : | :     | : | 4.51  | : | 13.05 | : | 3.30 | : | 5.62 | : | 7.34  | : | 11.84 | : | :     | : | 4.43  | : | :     |
| 5  | : | 12.56 | : | 2.36  | : | 11.45 | : | 3.57 | : | 2.93 | : | 6.29  | : | 9.03  | : | 8.48  | : | 8.43  | : | 4.83  |
| 6  | : | 3.53  | : | 4.69  | : | 9.45  | : | :    | : | :    | : | 14.00 | : | 4.72  | : | 4.52  | : | 11.84 | : | 4.53  |
| 7  | : | 6.03  | : | 5.16  | : | :     | : | 5.76 | : | 2.76 | : | 2.75  | : | 8.71  | : | 10.24 | : | 2.21  | : | 10.71 |
| 8  | : | 6.16  | : | 13.08 | : | 10.80 | : | 3.44 | : | 5.95 | : | :     | : | :     | : | :     | : | 4.01  | : | :     |
| 9  | : | :     | : | :     | : | :     | : | :    | : | :    | : | :     | : | :     | : | :     | : | :     | : | :     |
| 10 | : | :     | : | 4.87  | : | 8.21  | : | 7.74 | : | :    | : | 11.04 | : | 13.29 | : | :     | : | :     | : | :     |
| 11 | : | :     | : | :     | : | :     | : | :    | : | :    | : | :     | : | :     | : | :     | : | :     | : | :     |
| 12 | : | :     | : | 5.63  | : | 5.65  | : | 3.10 | : | :    | : | 5.70  | : | 11.74 | : | 4.15  | : | :     | : | 9.48  |

N  
E + W  
S

| SECTION OF STATE | : | SECTIONAL AVERAGE |
|------------------|---|-------------------|
| Northeast        | : | 6.41              |
| Southeast        | : | 7.84              |
| East one-half    | : | 6.95              |
| Northwest        | : | 5.65              |
| Southwest        | : | 6.29              |
| West one-half    | : | 5.88              |
| Entire State     | : | 6.18              |

Percent of space devoted to agricultural news.

\* Panhandle counties.

TABLE 74

Numbers of inches of space in four issues devoted to Animal Husbandry (AH) and Soils and Crops (S&C) arranged to show approximate locations in the state, January, 1950.

|   | 1      | 2      | 3      | 4      | 5      | 6      | 7      | 8      | 9      | 10              |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------------|
|   | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C | AH S&C          |
| * | 11     | 8:     | :      | :      | :      | :      | :      | :      | :      | :               |
|   | 0      | 0:     | :      | :      | :      | :      | :      | :      | :      | :               |
|   | 14     | 38:    | :      | :      | :      | :      | :      | :      | :      | :               |
| 1 | 18     | 30:27  | 0:     | 38     | 21:69  | 46:    | 6      | 0:     | 0      | 0 0 :           |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 2 | 0      | 0:12   | 8:10   | 12:14  | 18:19  | 46:    | 39     | 10:26  | 16: 3  | 5: 4 0 :        |
|   | :      | :      | :      | :      | 37     | 30:    | :      | :      | :      | :               |
| 3 | :      | 26     | 15:50  | 47: 9  | 13: 9  | 22:    | 31     | 45:52  | 24:    | 35 42           |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 4 | 28     | 22: 0  | 13:40  | 122:45 | 10:51  | 0:     | 22     | 20:42  | 62:13  | 40:21 156: 9 24 |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 5 | 33     | 38: 9  | 8:50   | 57:    | :      | :      | 96     | 40: 5  | 39:13  | 23:41 37:46 24  |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 6 | 41     | 110:18 | 74:    | 23     | 56:19  | 30:    | 9      | 0:44   | 29:90  | 36:15 7:51 70   |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 7 | 10     | 0:51   | 92:83  | 31:37  | 59:47  | 8:     | :      | :      | :      | 0 38:           |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 8 | :      | :      | 29     | 48:59  | 42: 0  | 0:     | 52     | 9:47   | 40:    | :               |
|   | :      | :      | :      | :      | :      | :      | :      | :      | :      | :               |
| 9 | :      | :      | 7      | 19:37  | 32: 5  | 24:    | 59     | 14:60  | 60:15  | 11: :10 14      |

N  
W + E  
S

| SECTION OF STATE | SECTIONAL AVERAGE |                 |
|------------------|-------------------|-----------------|
|                  | Animal Husbandry  | Soils and Crops |
| Northeast        | 49.9              | 50.1            |
| Southeast        | 57.2              | 42.8            |
| East One-half    | 53.1              | 46.9            |
| Northwest        | 49.9              | 50.1            |
| Southwest        | 42.8              | 57.2            |
| West One-half    | 46.5              | 53.5            |
| Entire State     | 48.5              | 51.5            |

\*Panhandle counties.



TABLE 75

Comparative importance of various sources of agricultural news,  
January, 1950.

| Sources                           | : Total<br>: Inches | :<br>: Percent | :<br>: Ranking |
|-----------------------------------|---------------------|----------------|----------------|
| Local Staff                       | : 2,375             | : 23.21        | : 1            |
| Country Correspondent             | : 548               | : 5.36         | : 8            |
| County Agent                      | : 1,422             | : 13.90        | : 3            |
| Home Demonstration Agent          | : 778               | : 7.60         | : 7            |
| Vocational Agriculture Instructor | : 201               | : 1.96         | : 9            |
| Other Government Agencies         | : 1,554             | : 15.19        | : 2            |
| College Agencies                  | : 1,363             | : 13.32        | : 4            |
| Syndicate                         | : 1,188             | : 11.61        | : 5            |
| Miscellaneous                     | : 804               | : 7.86         | : 6            |

TABLE 76

Comparative importance of various types of agricultural news,  
January, 1950.

| Types                    | Total<br>Inches | Percent | Ranking |
|--------------------------|-----------------|---------|---------|
| Animal Husbandry         | 2,090           | 20.42   | 2       |
| Soils and Crops          | 2,213           | 21.63   | 1       |
| Agricultural Engineering | 382             | 3.73    | 9       |
| Home Economics           | 470             | 4.59    | 8       |
| Economics                | 1,106           | 10.81   | 4       |
| Safety                   | 112             | 1.09    | 10      |
| 4-H and FFA              | 1,040           | 10.16   | 6       |
| Meetings                 | 1,260           | 12.31   | 3       |
| Markets                  | 487             | 4.76    | 7       |
| Miscellaneous            | 1,073           | 10.49   | 5       |

TABLE 77

The amount of space devoted to agricultural news in 286 issues of 72 weekly newspapers,  
January, 1950.

| Summation                   | : Total<br>: Space | : Total<br>: Advertising | : Total<br>: Text | : Agriculture<br>: News Space |
|-----------------------------|--------------------|--------------------------|-------------------|-------------------------------|
| All issues, inches          | : 335,208          | : 169,749                | : 165,459         | : 10,233                      |
| Average per issue, inches   | : 1172.1           | : 593.5                  | : 578.5           | : 35.8                        |
| Average all issues, percent | : 100.0            | : 50.6                   | : 49.4            | : 3.1                         |

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NAME OF AUTHOR: LLOYD A. WHITFIELD

THESIS ADVISER: CLARON BURNETT

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NAME OF TYPIST: FLORENE E. ADAMS