

South Dakota State University

## Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange

---

Electronic Theses and Dissertations

---

1962

### A Study of the Educational Backgrounds and Practical Journalistic Experiences of 107 South Dakota Weekly Newspaper Publishers

Dennis Joseph Sale

Follow this and additional works at: <https://openprairie.sdstate.edu/etd>

---

#### Recommended Citation

Sale, Dennis Joseph, "A Study of the Educational Backgrounds and Practical Journalistic Experiences of 107 South Dakota Weekly Newspaper Publishers" (1962). *Electronic Theses and Dissertations*. 2851.  
<https://openprairie.sdstate.edu/etd/2851>

This Thesis - Open Access is brought to you for free and open access by Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. It has been accepted for inclusion in Electronic Theses and Dissertations by an authorized administrator of Open PRAIRIE: Open Public Research Access Institutional Repository and Information Exchange. For more information, please contact [michael.biondo@sdstate.edu](mailto:michael.biondo@sdstate.edu).



124

288281  
203  
2.2

A STUDY OF THE EDUCATIONAL BACKGROUNDS AND PRACTICAL  
JOURNALISTIC EXPERIENCES OF 107 SOUTH DAKOTA  
WEEKLY NEWSPAPER PUBLISHERS

BY

DENNIS JOSEPH SALE

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.

*J. K. Hunter*  
Thesis Advisor

*James H. Phelan*  
Head of the Major Department

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

June, 1962

**A STUDY OF THE EDUCATIONAL BACKGROUNDS AND PRACTICAL  
JOURNALISTIC EXPERIENCES OF 107 SOUTH DAKOTA  
WEEKLY NEWSPAPER PUBLISHERS**

**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 Adviser**

---

**Head of the Major Department**

## ACKNOWLEDGMENTS

The author wishes to express his sincere appreciation to his thesis adviser, Mr. J. K. Hvistendahl, associate professor of journalism at South Dakota State College, for his valuable guidance and encouragement during the course of this study; to Mr. George H. Phillips, professor and head of the Department of Journalism, for his valuable advice during the initial planning of the study and later stages of its development; to Mr. Homer J. Givens, secretary-manager of the South Dakota Press Service, Inc., for supplying the author with information about South Dakota weekly publishers and their newspapers; to Mr. Patrick J. Leary, manager of the Volga, South Dakota, Tribune, for generously giving of his own time to reproduce the questionnaire used in this thesis, and to Mrs. Darlien G. Klug, reference assistant, and other staff members of the Lincoln Memorial Library, State College, for their assistance in obtaining reference material used in this study.

The author is also indebted to the 107 South Dakota weekly publishers who made this thesis possible by returning questionnaires.

## V. EDUCATIONAL BACKGROUNDS

### Degrees Granted

### High School Journalism Training

### College Journalism

### College Specializations

## Chapter

Page

## I. INTRODUCTION . . . . . 1

Objectives . . . . . 3

## II. BACKGROUND FOR THE STUDY . . . . . 6

Other studies . . . . . 6

## III. PROCEDURE . . . . . 14

Materials . . . . . 14Mailing . . . . . 15Tabulation . . . . . 16

## IV. AGES AND PRACTICAL JOURNALISTIC BACKGROUNDS . . . . . 17

Ages . . . . . 19Publishing Backgrounds . . . . . 25Frequencies of Publishing Experiences . . . . . 27Paths to Publishing . . . . . 28Reasons for Entering Field . . . . . 29Pre-publishing Experiences . . . . . 30Extent of Previous Newspaper Experience . . . . . 33Age at First Journalistic Experience . . . . . 35Reasons for Entering Journalism . . . . . 36

## V. EDUCATIONAL BACKGROUNDS . . . . . 41

Degrees Granted . . . . . 47High School Journalism Training . . . . . 49College Journalism . . . . . 50College Specializations . . . . . 51

	<u>College Employment</u> . . . . .	55
	<u>Printing Training</u> . . . . .	56
VI.	READING HABITS OF PUBLISHERS . . . . .	59
	<u>Newspapers</u> . . . . .	59
	<u>Magazines</u> . . . . .	61
	<u>Books</u> . . . . .	65
VII.	PUBLISHERS' ACTIVITIES AND GENERAL CONTENT OF THEIR PAPERS .	68
	<u>Columnists</u> . . . . .	68
	<u>Number of Hours Devoted to Paper</u> . . . . .	69
	<u>Division of Plant Time</u> . . . . .	71
	<u>Publishing Activities</u> . . . . .	73
	<u>Meetings Covered Weekly</u> . . . . .	74
	<u>Editorials in South Dakota Weeklies</u> . . . . .	76
	<u>Controversial Items</u> . . . . .	81
	<u>Advertising Content</u> . . . . .	82
	<u>Libel Suits and State Weekly Publishers</u> . . . . .	82
VIII.	PRACTICAL AND FORMAL EDUCATIONAL RECOMMENDATIONS . . . . .	87
	<u>Most Helpful Items</u> . . . . .	87
	<u>Necessity of College</u> . . . . .	88
	<u>The Importance of Economics</u> . . . . .	91
	<u>Suggested College Courses</u> . . . . .	93
IX.	PUBLISHERS' FINANCIAL STATUSES AND THEIR ATTITUDES ABOUT THEIR OCCUPATIONS . . . . .	98
	<u>Financial Statutes</u> . . . . .	98
	<u>Choice of Work</u> . . . . .	99

