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A STUDY TO DETERMINE THE FEASIBILITY OF COMBINING SCHOLASTIC
JOURNALISM AND COMMUNITY JOURNALISM THROUGH A
SCHOOL-PRODUCED NEWS WEEKLY

BY

ARCHIE N. HILL

A thesis submitted
in partial fulfillment of the requirements for the
degree Master of Science, Department of
Journalism, South Dakota State
College of Agriculture
and Mechanic Arts

August, 1960

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**A STUDY TO DETERMINE THE FEASIBILITY OF COMBINING SCHOLASTIC
JOURNALISM AND COMMUNITY JOURNALISM THROUGH A
SCHOOL-PRODUCED NEWS WEEKLY**

This thesis is approved as a creditable, independent investigation by a candidate for the degree, Master of Science, and acceptable as meeting the thesis requirements for this degree; but without implying that the conclusions reached by the candidate are necessarily the conclusions of the major department.

Thesis Advisor

ACKNOWLEDGMENTS

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Acknowledgment goes, too, to the Trent Board of Education for their cooperation in making this study a reality, and to the community citizenry for answering numerous questionnaires. Gratitude is extended, also, to the Trent faculty members for their assistance and contributions.

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To George H. Phillips and J. K. Hvistendahl, who have added greatly to the author's understanding and appreciation of journalism, grateful acknowledgment is also extended.

ANH

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
II. INITIAL PROJECT PLANNING	3
III. SETTING THE PROJECT INTO OPERATION	5
IV. CHARACTERISTICS OF THE TRENTLAND COMMUNITY	7
V. DETERMINING WHAT THE COMMUNITY EXPECTED OF A NEWSPAPER	10
VI. STAFF EDUCATION AND ORIENTATION	16
VII. DETERMINING POLICIES AND FORMAT	19
VIII. CHOOSING THE STAFF	22
IX. COMMUNITY PAPER MEANS A REORGANIZED PUBLICATIONS PROGRAM	26
X. PAGE MAKE-UP IN THE TRENTLAND ARROW	31
XI. ADVERTISING	36
XII. EDITORIAL AND ADVERTISING CONTENT	38
XIII. READERSHIP SURVEY OF THE TRENTLAND ARROW	41
XIV. STAFF WORK-HOURS INVOLVED IN PRODUCING THE TRENTLAND ARROW	45
XV. INCOME AND EXPENDITURES	46
XVI. READER EVALUATION	48
XVII. STAFF EVALUATION	55
XVIII. SUMMARY AND CONCLUSIONS	59
LITERATURE CITED	64
APPENDIX	65

LIST OF TABLES

Table	Page
I. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS, GENERAL NEWS COVERAGE	12
II. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS, SCHOOL NEWS	13
III. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS, EDITORIALS	14
IV. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS, FEATURE MATERIAL	15
V. CONTENT OF THE TRENTLAND ARROW BY CATEGORIES SHOWING COLUMN INCHES AND PERCENT OF TOTAL CONTENT	40
VI. PERCENT OF TRENTLAND ARROW EDITORIAL AND ADVERTISING CONTENT READ BY MEN AND BY WOMEN	44
VII. STATEMENT OF INCOME AND EXPENDITURES	47
VIII. CONTENT OF THE TRENTLAND ARROW BY INDIVIDUAL ARTICLES; GIVING DAY, MONTH AND YEAR OF PUBLICATION	77
IX. SUMMARY OF TRENTLAND ARROW STAFF WORK-HOURS	88
X. READER EVALUATION OF THE TRENTLAND ARROW BY VALUE STANDARDS, RESPONSES AND PERCENTS	89
XI. STAFF MEMBER EVALUATION OF THE TRENTLAND ARROW BY STANDARDS, RESPONSES AND PERCENT	92

LIST OF FIGURES

Figure	Page
1. Floor Plan of <u>Trentland Arrow</u> Workshop	29
2. Sample of <u>Trentland Arrow</u> Page 1 Showing Front Page Make-up and Content	94
3. Sample of <u>Trentland Arrow</u> Page 2 Showing Editorial Page Make-up and Content	95
4. Sample of <u>Trentland Arrow</u> Page 3 Showing Sports Page Make-up and Content	96
5. Sample of <u>Trentland Arrow</u> Page 4 Showing Local Column Make-up and Advertising Display	97
6. Sample of <u>Trentland Arrow</u> Page 5 Showing General News Page Make-up and Advertising Display	98
7. Sample of <u>Trentland Arrow</u> Page 6 Showing Feature Page Make-up and Advertising	99
8. Readership Survey Issue Page 1	100
9. Readership Survey Issue Page 2	101
10. Readership Survey Issue Page 3	102
11. Readership Survey Issue Page 4	103
12. Readership Survey Issue Page 5	104
13. Readership Survey Issue Page 6	105
14. Readership Survey Issue Page 7	106
15. Readership Survey Issue Page 8	107
16. Readership Survey Issue Page 9	108

CHAPTER I

INTRODUCTION

This study has been undertaken to determine the feasibility of combining scholastic journalism and community journalism through a school-produced general news weekly.

Weekly newspapers in South Dakota have been on the decrease in the last four decades. In 1930, the state maintained 260 weekly newspapers; in 1940 there were 222. By 1950, 51 more had discontinued operation leaving the state with 171 weeklies. By 1960, the number of weeklies had dropped to 152--a decrease of 39% in the 40-year period.

In the 40-year period prior to 1960, 2,710 weekly newspapers ceased operation in the United States. In 1930, the nation listed 11,689 weekly papers. In 1960, the figure dropped to 8,979--a decrease of 19% in the 40 years.¹

Objectives of This Study

The main objective of this undertaking is to determine if a high school publications group can fill the gap left vacant by the discontinuance of the town's newspaper by combining scholastic news with community news. The study attempts, too, to determine the extent to which a school-produced community newspaper can fulfill the purposes of a town publication.

Another objective of the study is to determine the value of a

¹N. W. Aver and Son's Directory of Newspapers and Periodicals, 1960, Philadelphia.

publication of this type to the individual student. Finally, the project attempts to answer the question: "Can a newspaper of this nature financially support itself?".

The hypothesis of this study is that a high school publication group can feasibly publish a newspaper on the community level.

CHAPTER II

INITIAL PROJECT PLANNING

Planning for the project started in August 1959 with the help of E. G. Blinn and George H. Phillips of the Department of Journalism and Printing, South Dakota State College, Brookings, who made the initial suggestion for the study and offered advice to put the project into operation.

Correspondence to a number of regional and national scholastic press associations revealed that no other project of this nature had been attempted on a weekly basis. Two Iowa schools have assumed responsibility for publication of a community newspaper on a monthly basis. Webb Consolidated School, Webb, Iowa, has published a monthly community newspaper since 1952, and Ireton High School, Ireton, Iowa, published a newspaper of this type during 1956-57.²

Gene Wicklund, editor of the Scholastic Editor, official publication of the National Scholastic Press Association, University of Minnesota, in an August 6, 1959, correspondence is of the opinion that nothing along the lines of a school-printed and published newspaper for a given community has ever been attempted on a weekly basis in the schools served by the National Scholastic Press Association.

Joseph M. Murphy, director of the Columbia Scholastic Press

²"Ireton Seniors Publish Newspaper," The Iowa Publisher, vol. 29, no. 3, March 1957, 3-8, Bulletin of the Iowa Press: Iowa City, Iowa.

Association, Columbia University, New York, on September 23, 1959, wrote in answer to a letter of inquiry that as far as he knew, the project of a school-published community paper is a new approach to school publications work.

A study of the literature on scholastic journalism in the various journalism publications revealed no information concerning a project of this scope.

CHAPTER III

SETTING THE PROJECT INTO OPERATION

The Trent Independent School Board of Education gave its official endorsement to the plan whereby the students would publish the community newspaper at its August, 1959, meeting. The motion to endorse the project was passed unanimously. It read:

At the suggestion of Supt. Archie W. Hill, and after a thorough discussion of the plan, the motion was made by Virgil Whipkey and seconded by Elmer Penning that the Trent Independent School endorse a study in high school journalism whereby the students will assume the responsibility of publishing a community general news weekly in connection with the publications department. It is further noted that the project will strive to be self-supporting but if necessary the local board of education will subsidize the project from the general school fund. Supt. Hill is to be adviser to the publication and has the authority to plan and execute the project in any way beneficial to the school and the community. Motion passed.³

The school-community type publication plan was presented to the student council of Trent High School at its first meeting September 2, 1959. The group went on record as favoring the plan and stipulated that the project be presented to a combined assembly of the junior and senior classes. Student council president Gary DeClerk assumed the duties of temporary chairman of the project and worked in close relationship with the adviser in the preliminary planning sessions.

The newspaper project received a 100 percent endorsement from the junior and senior class members at a meeting September 3, 1959, and 30 of

³Board of Education Minutes, August 14, 1959, Trent Independent School: Trent, South Dakota, L. M. Mitchelkneiss, clerk.

the 39 students indicated a desire to become members of the news staff.

Class schedules had to be re-worked to provide for an instructional period in newswriting and publications work for a one-hour period each day.

To further promote the plan, the project was brought before the first meeting of the Trent parent-teacher association September 10.

Since the organization included most of the town businessmen, the group was informed that the new type of publication would provide a medium whereby businessmen and town organization could advertise their products and services. Local clubs and organizations would have a medium in which to place notices of meetings and special events. PTA members were informed that in the new Trentland Arrow, the community would be provided a publication it could call its own. In addition to the educational value of the publication to the students, the paper would provide a medium where community citizens could air their views and opinions on local issues.

Further promotion of the community newspaper plan was gained through contacts by student staff members with local organization officers and key townspeople. Churches in the area were offered the services of the publication. Each family in the community served by the town and school received promotional literature in the mail explaining the services of the new community-type Trentland Arrow. Purposes of the expanded publication were explained, as well, by the literature.

CHAPTER IV

CHARACTERISTICS OF THE TRENTLAND COMMUNITY

To further background the project, a brief survey of the area to be served by the Trentland Arrow was made by the staff.⁴

The incorporated town of Trent, located in the Southeastern part of Moody county, South Dakota, has a population of 225 according to the 1950 census. The town also serves approximately 150 farm families in the rural areas.

The community was called Brookfield until 1885 when the railroad came through and the name was changed to Trent in honor of W. H. Trent, chief engineer.

Today, most people refer to the community as Trentland because the name identifies not only the area of Trent itself, but the more than 650 persons in the rural area.

The community's 80 x 120 foot gymnasium-auditorium just completed is the result of the combined efforts of citizens. The building, with its regulation-size basketball court and seating capacity of more than 1200, was built entirely with volunteer money and labor.

A community swimming pool was built in 1952 as a cooperative endeavor. Bath houses were built in 1954 as a public effort. A small park with picnic grounds surrounding the pool was built in 1958.

⁴"Survey of the Trentland Community," Trentland Arrow Log, pp. 12-15, Gwen Peterson, recorder, Trent High School: Trent, South Dakota, 1959-60.

A lighted athletic field used by the community for softball and baseball in summers and by the high school for football in the fall is another of the area's cooperative projects. Trentland's Fire Department, maintained as a citizen effort, is equipped to the extent that it has merited a Class B plus rating by the South Dakota State Fire Marshall's office since 1945.

The Trent unit of the parent-teacher's association each year sponsors a Fourth of July celebration, the Trentennial, as a way of bringing area persons into closer relationships and as a money-raising project.

Trent's largest business centers around the state's only Quaker Oats Elevator, which transacts a yearly business of between \$800,000 to \$1,000,000. A new mill annex was built in 1959 at a cost of \$90,000.

Other town businesses include Rosburg's Grocery and Dry Goods, Lester Estate Hardware, Gulbranson and Sons International Harvester Company, Gulbranson and Sons Service Station, Lund and Husabee Auto Repair, Jorgenson's Family Eat Shoppe and Hohl's Cafe and Recreation.

Also serving the area in business capacities are the Whipkey Trucking Service, Art Berglund Trucking, Art Carlson Insurance, Theron Graves Skelly Oil Company and Nelson's Allis Chalmers Sales and Service.

Service organizations in the Trent community include the Hjelm-Anderson Post of the American Legion and its Auxiliary. The local IOOF has a membership of 80 persons and has as affiliates the Rebekahs and Theta Rho organizations.

Churches serving the persons of the area include two Baptist congregations: Trent Baptist and West Baptist. Rural churches include

CHAPTER V

DETERMINING WHAT THE COMMUNITY EXPECTED OF A NEWSPAPER

The Trentland Arrow staff had a 100 percent "yes" response from the area citizenry in a questionnaire sent out September 11 relative to turning the monthly high school newspaper into a community weekly.

Results of the survey provided the staff with an objective basis from which to plan its editorial and advertising policies and to determine what the community expected of a news publication of this type.

The poll findings indicated that 100 percent of the audience surveyed wanted the Arrow to contain local items and personals. A total percentage of the citizens polled said they also wanted news of coming events, funerals, weddings, school recreation, and entertainment events.

Ninety-eight percent of the respondents indicated that the publication should carry news about community businesses and area church activities. Other top news desires of the community included Legion and Auxiliary news, fire department happenings and town board notes.

Staff members referred to the survey results when planning each issue of the newspaper.

Two-hundred fifty questionnaires were delivered to the adult patrons of the Trent community by staff members. The questionnaire was in four parts: general news coverage, school news, editorials and editorial features, and feature content.

Recipients were asked to check those items in each part they desired to see covered in the issues of the Arrow.

Table I shows the number of responses and percentages of the general news coverage. Table II indicates the audience reaction to types of school news desired. Table III summarizes the scope of the editorials and editorial features the readers desired. Table IV gives an index to the type of feature material Trentland Arrow readers wanted.

Oslo, Bethania and Lone Rock Lutheran Churches, Logan Reformed and the Sioux Valley Church. Each church maintains its youth groups and aid organizations.

The Trentland community has been without a newspaper since 1925 when the Trent Herald publisher joined the staff of a daily newspaper in Minnesota.

Since that time, Trent has been served by the weekly papers at Flandreau and Dell Rapids. Although both papers carry area items written by correspondents living in the Trent community, their primary interests are in their own localities. In reality, the community of Trent has been without a newspaper of its own since 1925.

TABLE I. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND
ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS*

Type of News	Number Responding	Percent
Local Items, Personals	250	100.0
School Activities	250	100.0
Weddings	250	100.0
Funerals	250	100.0
Recreation, Entertainment	250	100.0
Calendar of Events	250	100.0
Area Church News	247	98.8
Business Items	245	98.0
Legion and Auxiliary	230	92.0
Town Board	198	79.6
Fire Department	215	86.4
IOOF, Rebekahs, Theta Rho	210	84.0
County News	110	44.0
4-H Club	105	42.0
Study Club	97	38.8
State News	97	38.8
National, International News	86	34.4

*General News Coverage

TABLE II. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND
ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS*

Type of School News	Number Responding	Percent
News Explaining School Program	250	100.0
Sports	250	100.0
Special Events, Meetings, Programs	250	100.0
Administration	248	99.2
Student Activities	242	96.8
PTA	241	96.4
Academic Activities	240	96.0
School Organizations	238	95.2
Scholarship Attainments	237	94.8
Classes	230	92.0
Student Achievements	226	90.4
School Society	210	84.0
Hot Lunch Program	207	82.8
School Services	206	82.4
Student Interviews	206	82.4
Alumni	205	82.0
Student Council	186	74.4

*School News

142655

TABLE III. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND
ARROW CONTENT SURVEY TO DETERMINE READER INTERESTS*

Type of Editorials	Number Responding	Percent
Editorials to interpret; to help the reader see the full significance of a recent news happening	221	88.4
Editorials that give readers a background of information to help them understand a news event	204	81.6
Editorials giving helpful information to help the community better understand its problems	124	49.6
Editorials explaining the area services and business practices	88	35.6
Editorials that would tend to fuse the community into a oneness of purpose and endeavor	82	32.8
Editorials to induce readers to adopt a certain opinion	14	5.6
Editorials to persuade readers to take a certain line of action	10	4.0
Editorials that point out the shortcomings of the community	09	3.6
Eliminate editorials in favor of other content	0	0.0

*Editorials

**TABLE IV. NUMBER AND PERCENTAGES OF RESPONSES TO A TRENTLAND
ANNUAL CONTENT SURVEY TO DETERMINE READER INTERESTS***

Feature Material	Number Responding	Percent
Features on community personalities, business and organizations	234	93.6
Features interpreting the school to the community	226	90.4
Informative feature articles backgrounding area activities	184	73.6
Fictional stories, features from high school English composition classes	62	24.8
Numerous features	18	7.2
Original poetry	17	6.8
Book reviews, movie reviews, radio and television briefs	09	3.2
Eliminate features in favor of more news coverage	0	0.0

***Feature Material**

CHAPTER VI

STAFF EDUCATION AND ORIENTATION

Before any actual writing for the Trentland Arrow started, the staff was given instruction into its added responsibilities of publishing a community paper subject to more public criticism than a regular high school paper.

Writing in a community paper must be on a higher standard since work is judged not only by fellow students, but by the community public as well. At the suggestion of Joseph M. Murphy, director of the Columbia Scholastic Press Association, the staff was given several basic talks on community relations since in entering a field that is similar to that of a professional journal, students must understand that errors will be costly and that they have a personal responsibility to make every effort to avoid them.

Twelve weekly newspapers from South Dakota and Minnesota were studied by the staff to learn the characteristic aspects of a community weekly. Each paper was evaluated in light of its editorial content, page make-up, advertising and general effect.

Through a study of the representative samples of newspapers, the staff compiled a list of the basic characteristics pertinent to each.

A study of samples of weekly general newspapers helped the staff understand the role of a newspaper in the community.

A detailed analysis of other newspapers afforded the staff an opportunity to learn, to some degree, what is expected of a community

weekly--what it contains, the ratio of advertising to editorial content, the paper's role as a public service instrument and the over-all make-up of this type of publication.

Staff members found that newspapers studied in the survey included the following characteristics:

1. Community news took precedence over news from other immediate areas.
2. Local items and items of personal interest demanded the most space in comparison to other types of news.
3. Most newspapers studied carried 60% editorial matter and 40% advertising.
4. Capital and lower case headlines took precedence in 10 out of 12 papers studied.
5. Newspapers had a tendency to display general news and personals on the editorial page.
6. Sports coverage was displayed throughout the paper with the exception of two papers having separate sports pages.
7. Local news took precedence over state and national news in front page display.
8. Each paper carried public service announcements and a calendar of events.⁵

Weekly newspapers chosen for study during this phase of student orientation included the Arlington Sun, Canova Herald, Clear Lake Courier, Dell Rapids Tribune, Gary Interstate, Volga Tribune, Wessington Messenger and White Leader in South Dakota. Minnesota papers studied included the Canby News, Hector Mirror, Jasper Journal, and Minneota Mascot.