	<u>Occupational Environment</u> . . . . .	100
Table	<u>Dislikes with Publishing</u> . . . . .	101
1. Number of County-Seat and Non-County-Seat Communities		
X. PUBLISHERS' OPINIONS ON CERTAIN JOURNALISTIC MATTERS . . . . .		106
2. Distribution of	<u>Functions of a Weekly Newspaper</u> . . . . .	106
Publishers . . . . .		
	<u>Attitude Statements</u> . . . . .	109
3. Length of Time Publishers Have Been in the Weekly Publishing Business . . . . .	<u>News Content</u> . . . . .	109
4. Amounts of News Published . . . . .	<u>Freedom of the Press</u> . . . . .	112
They Had Prior to Becoming Weekly Publishers . . . . .		
	<u>Controversial News Items</u> . . . . .	116
5. Number and Percentage of Respondents Attending and Graduating from . . . . .	<u>News Content in Elections</u> . . . . .	116
6. Comparisons of	<u>Advertisers' Effects on News</u> . . . . .	118
Respondents and Non-College-Educated Respondents in 10 Studies . . . . .	<u>The Weekly Paper and Its Community</u> . . . . .	118
7. A List of Major	<u>Opinions on Distortion in the Press</u> . . . . .	121
Dakota Weekly Publishers Who Attended College . . . . .		
XI. SUMMARY AND CONCLUSIONS . . . . .		125
8. Comparisons of the Number of College-Educated Journalists in Nine Studies . . . . .	<u>Summary</u> . . . . .	125
9. Magazines Read	<u>Conclusions</u> . . . . .	135
Journalistic Studies . . . . .		
	LITERATURE CITED . . . . .	140
10. Comparative Numbers and Percentages of South Dakota and		
APPENDIX A . . . . .		142
to One or More Columns . . . . .		
APPENDIX B . . . . .		147
11. Average Amounts of Time South Dakota Weekly Publishers Estimated They Spend Working on Their Newspapers Weekly . . . . .		70
12. Occupational Activities Indicated by 104 South Dakota Weekly Newspaper Publishers . . . . .		75
13. Number of Editorials Contained in Papers Published by 99 South Dakota Weekly Publishers . . . . .		77
14. Comparisons of Publishers' Ratings of the Editorial Function of the Weekly Press to the Numbers of Editorials Written Then and Printed in Their Newspapers . . . . .		79

# LIST OF TABLES

Table	Page
1. Number of County-Seat and Non-County-Seat Communities Represented in this Study . . . . .	18
2. Distribution of Ages of South Dakota Weekly Newspaper Publishers . . . . .	19
3. Length of Time Publishers Have Been in the Weekly Publishing Business . . . . .	26
4. Amounts of Newspaper Experience Publishers Indicated They Had Prior to Becoming Weekly Publishers . . . . .	34
5. Number and Percentage of Respondents Attending and Graduating from School . . . . .	41
6. Comparisons of Numbers and Percentages of College-Educated Respondents and Non-College-Educated Respondents in 10 Studies . . . . .	44
7. A List of Major Curricular Specializations of South Dakota Weekly Publishers Who Attended College . . . . .	51
8. Comparisons of the Number of College-Educated Journalists in Nine Studies Who Majored in Journalism . . . . .	53
9. Magazines Read Most Often by Respondents from Four Journalistic Studies . . . . .	63
10. Comparative Numbers and Percentages of South Dakota and Washington Weekly Publishers Who Indicated they had None to One or More Columnists . . . . .	69
11. Average Amounts of Time South Dakota Weekly Publishers Estimated They Spend Working on Their Newspapers Weekly . . . . .	70
12. Occupational Activities Indicated by 104 South Dakota Weekly Newspaper Publishers . . . . .	75
13. Number of Editorials Contained in Papers Published by 99 South Dakota Weekly Publishers . . . . .	77
14. Comparisons of Publishers' Ratings of the Editorial Function of the Weekly Press to the Numbers of Editorials Written Them and Printed in Their Newspapers . . . . .	79

Table	Page
15. Items of Most Help to South Dakota Weekly Publishers in Their Work . . . . .	88
16. The Attitudes of 99 South Dakota Weekly Publishers on the Necessity of College for Newspaper Work . . . . .	89
17. A Comparison of 99 Publishers' Attitudes on the Necessity of College Education for Newspaper Work . . . . .	90
18. Reactions of 92 South Dakota Weekly Publishers to a Statement Concerning the Need of Knowing More Economics for Their Jobs . . . . .	91
19. Courses Recommended for Prospective Weekly Publishers by the State's Weekly Publishers . . . . .	94
20. Dissatisfactions Mentioned by Respondents as Weekly Publishers . . . . .	101
21. Publishers Rankings of Six Functions of a Weekly Newspaper .	107
22. Opinions of South Dakota Weekly Publishers Concerning Various Journalistic Matters . . . . .	110
23. Comparative Reactions of Respondents in Four Studies to a Statement Saying the Press Devotes Too Much Space to Scandals, Sensations, and Divorces . . . . .	113
24. A Comparison of the Number and Percentages of Respondents in Three Studies Who Reacted to a Statement About Freedom of the Press . . . . .	114
25. Comparisons of Reactions to Two Identical Statements Rated by South Dakota Weekly Publishers and Lawrence's Kansas Publishers . . . . .	119
26. Comparisons of South Dakota and Kansas Publishers' Reactions to a Statement Contrasting Community Papers with the Metropolitan Press in Amounts of News Distortion .	122
27. Reasons South Dakota Weekly Publishers Were Attracted into Weekly Newspaper Work . . . . .	142
28. Newspapers Which 105 South Dakota Weekly Publishers Said They Read Regularly . . . . .	143
29. Magazines Which 103 South Dakota Weekly Publishers Said They Read Regularly . . . . .	144



30. List of 27 Books Read by South Dakota Respondents  
from Approximately November, 1960, to November, 1961 . . . . . 145
31. Division of Publishers' Working Time Between  
Front-Shop and Back-Shop Activities . . . . . 146

This study was undertaken to determine the educational back-  
grounds and journalistic training of 146 weekly publishers in South  
Dakota.

The thesis will mainly attempt to determine the length of time  
the state's weekly publishers have been engaged in journalism, how long  
they have been weekly publishers and the main content of their occupa-  
tional activities.

According to King, the weekly newspaper functions as an important  
transmitter of community events:

By inheritance most of us are interested in the things of  
home, in our neighbors' doings, and in the thousand-and-one  
little things which go to make up the life of a community  
week by week. . . . We like to talk about and to read things  
which "play up" the desirable qualities and virtues of life.  
We are especially pleased and interested if such things  
occur in our own immediate vicinity. It is the function of  
the country weekly to report these things from the town and  
country round about (5. p. 6).

In addition to its function as a social institution, the weekly  
newspaper also has important economic functions. Besides providing  
support for publishers and their families from advertising, subscrip-  
tions, and job-work revenue, the community paper serves local and  
national businesses in the dissemination of information about their  
services and products. Weekly printing plants help support the printing  
industry through purchase of equipment, ink, paper stock, and other  
supplies.

## CHAPTER I

## INTRODUCTION

This study was undertaken to determine the educational backgrounds and journalistic training of 146 weekly publishers in South Dakota.

The thesis will mainly attempt to determine the length of time the state's weekly publishers have been engaged in journalism, how long they have been weekly publishers and the main content of their occupational activities.

According to Bing, the weekly newspaper functions as an important transmitter of community events:

By inheritance most of us are interested in the things of home, in our neighbors' doings, and in the thousand-and-one little things which go to make up the life of a community week by week... We like to talk about and to read things which "play up" the desirable qualities and virtues of life. We are especially pleased and interested if such things occur in our own immediate vicinity. It is the function of the country weekly to report these things from the town and country round about (5, p. 6).

In addition to its function as a social institution, the weekly newspaper also has important economic functions. Besides providing support for publishers and their families from advertising, subscriptions, and job-work revenue, the community paper serves local and national businesses in the dissemination of information about their services and products. Weekly printing plants help support the printing industry through purchase of equipment, ink, paper stock, and other supplies.

It seems important to know the backgrounds, including ages, of weekly publishers because this information might be valuable to prospective weekly publishers and others interested in the weekly publishing business.

It would also seem important to know the backgrounds of weekly publishers in the state because this information might lead to predicted rates of attrition in the weekly publishing business.

If, for example, the age level of publishers is high then it can be assumed that older publishers will relatively soon have to abandon their occupations for retirement.

If it is determined that publishers are middle-aged or older and if they have been engaged in weekly publishing in South Dakota for a long time, it will mean that they have survived in a business which has been declining over the past several decades. Determining the content of these publishers' jobs and what they have found beneficial to them in their businesses might help future weekly publishers be better prepared for the vocation.

In 1931 there were 258 weeklies in South Dakota (1, p. 891). By 1941, 215 weeklies were being published in the state, a decline of 16.7 per cent in the 10-year period (2, p. 870).