⁵"Characteristics of 12 Weekly Newspapers," Trentland Arrow Log, pp. 17-18, Gwen Peterson, recorder, Trent High School: Trent, South Dakota, 1959-60.

Since the Trentland Arrow was to be produced by the duplicated process, education in the mechanics of this type of publication was undertaken. Ten members of the staff who had worked on the paper the year before helped serve as the instructors in marginating, headlining and machine work.

Producing the Duplicated School Newspaper⁶ was used as a guidebook throughout the publication year. To background work of the first issues of the Trentland Arrow, staff members were given a thorough study of Chapter IV of the book, "Now, Let's Put it Out." This chapter explained in detail the fundamentals of the duplicated newspaper process: Preparing the copy, marginating the copy, making a dummy, typing the stencil, utilizing the scope, running the stencil off on the machine, assembling the pages and, finally giving the paper to the reader.

Chapter V, "Headline the News," proved particularly helpful since the headline schedule suggested in the book was adopted by the Arrow.

⁶Maxine Wiseman, Archie N. Hill, Harlan Stensaas, J. K. Hvistendahl, Producing the Duplicated School Newspaper, Iowa State University Press: Ames, Iowa, 1959.

CHAPTER VII

DETERMINING POLICIES AND FORMAT

Formulating an editorial policy was a first consideration in setting the plan into operation. Each staff member submitted policies for consideration with the staff taking into realization that it had an obligation, not only to the school, but to the community in its reporting.

From a set of 50 suggested statements, the staff selected the following six to be the guiding editorial policies for the Trentland Arrow:

1. To adhere to the policy: "If it is community news, it is in the Arrow."
2. To present community and school news accurately, impartially and objectively.
3. To strive to make a better community by fostering citizenry loyalty and pride.
4. To provide practical experience-type newspaper situations for the high school journalist.
5. To cooperate with community citizens in boosting area businesses, services and projects.
6. To interpret the school program to the community public.⁶

Three policies made up the advertising policy of the Trentland Arrow.

Geared to a small community with limited businesses and services, the policies include:

1. Accept advertising only from community businesses and organizations.
2. Advertise only those products which are beneficial to the welfare of the community.

⁶Trentland Arrow Log, op. cit., p. 20.

3. Competitive business advertising display to appear on separate pages of the newspaper.

Working Out the Format

Staff members agreed that to have the Trentland Arrow accepted as a newspaper in the community, it should, first of all, look like a newspaper. Chapter VI of Producing the Duplicated School Newspaper gave the staff a further vision for making the Arrow look as attractive as possible: People will pick up and read an attractive publication.

Undoubtedly there are many good newspapers printed which have poor readability simply because they are not made attractive enough. A local merchant displays merchandise as attractively as he can. He places his goods in a position that will demand his customer's attention. He uses various methods to draw attention to what he wants to sell....

A duplicated publication...lends itself to creative flexibility in its physical features. Make-up on the publication should give the newspaper a personality of its own. It should reflect the largeness of the staff. It should be lively and appealing. And it should look like a newspaper.

With these points in mind, the Trentland Arrow staff planned the format of the publication taking into consideration the limitations as well as the flexibility of the duplicated process.

Format of the Trentland Arrow should include the following basic parts:

1. A pre-printed nameplate carried on page 1. The plate should be two-columns wide and should be streamlined in appearance. The plate should be printed with the name of the paper, Volume, Trent, South Dakota, and the phrase, "All-American

Todd, p. 21.

Massman, pp. 21, p. 37.

News for All Trentland." To avoid "freezing" the front page make-up, the nameplate should be placed in four positions: In the upper right-hand corner, in the upper left-hand corner, four inches down from the top right-hand position and four inches down from the top left-hand position. The latter two positions to allow for an overhanging (skyline) story.

2. Twenty-eight pound 9 x 12 size paper should be used for printing.
3. Page 1 to contain four columns with 22 characters per column, remaining pages to contain three columns of 31 characters per column. Editorials and features to be printed in double columns with 65 characters to the column.
4. Headline schedule suggested in Chapter VI of Producing the Duplicated School Newspaper to be adopted.
5. Column rules, cut-off dashes and other typographical devices to be eliminated for a streamlined effect.
6. Page make-up and distribution of stories, editorials and features to be worked out by the key staff members and adviser and once determined should be followed consistently.
7. Paper to contain six to eight pages depending on the availability and news value of news.
8. Advertising display to conform to the standards set forth in Chapter VI of Producing the Duplicated School Newspaper.⁹

⁹Trentland Arrow Log. op. cit., p. 21.

CHAPTER VIII

CHOOSING THE STAFF

Five staffs of six members each were named to work on the Trentland Arrow. A staff of six was responsible for the publication of the paper for a given week.

After each of the staff had an opportunity to work on the paper for one issue, key staff members were chosen. During the first five weeks of publication, Gary DeClerk, the previous year's editor, served as temporary head.

Each staff member was required to do all the steps in producing a duplicated publication. These steps included writing the stories, marginating, dummyping, stencil typing, headlining, running off the page, assembling and helping in distribution. By observation, the adviser was able to get an index to each student's ability to produce good work, his promptness in meeting obligations and his appreciation of journalism as a worthwhile activity.

This was the basic criterion upon which selection of the key staff members was based. Other aspects considered included student scholarship, leadership ability, cooperativeness, achievements in curricular activities, community interests and interest in journalism and publications work. Also considered was the student's social standing among the student body and in the community.

Naming the Editors

Named to the editorship of the Trentland Arrow was a junior

classman with a scholastic background to qualify him for the position. He was also picked for the position because of his work in school activities and his interest in publications work.

Specific duties as editor of the publication were outlined to include:

1. Responsible for the over-all publication work.
2. Directs the work of all staff members.
3. Keeps a calendar of school and community events.
4. Assigns reporters to cover events.
5. Plans dummies for each page.
6. Works with adviser in check copy.¹⁰

Another junior was chosen assistant editor. Like the editor, she was chosen because of her background in scholarship and school and community leadership.

Duties of the assistant editor included four specific services. These, outlined, include:

1. Serves as an understudy to the editor.
2. Helps the editor in re-writing stories.
3. Assists any reporter needing help.
4. Is "right-hand man" to the editor and adviser.¹¹

In addition to the duties as outlined for the two key staff members, and because of the frequency of a weekly publication, it was

¹⁰Wiseman, op. cit., p. 4.

¹¹Ibid.

specified that the editor shall coordinate the work of three consecutive issues of the publication and the assistant editor shall coordinate the work of two consecutive issues.

Completing the slate of top staff members included the selection of a business manager, production manager, and circulation head.

Business manager duties:

1. Keeps record of all income and expense.
2. Sells advertising space and is responsible for composition of ad copy.
3. Keeps a master list of all subscribers and advertisers.
4. Works closely under the supervision of the adviser.

Main duties of the production manager:

1. Is responsible for the mechanical end of the publication such as supervising duplicating machine work, stapling.
2. Cares for equipment.

Work of the circulation manager involved three duties:

1. Prepares papers for mailing to subscribers and distributes those not mailed.
2. Maintains a list of exchange papers.
3. Files copies of papers for future use such as for bound files, contest issues and for reference.¹²

Organizing the group of 30 into staffs of six members involved several considerations. First, it was decided that both juniors and seniors should be included in each individual staff, and second, members should be assigned to a staff on a temporary basis for the first semester.

¹²Ibid., p. 5.

or until they had proved their ability at handling the work involved in this type of publication.

The editor assisted Staff I, II and III in their production work. The assistant editor worked with Staffs IV and V. This schedule was followed throughout the year with minor changes when individual staff members deemed it necessary to interchange positions on a temporary basis.

Staff members represented every section of the area served by the Trentland Arrow. Coverage assignments were made, in most cases, with consideration given to the student's residence and convenience to the news source.

CHAPTER IX

COMMUNITY PAPER MEANS A REORGANIZED
PUBLICATIONS PROGRAM

The Trentland Arrow previously had been a monthly duplicated publication containing 10 pages of material. In the past three years, the staff has numbered from six to 10 members including the key staff position holders. The paper was published as part of the activities program of the school with work periods assigned in the school schedule.

Changing from a monthly publication to a weekly community paper necessarily meant a number of changes. The staff was enlarged from 10 the previous year to 32 members. Previously, two hours a week were assigned on the activities schedule for the publication of the school paper. It was necessary to lengthen the work periods to five hours per week to handle the extra time involved in producing a newspaper on the weekly community level.

Overtime hours (after school and at night) were necessary each week to allow time for newspaper work of a more exacting nature found necessary in a community publication.

The Trent Board of Education employed a part-time business manager to release the adviser from the clerical and financial duties usually performed by him in his role as the school superintendent. This gave the adviser two extra hours in the school day to devote to the publication and allowed time for a one-hour class in journalism and for a one-hour laboratory period which followed. It was in the laboratory period that much of the work of producing the Arrow was accomplished.

During the week an individual staff member worked on the paper, most of his study periods were devoted to laboratory work on the ARROW. Key staff members were given time off from study periods each week to allow them time to perform their duties on the publication.

Arrow staff members received one credit for their work in journalism. The credit was given, basically, for the period actually spent in class each day. Laboratory work in producing the ARROW was in addition to their regular class assignments, although much of the class time was spent in writing, revising and marginating stories for publication in the newspaper.

A time schedule with deadlines was worked out after several weeks to expedite the work of producing the paper. The schedule included:

Monday: Critical evaluation of previous week's paper, news assignments made and stories started.

Tuesday: Copy checked, revised and marginated.

Wednesday: Page dummies made, stenciling.

Thursday: Headlining, begin the run-off.

Friday: Complete run-off, stapling, addressing and mailing.

Deviations from the schedule were made when necessary to include late news stories in the week's issue. Front pages were usually completed last to allow for late news developments. When an important event was scheduled for Thursday night, the front page was left undummied until Friday morning to allow space for coverage of the event.

Only twice did the staff fail to meet the 3:30 Friday circulation deadline. In both cases, delay in getting the paper to the post-office

was caused by mechanical reasons.

Equipment Necessary

The staff found the equipment on hand that was used for publishing the monthly school paper previously was sufficient to print the weekly publication with only slight additions.

At the staff's use were a Gestetner Model 120 paste ink duplicating machine, five Royal elite typewriters, a graduated series of lettering guides in Roman and italic types, a number of styli and other incidental equipment for duplicating work.

Equipment added included a Gestetner illuminated drawing board for use in headline and art work and several staplers to facilitate collating the pages.

Headquarters for the Trentland Arrow remained in the room used as the school newspaper shop. The room is equipped with a filing cabinet, storage cupboard, typewriter table, table for duplicating, a composing (or layout) table and a work area for headlining and art work.

A bulletin board provided room for displaying exchange papers, the headline schedule, assignment sheet and notices pertaining to the staff and its work. Key staff members had access to the filing cabinet where records were kept and back papers filed.

Gestetner 216, an oil-base ink, and Gestetner #6 stencils were used exclusively in the production of the Arrow.

Figure 1 shows a floor plan of the Trentland Arrow workroom. The typing table is constructed so that by moving the machines back from the

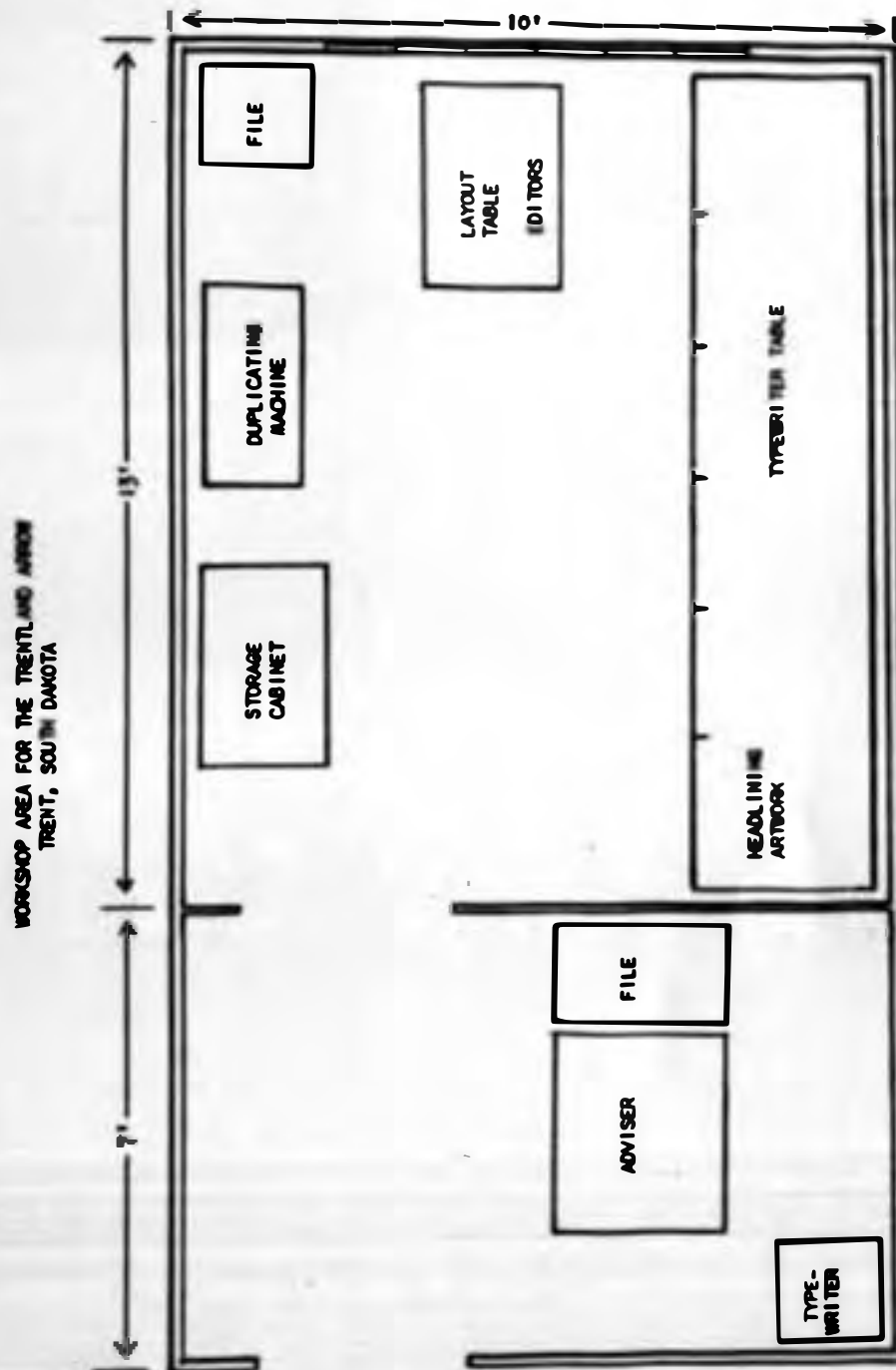


Figure 1. Floor Plan of the Trentland Arrow Workroom

usual typing position, space is available for placing stacks of run-off pages when the paper is stapled together.

The adviser's office adjoins the workroom and contains a desk, file cabinet, telephone and an electric typewriter. Staff members working in the main room during work sessions found the adviser's room adjoining a convenient arrangement.

The main workroom is large enough to accommodate six workers in addition to the key staff personnel.

CHAPTER X

PAGE MAKE-UP IN THE TRENTLAND ARROW

Since the Trentland Arrow staff realized that a newspaper should be both readable and artistic, the group attempted from the start to give the Arrow a newspaper personality.

Streamlined make-up was adopted as the appearance-style of the publication. The format policy, eliminating use of column rules, end dashes and other typographical devices, lent itself to streamlined composition.

Front pages included at least two "skyline" layouts each month. "Skyline" stories were placed above the nameplate and provided special display to key news items. Banner headlines were eliminated in favor of two-column, two-line heads. Variety to front-page make-up was further achieved by the use of boxed stories, three-quarter boxed heads, an occasional story set in double column width, and an occasional line drawing.

Make-up policy stipulated that "tombstoning," (placing heads of like size next to each other) should be avoided. All stories were completed on the page. Each news story was headlined.

Streamlining was further achieved on page 1 by streamlining horizontal layout, by the use of three-column, one-line headlines or a minor banner head below the fold.

Subheads were used to break up longer stories. The staff made it a point to see that each column ended evenly at the bottom of the page

and that columns were justified.

To achieve consistency in page make-up the Arrow adopted the rules for make-up suggested by Carl G. Miller which included the following:

1. Locate large items generally in the upper half of the page; smaller items at the bottom.
2. To obtain variety, rarely place two headlines of the same size and style side by side. Place them in alternate columns with smaller heads or body type between.
3. Build up the page much as a mason builds a brick wall. That is, avoid having two items in adjacent columns end on the same level....Surround a headline with body type whenever possible.
4. Balance stories having about the same length and similar headlines.
5. Avoid perfect symmetry in the page appearance.
6. Locate boxed stories usually at the top or the bottom of the page between big headlines.
7. Always vary the make-up from issue to issue.
8. Use contrasting type for a double banner, such as one banner all capitals and the other upper and lower case or one Gothic and the other italic.
9. Avoid a top-heavy effect by placing some heads well down on the page.
10. Avoid a stair-case arrangement of heads.¹³

Editorial Page Make-up

Editorials and editorial features were displayed on page 2 of the Arrow. To achieve an editorial page look, the major editorial was typed

¹³Carl G. Miller, Modern Journalism, pp. 196-197, Henry Holt and Company: New York, 1955.

in double-column width (65 spaces) with a one-line headline.

The "frentempos" column, a column of news notes and comments, used the name of the column as a kicker with the main headline taken from the first paragraph. In some issues the headline was a capsule digest of several of the separate column items.

The column, "Distant Drums," state, national and international briefs, was single-column width with typed-in all capital subheads leading into each paragraph. The staff box in the lower right-hand corner listed key editorial business and production members, names of staff members who worked on the issue and the ratings earned by the publication in contests.

Arroy editorial pages frequently displayed original line drawings in the form of cartoons and seasonal sketches.

Inside News and Feature Pages

Inside news and feature page make-up adhered to the same principles adopted for front page display. The inside pages made free use of two-column, two-line headlines. The staff avoided continuing stories. By planning and counting accurately, the use of fillers at the bottom of the columns was avoided.

Straight news stories were set in single-column width with features displayed in double-column form. Inside pages varied with a balance of straight news, features and columns.

Regular columns such as "Tales Told Out of School" carried the title as a kicker over a headline. Because of the nature of the items

included in the personals column, department heads were used for identification—"All About Trentland" on page 4 with a similar column head, "People, Places, Events," on page 5.

Advertisements on the inside news and feature pages were placed in semi-pyramid form with the largest unit in the lower right-hand corner. Make-up was planned so news and feature type read into the advertisements. Advertisement illustrations gave further newspaper look to inside pages.

Headline Usage

A simple headline schedule for the Trentland Arrow was adopted. Italic lettering was chosen for feature stories with Roman type used for news story headlines. A graduated series of the two types included 3/8 inch, 1/4 inch, 3/16 inch and 1/8 inch headline sizes. To give variety to ad composition and for column heads, several additional types of letters including block, script, and condensed were used.

The Arrow adhered to the principles of headline "do's" suggested in Producing the Duplicated School Newspaper. These included:

1. Use the headline size commensurate with the size of the story.
2. Use different sizes of headlines on each page.
3. Run at least one and preferable two, two-column heads on each page.
4. Attempt to construct heads that will fill most of the column.
5. Have an occasional three-line head over a one-column story.

6. Use present or future tense or the infinitive form of the verb.
7. Use an occasional three-quarter box head, an 'eyebrow' for variety.
8. Be consistent in style in headline form. For duplicated papers the flush head is advocated.
9. Allow sufficient space around heads.
10. Space properly between words--the width of an "n."

In addition, Arroy staff member added the following recommendations

by H. S. Hepner to the headline principles:

1. Try to answer the who, what, why, when, where and how.
2. Use familiar names in headlines.
3. Seek and use vivid words.¹⁴

¹⁴H. S. Hepner, Elements of Journalism, p. 49, H. S. Hepner: 1942.

CHAPTER XI

ADVERTISING

Advertising space was sold in the Trent and Arrow to help defray cost of publication and to give students experience in handling the business end of a community publication.

Arrow advertising purposes included specific objectives as suggested by Carl G. Miller to which the paper, in part, subscribed. These purposes included:

1. To sell goods.
2. To create demand.
3. To introduce styles and customs.
4. To seek good-will.
5. To keep the advertiser's name and product before the consumer.
6. To introduce a new business.¹⁵

No advertising space sales were solicited until the beginning of the second semester issues. The delay in accepting advertising was purposeful: Enough issues of the Arrow needed to be published so the prospective advertiser would realize that the Arrow as a community paper was not just a temporary project or a publication with a limited school audience.

Advertising space was sold by the business manager who usually picked an assistant to help him from week to week. To give a business-like scope to the selling of advertising space, contracts were drawn up in duplicate between the business and the business manager who accepted

¹⁵Miller, op. cit., p. 205.

the ad for the Trentland Arrow.

Rates for the common advertisement sizes included:

1 inch.....	\$.75	6 inches.....	\$4.20
2 inches.....	\$1.40	7 inches.....	\$4.55
3 inches.....	\$2.10	8 inches.....	\$5.20
4 inches.....	\$2.80	10 inches.....	\$6.50
5 inches.....	\$3.50	Additional inches.....	\$.50

Advertising copy was composed by the advertiser in most cases. Display ranged from single statement ad copy to listings of merchandise on sale with prices.

Ad copy was placed on the layout sheet first to conform to the accepted standards of page make-up. Staff members made attempts to give the advertiser effective display by using line drawings and different display type.

Among the duties of the business manager was that of keeping record of advertisement revenue and of sending statements to businessmen for ad revenue due. Payment for advertisements was usually received at the time of the sale although some businessmen preferred to place the sale on account and pay at the end of the month.

Advertisements accounted for 14.13% of the contents of the Arrow for the year with 827 column inches of display.

CHAPTER XII

EDITORIAL AND ADVERTISING CONTENT

First semester issues of the Trentland Arrow contained six pages with additional pages added at the start of the second semester.

Important community and school news took front page display each week. Editorial matter and a column of general news and comments occupied page 2. A column-type feature on state, national and world news and the staff box completed the page.

Page 3 contained sports news and a brief personality sketch of a local high school senior. Stories crowded off the front page found display on page 3. Society news, personals and local items were displayed on page 4.

A series of articles interpreting the school program appeared each week on page 5 under the kicker, "Tales Told Out of School." Selected local items and advertisements completed the page.

Feature stories on community businesses, personalities and events were run on pages 7 and 8. News of general interest and advertisements filled the pages.

Column Inches of Editorial Matter and Ads

Measured by columns, inch for inch, the Trentland Arrow carried a total of 5400 column inches of editorial matter and advertisements from the issues of September 16, 1959, to May 13, 1960. This figure includes line drawings, the nameplate, folio lines and the staff box.

Personal and local items grouped under the column titled "All About Trentland," "People, Places, Events," and "Siouxland Signals" accounted for the largest percentage of Arrow content with 987 column inches or 18.95% of the paper's total content. The Arrow gave general school news second coverage, percentage-wise, with 899 column inches. This was 15.72% of the total 5400 tabulated inches.

Advertisements took the third position in Arrow content analysis with 827 column inches--14.13% of the total. General community news with 8.37%, editorial columns and features totaling 7.57% and church news with 7.09% followed in the fourth, fifth and sixth coverage places, respectively, in the content survey.

News about community organizations amounted to 6.60% and sports and community business coverage measured 5.03% and 4.98% each.

The nameplate, folio and staff box took 5.22% of the Arrow's space. Editorials accounted for 4.11% and line drawings and cartoons measured 1.25% of the total content.

Table V gives a capsule of the contents of the Trent paper by categories, column inches and percent of the total.

Table VIII in the appendix is a detailed tabulation of the editorial and advertising matter and gives an index to the scope of the year's Trentland Arrow coverage.

News and feature articles are not separated in this analysis. Articles are tabulated as they appeared from left to right beginning from page 1 of each issue.

The table shows the complete headline and month, day and year of

publication.

Categories are listed in order of total content percentages.

TABLE V. CONTENTS OF THE TRENTLAND ARROW BY CATEGORIES
SHOWING COLUMN INCHES AND PERCENT OF TOTAL CONTENT

Category	Column Inches	Percent of Total
Personals, Locals	987	18.95
General School News	859	15.72
Advertisements	827	14.13
General Community News	452	8.37
Editorial Columns, Features	407	7.57
Church News	381	7.05
Community Organizations	357	6.60
Sports	289	5.03
Nameplate, Photo, Staff Box	282	5.22
Community Businesses	269	4.98
Editorials	222	4.11
Line Drawings, Cartoons	68	1.25
TOTALS	5400	100.00

CHAPTER XIII

READERSHIP SURVEY OF THE TRENTLAND ARROW

To determine the readership of the Trentland Arrow, a survey of the February 19, 1960, issue was conducted by a selected group of staff members.

Audience for the readership survey included a convenience sample of 200 readers (100 men and 100 women) chosen from the 260 subscribing families to the Arrow. This sample procedure resulted in an undersampling of the distant subscribing families but almost a total sample of the subscribers in the Trent area.

Twenty interviewers were given basic instruction in the steps involved in the survey. The group, 10 boys and 10 girls, conducted the survey on Monday, February 22, with each of the interviewers assigned to a certain subscriber's home. Only adult readers, those over 18 or out of high school, and one reader to a household, were included in the survey.

The interviewer, after explaining the purpose of the survey, proceeded to point to stories beginning with page 1 and asking such questions as: "Did you read this story?". On prepared forms, the interviewer marked the correct response.

Any person chosen for the audience was considered a reader of the issue regardless of whether he actually had read the issue under consideration. No test was used to check on reading claims.

The February 19 issue of the Trentland Arrow had 15 news stories.

an editorial, two editorial page features, three columns of personal items and the church column in addition to advertising content. All stories were short—two to three paragraphs with the exception of a feature story on Trent residents. Each story was headlined.

Page 8, containing a feature story, "Trentlanders: 'We Like It Here,'" with 98.5% readership, had the highest number of readers of the nine pages in the newspaper surveyed. The page contained part of a feature story continued from a preceding page and contained no other matter which probably accounts for its high readership. The page on which the story was concluded, page 9, had a 96.33% readership.

The sports page, page 3, was read by 93.3% of the respondents with a page of personal items, page 5, read by 91.2% of the audience polled. Page 7, the start of the main feature, was read by 90.5% of the readers.

Page 4, a page of personal items, ranked 90.83% in readership appeal with the front page being read by 90.66% of the respondents. Total readership of the editorial page was 76.12%, the lowest readership of the Arrow's pages.

The February 19 issue of the Trentland Arrow had a mean readership of 89.87%. Most-read story in the issue appeared on page 5. One-hundred percent of the readers surveyed had read the story headlined "Education Board Discusses Wages." The story with the least readership was the calendar-type regular feature "Trentland Call to Worship." Only 58.5% of the readers surveyed had read the item.

In comparison to other surveys available on audience readership of weekly newspapers, the average readership of the Trentland Arrow was

relatively high.

Average readership of the Clear Lake Courier in a survey conducted in 1959 was 51%.¹⁶ In a national survey of 138 newspapers, all dailies, the average readership of editorial content was 45.6%.¹⁷

Readership of the advertising in the Trentland Arrow, like that of the editorial readership, ranked high in comparison to ad readership of other newspapers. Average ad readership in the Arrow was 91.2% compared to an ad readership in the Clear Lake Courier of 41%.¹⁸ In a survey of the Volga Tribune in 1959, advertising readership amounted to 53.43% of the respondents.¹⁹

The survey issue of the Arrow carried 9 display advertisements for a total of 68 column inches. The ad which attracted the most attention was a district basketball tourney ad on page 9. Ninety-nine percent of the respondents indicated they had read the ad.

Table VI gives a summary of the readership of the individual news, feature items and advertisements.

¹⁶Charles J. Bellman, The Clear Lake Courier as a News and Advertising Medium, unpublished thesis, South Dakota State College, Department of Journalism: 1959.

¹⁷138 Study Summary, Continuing Study of Newspaper Reading, Advertising Research Foundation, New York: 1951.

¹⁸Bellman, Ibid.

¹⁹Charles J. Bellman, Readership Study of the Volga Tribune, South Dakota State College, Department of Journalism: 1959.

TABLE VI. PERCENT OF TRENTLAND ARROW EDITORIAL AND
ADVERTISING CONTENT READ BY MEN AND BY WOMEN

Article	Page	Men	Women	Mean
Banner Heads	1	100%	100%	100%
Floyd Dicky Services Held	1	87	92	89.5
Meyer's Hold Anniversary	1	85	96	90.5
Students Honor Local Educator	1	93	97	95.0
Firemen Supper Seats 258	1	88	86	87.0
Area Youth Wins State Awards	1	91	93	92.0
Public Library to be Used	2	82	96	89.0
Trentemps	2	83	98	90.5
Distant Drums	2	92	81	86.5
Staff Box	2	21	46	38.5
Trent Plays Colman in District	3	98	87	92.5
Bruce Takes TRS in BB Contest	3	98	87	92.5
Local Senior in Boxing Meet	3	97	91	94.0
Win Dollar Bill by Placing Teams	3	96	100	98.0
Seniors Slant William Higaboe	3	85	96	90.5
All About Trentland	4	84	98	91.0
Anderson Lumber Ad	4	91	89	90.0
Rosburg Grocery Ad	4	85	98	91.5
People, Places, Events	5	82	98	90.0
English Basis of Understanding	5	76	89	82.5
Education Board Discusses Wages	5	100	100	100.0
Utech Cafe Ad	5	93	87	90.0
Lester Hardware Ad	5	94	93	93.5
Trentland Call to Worship	6	24	93	58.5
Slouxland Signals	6	76	98	91.0
Quaker Oats Ad	6	91	87	89.0
Nelson Sales and Service Ad	6	88	85	86.5
Public Library Provides Area as Reading, Research Center	7	81	92	86.5
Trentlanders: 'We Like It Here'	7	97	100	98.5
Arrow Staff to Tourney	7	83	91	87.0
Skelly Ad	7	93	87	90.0
'Like It Here' (Continued Story)	8	97	100	98.5
'Like It Here' (Continued)	9	97	99	98.0
District 17 Basketball Ad	9	100	99	99.6
Arrow Ad	9	85	96	90.5

CHAPTER XIV

STAFF WORK-HOURS INVOLVED IN PRODUCING THE ARROW

A log of the work-hours spent by individual staff members was kept by the assistant editor. The six key staff members spent 1070 hours of work during the school year in the production of the newspaper.

The editor, with 215 hours, spent the most time among key members on the production. The production manager worked 155 hours. The assistant editor devoted 149 hours to Arrow work. The circulation manager spent 145 hours during the school year in his duties with the business manager spending 126 hours. The adviser put in 280 hours of work.

Staff member work-hours totaled 2018, ranging from 97 hours for the top worker, time-wise, to 68 hours for the student spending the least amount of time.

Trentland Arrow staff members spent an average of 99.96 hours each working on the publication for the nine month period. This includes the work of the key staff personnel, staff members and the adviser.

Table IX in the appendix gives a summary of the work-hours spent by each of the individual Arrow staff workers.

CHAPTER XV

INCOME AND EXPENDITURES

A detailed income-expenditure account was maintained by the business manager for the year to determine if a newspaper of this type could be financially independent.

Income for the year totaled \$841 with the sale of advertising amounting to 49.10% of the total revenue. Subscriptions at \$1.50 per school year amounted to 46.37% of the yearly income with job printing adding 4.53% of the revenue.

Expenses for duplicating and mailing the Arrow totaled \$726.14. Duplicating paper and postage for mailing amounted to the greater share of the expenses. Total amount of paper used was \$229.95. Postage for mailing the Arrow to subscribers totaled \$228. Other expenses included \$99.98 for an illuminated drawing board, \$57.20 for stencils and \$45 for pre-printed nameplate pages.

Incidental expenses amounting to \$106.01 were for lettering guides, styli, stapling equipment, tape and press association expenses.

The Trentland Arrow realized a net profit of \$114.86 for its yearly operation. The sum is on bank deposit with the Trentland Student Association Activities Fund account.

Table VII shows the income and expense items in profit and loss statement form.

TABLE VII. STATEMENT OF INCOME AND EXPENDITURES

Income from Sales

Sale of Subscriptions	\$390.00
Sale of Advertising Space	413.00

Other Income

Job Duplicating	37.50
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<u>Total Income</u>	\$841.00
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Expenditures for Equipment

Gestetner Drawing Board	\$ 59.98
Staplers	7.96

Expenditures for Supplies

Lettering Guides	36.40
Styli	10.65
Stencils	57.20
Paper	229.95
Staples	11.00
Cellophane Tape	4.00
Electronic Stencils	9.00

Expenditures, Miscellaneous

Pre-printed Nameplate Pages	45.00
Postage for Mailing	228.00
Membership Share, SDHSPA	2.50
Press Conventions	24.50

<u>Total Expenditures</u>	\$726.14
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NET PROFIT	\$114.86
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CHAPTER XVI

READER EVALUATION

An audience of 250 readers evaluated the Trentland Arrow by answering a questionnaire at the end of the school year. Readers were asked to judge the Arrow on the basis of a set of 20 questions. Evaluation was indicated by the respondent circling one of seven responses--superior, excellent, very good, good, fair, weak, poor--to best answer the specific questions.

The questions were formulated by the staff and adviser during the year using the Newspaper Guidebook of the National Scholastic Press Association as a general model.

Staff members personally delivered the questionnaire on May 2, 1960, and requested the recipient to have the form completed when called for on May 6. One-hundred percent response was received.

Only adult readers were asked to evaluate the Arrow and respondents could consult with other adult members of the family in arriving at value responses to the questions.

The evaluation was designed primarily to determine how well the community thought the Trentland Arrow was fulfilling its job of serving as a community newspaper. Evaluators were asked to be their own judges to determine as objectively as possible the value and quality of the publication.

An analysis of the reader evaluation questionnaire indicates that a mean "excellent" value response was given by 172 of the 250 surveyed.

Mean "superior" value was 42 of the 250 respondents compared to a "very good" value response mean of 23. The mean "good" value was 13.

In 18 out of the 20 categories, readers gave the highest percentage indication to the "excellent" values in regard to the quality and worth of the Trentland Arrow. To two questions, "superior" value responses, percentage-wise, indicated the thought of the Arrow readers.

Evaluators gave no value of less than "good" in answer to the questions asked.

One-hundred ninety-eight readers, 78.2%, valued the Arrow as "excellent" in fulfilling its aims as a community paper. Four percent, 10 readers, thought the Arrow to be "superior" in meeting its objectives as a community publication.

Thirty-three readers, 13.2%, judged the Arrow as "very good," community-wise, while nine readers, 4.5%, rated the paper "good" in this category.

Two-hundred-eight Trentland Arrow readers valued the Arrow as a community paper in the top two value classifications compared to 42 who placed the paper in the middle two classifications—"very good" and "good."

Writing standards in the Arrow were ranked "excellent" by 185 readers or 74% of the total. Seventeen respondents rated writing "superior." This amounted to 6.8% of the 250 in the survey.

In the middle two value areas, 28 said the writing standards in the Arrow were "very good." Eight percent of the total polled ranked writing as "good."

Readers were asked: "To what extent do you think the Arrow looks like a newspaper?". To this question, 140 persons said the Arrow maintained an "excellent" value appearance. This was 56% of the total audience surveyed. Thirty-eight percent indicated the Arrow rated "superior" in appearance.

"Very good" and "good" values were checked by 28 and 20 respondents, respectively, in answer to the question.

The "excellent" value response was indicated by 79.2% or 198 of the readers polled concerning content balance in the publication. The question asked was: "Do you think Arrow content is balanced? Does it include all reader groups?".

Forty-three readers, 17.2%, were of the opinion that the paper was "superior" in this area. Seven readers indicated the Arrow was "very good" in balance while two said it was "good."

The majority of the respondents said that Arrow advertising display rated "excellent" with 198 responses to that classification. Four readers, 1.6%, picked the paper to be "superior" in ad display. Twelve percent indicated ad treatment to be "very good," while 18 readers checked a "good" response.

The "superior" classification was checked 204 times in answer to the question: "How would you describe the Arrow promptness in getting out on time?". This was 81.6 of the total readers in the poll. Nineteen, 7.6%, and 14, 5.6%, readers said that Arrow was "excellent" or "very good" in coming out on time.

Thirteen readers or 5.2% of the total indicated the paper to be

"good" in promptness.

"To what extent does the Arrow emphasize the important news of the community. Are important events given adequate coverage?" Seventy three percent of the readers answered "excellent" to this question. Nineteen readers judged the paper to be "superior" in adequate news coverage while 24 readers each said "very good" and "good" to that question.