During the next decade the decline of weeklies in the state was even greater. By 1951 there were only 169 weekly papers in South Dakota, 46 less than in the previous decade, a 21.4 per cent decrease (3, p. 901).

The number of weeklies in South Dakota declined less rapidly in

the period between 1951 and 1961, indicating, perhaps, that the business is approaching a greater degree of stability. From the 169 weeklies in 1951 there was a decline of only 19 in the total by 1961 or a decrease of 8.9 per cent (23, Cover 2).

In this project the author will also attempt to learn what current weekly publishers in the state dislike about their work. This might shed some light on reasons why younger journalists may be declining publishing careers, especially in smaller communities.

### Objectives

The main purpose of this thesis is to try to give prospective weekly publishers some insight into the skills needed for one form of journalism, the weekly newspaper publishing business.

The author will provide information about the educational backgrounds and practical experiences of 107 South Dakota weekly publishers.

An attempt will be made to learn what has helped these publishers become successful journalists. The backgrounds of the state's current weekly publishers will be analyzed to determine the extent of their formal educations and practical journalistic experiences.

Because South Dakota weekly publishers are responsible for producing reading material utilized by about 171, 156 persons, it would seem that publishers' formal and practical journalistic backgrounds, as well as their attitudes towards their work, will have important influences on what and how community news is presented to readers (23, pp. 2-3).

Because many high school and college instructors come in direct

contact with students, their advice is invaluable in directing these students toward or away from various vocations. Information furnished by weekly publishers concerning what they have found most beneficial in carrying out their publishing activities would be valuable to those teachers.

One might argue that there are vocational tests, the results of which indicate the occupation for which a person is best suited. Such an assumption merits attention. But Harrel points out that vocational aptitude tests should be supplemented with information from members of the occupations:

The study is based on the belief that vocational tests in any field will be inadequate unless they are supplemented by information gathered from those who have actually succeeded in the field. A study of vocational aptitudes in young men who are contemplating entering a profession will do much towards eliminating the undesirables from that profession. The study of vocational aptitudes, correlated with information about those things which successful professional men have found useful and with information as to the social, economic, and cultural backgrounds of those who have been successful, would do even more to divert the inadequately equipped person from the profession in which he will have the greatest difficulty in succeeding (7, p. 96).

Much of the work done by weekly newspaper publishers is a complex of tasks. Weekly publishers must not only determine editorial policies of their papers, but they are often required to assume the roles of newsmen, advertising salesmen, copy readers, and printers. It is believed that few, if any, South Dakota weekly publishers are exceptions.

Therefore, the author will also try to determine where most of state's weekly publishers spend their in-shop time while publishing their papers and the types of work they actually do on their papers,

i.e., writing editorials, news items, printing, etc.

The length of time these weekly publishers have been in the business, while not concrete evidence of success, will nevertheless give some indication as to the degree of satisfaction they feel in their businesses. Unlike many small town businessmen, most weekly publishers have marketable skills and are therefore not so apt to be "forced" to work in the small community as are their less experienced counterparts. Rogers lists one of the skills desired of and necessary for the weekly or "country" editor: Seven of these reports deal, re-

The community newspaper derives its revenue from circulation, advertising, and job work. In a small shop one man, sometimes alone, sometimes with help, does all the work attached to every function; and in a large shop he should know how to operate, and he must at least understand, every process. In most fields of journalism to-day the beginner is advised to specialize. Contrariwise, to prepare for the country field he must generalize. The better the printer, the better the editor, the better the manager, the better the advertising expert--the better the country publisher (14, p. 78).

Because publishers generally must have a knowledge of so many different phases of journalism, it would seem that there would be abundant opportunities for them to obtain jobs in larger cities if they wished to leave the weekly publishing field.

educational backgrounds and practical journalistic experiences of their subjects. In their studies much material concerned the overall sociological and cultural backgrounds of respondents.

#### Other Studies

The first known study of this kind was made by Harrell and published in 1931 (?).

## CHAPTER II

### BACKGROUND FOR THE STUDY

Although several other studies similar to this one have been conducted, the main idea for the project came from a survey of weekly publishers in Washington state by Shaw and Irwin (See Literature Cited, citations 17, 18, 19, and 20).

In that study, information for eight reports was gleaned from 117 weekly publishers during 1958-1959. Seven of those reports deal, respectively, with commercial printing, accounting, gross and net incomes, publishers' backgrounds and their power, advertising, news and photography content of their papers, and their attitudes towards education.

Many of the questions used in the present study were gleaned from the Shaw-Irwin study and others. The use of similar questions makes possible a comparison of journalistic backgrounds of South Dakota weekly publishers to the backgrounds of journalists in other studies.

Much of the information gathered from other authors, however, was not comparable to the information supplied by weekly publishers in South Dakota. Others concerned themselves not only with the formal educational backgrounds and practical journalistic experiences of their subjects. In their studies much material concerned the overall sociological and cultural backgrounds of respondents.

#### Other Studies

The first known study of this kind was made by Harrel and published in 1931 (7).



Harrel's "Factors Making For Success In Journalism" was based on a mail questionnaire sent to "approximately 500" journalists throughout the country (7, p. 97). Respondents included editors, managing editors, special writers, Washington correspondents, feature writers, and editorial writers--a much less homogeneous group than the weekly publishers in the present study.

Harrel's project concerned subjects' sociological backgrounds, journalistic attitudes, and their beliefs as to what experience is necessary for success in journalism (7, p. 96).

Questions asked by Harrel which were similar to those in the present study deal primarily with entry into journalism, length of time in the occupation, comparative degrees of education, and dissatisfactions with their occupations. Besides the journalistic backgrounds of those in his study, however, Harrel also dealt with the occupational backgrounds and financial statuses of his subjects' families (7, p. 151).

A much more homogeneous group of journalists was studied in 1935-1936 by Rosten. The group was composed of 127 Washington correspondents representing papers with circulations of 75,000 or more (15, pp. 307-311).

Rosten's study was based on returns received from two questionnaires, one autobiographical and the other on attitudes of respondents towards politics, foreign affairs, and journalism (15, pp. 188-202).

Like Harrel, Rosten concerned himself with the broad sociological backgrounds of his respondents. Unlike the present study, Rosten devoted much attention to the social and economical stratification of



his respondents' families (15, pp. 153-156).

Rosten's study closely parallels the present one, however, in that both deal with respondents ages, their educational backgrounds, what they read, their practical journalistic backgrounds, and their attitudes towards journalism (15, pp. 169-218).

Rosten also devoted three separate chapters to the political attitudes, journalistic duties, and working tensions of his subjects, as well as their news judgments and the relationships of newspaper publishers to the Washington correspondent and freedom of the press (15, pp. 188-304).

In 1938, Lawrence made a professional analysis of 145 publishers in Kansas. He used two questionnaires in his study, one biographical, the other concerning incomes and attitudes (10, pp. 337-378).

Information gleaned in the Lawrence study which will be compared to that compiled on South Dakota weekly publishers includes Kansas publishers' ages, degrees of formal educations, length of time in journalism and publishing, their reasons for entering the business, and content of their occupations. The amount and types of reading they do will also be considered as well as their journalistic attitudes.

Lawrence also described his respondents' political attitudes, their economic status, and their degree of participation in community events.

Prugger studied the sociological backgrounds and training of members of the Milwaukee, Wisconsin, Journal news staff in 1940 (13, pp. 231-244). As in the Lawrence study, two questionnaires, one on

backgrounds, the other on attitudes and opinions, were submitted to 84 tentative respondents. Of that number, 55 returned biographical questionnaires, while 43 answered questions on attitudes and opinions (13, p. 232).

Similar to this project about South Dakota weekly publishers, Prugger studied information about respondents' ages, their formal educations, and major specializations in college besides their practical journalistic backgrounds, including reasons for entering the field, the material they read, and their opinions towards the press.

Considerations made by Prugger not related to the present study included size and places of birth, sizes of Kansas publishers' families, fathers' occupations, colleges attended, amount of travel, types of recreation and hobbies, and publishers' political attitudes.

In 1954, Scott and West conducted an anonymous survey of Texas small daily newspaper personnel. A total of 55 publishers were randomly selected for the project and 27 of those completed a questionnaire concerning the employment records of 166 editorial and 320 mechanical workers (16, pp. 183-189).

Also considered in the Scott-West study were: employee longevity status, on-the-job training benefits, number of college graduates, respondents' salaries, number of hours they worked, and their attitudes towards their jobs.

In his doctoral dissertation at the University of Iowa, Maxwell studied the sociological backgrounds of 209 foreign correspondents employed by United States organizations overseas (12, pp. 346-348).

Maxwell gave consideration to college degree holders, amounts and types of reading they did, length of time they spent in journalism and types of journalistic experiences, the number of hours they worked per week, and their attitudes towards their occupations.

In analyzing his respondents backgrounds, Maxwell also studied their family backgrounds, places of birth, amounts of time they spent traveling, and their annual incomes.

Closely parallel to Maxwell's study was one done in 1955 by Lambert on the backgrounds of 111 foreign correspondents working in the U.S. (9, pp. 349-356).

In his study, Lambert included his respondents' biographical backgrounds including those who attended college and the courses of study they pursued. He also considered their journalistic backgrounds, occupational activities, numbers of hours they worked in an average week, their attitudes towards their occupations, and the extent of their reading habits.

Lambert also studied occupations of his respondents' fathers, degrees of religious training of correspondents, their marital status, types of writing each did, their opinions of national and international relations, and their attitudes towards the United States and its citizens.

With a grant from Ohio State University, Heckman, Knower and Wagner did a comparative analysis of groups of professional communicators from information gleaned through personal interviews in 1952-1953 (8, p. 12).