Those surveyed judged the paper "excellent" by a 174 count to the Arrow's business and business personnel coverage. While 69.6% of the readers said the paper was "excellent" in this category, 4.8% said the Arrow was "superior" in its treatment of community businesses.

Thirty-six and 28 readers, in that order, ranked the paper in the "very good" and "good" brackets as far as business coverage content.

As a medium to inform the reader about coming events, the Arrow rated as "excellent" 200 times out of the 250. Thirty-seven said they would judge the paper to be "superior" in this area and 13 indicated the paper to be "very good" in telling the community of coming events.

Eighty-four percent of the respondents to the poll ranked the paper "excellent" in its coverage of community organizations. Fourteen people said "superior" to the question. Seventeen, 6.8%, indicated "very good" while only nine indicated a "good" response.

"To what extent do you think the Arrow fulfills its purpose as a medium for the community to advertise its businesses and services?" was asked with 164 readers valuing the paper in the "excellent" classification. ~~Eighteen~~ marked the Arrow "superior" while 41 and 31 ranked the

paper as "very good" and "good" in respective order.

Sixty percent of the 250 persons polled said that the Arrow rated "excellent" in its services to the church newspaper-wise. Twenty-five said the paper was "superior" in its value to the church as compared to 50 and 10 persons who judged the paper "very good" and "good."

One-hundred eighty-one respondents indicated the paper lived up to its policy, "If it's in the news, it's in the Arrow" in an "excellent" manner. Twenty-six said "superior" to this question. Thirty-four indicated a "very good" answer while nine said "good."

Sixty-five and six-tenths of the readers surveyed said the paper rated "excellent" in accuracy, impartiality and objectivity. This number amounted to 76% of the total polled.

Ten and eight-tenths percent of the readers would rate the Trent-Land Arrow "superior" in the category. Thirty-eight people said the paper was "very good" in accuracy, impartiality and objectivity while 29 rated the Arrow as "good" in these three areas.

"To what extent does the Arrow strive to make a better community by fostering citizenry loyalty and pride?" To this question, 190 gave an "excellent" rating while 27 rated the paper as "superior."

"Very good" value was checked by 31 respondents. Two said the Arrow was "good" in fostering loyalty and pride.

That the Arrow as a community publication provided a practical experience-type newspaper situation to the high school journalist was deemed as "superior" by 198 or 79.2% of the total in the poll. Thirty said the publication was "excellent" in this area while 18 noted the

paper to be "very good." Four said the publication was "good" in providing practical newspaper situations.

This same question was asked staff members in a survey to determine the value of the publication to the high school students. Twenty-eight of the staff of 30 rated the paper as giving them "superior" experiences in newspaper work. Two rated the paper to be "excellent" in giving a real life "feel" of news work.

Area citizens polled indicated that the Arrow was "excellent" in interpreting the school to the community. One-hundred sixty-seven gave the Arrow an "excellent" in this division.

Of the 250 in the survey, 34 checked a "superior" for the Arrow in school interpretation while 23 said "very good." Twenty-six rated the paper "good" in school service.

Seventy-six percent, 190 respondents, were of the opinion that the editorials in the Arrow rated "excellent." Eighteen said the editorials were of a "superior" quality while 30 said "very good" in answer to the question. Twelve marked a "good" value to the editorials.

One-hundred seventy-three in the poll indicated that spelling in the Trentland Arrow was "excellent" and 37 said spelling accuracy was "superior."

Nine and two-tenths percent indicated a "very good" for spelling as compared to 17 who said the publication rated a "good" in this category.

Persons surveyed were asked this question: "Evaluate the over-all impression the Arrow has on the community as a school-sponsored activity.

How well has the community accepted the publication?".

Seventy-two percent of the 250 in the survey said that the Army rated "excellent" in over-all acceptance while 44 or 17.6% gave a "superior" mark to the publication.

Twenty persons said the paper rated as "very good" in over-all impression and six, 2.4%, judged the Army as "good."

Table I in the appendix gives a resume of the questionnaire including the questions asked, number of value responses and the percentages of the responses to the individual values.

CHAPTER XVII

STAFF EVALUATION

To determine the value of this type of journalistic activity to the individual staff member, each student answered a 10-point analysis questionnaire relative to the worth of the project.

The students answered the poll by circling response answers relative to the value of the phases of the activity. The values ranged from "superior" to "weak" and each student was asked to evaluate his experience as objectively as possible.

Nineteen of the 30 staff members ranked a "superior" value to the project as helping them to understand the relation of the press to public opinion. This figure was 63.33 percent of the total.

Eight of the 30 staff members said that the project gave them "excellent" experiences to learn the relationship of the public to publications work. Ten percent, three students, said the activity was "very good" in helping them understand this phase of communications.

Sixteen, 53.33%, of the staff members were of the opinion that working on the Arrow as a community publication had helped them in a "superior" manner to see the difference between fact and opinion. Thirty-three percent of the students gave an "excellent" value to the publication in this classification. Four students rated their work as a "very good" way of determining the difference between fact and opinion.

Seventy percent of the Trentland Arrow staff thought that working on the paper as a community publication was of "superior" value to them

in understanding the work and significance of the community citizens.

Twenty-three and thirty-three one hundredths percent or seven of the staff members indicated the paper was of "excellent" value to them in understanding the work of the community. Two students ranked their experiences as "very good" in this category.

Students were asked the question: "Has your experiences in community journalism work afforded opportunities for learning the need of accuracy and promptness?". Eighteen students, or 60%, ranked the Arrow as giving them "superior" advantages toward learning accuracy and promptness need. Seven of the students polled answered "excellent" to the question while five said the Arrow experiences were "very good" in learning the need for accuracy and promptness.

Twenty-one staff members, 70%, believed that work on the community-type Arrow was of "superior" importance in establishing good relationships in the community between the school and the public. Seven students ranked this question an "excellent."

Two of the staff members thought the Arrow to be "very good" in helping to establish good pupil-community relations.

"To what extent did you get a 'feel' of actual newspaper work through your experiences on the Ireland Arrow?" Twenty-eight staff members or 93.33% indicated through their responses that the Arrow was of "superior" value in helping them get a good sense of actual newspaper work.

Two students thought the Arrow afforded them "excellent" work-type situations.

Fifty percent of the staff gave a "superior" answer to the question relative to their experiences on the Arrow improving their writing style and ability to express themselves better. Twenty students indicated the publication gave them "excellent" opportunities to improve their writing and expression ability.

Ten ranked the Arrow to be "very good" in this area while three students indicated a "good" response.

Students were asked to rate their experiences, value-wise, on the Trentland Arrow with their other high school activities.

Twenty-six Arrow staff members ranked their experiences as "superior," value-wise, to their other activities. Four students were of the opinion that their work on the paper was "excellent" in comparison to their other school activities in a value sense.

Twenty of the 30 staff members thought that through work on the Trentland Arrow they were given "superior" experiences in understanding the importance of communications in today's life.

Six students, 20%, valued their work as "excellent" in learning the importance of communications while four students were of the opinion that the experiences were of a "very good" nature.

Students gave only one response to the question relative to the Arrow developing skills in handling the mechanics of the duplicated process. One-hundred percent of the staff agreed that working on the Arrow afforded them "superior" opportunities to learn typing, stenciling, scope work, duplicating machine work and the general mechanical aspects of this type of publication.

Table XI in the appendix gives a summary of the responses to the questions asked in the survey with percentages. The table also gives the questions asked to determine the value of the Trentland Arrow as a community paper to the individual staff members.

CHAPTER XVIII

SUMMARY AND CONCLUSIONS

Town board meetings, farm auctions, weddings, funerals, fire department activities--these were a few of the news coverage assignments of the Trentland Arrow staff who each school week of the 1959-60 term published a six to eight page community general newspaper as a high school journalism activity.

The community of Trent, South Dakota, population 250, had no newspaper of its own since 1925 when the Trent Herald ceased operation.

During the 1959-60 school year, the community had a newspaper it could call its "own." The Trentland Arrow was strictly a community general news publication with slight overtones of a high school paper.

The combining of scholastic and community journalism determined the possibility of a school-produced community newspaper.

The staff had to convince the community citizenry that this was not a temporary project but one that would add to the town's businessmen by giving them a medium for advertising their products and by providing the community with quality reporting and interpreting.

An advertising policy of "Let's Keep our business in Trent," was adopted. The editorial policy, "If it's news, it's in the Arrow," provided the staff with a basis from which to work.

Changing from a monthly high school paper to a town weekly meant a staff-educating process to instill the students with the duties involved with community responsibilities.

The increased frequency of publication meant that staff members had to re-work class schedules to allow themselves additional time to devote to the paper. Equipment needed to be added to the publications department.

The Trentland Arrow performed a double function--serving the area in a community newspaper role and providing a practical experience medium to the high school journalists.

Thirty Trent High School students shared in the duties of producing the Trentland Arrow. Working in groups of six to eight, the staff had a 3:30 Friday deadline each week.

Important community and school news took front page display each week. Editorial matter and a column of general news and comments occupied page 2. A column-type feature on world, national and state news and the staff box completed the page.

Page 3 of the Arrow contained sports news and a brief sketch of a high school senior. Stories crowded off the front page found display on page 3. Society news, personals and local items were grouped in a departmental column on page 4.

A series of articles interpreting the school program appeared each week. Selected news bits in column-type form and advertisements appeared on the page.

Feature stories on such topics as the oldest community residents, the town board and the fire department were run on pages 7 and 8, plus news of general interest and ads.

Subscriptions and advertising space were sold to give the staff

experience in handling the business part of producing a newspaper. By supplementing the revenue from ads and subscriptions with job printing for local businesses and organizations enough money was realized to support the publication and have a balance at the end of the year.

The Trentland Arrow was printed on 9 x 12 paper with a four-column front page format. Other pages were in three columns. The versatility of the duplicating process provided for varied page layouts. A simple headline schedule was adopted utilizing two main headline types.

Every attempt was made by the Arrow staff to give the community a quality newspaper. The staff realized that the publication must look like a newspaper--one that had reader appeal--to be accepted as a community publication.

Conclusions

Results from the evaluation questionnaires to readers and staff members would indicate that the Trentland Arrow's primary intentions--that of serving as a community newspaper and as a student experience-type activity--were realized.

Responses to a key question asked of readers in the evaluation survey give an indication to the Arrow's worth as a community publication. Eighty-two and two-tenths of the readers surveyed gave the Arrow a superior or an excellent evaluation in its fulfillment of its aims as a community newspaper.

The number of "excellent" and "superior" value responses to the 20-point questionnaire would seem indicative that the Trentland Arrow

has gained full acceptance in the area as a community newspaper.

An analysis of the responses in the student questionnaire would indicate that the publication has served to provide worthwhile experience-type newspaper situations to the high school journalist.

That 28 out of the 30 staff members agreed the Arrow afforded "superior" opportunities to learn the "feel" of actual newspaper work would seem to indicate that the purpose of providing newspaper experiences of a practical nature to the students has been fulfilled.

To further analyze the responses to the student poll relative to the Arrow's worth as a learning device, it would seem that the number of "superior" and "excellent" value responses to the questions asked were evidence of a well-motivated educational experience for high school students.

The fact that subscribers read the editorial and advertising content of the Arrow to a high degree is significant. With close to 90% of the readers indicating they read the news and advertising content, it could be assumed that the paper was fulfilling its objectives of disseminating information and of serving as a medium for institutional advertising.

It is significant to note that town businessmen used the Arrow as a medium for advertising their products consistently. This was indicated by the number of repeat advertising sales.

A review of the income-expenditure table furnishes evidence that the project was financially able to support itself.

It should be noted that the number of work-hours spent by staff

members on the publication was relatively high in comparison to the time spent in other school activities. The project demanded a large share of the staff's time during school and in after-school sessions, which would be a limiting factor in many school programs.

Also, the number of hours the adviser spent in supervising the project would perhaps require more time than most teachers are able to spend in their activities without readjustment of school programs.

It would seem, too, that to embark on a project of this nature, school personnel--all of the internal school publics--must possess a keen appreciation for journalism and its purposes. A school without a background in journalistic endeavors would, perhaps, encounter additional problems.

In view of the conclusions drawn by this study, it would appear that a high school publications group could feasibly fill the gap left vacant by the discontinuance of the community newspaper through a modification of its existing publications program. The problems involved in the project would be overshadowed by its value to the students and to the community.

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APPENDIX

SCHOLASTIC EDITOR
18 Journalism Building, University of Minnesota
Minneapolis 14, Minn.

August 6, 1959

Mr. Archie W. Hill, Superintendent
Trent Independent Schools
Trent, South Dakota

Dear Mr. Hill:

To the best of my knowledge, nothing along the lines of a school-printed and published newspaper for a given area has ever been attempted. However, my time with NSPA totals about 10 years. Upon the return of the Kildows, who are now on vacation, I could make an inquiry through them. They have been in this business about 40 years. And their names are much better known than mine in the field of scholastic journalism. Of course, whatever you decide will be acceptable to me.

I would like to take this opportunity to thank you for the fine article we published of yours in the June issue. It went over quite well. If your project on the school-published community newspaper succeeds (and I feel that it will), how about an article on it for SCHOLASTIC EDITOR? This would be particularly interesting to many of our readers, I am sure.

Again, thanks for all of your interest in the EDITOR, and let me hear from you.

Cordially yours,

(Signed)

Gene Wicklund, editor
SCHOLASTIC EDITOR

(C O P Y)

COLUMBIA SCHOLASTIC PRESS ASSOCIATION
Columbia University
New York, (27) N. Y.

23 September, 1959

Dear Mr. Hill:

Your letter of 30 July was awaiting me when I returned from my summer vacation. While a great deal of correspondence was forwarded to me while I was away, this one seemed to present certain problems the staff thought would have to wait until my return; hence, this delay.

As far as I know, your project is a new approach to school publications work. Some years ago, a small school in a small community in your part of the country put out a school newspaper that carried some community news. The reason for this was that no paper existed to serve the immediate area. From your letter, I gather that your primary interest is in serving the community, and presumably, giving the school news in its proper relationship to the community's activities.

The major function of any school newspaper is the educational value to the participating students. When they write for the school paper, they are judged as students by students who are their readers. It would seem to me that if the community's interest comes first, these boys and girls will have to meet a higher standard in their writing and in their conversations. It will also mean a change of emphasis on the part of the Adviser for this project will place the training of the student writers, and the school's program in English, before the public much more effectively than in any prior program. Both staff and Adviser will be on the spot but, I am sure, on a friendly spot.

All will be subject to certain pressures that are well known to the small town newspaper man but not at all present in the school. It will not be at all out of order for the editors to learn how to handle a person whose name has been misspelled or an organization whose report of a meeting was not printed in full. Both the staff and the Adviser are going to learn many things about human nature much faster than they would under ordinary circumstances.

If I were you, I would give my staff a good basic talk on community relations so they will know what to expect. In entering a field that is similar to that of a professional journal, they will have to start their work with an understanding that errors will be costly and that they have a personal responsibility to make every effort to avoid them.

You are entering a brand new field for a school and your pioneering efforts

AMH-2

will set a standard for future operations. I am sorry that I cannot give you precedents or examples to follow because they do not exist. There are, of course, school pages in established dailies and weeklies where the regular staff is ready to help with counsel and blue pencil. In your situation, you are entirely on your own.

I shall be interested in learning what happens and when your project is underway, we would be happy to have a story on it for the School Press Review, our own magazine.

With all good wishes, I am,

Cordially yours,

(Signed)

Joseph M. Murphy,
Director.

Mr. Archie N. Hall
Superintendent
Trent Independent Schools
Trent, South Dakota

JMM/dk

(C O P Y)

READER INTERESTS SURVEY QUESTIONNAIRE (Copy)

Dear Prospective Trentland Arrow Reader

In order to determine what the community wants in the all-new community-type Trentland Arrow, we are asking your cooperation in filling out this survey questionnaire.

The Arrow staff has listed the news and feature area possibilities for coverage during the year. We would like to know your reaction to the news possibilities. What do you want the Arrow to contain?

There are four parts to this questionnaire. Please check off only those items you would like to see in the future issues of the Arrow. Responses to the questionnaire will be summarized and the data will be used in planning the content of the issues for the year.

Please retain this completed questionnaire until it is called for by a staff member. Thank you for your help.

GENERAL NEWS COVERAGE

Local Items, Personals	_____	School Activities	_____
Weddings	_____	Funerals	_____
Calendar of Events	_____	Recreation, Entertainment	_____
Legion and Auxiliary	_____	Area Church News	_____
Town Board	_____	Study Club	_____
County News	_____	Business Items	_____
State News	_____	IOOF, Rebekahs, Theta Rho	_____
National, International	_____	Fire Department	_____
4-H Club News	_____		

SCHOOL NEWS

Student Activities	_____	School Organizations	_____
News Explaining School Program	_____	School Society	_____

Reader Interests Survey Questionnaire (Continued)School News (continued)

Student Council	_____	School Services	_____
Sports	_____	School Organizations	_____
Student Interviews	_____	Lunch Program	_____
Special Events, Meetings, Programs	_____	PTA	_____
Alumni	_____	Student Activities	_____
Administration	_____	Academic Activities	_____
Classes	_____	Student Achievements	_____
Scholarship Attainments	_____		

EDITORIALS

Editorials explaining the area services and business practices. _____

Editorials to interpret; to help the reader see the full significance of a recent news happening. _____

Editorials giving helpful information to help the community better understand a news event. _____

Editorials giving helpful information to help the community better understand its problems. _____

Editorials that point out the shortcomings of the community. _____

Editorials that would tend to fuse the community into a oneness of purpose and endeavor. _____

Editorials to persuade readers to take a certain line of action. _____

Editorials to induce readers to adopt a certain opinion. _____

Eliminate editorials in favor of other content. _____

FEATURE MATERIAL
(Check three)

Informative feature articles backgrounding area activities. _____

Reader Interests Survey Questionnaire (Continued)Feature Material (continued)

Features interpreting the school to the community. —

Features on community personalities, businesses and organizations. —

Fictional stories, features from high school English composition classes. —

Book reviews, movie reviews, radio and television briefs. —

Humorous features. —

Original poetry. —

Eliminate features in favor of more news coverage. —

READER EVALUATION QUESTIONNAIRE
(Copy)

Dear Reader

To determine how well the Trentland Arrow has fulfilled its objectives of serving as a community newspaper, you, as a reader, are asked to evaluate as objectively as you can the Trentland Arrow by circling responses to questions concerning the value and quality of the newspaper.

Your impartial responses will be helpful to the staff in determining what has been accomplished by the Trentland Arrow during the year.

Circle the response that you think best describes the paper according to the specific questions below.