The objective of that study was to learn more about communicators of information, including lawyers, teachers, clergymen, newspapermen, and radio and television announcers and compare that information to that gleaned from a group of engineers (8, pp. 9-10).

There were a total of 248 respondents in the Columbus, Ohio, study which represented a 6,001-person universe. Of the total number of respondents in that study, 197 were professional communicators who comprised the experimental group and 51 were engineers who composed the control group (8, pp. 10-13).

Phases of the Heckman, Knower and Wagner study included studies of respondents' cultural backgrounds, sizes of cities of origin, sizes of schools in which they were educated, amounts of schooling, their major interests in school, occupational backgrounds of their fathers, and information about persons who influenced them in selection of occupations (8, pp. 17-27).

Also considered were the occupational backgrounds of respondents, their likes and dislikes with their work at the time of the study, and their magazine reading habits, and radio-television listening habits (8, pp. 57-95). A chapter is also devoted to respondents' political attitudes (8, pp. 96-111).

Heckman, Knower and Wagner discovered that answers given to questions by the 197 communicators did not differ significantly from answers given by the control group of 51 engineers. Members of the experimental group differed most from engineers in their backgrounds. Most engineers had clerical backgrounds and communicators had labor or

professional backgrounds (8, pp. 113-114).

In 1955, Lungren conducted a study of 142 Kansas weekly publishers "to learn more about the incentives in the weekly field" (11, p. 526).

Among other things, Lungren concerned himself with the circulation of Kansas weeklies, number of hours worked by each of the respondents, publishers' educations and incomes, and the amounts of starting salaries they were willing to offer prospective weekly employees (11, pp. 526-528).

Lungren generally found that weekly publishers in Kansas "did put a dollar value" on potential employees who had journalism or other college degrees (11, p. 528).

In his master's degree thesis at the University of Wisconsin in August, 1961, Stevens studied the willingness of 145 weekly editors in that state to involve their papers in controversy. He wanted to see if such willingness varied with amount of journalistic training, trade areas served by the papers, and publishers' financial statuses (21, pp. 4-9).

Stevens concluded that college-level training, exclusive of specialization, was a fair predictor of the degree that his subjects would become involved in controversy. He also found that editors in industrial and suburban communities are more likely to engage in controversy than editors in agricultural communities (21, p. 79).

In the Wisconsin study, the more financially stable editors were the more likely they would be to engage in discussion of controversial

issues in their papers (21, 80).

Where pertinent, information gleaned from the studies mentioned above will be compared to information received from South Dakota weekly publishers. To limited time and budget, the author used a mail questionnaire in determining the formal educational backgrounds and practical journalistic experiences of 107 South Dakota weekly newspaper publishers. Because it was believed the project would be of most interest to those concerned with journalism, the author decided to study weekly publishers in the state, who comprise the largest homogeneous group of journalists in South Dakota.

### Materials

An anonymous questionnaire (shown in Appendix B) was used for this project. The respondents were asked for neither their names nor the names of their papers.

The author assumed that an anonymous questionnaire would reduce the personal bias which might normally be associated with studies of this kind. By using an anonymous questionnaire, it was felt more publishers might respond more freely.

As a rule, the only clues to the origination of returned questionnaires were postal cancellation marks from origin of mailing. The origins of returns from the first wave of questionnaires were recorded to avoid sending second copies of the questionnaires to those who already had responded.

It is interesting to note that several respondents voluntarily  
154576 their names in different places on the questionnaires or

envelopes, indicating their participation in the survey.

### CHAPTER III

A total of 55 questions, printed on 4 1/3 sheets of paper composed the questionnaire. The bottom part of the fifth sheet was removed

#### PROCEDURE

Due to limited time and budget, the author used a mail questionnaire in determining the formal educational backgrounds and practical journalistic experiences of 107 South Dakota weekly newspaper publishers.

Because it was believed the project would be of most interest to those concerned with journalism, the author decided to study weekly publishers in the state, who comprise the largest homogeneous group of journalists in South Dakota. It was hoped that the chances of a

better survey response would be increased as the amount of work and

#### Materials

An anonymous questionnaire (shown in Appendix B) was used for this project. The respondents were asked for neither their names nor the names of their papers.

The author assumed that an anonymous questionnaire would reduce the personal bias which might normally be associated with studies of this kind. By using an anonymous questionnaire, it was felt more publishers might respond more freely.

As a rule, the only clues to the origination of returned questionnaires were postal cancellation marks from origins of mailing. The origins of returns from the first wave of questionnaires were recorded to avoid sending second copies of the questionnaires to those who already had responded.

It is interesting to note that several respondents voluntarily signed their names in different places on the questionnaires or



envelopes, indicating their willingness to participate in the survey.

A total of 55 questions, printed on 4  $\frac{1}{3}$  sheets of paper composed the questionnaire. The bottom part of the fifth sheet was removed from each questionnaire to reduce the cost of mailing.