1. How well do you think the Trentland Arrow has filled its aims as a general community news weekly?

poor weak fair good very-good excellent superior

2. As a reader, how would you describe the standards of writing in the Arrow?

poor weak fair good very-good excellent superior

3. To what degree do you think the Arrow looks like a newspaper?

poor weak fair good very-good excellent superior

4. Do you think the Arrow content is balanced? Consider the variety of types of news--did it include all readers?

poor weak fair good very-good excellent superior

5. What is your opinion as to the treatment of advertising display?

poor weak fair good very-good excellent superior

6. How would you best describe the Arrow's circulation department. Did you get the paper on time always?

poor weak fair good very-good excellent superior

Reader Evaluation Questionnaire (Continued)

7. To what extent does the Trentland Arrow emphasize the important news on the front page?
- poor weak fair good very-good excellent superior
8. How well does the Arrow treat events concerning the community's business and business personnel?
- poor weak fair good very-good excellent superior
9. How does coverage of the community's organizations such as the Fire department and service organizations rate?
- poor weak fair good very-good excellent superior
10. Does the Arrow inform the reader of coming community events?
- poor weak fair good very-good excellent superior
11. To what extent do you think the Arrow fulfills its purpose as a medium for the community to advertise its businesses and services?
- poor weak fair good very-good excellent superior
12. Evaluate the Arrow in light of its services to the area churches.
- poor weak fair good very-good excellent superior
13. To what degree has the Arrow lived up to the policy: "If it's news, it's in the Arrow"?
- poor weak fair good very-good excellent superior
14. Does the Arrow present community and school news accurately, impartially and objectively?
- poor weak fair good very-good excellent superior
15. To what extent does the Arrow strive to make a better community by fostering citizenry loyalty and pride?

Reader Evaluation Questionnaire (Continued)

poor weak fair good very-good excellent superior

16. From your observations, how well does the Arrow provide a practical experience-type newspaper situation for the high school journalist?

poor weak fair good very-good excellent superior

17. How does the Arrow interpret the school program to the community?

poor weak fair good very-good excellent superior

18. How would you describe the editorials in the Arrow?

poor weak fair good very-good excellent superior

19. Spelling of family names is a consideration in a community paper. From your analysis, how do you think the Arrow stands on spelling accuracy?

poor weak fair good very-good excellent superior

20. Evaluate the over-all impression you think the Arrow has on the community as a school-sponsored activity. How well has the community accepted the publication?

poor weak fair good very-good excellent superior

To the Reader

Please retain this questionnaire until it is called for by an Arrow staff member on Friday of this week. Thank you for your cooperation.

STUDENT EVALUATION QUESTIONNAIRE
(Copy)

To the Staff Member

How much have you gained from your experiences of working on the Trentland Arrow this year? Please read the statements in the following questionnaire and circle what you think best describes the amount of value you have received from your work.

Answer the questions as objectively as you can.

1. Working on the Arrow has helped you as a citizen to understand the relation of the press to public opinion.
 poor weak fair good very-good excellent superior
2. Working on the Arrow has helped you see the difference between fact and opinion.
 poor weak fair good very-good excellent superior
3. Working on the Arrow has helped you understand the work and significance of the community citizens.
 poor weak fair good very-good excellent superior
4. Experiences in community journalism afforded opportunities for learning the need for accuracy and promptness.
 poor weak fair good very-good excellent superior
5. Meeting people and understanding the importance of good relationships between you as a student and the Arrow is of what value?
 poor weak fair good very-good excellent superior
6. Getting a "feel" of actually reporting through work on the Arrow was sensed to what extent?
 poor weak fair good very-good excellent superior
7. Acquiring a better writing style and ability to express yourself

Student Evaluation Questionnaire (Continued)

through the Arrow was achieved to what extent?

poor weak fair good very-good excellent superior

8. How would you rank, value-wise, your experiences as a staff member on the Arrow with your other high school activities? To what extent does it compare?

poor weak fair good very-good excellent superior

9. Did work on the Arrow help you understand the importance of communications in today's life?

poor weak fair good very-good excellent superior

10. Working on the Arrow developed your skill in handling the mechanics of the duplicated process--typing, stenciling, scope work, duplicating. How would you value these situations?

poor weak fair good very-good excellent superior

TABLE VIII. CONTENT OF THE TRENTLAND ARROW BY INDIVIDUAL ARTICLES; DAY, MONTH AND YEAR OF PUBLICATION

Article	Date of Publication
<u>Personals, Locals (987 column inches, 18.95%)</u>	
All About Trentland	All issues
People, Places, Events	All issues
Sicoutland Signals	All issues
<u>General School News (859 column inches, 15.72%)</u>	
School Gets Improvements	September 16, 1959
Subject Offerings Up	September 16, 1959
Fresh Take Bum's Holiday	September 16, 1959
Seniors Take Graduation Pictures	September 16, 1959
One New Faculty Member Added	September 16, 1959
Trent Registers 71 in High School	September 16, 1959
Tales Told Out of School	September 16, 1959
Seniors Slant Carolyn Scherff	September 23, 1959
State Tests Get Underway	September 23, 1959
Tales Told Out of School	September 23, 1959
Jane Benson Tops Magazine Sales	September 30, 1959
DeClerk Names Student Proxy	September 30, 1959
Arrow Captures All-American	September 30, 1959
Council Names Officers	September 30, 1959
Seniors Slant Gary DeClerk	September 30, 1959
Pow Wow Plans Made	October 4, 1959
Trent Tops Yell Clinic	October 4, 1959
Trent Senior on All-State News Staff	October 4, 1959
October 22 Set for Speech Meet	October 4, 1959
Seniors Slant Shirley Stockal	October 4, 1959
Music Ensembles Organize	October 4, 1959
Trent Swings into Pow Wow Days	October 4, 1959
Capsule of Pow Wow Events	October 4, 1959
Seniors Slant Chris Nelson	October 4, 1959
School Lunches Prove Valuable	October 14, 1959
Royalty Rules at Homecoming	October 23, 1959
Press Group to Meet	October 23, 1959
Juniors Win Decorating Contest	October 23, 1959
Seniors Slant Larry MacDonald	October 23, 1959
4 on Honor Roll	November 13, 1959
Juniors Ready Class Play	November 13, 1959
71 Take Part in Local Declam Contest	November 13, 1959
Tales Told out of School	November 13, 1959
Curtain Up on Class Play	November 20, 1959

TABLE VIII. (Continued)

Article	Date of Publication
<u>General School News</u>	
Warrior Staff Named	November 20, 1959
4 Chosen for All-State Chorus	November 20, 1959
Seniors Slant Alvin Scherff	November 20, 1959
Honor Roll Listed	December 4, 1959
Seniors Slant Faith Scherff	December 4, 1959
Key Arrow Staff Named	December 11, 1959
Seniors Hold Holiday Banquet	December 11, 1959
Tales Told Out of School	December 11, 1959
Christmas Concert Slated	December 18, 1959
Seniors Slant Melvin Scherff	December 18, 1959
Tales Told Out of School	December 18, 1959
Local Schools OK for Funds	January 22, 1960
Lunch Room Gets Surplus	January 22, 1960
Schools Start New Semester	January 22, 1960
Seniors Slant Lyle Card	February 5, 1960
Home Economics Gives Work Projects	February 5, 1960
Seniors Slant Larry Jorgenson	February 12, 1960
Math Has Practical Value	February 12, 1960
Lincoln Would Envy School Lunches	February 12, 1960
Students Honor Local Educator	February 19, 1960
Seniors Slant William Husaboe	February 19, 1960
English Basic to Understanding	February 19, 1960
Education Board Discusses Wages	February 19, 1960
Arrow Staff Goes to Tourney	February 19, 1960
Seniors Slant Kathy Rasmussen	March 4, 1960
Winners Named in Feature Writing Contest	March 4, 1960
Business Courses Offer Practice	March 4, 1960
Top Prizes Go to 3 School Groups	March 11, 1960
Science Plays Important Role	March 18, 1960
Grades Present Operetta	March 18, 1960
Schools Slate Bifair Event	March 25, 1960
Seniors Slant Wally Hill	March 25, 1960
Seniors Honored at SDSC Event	April 1, 1960
Roger Christensen...Top Bifair Trophies	April 14, 1960
31 All-Trentland Awards Presented	April 14, 1960
Opportunities Noted in Journalism	April 14, 1960
Congressman MacGovern to Speak Here	April 22, 1960
4 Chosen for Midwest Youth Conference	April 22, 1960
Trent Editor Gets Award	April 29, 1960
Seniors Slant Goldie Haskinson	April 29, 1960
11 Enroll in Kindergarten	April 29, 1960

TABLE VIII. (Continued)

Article	Date of Publication
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General School News

University Head Tells What to Bring to College	April 29, 1960
Mrs. Przymus Gets Grant for French	May 6, 1960
Top Seniors at Trent Named	May 6, 1960
Supt. Hill Keynotes Nodak Meet	May 6, 1960
Basic Courses Essential: Dr. Briggs	May 13, 1960
Adviser Receives Fellowship	May 13, 1960
MacGovern to Highlight Graduation	May 13, 1960
Council Plans Picnic	May 13, 1960
Moonlight-Roses Sets Banquet Theme	May 13, 1960
Census Up by 10 from Last Year	May 13, 1960

Advertisements (827 column inches, 14.1%)

Trent Athletic Association	September 23, 1959
Trent Athletic Association	September 30, 1959
Trent Student Council	September 30, 1959
Community Auction Association	October 23, 1959
Junior Class Play	November 13, 1959
Community Auction Association	November 13, 1959
Community Auction Association	November 20, 1959
Thompson District Program	December 4, 1959
Husaboe Garage	February 5, 1960
Family Eat Shoppe	February 5, 1960
Rostburgs Grocery	February 5, 1960
Anderson Lumber Company	February 5, 1960
Utech Cafe	February 5, 1960
Lester Hardware	February 5, 1960
Carlson Insurance	February 5, 1960
Nelson Sales and Service	February 5, 1960
Quaker Oats Elevator	February 5, 1960
Family Eat Shoppe	February 12, 1960
Don Husaboe Garage	February 12, 1960
Rostburgs Grocery	February 12, 1960
Anderson Lumber Company	February 12, 1960
Utechs Cafe	February 12, 1960
Lester Hardware	February 12, 1960
Quaker Oats	February 12, 1960
Nelsons Sales and Service	February 12, 1960
Art Carlson Insurance	February 12, 1960
Theron Graves Skelly	February 12, 1960
Anderson Lumber Company	February 19, 1960

TABLE VIII. (Continued)

Article	Date of Publication
<u>Advertising</u>	
Utech Cafe	February 19, 1960
Lester Hardware	February 19, 1960
Quaker Oats Company	February 19, 1960
Nelson Sales and Service	February 19, 1960
Theron Graves Skelly	February 19, 1960
District 17 Basketball Committee	February 19, 1960
Art Carlson Insurance	March 4, 1960
Family Eat Shoppe	March 4, 1960
Anderson Lumber Company	March 4, 1960
Rosburgs Grocery	March 4, 1960
Theron Graves Skelly	March 4, 1960
Junior Class Talent Committee	March 4, 1960
Utech Cafe	March 4, 1960
Lester Hardware	March 4, 1960
Quaker Oats Company	March 4, 1960
Nelson Sales and Service	March 4, 1960
Family Eat Shoppe	March 11, 1960
Don Husaboe Garage	March 11, 1960
Rosburg Grocery	March 11, 1960
Utech Cafe	March 11, 1960
Warrior	March 11, 1960
Nelson Sales and Service	March 11, 1960
Quaker Oats Company	March 11, 1960
Art Carlson Insurance	March 18, 1960
Family Eat Shoppe	March 18, 1960
Utech Cafe	March 18, 1960
Rosburgs Grocery	March 18, 1960
Quaker Oats	March 18, 1960
Nelson Sales and Service	March 18, 1960
Theta Rho	March 18, 1960
Lester Hardware	March 18, 1960
Melvin Peterson Insurance	March 18, 1960
Art Carlson Insurance	March 25, 1960
Family Eat Shoppe	March 25, 1960
Rosburg Grocery	March 25, 1960
Utech Cafe	March 25, 1960
Quaker Oats	March 25, 1960
Lester Hardware	March 25, 1960
Nelson Sales and Service	March 25, 1960
Melvin Peterson Insurance	March 25, 1960
Sokota Seed Corn, Al Powers	March 25, 1960
Family Eat Shoppe	April 1, 1960

TABLE VIII. (Continued)

Article	Date of Publication
<u>Advertising</u>	
Lester Hardware	April 1, 1960
Quaker Oats	April 1, 1960
Utch Cafe, Hoil Cafe and Recreation	April 1, 1960
Rosburg Grocery Store	April 1, 1960
Nelson Sales and Service	April 1, 1960
Theron Graves Skelly	April 1, 1960
Carlson Insurance	April 1, 1960
Melvin Peterson Insurance	April 1, 1960
Don Husabee Garage	April 1, 1960
Sokota Seed Corn, Al Powers	April 1, 1960
Art Carlson Insurance	April 14, 1960
Family Eat Shoppe	April 14, 1960
Sokota Seed Corn, Al Powers	April 14, 1960
Rosburgs Grocery	April 14, 1960
Hoils Cafe	April 14, 1960
Nelson Sales and Service	April 14, 1960
Trentland Church Association	April 14, 1960
Quaker Oats Company	April 14, 1960
Theron Graves Skelly	April 14, 1960
Lester Hardware	April 14, 1960
Melvin Peterson Insurance	April 14, 1960
Carlson Insurance	April 22, 1960
Family Eat Shoppe	April 22, 1960
Hoil Cafe	April 22, 1960
Rosburg Grocery	April 22, 1960
Lester Hardware	April 22, 1960
Quaker Oats	April 22, 1960
Nelson Sales and Service	April 22, 1960
Theron Graves Skelly	April 22, 1960
Art Carlson Insurance	April 22, 1960
Don Husabee Garage	April 29, 1960
Family Eat Shoppe	April 29, 1960
Rosburg Grocery	April 29, 1960
Hoils Cafe and Recreation	April 29, 1960
Quaker Oats	April 29, 1960
Nelson Sales and Service	April 29, 1960
Theron Graves Skelly	April 29, 1960
Carlson Insurance	April 29, 1960
Trentland Associated Merchants	May 6, 1960
Trentland Church Association	May 13, 1960
Trentland Parent Teachers Association	May 13, 1960
Student Council	May 13, 1960
Trentland Faculty Association	May 13, 1960

TABLE VIII. (Continued)

Article	Date of Publication
<u>General Community News (542 column inches, 8.37%)</u>	
Construction Work Pushed on Gym	September 16, 1959
New Gym Pushes On	September 23, 1959
Shingling on New Gym	September 30, 1959
Funeral Today for Mrs. Hoover	September 30, 1959
Young Couple Wed Here	September 30, 1959
Shirley Olson Wed at Bethania Church	September 30, 1959
Funeral Services for Long Time Resident	October 4, 1959
Shyla DuBois Becomes Bride	October 14, 1959
Bethania Services for Gilbert Paulson	October 14, 1959
Al Powers in Corn Picking Event	October 14, 1959
Community Sale Set for November 21	October 23, 1959
Frontlanders Go Visiting, Entertain	October 23, 1959
Area Saddened by Passing of Mrs. Joe Christanson	November 13, 1959
Vivian Carlson, Gerald Hask Wed	November 13, 1959
Water Sample Judged Perfect	November 13, 1959
Guild Holds Annual Banquet	November 13, 1959
Late Auction News	November 20, 1959
Auction Set for Saturday	November 20, 1959
R. H. Schuman Rites Held	December 4, 1959
Grandson of Mrs. Prymus Dies	December 4, 1959
Snow Ushers in Christmas Season	December 11, 1959
Events Vie for Spot on Calendar	December 11, 1959
Fulton's Hold Wedding Anniversary	December 11, 1959
Funeral for Mrs. Earl Saturday	December 18, 1959
Post Office Offers Gift Suggestions	December 18, 1959
Traveling Post Office to Run Here	December 18, 1959
Open House Honors Reed Family	January 22, 1960
Moody County Gets New School Plan	February 5, 1960
Merchandise Prizes At February 11 Meet	February 5, 1960
Speaker at Sunday Services	February 12, 1960
Gun Instruction to be Slated Here	February 12, 1960
Mother's March Totals \$45.24	February 12, 1960
Floyd Dickey Services Held	February 19, 1960
Meyer's Hold Anniversary	February 19, 1960
Area Youth Wins Corn Fete	February 19, 1960
Public Library Provides Area for Reading	February 19, 1960
Frontlanders: 'We Like It Here'	February 19, 1960
Farm Auctions Set for March	March 4, 1960
Mrs. Lund: Norwegian Students Noted	March 4, 1960
Arlington Men Sing at Show	March 11, 1960
Area Farmers to New Positions	March 11, 1960

TABLE VIII. (Continued)

Article	Date of Publication
<u>General Community News</u>	
Bidding Goes Well at Local Sale	March 18, 1960
Stenbergs Move Here	March 18, 1960
Journal Job to Adviser	March 25, 1960
Construction of Area TV Tower to be Completed Soon	April 1, 1960
2 Win Trips to Wisconsin	April 1, 1960
Reed Named to College Head	April 1, 1960
Blasting Helps Free Ice-Jammed River	April 1, 1960
New Gym Cooperative Community Endeavor	April 1, 1960
Baptist Church Scene of Concert	April 1, 1960
Bowling Takes Group Interest	April 1, 1960
Final Rites for G. A. Holter Held	April 22, 1960
Arrow Salutes Area's Residents	April 22, 1960
Open House at Severeids	April 29, 1960
Weather Slows Field Work	May 6, 1960
Rev. Johnson Answers Call	May 6, 1960
Mrs. Berglund Has Kept Diary Since 1909	May 6, 1960
Jerry Fulton to Minnesota Job	May 13, 1960
<u>Editorial Columns, Features (407 column inches, 7.57%)</u>	
Trentempos	All Issues
Distant Drums	After January 1960
What, Where in Trentland	To December 1959
Editorial Etchings	To December 1959
<u>Church News (381 column inches, 7.05%)</u>	
Trentland Call to Worship	All Issues
<u>Community Organizations (357 column inches, 6.60%)</u>	
Firemen Slate Annual Supper	September 23, 1959
PTA Decides on Yearly Projects	September 23, 1959
Study Club Banquets	September 30, 1959
Firemen Slate Mock Fire Drill	September 30, 1959
Firemen Give \$490 to Gym Fund	October 14, 1959
Laying Floor Next on Siouxland Gym	October 14, 1959
BYF Selling Holiday Candles	December 4, 1959

TABLE VIII. (Continued)

Article	Date of Publication
<u>Community Organizations</u>	
Message from PTA President	December 4, 1959
Firemen Talk Pancake Supper	December 11, 1959
Sunday Class Gives Gifts	December 11, 1959
Family Night at Thursday PTA	December 11, 1959
Gym Group Holds Meet	December 11, 1959
Study Club Holds Meeting	December 18, 1959
Local Church Holds Parley	January 22, 1960
Firemen Plan Annual Supper	January 22, 1960
HYF Group Makes Plans	January 22, 1960
Auxiliary Meets at Lunt Home	February 5, 1960
Training Drill Held at Firemen Meet	February 12, 1960
Next PTA to Observe Founders Day	February 12, 1960
Guild Group Meets at Carleons	February 12, 1960
Trent Fire Department Holds Top Rating	February 12, 1960
Committee Maps Summer Festival	February 12, 1960
PTA Improves Community Relationships	March 4, 1960
Firemen Pick new Officers	March 11, 1960
PTA Holds Men's Night	March 11, 1960
ARC Meeting At Egan	March 11, 1960
Youth Banquet Held	March 18, 1960
4-H Club Asset to Community	March 18, 1960
Best Possible: School Board	March 18, 1960
Assessor Meets with Town Board	March 25, 1960
Patrolman Talks at PTA Meet	March 25, 1960
Building Group Re-Organizes	March 25, 1960
Trent's Legion Gives Community Service	March 25, 1960
Study Club Aims Topics	April 1, 1960
Auxiliary Tops in Helpfulness	April 1, 1960
Trent Rebekahs Host IOOF Banquet	April 22, 1960
Swimming Pool Group Maps Plans	April 29, 1960
July 4 Trentennial Planning On	April 29, 1960
Mrs. DeClerk Named PTA Head	April 29, 1960
IOOF Active Organization	April 29, 1960
PTA Slates Picnic May 22	May 13, 1960
<u>Sports Content (289 column inches, 5.03%)</u>	
Coach Announces Football Schedule	September 16, 1959
Warriors Win Football Opener	September 23, 1959
Air Salute Starts First Home Game	September 30, 1959
Warriors Play Lyons to 20-19 Tie	September 30, 1959

TABLE VIII. (Continued)

Article	Date of Publication
<u>Sports Content</u>	
Trent Hosts Norden Here	October 4, 1959
Trent Hosts Hartford at Pow Wow Game	October 14, 1959
Warriors Held Norden to 12-12 Tie	October 14, 1959
Hartford Downs Trent 25-6	October 23, 1959
Players Point to Football Highlights	November 13, 1959
Football Season Brings Victories	November 13, 1959
Colman Takes Trent 51-23	November 20, 1959
Coach Announces Basketball Schedule	November 20, 1959
Cage Group Untried Players	November 20, 1959
Trent Loses Close Game	December 4, 1959
Warriors Lose to Hartford	December 4, 1959
Baltic Tilts Trent Cagers	December 11, 1959
Warriors Lose to Rutland	December 11, 1959
Trent Plays Close Game to Beadle	December 18, 1959
Red, White Plays Dells Tonight	December 18, 1959
Warriors Take 57-51 Win from Revillo	January 22, 1960
Bob Porter Wins in TKO at Madison	January 22, 1960
Local Gym Scene of Last Games	February 5, 1960
Bob Porter Enters Golden Gloves	February 5, 1960
Trent Loses to Chester	February 12, 1960
Grades Win from Rgan	February 12, 1960
Trent Plays Colman in District	February 19, 1960
Bruce Takes THS in Basketball Contest	February 19, 1960
Local Senior in Boxing Meet	February 19, 1960
Win Dollar Bill by Placing Teams	February 19, 1960
Dells Wins District Crown	March 4, 1960
Regional Meet At Sioux Falls	March 4, 1960
State 'B' Tourney Opens	March 11, 1960
Grades Take Games from 2 Opponents	March 11, 1960
Trent Hosts Junior Tourney	March 13, 1960
Harrisburg Wins 'B' Crown	March 18, 1960
Graders Play in White Meet	March 18, 1960
Rapid City Takes 'A' Crown from Watertown	March 25, 1960
Nearby Edgerton Minnesota Champs	March 25, 1960
Trent Joins New Football Group	March 25, 1960
Tracksters Start Spring Activity	April 1, 1960
Warriors Run in Track Meets	April 29, 1960
Brookings Scene of Regional Meet	May 13, 1960
Awards Presented to Letterman	May 13, 1960
Softball to be Summer Attraction	May 13, 1960

TABLE VIII. (Continued)

Article	Date of Publication
<u>Nameplate, Folio, Staff Box</u> (282 column inches, 5.22%)	Every Issue
<u>Community Businesses</u> (269 column inches, 4.98%)	
New Elevator to Expand Services	September 23, 1959
Nelson Service Installs Tower	September 30, 1959
Skelly Speaker Discusses Farm Maintenance	February 12, 1960
Quaker Oats Company Gives Appreciation Dinner	March 4, 1960
Trent Has State's Only Quaker Oats Elevator	March 11, 1960
Arrow Experiments in Community Biting	March 25, 1960
Dann's Trucking Adds to Area Business	April 1, 1960
Area Loses Lumber Company	April 1, 1960
2-Way Radio in Use at Local Garage	April 22, 1960
Heil Purchase Utech Cafe	April 22, 1960
<u>Editorials</u> (222 column inches, 4.11%)	
First of a Weekly Community Newspaper	September 16, 1959
Building of a New Gym	September 23, 1959
Gym Fund and Turkey Supper	September 30, 1959
Fine Football Support Noted	October 4, 1959
A Day Among the Noteworthy	November 13, 1959
Gym Project is Hallmark	December 4, 1959
Community Sale Has Purposes	December 8, 1959
Christmas Season Means Many Things	December 14, 1959
Conduct Display Not Representative	December 18, 1959
You and the March of Dimes	January 22, 1960
The Spirit That Makes Trent	February 5, 1960
Important to See Opportunities	February 12, 1960
Public Library to be Used	February 19, 1960
Community Group Gives Help	March 4, 1960
Keep Our Business at Home	March 11, 1960
Fire Department Stands Alert	March 18, 1960
Area Benefits from Legion Groups	March 25, 1960
Area TV Tower Impressive	April 1, 1960
Edfair Fulfills Aims	April 14, 1960
Let's Beautify Our Community	April 22, 1960
July 4 Trentennial Top Celebration	April 29, 1960

TABLE VIII. (Concluded)

Article	Date of Publication
<u>Editorials</u>	
Political Scene Becomes Evident	May 2, 1960
An Open Letter to Arrow Readers	May 13, 1960
<u>Line Drawings, Cartoons,</u> <u>(on column inches, 1.25)</u>	
Every Issue	

TABLE IX. SUMMARY OF TRENTLAND ARROW STAFF WORK-HOURS

Student	Hours	Totals
<u>Key Staff</u>		
Roger Christensen, Editor	215	
Owen Peterson, Assistant Editor	149	
Larry Meyer, Business Manager	126	
Duane Dama, Production Manager	155	
Donald Graves, Circulation Manager	145	
Archie N. Hill, Adviser	280	
Total Hours, Key Staff		1070
<u>Staff Members</u>		
Sharon Janssen	94	
Willis Hill	78	
Marcella Olson	82	
Larry Jorgenson	76	
Ronald Whipkey	68	
Faith Scherff	97	
Billy Hill	81	
Jerome Olson	78	
Lewis Rave	75	
Douglas Hill	69	
Alvin Scherff	83	
Gene Alberts	74	
Laura Snoozy	70	
Mary Ann Blankenfeld	79	
Shirley Stockel	83	
Wayne Whipkey	94	
Sharon Carlson	82	
Lorraine Carlson	86	
Robert Porter	81	
Karolyn Scherff	78	
Larry Tammen	89	
Larry Benson	85	
Gary DeClerk	77	
Melvin Scherff	78	
Lyla Card	81	
Total Hours, Staff		2018
Combined Total Hours		3088

TABLE I. READER EVALUATION OF THE TRENTLAND ARROW BY
VALUE STANDARDS, RESPONSES AND PERCENTS

Question	Value	Responses	Percent
1. How well do you think the <u>Trentland Arrow</u> has filled its _____ serving as a community newspaper?	Superior	10	4.0
	Excellent	198	78.2
	Very good	33	13.2
	Good	09	4.5
2. How would you describe the standards of writing in the <u>Trentland Arrow</u> ?	Superior	17	6.8
	Excellent	185	74.0
	Very good	28	11.2
	Good	20	8.0
3. To what degree do you think the <u>Arrow</u> looks like a newspaper?	Superior	97	38.8
	Excellent	140	56.0
	Very good	13	5.2
4. Do you think the <u>Arrow</u> content is balanced? Does it include all reader groups?	Superior	43	17.2
	Excellent	198	79.2
	Very good	07	2.8
	Good	02	.8
5. What is your opinion as to the treatment of the advertising display. How effective are they in drawing your attention to them?	Superior	04	1.6
	Excellent	198	79.2
	Very good	30	12.0
	Good	18	7.2
6. How would you describe the <u>Arrow</u> promptness in getting out on time? Did you get your copy promptly?	Superior	204	81.6
	Excellent	19	7.6
	Very good	14	5.6
	Good	13	5.2
7. To what extent does the <u>Arrow</u> emphasize the important news of the community? Are important events given adequate coverage?	Superior	19	7.6
	Excellent	183	73.2
	Very good	24	9.6
	Good	24	9.6
8. How well does the <u>Arrow</u> treat events concerning the community's businesses and business personnel?	Superior	12	4.8
	Excellent	174	69.6
	Very good	36	14.4
	Good	28	11.2
9. Does the <u>Arrow</u> adequately inform the reader of coming	Superior	37	14.8
	Excellent	200	80.0

TABLE X. (Continued)

Question	Value	Responses	Percent
community events?	Very good	13	5.2
10. How would you rate coverage of community organisations such as the Fire Department, Legions?	Superior	14	5.6
	Excellent	210	84.0
	Very good	17	6.8
	Good	09	3.6
11. To what extent do you think the <u>Arrow</u> fulfills its purpose as a medium for the community to advertise its businesses and services?	Superior	18	7.2
	Excellent	160	64.0
	Very good	41	16.4
	Good	31	12.4
12. Evaluate the <u>Arrow</u> in light of its service to the area churches.	Superior	25	10.0
	Excellent	150	60.0
	Very good	50	20.0
	Good	10	10.0
13. To what extent has the <u>Arrow</u> lived up to the policy: "If it's news, it's in the <u>Arrow</u> "?	Superior	26	10.4
	Excellent	181	72.4
	Very good	34	13.6
	Good	09	3.6
14. Does the <u>Arrow</u> present community and school news accurately, impartially and objectively?	Superior	19	7.6
	Excellent	164	65.6
	Very good	38	15.2
	Good	29	11.6
15. To what extent does the <u>Arrow</u> strive to make a better community by fostering citizenry loyalty and pride?	Superior	27	10.8
	Excellent	190	76.0
	Very good	31	12.4
	Good	02	.8
16. How well does the <u>Arrow</u> provide a practical experience-type newspaper situation for the high school journalist?	Superior	198	79.2
	Excellent	30	12.0
	Very good	18	7.2
	Good	04	1.6
17. Evaluate the <u>Arrow's</u> interpretation of the school to the community.	Superior	34	13.6
	Excellent	167	66.8
	Very good	23	9.2
	Good	26	10.4
18. How would you describe the	Superior	18	7.2

TABLE X. (Continued)

Question	Value	Responses	Percent
effectiveness of the editorials in the <u>Arrow</u> ? Are they well composed?	Excellent	190	76.0
	Very good	30	12.0
	Good	12	4.8
19. Spelling of family names is a consideration in a weekly publication. How does the <u>Arrow</u> stand on spelling accuracy?	Superior	37	14.8
	Excellent	173	69.2
	Very good	23	9.2
	Good	17	6.8
20. Evaluate the over-all impression the <u>Arrow</u> has on the community as a school-sponsored activity. How well has the community accepted the publication?	Superior	44	17.6
	Excellent	180	72.0
	Very good	20	8.0
	Good	06	2.4

TABLE XI. STAFF MEMBER EVALUATION OF THE TRENTLAND
ARROW BY STANDARDS, RESPONSES AND PERCENT

Question	Value	Responses	Percent
1. Working on the <u>Arrow</u> has helped you as a citizen to understand the relation of press to public opinion.	Superior Excellent Very good	19 8 3	63.33 1/3 26.66 2/3 10.00
2. Working on the <u>Arrow</u> has helped you see the difference between fact and opinion.	Superior Excellent Very good	17 10 4	53.33 1/3 33.33 1/3 13.33 1/3
3. Working on the <u>Arrow</u> has helped you understand the work and significance of community citizens.	Superior Excellent Very good	21 7 2	70.00 23.33 1/3 6.66 2/3
4. Experiences in community journalism afforded opportunities for learning the need of accuracy and promptness.	Superior Excellent Very good	18 7 5	60.00 23.33 1/3 16.66 2/3
5. Meeting people and understanding the importance of good relationships between you as a student and the <u>Arrow</u> is of what value?	Superior Excellent Very good	21 7 2	70.00 23.33 1/3 6.66 2/3
6. Getting a "feel" of actual reporting through work on the <u>Arrow</u> was sensed to what extent?	Superior Excellent	28 2	93.33 1/3 6.66 2/3
7. Acquiring a better writing style and ability to express yourself through the <u>Arrow</u> was achieved to what extent?	Superior Excellent Very good Good	15 6 6 3	50.00 20.00 20.00 10.00
8. How would you rank, value-wise, your experiences as a staff member on the <u>Arrow</u> with your other high school activities? To what extent does it compare?	Superior Excellent	26 4	86.33 1/3 16.66 2/3
9. Did work on the <u>Arrow</u> help you understand the importance of communications in today's life?	Superior Excellent Very good	20 6 4	66.66 2/3 20.00 13.33 1/3

TABLE XI. (Continued)

Question	Value	Responses	Percent
10. Working on the Arrow developed your skill in handling the mechanics of the duplicated process--typing, stenciling, scope work, duplicating. How would you value these situations?	Superior	30	100.00

Speaker at Sunday Sermon

Delivering the morning message at the local Baptist Church Sunday will be the Rev. Mr. Floyd Sorenson. He is director of church relation and adult adviser.

The 7:45 evening Inspirational Service will include Miss Barbara Dodson

Students here Sunday will include Rosalee Thompson, Newton, Iowa; Erva Robinson, Tekamah, Nebraska; Gail Johnson, LaGrange Illinois; Don Roach, Olie, Iowa; Tom George, Omaha, Nebraska and Robert Venings, Sioux Falls.

The evening service

ON THE INSIDE

Guest Editorial...2
Sports Resume.....3
Locals.....4
Feature.....5
Church Notes.....6

Training Drill Held at Firemen Meet

A 30-minute training drill regarding the use of a smoke mask and the use of the two-way radio was demonstrated at the February 4 meeting of the Trent Fire Department.

A report concerning the plans being made for the annual pancake supper was given by the different committees.

Eighteen members were present. Lunch was served by Dale Dickey and Al Powers.

Mother's March Totals \$45.25

A total of \$45.25 was collected from the Mother's March of Dimes drive, which was completed last week.

Mrs. L. K. Mutschelknaus, chairman of the drive, said she wishes to express her thanks to Mrs. Walter Baedke and Mrs. Norval Gulbranson for helping with the drive and to everyone who contributed to it.

An amount of \$23.03 was collected from the grade school students with the high school giving \$6.10.

Gun Instruction to be Slated at Local School

Area youngsters will have an early opportunity to enroll in a Hunter's Safety course next Monday night at the local school.

Children between the ages of 9 and 16 must hold a certificate signifying his successful completion of a gun safety course before he can shoot a gun.

TRENTLAND ARROW

Volume XIX

Trent, South Dakota
No. 20, February 12, 1960

ALL-AMERICAN FOR ALL TRENTLAND

AT SKELLY GET-TOGETHER

Speaker Discusses Farm Maintenance

New ideas in farm machinery maintenance was the topics of speeches by Skelly Oil at an appreciation dinner Tuesday.

Mr. Theron Graves local Skelly distributor, sponsored the event. Main speakers were Art Fann and Rube Ward.

Are you checking your oil and finding out just exactly what is best for your cars and machinery? This was the basic question on which the program was centered.

Much emphasis was placed on the importance of knowing the oil that goes into machinery and knowing how to apply it.

You can acquire this knowledge by asking your local service station salesman or oil man to show you

the important facts about his leading oils, and what he would recommend for your type of service, Mr. Ward states. Vitally important too, you should discuss with him the proper application of his oil. This method is called gradual, stepped-up acceleration, he said

It means gradually stepping up and varying the cars' speed, properly wearing and polishing new moving metal parts in the engine until they fit closely and work smoothly together.

Door prizes were awarded to Walter Baedke, Earl Holdridge and Wyman Card.

Next PTA to Observe Founder's Day Occasion

"Echoes from the Past," will be the theme of the February 18 PTA meeting. The program will center around Founder's Day.

Verna Whipkey will serve as chairman of the program committee. Other members include Ethel Lester, Ada Whipkey and Luella Smith.

The Ray Christensen's will head the lunch committee and will be assisted by Lionel Brandsma's, Dave Hill's, Daryl DuBois' and Richard Nelson's.

Mr. and Mrs. Wayne Thompson will head the hospitality group.

Meeting time is slated for 8 p.m.

Figure 2. Example of Page 1 of the Trentland Arrow Showing Typical Front-page Content and Display

FIRST ISSUE OF

A Weekly Community News Publication

As an activity in high school journalism and communications, the Trentland Arrow will be published as a community weekly newspaper.

The publication will cover community news in addition to school events. All the news that is of interest to Trent and its communities will be covered in the all-new Arrow.

A staff of 24 upperclassmen has been named to the publications group with six students each week responsible for the work of one issue a month.

The paper will attempt to fulfill its responsibilities to the community and school by a complete coverage of all news and happenings of group and personal interest.

Subscription rates have been set at \$1.50 for the year. Advertising space will be sold.



Trentempo

TRENTEMPOS WILL BE BOTH INFORMING AND ENTERTAINING. It will bring you news and enlightenment on happenings to you, your friends and neighbors or the family down the road. At times it will be written by one of you.

TRENTEMPOS WILL BRING TO ATTENTION the "heard on the street"-happenings and "over the coffee cup" talk. The column will hand out compliments, thank yous, congratulations, good wishes. It will never intend to reform.

ABOVE ALL, TRENTEMPOS WILL HAVE YOU, THE READER, in top consideration. We hope it will be worth your while in reading its lines.