A cover letter (shown in Appendix B) was stapled to each questionnaire to reduce the chances of one or the other being lost after reaching the publishers. A self-addressed, stamped envelope was included with each questionnaire.

By including return envelopes, the author felt he would get more responses from the publishers. It was assumed that the chances of a better survey response would be increased as the amount of work and expense required of the respondent was minimized.

A minor difficulty was noted before mailing the questionnaire. Because the fifth sheet as a half-sheet was considerably shorter than the four complete sheets, it was felt that some of the respondents might not see the fifth sheet unless it was more easily noticed.

To solve this problem, the fifth sheet was extended to the right of the other four sheets about  $\frac{3}{4}$ -inch. Of the 107 respondents, only seven failed to answer the final four questions of the fifth page of the questionnaire.

#### Mailing

A list of weekly newspaper publishers in the state was obtained from Homer Givens, secretary of the South Dakota Press Association, whose offices are in the Printing-Journalism building at South Dakota State College.



Changes were necessitated in the original list at Mr. Givens' suggestion because several publishers had either died, sold out or otherwise left the weekly publishing business in recent months.

The first wave of 146 questionnaires was mailed from the main post office in Brookings, South Dakota, on Thursday morning, November 2, 1961. An arbitrary deadline of two weeks was set for publishers to return them.

A total of 78 questionnaires (53.4 per cent of 146) were returned by November 16. Using postal cancellation marks, the author was able to identify approximately all those who had not responded to the first questionnaire.

On November 16, a second wave of 72 questionnaires was mailed from Brookings to the publishers whom it was believed had not responded to the first mailing.

A second cover letter (shown in Appendix B) and another self-addressed, stamped envelope were included in the second mailing. A total of 29 usable questionnaires (40.3 per cent of 72) were returned after the second mailing.

### Tabulation

Because of the complexity of some of the questions, it was decided that hand-tabulation would be the best method of totalling answers.

Of the 55 questions, 23 had more than nine possible answers and several combined multiple choice with completion answers. In addition, many respondents made added comments in white spaces surrounding some of the questions.

## CHAPTER IV

## AGES AND PRACTICAL JOURNALISTIC BACKGROUNDS

Publishers responding to this study are representative of the entire weekly newspaper publishing business in South Dakota. Of the 146 publishers, representing 150 weekly newspapers in the state, who were mailed questionnaires at the start of this project, 107 usable responses (73.3 per cent) were returned.\*

The data in Table 1 show the comparative numbers and percentages of South Dakota weeklies published in county-seat and non-county-seat communities in the state whose publishers participated in this study. Notice in Table 1 that the percentages of county-seat and non-county-seat weeklies included in the sample are very similar to the total numbers and percentages of the two types of papers in the entire South Dakota population.

The percentage of returns in this thesis was considerably greater in most cases than returns received in other similar studies. South Dakota weekly publishers thereby indicated their willingness to participate in this study.

In one of the more recent projects, for example, Stevens received 58.2 per cent of questionnaires mailed to Wisconsin weekly publishers

---

\*Actually, three of the 107 South Dakota respondents are listed as "managers" and one is "business manager" of four different weeklies in this thesis, although no differentiation will be made in the text (23, pp. 2-3).

(21, p. 14). In his study of Kansas weekly publishers, Lawrence received approximately 34.1 per cent (145) returns from 425 prospective respondents (10, p. 338).

Table 1. Number of County-Seat and Non-County-Seat Communities Represented in this Study

Types of communities	Total communities with weeklies in the state	Communities represented in the survey
County-seat	55 (38.2)+	44 (39.3)
Non-county-seat	89 (61.8)	66 (58.9)
Not identifiable		2 ( 1.8)
Totals	144 (100)	112 (100)

+Percentages appear in parentheses.

Of 84 editorial workers on the Milwaukee Journal, Prugger received 55 responses or 65.5 per cent of the total (13, p. 232). Maxwell mailed questionnaires to 450 United States correspondents overseas and 46.4 per cent (209) responded (12, p. 346).

Scott and West received "excellent" responses from 51.9 per cent (27) of 52 publishers of small daily newspapers in Texas (16, p. 184). Lambert mailed a biographical questionnaire and opinion questionnaire to each of 250 foreign correspondents working in the U.S. Of those, 44.4 per cent (111) returned the former questionnaire and 42.4 per cent (106) returned the latter (9, p. 349).

Of 302 Kansas weekly publishers to whom Lungren sent a questionnaire in 1955, 47 per cent (142) provided "the large amount of

information requested" (11, p. 526).

In his study of Washington correspondents, Rosten received 82.5 per cent (127) of 154 biographical questionnaires and 84.3 per cent (107) of 127 opinion questionnaires, both exceeding percentage returns in other studies (15, pp. xi-xii).