A 300-PAGE NEWSPAPER COULD WELL BE WRITTEN ABOUT THE tremendous support given to the new Siouxland Community gymnasium project. A lot of painstaking planning went into the project before work was started. And it would be difficult to tabulate the man-hours of work that has already gone into its construction. To those individuals and groups who have already done so much goes our first TRENTEMPO SALUTE.

THE PTA OFFICERS and committees have already been hard at work planning the various PTA events and meetings for the year. Mrs. Dorothy Fagerburg begins her second year as its most capable president. The PTA has for its top purpose the cementing of relationships between the home and school for the betterment of the youngsters. Your presence—September 17—is hoped for.

Wednesday September 16, 1959
2 Trentland Arrow

WHEN. WHAT

—AT TRENTLAND

SEPTEMBER 17 the first meeting of the Trentland parent-teacher group will be held at the school gym. Committees for the year will be announced and a "get acquainted" session will be observed.

The Warrior football team will take to the road for the first game of the season at REVILLO SEPTEMBER 18. The school will return a game of basketball here in January.

With all profits going to the new gym, the Trent Firemen are sponsoring a turkey supper WEDNESDAY SEPTEMBER 25 with serving starting at 5:30. A complete Blue Mound turkey supper is menued for only 85 cents. Place: the Trent gym.

EDITORIAL ETCHINGS . . .

..Trentland has taken on an autumn air with the turning of its many trees into an array of bright fall colors. The neatness of the streets and the attractiveness of the homes make the community outstanding in appearance. So, too, with the well-kept farm places surrounding.

..Bum's Holiday, which took the place of freshman initiation, is the first of an annual event. The outdoor party at night was a fine climax to the colorful affair. Thanks to the seniors and their planning in making the event most remarkable.

..Two impressive new structures have changed the landscape in Trentland and give the community the air of progressiveness. The new elevator, gym are impressive.

TRENTLAND ARROW

(Key staff members to be selected after each student has completed a month's apprenticeship.)

Staff: Willis Hill, Marcella Olson, Sharon Janssen, Larry Jorgenson, Roger Christensen, Ronald Whipkey

Member: Sodak High School Press, National Scholastic Press; Columbia Scholastic Press; Quill and Scroll. Subscription Rates: \$1.50 a year, 10 cents a copy.

All-American, MSPA, 1956-7-8-9; All-State, SMSPA; First Class, CSPA; First Class, SUSD

Published Weekly by the Communications Class, Trentland High School, Trent, Sodak

Figure 3. Example of Page 2 of the Trentland Arrow
Showing Editorial Page Content and Make-up

HARRISBURG WINS REGION STATE 'B' TOURNEY OPENS

by Larry Meyer

Harrisburg Tigers won the Region 5 tournament held in Sioux Falls March 4 and 5. First game of thursday evening play spotted Bridgewater and Lennox while Dell Rapids met Harrisburg in the second game. These games resulted in Bridgewater defeating Lennox 58 to 56. Second game of the evening saw Harrisburg upsetting Dell Rapids by a 62 to 45 victory.

SECOND ROUND PLAY

In the second round of action held Friday night, the Dell Rapids Warriors rolled Lennox by a score of 62 to 57. In the championship game played Friday evening, the Bridgewater Wildcats played the Harrisburg Tigers only to be defeated by a score of 63 to 54.

This victory gave Harrisburg the honor of representing District 5 in the State B Tournament at Huron. District 5's representative last year was Bridgewater.

STATE B PAIRINGS

State B Basketball tournament is to be played March 10, 11, and 12, at the Huron Arena.

In the thursday afternoon opener will be Howard meeting Irene at 1:30.

Second game of the afternoon will be Willow Lake playing Britton at 3 P.M.

Starting the evening action will be Selby and Provo, beginning at 7:30.

Last game of thursday night play is Harrisburg battling Chamberlain, starting at 9 P.M.

Last years State B champions were Cheyenne who were beat out in the finals of their regional tournament by Selby. Selby is going into this years tournament with a 28-0 record.

This year's tournament sees all new teams. All eight of

Trentland Arrow, Trent, Sodal
March 11, 1960 3

last year's teams were either beat out in the District or in their regional tournaments.

Grades Take Games From 2 Opponents

Trent Grade Warriors battled to a 46-34 victory over Wentworth played here February 24.

High point man for the Warriors was Dwight DuBois with 22 counters. Wentworth's high scorer was Nordling with 12.

The Trent Warriors fifth and sixth lost their game by a very close 21-19 game.

GRADES TOP JASPER

The Trent little Warriors defeated a very aggressive Jasper team by a score of 43-41 here February 29.

Dwight DuBois spotted 19 tabs to be high point man, while Townen for Jasper had 9 points. Half time score for this game was 22-19 in Trent's favor.

JASPER QUINT IN 5-6

The fifth and sixth grade game ended in a 33-24 victory for the Jasper team. High point man for the little Warriors was Doug DuBois with 12 points. Jasper's high point man was Marshall Olson with 14.

15¢ FOR
DELICIOUS
SUNDAES
VISIT
THE
EAT
SHOPPE



AREA FARMERS TO NEW POSITIONS

Having accepted a job at the Farmers Union Livestock Commission in Sioux Falls, Bennett Stenberg sold his farm property March 3 at a sale on his farm near Trent.

Machinery sold includes a '54 John Deere tractor model 60, 1946 Ford tractor, '55 John Deere Corn Picker, John Deere 7 Power Mower, 1957 John Deere Baler, 1959 Kewanee 44 elevator and a 1949 IHC 1 1/2 ton truck.

Four hundred bushel of Minnhoffer Oats from 1959 certified seeds, 300 bales of straw, and many miscellaneous were also sold.

Lunch was served by the Lutheran Ladies Aid from Dell Rapids and the Northwest Security Bank of Dell Rapids was clerk.

Vernal Johnson and Tony Kuhle were auctioneers.

JACOBSEN'S TO ARIZONA

Selling his farm goods on March 8 was Elmer Jacobsen. Due to his wife's health they will move to Arizona. Where they will live for the winter.

The Jacobsens have been living on the farm three miles west and one-half mile north of Trent for the past 20 years.

WATCH FOR

SPECIAL EDFAIR
EDITION
APRIL 14

Expert

Repairing

Auto see \$9.50
Tune UP DON

Figure 4. Example of Page 3 of the Trentland Arrow
Showing Sports Page Content and Display

HERE'S NEWS

All About Trentland

ARROW

Trent, Sodal

October 7, 1959

4

Firemen Give \$490 to Gym

Four hundred-ninety dollars were given to the Gym Fund by the Trent fire department as a result of their benefit turkey supper held in the Trent high school auditorium September 30.

There were 576 adults and children served at 85¢ a plate. Serving was from 5:30 to 8.

The prepared turkeys were from the Blue Mound turkey farm of Luverne, Minnesota. Besides nine tom turkeys, 95 pies were consumed. The rest of the meal consisted of potatoes and gravy, dressing and cranberries.

Mr. and Mrs. Merle Marshall and Terry of Sioux Falls were Saturday guests at the Don Husaboe home.

Mr. and Mrs. Archie Clausen and family were Sunday dinner guests at the Norville Stark at Sherman.

Mr. and Mrs. Theron Graves family were Sunday evening supper guests at the Cecil Graves home in Dell Rapids.

Mr. and Mrs. Harold Kontz and family visited at the Lloyd Peterson home Sunday evening.

Mr. and Mrs. Jerry Weets and girls were Sunday dinner guests at the Joe Ellefson home in Flandreau.

Mr. and Mrs. Elwood Carlson and family from Sioux Falls were Sunday afternoon guests in the Al Powers home.

Mr. and Mrs. Merle Knutson of Oldham were Sunday afternoon visitors at the Aggum home.

Mr. and Mrs. Jayne Burkhart

and family visited at Clarence Uhden home Sunday afternoon.

Mrs. John Burkhart and Mrs. James Wiarda, Sonja and Johnny of Rock Rapids, Iowa visited in the Uhden home Wednesday afternoon.

Mr. and Mrs. Elmer Scherff were Sunday night guests at the Raymond Scherff residence.

Mr. and Mrs. Verlyn Stensland and family of Colman and Mr. and Mrs. L. K. Mutschelknaus spent Sunday afternoon in Sioux Falls sight seeing at the airport and zoo. For supper they had a picnic.

Mr. and Mrs. Raymond Benson, Jane and Brian visited Mrs. Joe Barger, LeMars, Iowa, who is recovering from an operation.

The Baptist Youth Fellowship met in the Virgil Whipkey home Sunday evening. Thirty-seven guests were present.

Mr. and Mrs. Harvey Ellefson and family of Jasper, Minnesota, Mrs. Marie Christenson and Mrs. Doris Riley and Mark of Dell Rapids, were Friday evening visitors in the Valborg Janssen home.

Mr. and Mrs. Clifford Ingemann and Evelyn, Mr. and Mrs. James Benson, Mr. and Mrs. Tilmer Tollefson and Roger, and Mrs. Lena Benson visited in the home of Mr. and Mrs. Raymond Benson, Thursday, to celebrate Mrs. Raymond Benson's birthday.

POW WOW DANCE OCTOBER 15-16

Dinner guests at the Alden Fulton home Sunday were, Mr. and Mrs. Virgil Anderson and Karen, Mr. and Mrs. Edward Ulk and Mike and Mr. Milo Artell.

Mr. and Mrs. Vinson Whipkey and boys, Mr. and Mrs. Virgil Whipkey and family, Mrs. Floyd Whipkey Sr., Bessie Eggebrøten, and Mrs. Lauren Lester were Sunday dinner guests at the Floyd Whipkey Jr. home. The occasion was Barry's fourth birthday.

Mrs. L. J. Brandsma and Eloya were Saturday afternoon callers in the home of Anna Olson of Jasper, Minnesota.

Sunday dinner and afternoon guests at the Carl Koerlin home were Mr. and Mrs. Alton Pederson of Sioux Falls, Mr. and Mrs. Norman Pederson of Garretson, and Mrs. Merilda Carlson and family.

Mr. and Mrs. Henry Scherff and family were Sunday evening visitors of Mr. and Mrs. Chris Anderson of Dell Rapids.

Mr. and Mrs. Elmer Scherff and Gary were Sunday evening visitors at the Raymond Scherff home.



HAVE
YOUR
DINNERS
AT THE
FAMILY
EAT SHOPPE

85¢

Figure 5. Example of a Trentland Arrow Local News Page With Advertising Display

PEOPLE PLACES EVENTS

Jane Benson was a overnight guest of Mary Ann Janssen Monday and Tuesday nights.

Stavie Fagerburg and Allen Whipkey spent Friday night and Saturday at the Vern Larson home.

Mr. and Mrs. Joe Alberts were Sunday dinner guests at the Melvin Selken home near Harriaburg, Sodak. Mr. and Mrs. Herry Alberts and Mr. and Mrs. Richard Alberts were also guests.

Mr. Gordon Jansen of Trent was a caller Tuesday evening in the Leonal Brandsma home.

Mr. and Mrs. James Benson of rural Flandreau and Mr. Herry K. Olson of Minot, North Dakota were Sunday evening callers in the Leonal Brandsma home.

Mr. Ed Leuning and Kenneth of Flandreau were Thursday evening callers in the Leonal Brandsma home.

Mr. and Mrs. Dennis Lampson of Rutland were Saturday evening callers at the Art Rasmussen home.

Mrs. L. J. Brandsma, Eloye and Lamoyne were Sunday afternoon and supper guests in Mrs. Anna Olson's home of Jasper, Minnesota.

Jim, Carol, Bonnie and Jane DeLay were Sunday dinner guests at the Leonal Madahl home.

Mr. and Mrs. Owen Haak were Sunday afternoon visitors at the home of Mr. and Mrs. Crisp.

Mr. and Mrs. M. P. Carlson and the Ed Carlson family of Sioux Falls were dinner and afternoon guests at the Albert Powers home Sunday.

Trentland Arrow, Trent, Sodak
March 25, 1960 5

Miss Virginia Peterson was a Thursday overnight guest at the home of Jerrilyn Weets.

Mr. and Mrs. Joe Ellefson, Mr. Haulvor Ellefson and Mrs. Gust Johnson of Flandreau were Sunday evening guests in the Jerry Weets attended a Chivalry on Gertie and Alvin Duffert at the Nankee Duffert home Saturday night.

Mr. and Mrs. Gordon Olson were Sunday afternoon visitors of the Richard Sorenson home in Dell Rapids.

Mr. Bill Cade was Sunday dinner and afternoon guest at the Clifford Haakinsons in Trent.

Mr. and Mrs. Lester Bonrud and Charlene were Sunday afternoon and evening visitors at Virgil Whipkeys home.

Mr. and Mrs. Virgil Whipkey Patti and Marc were Thursday evening visitors in the Leon Josephson home.

Mr. and Mrs. James Heeren were guests in the Clarence Uhden home for Sunday dinner.

Mrs. Forest Voss and Family were Sunday afternoon guests in the Kenneth Damm home.

Assessor Meets With Town Board

by William Husaboe

Freddie Johnson, the county assessor was at the March 7, town board meeting and told the board that other townships and counties in the area were raising their valuation on land and property.


The minutes of the last meeting were read by Walt Beadke. The motion was made that Vinson Whipkey finishes the term of Clifford Dickey, treasurer, who is unable to continue because of poor health.

All the bills of the town were paid and approved at this meeting.

Walt Beadke's, Theron Graves' and Clifford Dickey's terms are up this year.

Vinson Whipkey is a candidate for treasurer in the next election for a three year term.

The judges and clerks for this years election were picked. Judges are Mrs. Loren Lester, Joe Christensen and Mrs. Lollie Oulbranson. Clerks are Mrs. Carrie Anderson and Mrs. Elmer Ellafson.



FOR
A

COMPLETE LINE OF FARM
AND FIELD SEEDS AND FERTILIZERS

see

QUAKER OATS CO.

SPREADING SERVICES 25¢ PER ACRE

phone 2351

Figure 6. Example of a Trentland Arrow General News Page With Advertising Display

SPECIAL ARROW FEATURES

School Answers: "All English?"

5

Town Library Holdings Aims

Page 1
Arithmetic
Mean 90.66%

Men 100%
Women 100%
Mean 100%

Citizens Would Still Choose Trent

7

Floyd Dickey

Services Held

Buried Saturday in the Trent Cemetery was Floyd A. Dickey a former resident.

He died following a heart attack on Wednesday. Funeral services were held at 2 pm Saturday in the First Church in Trent.

The survivors include his widow; a son, Dale of Trent; a sister, Mrs. Nellie Whipkey, Trent and a brother, Clifford of Trent.

The survivors include his widow; a son, Dale of Trent; a sister, Mrs. Nellie Whipkey, Trent and a brother, Clifford of Trent.

100 PEOPLE GATHER

Meyers Hold Anniversary

Mr. and Mrs. Meyer celebrated their 25th wedding anniversary with open house at their farm Sunday afternoon.

More than 100 people attended to offer congratulations and best wishes.

The Meyers have lived on their farm near Trent for 21 years. They moved here from Battle Creek, Iowa.

Mr. and Mrs. Meyer have three children:

Students Honor Local Educator in Appreciation

As a gesture of appreciation, the student body of the local high school presented Lorraine Carlson, head cheerleader, on behalf of the student body.

Men 95%
Women 97%
Mean 95%

PRIZES GIVEN

Fireman Supper Seats 258

by Larry Benson

The Trent Fire Department's annual pancake supper drew 258 people.

The main course was pancakes and sausages with coffee or milk to drink and cookies for dessert.

First prize merchandise was won by Al Udden who won the form rocker.

Udden won the prize occasional table. Seventeen others won \$5 merchandise certificates. Holders of the lucky tickets included Willis Nelson, Leonard Dunn, Ben Bishman, Melvin Schmidt,

V.T. Smith, E.T. Nelson, Clayton Pettit, Donna Baedke, Bret Penning, Wayne Reed, Geo. Christensen, Herman Olson, Gordon Wood, Zeno Vanardwyck, and Walter Devaney. A half bushel of bird seed corn by Lawrence

Men 88%
Women 86%
Mean 87%

ANNUAL SUPPER

was the fifth annual pancake supper. The pancake supper was initiated as a way of raising funds for the Fire Department. The department members and their wives and others have continued to have this supper and each year it has been a way of financing the department.

"We feel it's a better endeavor in this community than to hold a fireman's dance or some other form of entertainment," says Don Busaboe fire chief.

Area Youth Wins State Awards in Corn Contest

Jerome Olson, school classman brought home a \$250 scholarship and three state DeWitt Corn Awards Wednesday. Jerome is growing champion.

Men 91%
Women 93%
Mean 92%

TRENTLAND
A R R O W

Total Newspaper
Arithmetic
Mean 89.87%

Volume XIX No. 21, February 19, 1960 Trent, South Dakota

ALL-AMERICAN FOR ALL TRENTLAND

Figure 8. Page 1, Readership Survey Issue

Public Library To Be Us

by Sharon Jansse

Free, Free, Free. Free for you to use what is for pleasure. On the shelves of the Trent books which will lead you without cost through the world.

The adventures of the journeys threw the thrill of mystery are all there.

The wisdom of the ages and the answers of factual questions are easily found.

In the four years the library has been open, not enough students have taken advantage of the library.

In addition to the books on the shelves in the library are books of the Flandre and the State Library.

Reading is a prison for many. What could we do if we couldn't read? The Trent Library is open every Wednesday evening for adults and students. Our Librarian, Mrs. Nelson, spends many hours of her free time so the Trent Community will induce their reading power and increase their vocabulary.

If you wish to have the Library remain open, please drop a line to the Trent Arrow. Your letters will determine if a Library will continue in Trent. In the meantime drop in and visit our Library. What can you lose?

TRENTTEMPOS

Talk of Many Things

Local Youth Says Golden Gloves 'Wonderful'

Congratulations goes to Bob Porter, student at Trent High for having participated in the Golden Gloves Tournament in Sioux Falls. Bob is the first one in this area to take part in such an event. Bob states that it is a wonderful experience and plans to do it again.

Arrow Salutes Mrs. Ray Scherff

Trentland Arrow would like to salute Mrs. Raymond Scherff for getting all the concessions to the games on time and for getting the committees of P.T.A. mothers organized. We appreciate all the time and effort you have spent toward our community.

Superintendent Sends Thanks Message

Local school superintendent would like to express his sincere appreciation for the students of the student by when they presented him with a Trentland Arrow and a collection of silver dollars last week. The thought and the gift meant so much, he states.

Committee Chairman Offers Gratitude

Mrs. Raymond Scherff expresses to wish her sincere appreciation to the P.T.A. mothers, who all helped serve lunch at the football and basketball games. Mrs. Scherff also sends her thanks to Mrs. Art. Rosburg for having the candy men and pop men stop by at the school.

Pancakes, Sausages Earn Firemen Money

Pancakes and sausage drew 258 people to the annual "Firemen's Pancake Supper" at the IOOF Hall February 11. The supper is the only way the firemen have as a way to earn money. Door prizes were given away and entertainment was provided threw out the evening. Almo Severoid and Henry Uhden were winners of the door prizes.

Page 2
Arithmetic
Mean 76.12%

Men 82%
Women 96%
Mean 89%

Distant Drums

WINTER OLYMPICS

From Squaw Valley, sports reports told of weather which threatened the success of the Winter Olympics. Warm temperatures melted ice and snow, damaging skiing and skating conditions.

INTEGRATE RACES Southern Schools Continue Plan

The U.S. South now has 746 school districts where white and Negro students are in the same classes. Of 100,000 students attending in 17 states.

Integrating in colleges and universities. Of 105 formerly all-white institutions, 124 now accept Negro students.

Men 92%
Women 81%
Mean 86.5%

SCROLLS FOUND

Dead Sea Cave Holds Scriptures

Two fragments from an ancient scroll of the book of Exodus were uncovered in eagles' nests in a cave near the Dead Sea. The scriptures were written on parchment by rebels during the time of the Romans, the archaeologist said.

TRENTLAND ARROW

Editor.....Roger Christensen
Associate Editor..Gwen Peterson
Production Manager..Dwayne Demm
Circulation.....Donald Graves
Business Manager....Larry Meyer
Advertiser.....Archie N. Hill
Staff: Larry Benson, Sharon Jenssen, Wayne Whipkey, Jerome Olson, Doug Hill, and Dick O'Connor.

Member: School Press, Plastic Press;
Men 21%
Women 16%
Mean 38.5%

All-... 7-8-9;
All-St... Class
CSPAL Firemen's Supper.

Published weekly by Trent High School, Trent, Sodek.

Trentland Arrow Page 2

Figure 9. Page 2, Readership Survey Issue

All About Trent



By
Douglas Hill

Page 4
Arithmetic
Mean 90.65%

Arrow

Friday afternoon callers in the E. G. Severeid home were Mr. and Mrs. Art Pulscher of rural Flandreau, Mr. and Mrs. William Theis Sr. of rural Pipestone and Curtis Dehlmeier of Pipestone, Minnesota.

Mr. and Mrs. Walter Beedke and family were Sunday evening visitors in the Harvey Pederson home in Dell Rapids.

Norlan Nelson and family visited Mr. Claude Stanley at Salem on Saturday.

George Smith and family were dinner guests at the Norlan Nelson home Sunday.

Friday evening callers in the E. G. Severeid home were Mr. and Mrs. Orville Severeid and family of Lake Wilson, Minnesota.

Mr. and Mrs. Clarence Uhden and family, and Mr. and Mrs. Russell Eldrey, Judy and Curtis of Bruce visited on Tuesday with Mr. and Mrs. James Heery of Dell Rapids who returned Monday from a 4 week's trip to Florida.

Sunday afternoon and evening callers in the E. G. Severeid home were Mr. and Mrs. Kenneth Moss and family of rural Flandreau.

Mr. and Mrs. Edward Ulk and Mike were Friday evening guests in the Alden Fulton home.

Mr. and Mrs. Virgil Whipkey and Marc were Sunday afternoon and evening visitors in the Lester Bonrud home.

Charlotte Jorgenson was a Sunday overnight guest in the Alden Fulton home.

Mrs. Velborg Janssen, Mary Ann and Bobby were Sunday evening and supper guests at the Harvey Ellefson home at Jasper.

Mr. and Mrs. Bob Belf and family were Sunday afternoon guests at the home.

Mrs. V. Ann, and Mary Ann, and Carl Janssen were Sunday afternoon guests at the home.

Mr. and Mrs. Bud Vander Keith of Ithaca were visitors at the Dave Hill home Sunday evening. Don Schroder was also a Sunday evening guest.

The Trent Guild Cabinet met for a pot-luck dinner at the Dorothy Fagerburg home Sunday. The meeting took place after the dinner.

Lyle Brandsma of Sherman was a Friday dinner guest in the Leonel Brandsma home.

Ernest Stepon was a Saturday evening guest at the Lloyd Peterson home.

Mr. and Mrs. Merlyn Olson of Sioux Falls, Mr. and Mrs. Norman Pederson of Garretson and Mr. and Mrs. Gerold Haak were Sunday afternoon visitors in the Carl Kocrlin home.

SPECIAL

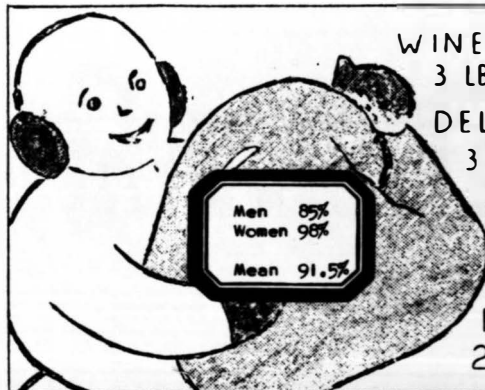
This Month

Men 91%
Women 89%
Mean 90%

FLOOR AND
CEILING TILE

10% Off

J.F. ANDERSON
LUMBER CO.



WINESAP
3 LBS. 59¢
DELICIOUS
3 LBS. 69¢

ROSBURGS
STORE

PHONE
2361

Figure 11. Page 4, Readership Survey Issue

PEOPLE

February 19, 1960

PLACES

Page 5, Trenton

EVENTS

Page 5
Arithmetic
Mean 91.2%

by Jerome Hill

Mrs. Virginia Parks and Linda of Chancellery, Virginia, are spending a few days with Mrs. Parks' parents, Mr. and Mrs. Harry Blankenfeld.

Mrs. Lyle Blankenfeld, Mrs. Frieda Rave and Miss Mable Veen of Sioux Falls spent Thursday with their parents Mr. and Mrs. Bert Veen of Milbank. The occasion was the birth-

Mrs. Lloyd were M... at the El...
Men 82%
Women 98%
Mean 90%

Mr. and Mrs. Elmer Scherff and family were Friday evening guests at the Ida Fulton home.

Miss Shirley Husaboe visited over the weekend with her parents. Shirley will graduate as an RN in June.

Mr. and Mrs. George Olson and Marcella called at the Edward Sundem home Wednesday evening at Dell Rapids.

TALES TOLD OUT OF SCHOOL

English Basis to Understanding Local School Requires 4 Years

by Alvin Scherff

English is basic to all the appreciation of experience from a study of work in literature.

Without a work-
ledge of it, we would
ble to communicate ef-

ely in a complex

where associations with
is of paramount impor-
states Archie N. Hill,
the Communications and
department at Trent.

Mr. Hill states that
and Literature helps to culti-
vate accuracy and grace in use
of the English language and al-
so helps induct students into

Men 76%
Women 89%
Mean 82.5%

TEACHING METHODS VARIED

Several methods used at Trent
have the students write
essays to acquire the
to write and speak ef-
ly and to assist him in
formulating his own judgements
and to give the student prac-
tice in the invaluable art of
thinking a problem through.

Courses in English Literature
taught at Trent include
English grammar I, II, III and
IV, Survey of Literature, World
Literature, American Literature,
English Literature and communi-
cations.

Education Board Discusses Wages

Teacher's salaries was the
main topic of the local board
of education meeting February
10.

Graduate salaries
making
the pay
to \$3300
next year.

The board will
atch the
\$510 science grant approved by
the National Science Foundation
earlier in the month.

The treasurer's and clerk's
reports were heard and approved.

Men 100%
Women 100%
Mean 100%

COLLEGES REQUIRE 4 YEARS

Most colleges require four
years of English as an entrance
requirement. Many scholarships
are based on a student's ability
to handle the English language
and the ability to express his
vocabulary, continues Mr. Hill.

The 1960-61 state require-
ments for high school stresses
the importance of having En-
lish by requiring four years of
English in all high schools.

FRESH UP

Still

5¢

Men 93%
Women 87%
Mean 90%

UTECH

CAFE



Hot Water

When you want

Men 91%
Women 93%
Mean 93.5%

COLEMAN GAS WATER HEATER

\$89.50

LESTER HARDWARE CO.

Figure 12. Page 5, Readership Survey Issue

Trentland Churches Call to Worship



TRENT BAPTIST CHURCH
Rev. Frank Fagerburg, Pastor

Sunday, February 21:

1:00 Worship

Men 85% Women 93%

Mean 89%
Practice

8:30 Pastor's Cabinet. A representative from each group in the church.

WEST BAPTIST CHURCH
Rev. Frank Fagerburg, Pastor

Sunday, February 21:

10:30 Study

11:30 Worship

8:00 Prayer and Bible Study

**OSLO, BETHANIA, LONE ROCK
LUTHERAN CHURCHES**
Rev. Judeen O. Johnson, Pastor

Sunday, February 21:
9:00 Bethania Lutheran

10:15
11:30

Page 6
Arithmetic
Mean 81.25%

Sunday
10:00

9:15 Oslo Lutheran Church
10:30 Lone Rock Lutheran Church

Monday, February 22:

6:30 p.m. Parish Brotherhood
Father-Son Banquet at Bethania Lutheran Church. "Captain Dick" Borrud, of "Through the Firthole" TV show, will speak.

Tuesday, February 23:

2:00 p.m. Bethania Mothers' Club meets at the personage.

8:00 p.m. Lone Rock Mothers' Club meets at the home of Mrs. Gerld Ailts.

Thursday, February 25:

4:30 p.m. Lone Rock and Bethania Junior Choir rehearsal.

Saturday, February 27:

9:00 Junior Confirmation Class

10:30 Senior Confirmation

SIOUXLAND SIGNALS

by Dick O'Connor

Mr. and Mrs. Carl K6erlin were Thursday afternoon callers in the Merlida Carlson home.

Mrs. Dora O'Connor and Mrs. Virginia Parks have been visiting the past week at the Harry Blankenfeld home. Mr. Blankenfeld is a patient at the Pipestone hospital.

Men 76% Women 98% Mean 87%

Mr. and Mrs. Neprud and Mrs. Hilda Aaker and Mr. and Mrs. Gilbert Holter were Sunday dinner and supper guests at the Francis DeClerk home.

Mr. and Mrs. Wilferd Nelson and family were Sunday evening guests at the Francis DeClerk home.

Mr. and Mrs. Al Carlson were Sunday and Monday visitors at the Harry Blankenfeld home.

FUL-O-PEP FEEDS

Phone 2351
Grinding & Mixing
Bulk Feed De

Seed and Fertilizer
Fertilizer Spreading
Feed Contracts for Ca

Men 91%
Women 87%
Mean 89%



QUAKER OATS COMPANY

COMPLETE

Men 88%
Women 85%
Mean 86.5%

SELECTION

NELSONS
SALES
&
SERVICE

Figure 13. Page 6, Readership Survey Issue

Public Library Provides Area As Reading, Research Center

by Dwayne Lamm

Primary purpose of the public library in Trent is to supplement and aid school libraries both town and country comments Mrs. Ellen B. Nelson, local librarian. To provide reading material throughout the summer months and to supply research material for the public in general are other aims.

The Trent library has 1,873 books on its shelves since July 4, 1956. The books come from the Mood library in Flandreau. All fines are to chase more books and research material.

Most read books in the library according to Mrs. Nelson, who is responsible for the Trent library starting here, Don't Go Near the Water and Little House On the Prairie. At present there are 134 card holders.

Trentlanders:

WE LIKE IT HERE

by Owen Peterson

Living in the same community year after year is bound to have effect on every citizen, whether it be regret, satisfaction, thankfulness or what.

Reactions from various residents of our own Trentland Community may give us new concepts, and perhaps express some of our own dual feelings concerning the community we live in.

Some long-time residents of Trent were asked this question: "If you had it to do over again, would you make your home in Trentland?" Here are some of their interesting answers.

LIKES FRIENDLY COMMUNITY

Lydia Baldwin, presently employed as assistant postmistress in the local post office,

has this to say: "Make my home in Trentland again? Yes, I believe I would. I came here in 1931 and have never regretted it. The people in the community were very friendly and helpful. Although many of those folks have moved away and new ones have taken their places, this has not changed."

It is that feeling of 'togetherness' and 'belonging' in the community that is not found in a city. The location of Trent, nestled on the banks of the big Sioux River, also make it a desirable place to live. Many happy hours were spent on its banks; fishing, picnicing, skating, and swimming. I believe it is all of (Continued on Page 8)

Arrow Staff Goes To Tournament

Because most of the Trentland Arrow staff will be participating in the basketball tournament on Wednesday next week, the Arrow staff will be participating in the tournament on Friday March 1st. The Arrow staff will be participating in the tournament on Friday March 1st. The Arrow staff will be participating in the tournament on Friday March 1st.

Skelly Supreme Oil

Has The Highest V-I Than Any

Oil On The
Market

Men	93%
Women	87%
Mean	90.5%



Theron Graves

PHONE

2423

Figure 14. Page 7, Readership Survey Issue

TRENTLANDERS LIKE IT HERE

(Continued from Page 7)

these things, together with the cheery 'Hello' and friendly smile you receive repeatedly as you go about this beautiful little town, that makes it a place you like to call 'home'.

GARDEN SPOT OF SOUTH DAKOTA

Trentland has made a favorable impression on another prominent citizen, Jerry Weets, employee of the local Quaker Oats Company: "Yes, I would make my home in Trentland again because I like this town and the surrounding community. There is a friendlier and more neighborly spirit in a town of this size than in a larger one. One of the things that we can appreciate in our community is the way in which our fellow townspeople respond so willingly in times of great need. I doubt if there is a community where the citizens have more concern for one another. My family and I are happy that we chose Trent as our home. We feel that we are living in the garden spot of South Dakota."

MINISTER'S WIFE GIVES VIEWS

Next we hear from the wife of our local Baptist minister, Mrs. Dorothy Fagerburg, active worker in school and Church affairs and also president of the local PTA: "The summer before my husband was called to the Trent Baptist Church, we spent our vacation in California, at which time my husband was called back as Youth Director to the First Baptist Church of Vallejo, California. The Church, with its beautiful new educational wing, the many wonderful people we had left two years earlier, and the many things to do and see in California all were a temptation to us just to return. But because my husband had always wanted to be a minister and was ready to leave the First Baptist Church of Sioux Falls as Assistant Pastor, our new field of service became Trent. Yes, if I had it to do again, I would make my home in Trentland.

First, I feel God has called us to this community. Second, I have always loved wherever my husband and I live. I felt a better place to live, or better work. I share in the Church, School, and community affairs.

When my mother was visiting us at one time, one of our parishioners brought in a freezer of home-made ice cream. As she knew of the many other kindnesses people have shown to us she made the statement that she doubted if we would ever be in a church where people were so good to us. There is a reality and warmth about the people in this community. I someday hope we live in a larger town and just serve our church for the time we are living in the town. I am happy for shopping and adding a lot of things we are constructing. It is just not enough to do justice to everything in the churches.

My sister, after working for the F.B.I. for several years and then moving to the farm said there was just no place like the farm for raising small children. We are next to living on the farm, and I agree with her. God's call, His leading my husband here, an opportunity to serve in the Church, school, and community, and a wonderfully friendly place to raise the children, these are my reasons for saying if I had it to do again, Trent would be my home."

IT'S BEEN FUN

"Trucking for thirty years in and around Trentland has been a dog's life—but a great experience!" states Art Berglund, long-standing resident in the Trentland Community. "If I had furthered my education I don't think I would have stayed in Trentland. But dealing with the townfolk and watching the kids graduate year after year from across the street, I just do

not know where I could have had more fun."

ONE BIG FRIENDLY COMMUNITY

Evelyn Schumann, first and second grad teacher in the Trent Public School, writes: "Yes, I like a small community, houses with yards and gardens, and people whom I can call friends. Everyone is always busy, but not too busy to offer a helping hand in times of trouble and sorrow. I like to see the children of people I knew as a child. To watch them grow to adulthood and establish homes of their own. My mother was born in the community and so was I. My grandparents on my mother's and father's sides both homesteaded here, so I may be a bit prejudiced about Trentland. I think it's tops! If we have outgrown the 'One Big Happy Family' stripe, we are still 'One Big Friendly community'."

HAS ENJOYED LIVING IN TRENT

Everette Anderson, retired farmer now residing in Trent, says: "It is difficult for me to give any specific answer to this question as I have lived in Trentland all my life. But I will say I have thoroughly enjoyed doing so."

BE ACTIVE IN COMMUNITY

"If I could go back to 1953, the year we came to Trent, we would still settle here again!" These are the words of L. K. Mutschelknaus, former depot agent and now employed as custodian of the Trent Public School. "Trent is the neatest and cleanest town I have ever seen. The town keeps on growing and is trying to better itself. It isn't dying like a lot of the small towns are. We could have a better Trentland though, if more people would take an active part and not let those who are officers do so much work. We should let them know when they are doing a good job be it Church, school, town

Page 8
Arithmetic
Mean 98.5%

Men 97%
Women 100%
Mean 98.5%

Figure 15. Page 8, Readership Survey Issue

LIKE IT

(Continued from Page 8)
board, or any of the other organizations. Too many times they aren't backed up when they really need to be.

There may come a time when we leave Trentland, but it won't be because we found a better place to live or a better town. Railroad and when I can't go back to

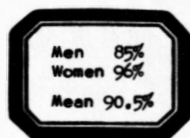
The com-
mends its po-
sitions the citi-
zens take a more active interest in community affairs.

HAS GOOD BUSINESS

Ruby Rosburg, local grocery store owner, finds Trentland a desirable and friendly place to live in: "Settle in Trent again? First, I like small towns. Trent is a clean town, which is like the nature of the people themselves. Then I have a feeling we have been accepted, faults and all. What nicer feeling! Also I have friends, a home, and a business that makes a living. Settle in Trent? Of course I would. After all it's home now and a mighty nice one."

ARROW

SUBSCRIPTIONS
FOR 4 MONTHS



HOME OF THE WARRIORS

DISTRICT 17 TOURNAMENT

February 24-25-26

AT
SIOUX FALLS COLISEUM



GAMES START:
2:00 AFTERNOON
7:15 NIGHT

ADMISSION
STUDENTS
60¢ - 50¢
ADULTS
\$1.00 - 75¢

FRANKLIN
WEDNESDAY 2:00 P.M.
COLTON
EGAN
WEDNESDAY 2:20 P.M.
CHESTER
COLMAN

DELL RAPIDS

WEDNESDAY 7:15 P.M. WEDNESDAY 8:30 P.M.

RUTLAND

TRENT

Figure 16. Page 9, Readership Survey Issue