### Ages

The data in Table 2 show the ages of South Dakota publishers who answered question 5 in this study.

Table 2. Distribution of Ages of South Dakota Weekly Newspaper Publishers

Age brackets	Number	Percentage
65 or over	7	6.5
60-64	10	9.3
55-59	10	9.3
50-54	16	14.9
45-49	12	11.2
40-44	18	16.8
35-39	16	14.9
30-34	11	10.3
25-29	6	5.7
20-24	1	1.0
Total	107	99.9

+The median age of the publishers, calculated from grouped data, is 45.1. The formula for calculating medians from grouped data is  $Md = l + \frac{\frac{n}{2} - F}{f} \cdot i$  (6, p. 112).

The average age of the respondents could not be obtained because grouped rather than exact ages were sought in the questionnaire. Also, the "65 and over" category is an open-end interval. Any of the seven

publishers in the latter category may be 65 years of age or older. Although the median age of the publishers from grouped data is less exact than the average age, the results of the former calculation yields a reasonably useful measure of central tendency.

The fact that the median age of the respondents computed by the grouped data method is 45.1 indicated that many South Dakota publishers are still in the "prime of life" or younger--probably still possessing the potential health and energy to work effectively.

Most weekly publishers in the state are still well below the accepted retirement age of 65. Eighty (74.8 per cent) of 107 respondents indicated they were from 20 to 54 years old and 64 (59.8 per cent) had not yet reached their 50th birthday at the time this study was begun.

Nearly one-third of the publishers (34 or the 107) are young enough to carry out their publishing duties with maximum efficiency since they have not yet reached their 40th birthdays.

Also worthy of note are the 27 publishers who indicated they were 55 years of age or older (25.2 per cent of 107). This is significant because it is apparent that most of these publishers will be retiring within the next two decades and other younger journalists may have opportunities to assume their duties.

Of 502 daily newspaper journalists indicating their ages in Harrel's study, 18.9 per cent (95) were less than 33 years of age, 43.5 per cent (218) were between 32 and 45 years old, and 37.6 per cent (189) were over 45 (7, p. 98). In the study of South Dakota publishers, 42.1 per cent (45) of 107 respondents were between 30 and 44 years of

age and 51.4 per cent (55) were 45 years of age or older (51.4 per cent).

Although similar percentages of respondents in the above studies were in their 30's and 40's, those respondents 45 and over in the South Dakota survey accounted for a considerably greater percentage (13.8 per cent more) of the total respondents than respondents of similar ages in Harrel's study.

That difference in percentage may be due to the fact that respondents in the South Dakota study are a more homogeneous group than that comprised by journalists in Harrel's study. It would probably take a person longer to become publisher of a weekly newspaper than it would to become a reporter, copy editor, or editorial writer for a metropolitan paper. To become a weekly publisher a journalist should have a greater knowledge of a variety of occupational skills and have a greater degree of financial security.

Washington correspondents in Rosten's study ranged in age from 23 to 70. More than half the 127 correspondents, however, were between 30 and 40 years old and one-fourth were between 36 and 40 (15, p. 154).

It is interesting to note that the correspondents were considerably younger as a group than were South Dakota weekly publishers. Only 42 per cent (45) South Dakota respondents said they were between 30 and 45 years of age, rather significant when it is considered that more than half of 127 Washington correspondents in Rosten's study were between 30 and 40 years of age.

The median line, dividing older from younger Washington



correspondents, was 37.5, considerably less than the 45.1 group median found for South Dakota publishers (15, p. 154).

One plausible reason accounting for the relative youth of the Washington correspondents is that--in the late 1930's--employers probably required relatively young men to handle news emanating from the nation's capital.

A close parallel was found between the ages of South Dakota publishers and Kansas publishers in Lawrence's study (10, p. 338). Among 141 Kansas publishers, Lawrence found that 47 was their arithmetical mean age and 46 was their median age, both very similar to the 45.1 group median calculated in this thesis.

The average age of 55 news and editorial employes of the Milwaukee Journal in Prugger's study was 40.9 years and the median age was 39.8 years, another indication that editorial employes of metropolitan dailies were considerably younger as a group than weekly publishers in Kansas and South Dakota (13, p. 232). It will be noted that the median ages of Journal employes (39.8) and Washington correspondents (37.5) are quite similar.

Of 111 respondents in Lambert's study of foreign correspondents who ranged in age from 27 to 74, the mean age was 45.6 years and the median age was 44 (9, pp. 349-350). The latter age was very similar to the group median of 45.1 in the South Dakota thesis.

The average age of Lungren's Kansas weekly publishers in 1955 was 46.5, comparatively similar to the grouped median age of 45.1 in this study and age 47 average found by Lawrence in his study of Kansas

publishers (11, p. 527).

Newspaper workers in Heckman, Knower and Wagner's project in Ohio were considerably younger as a group than South Dakota weekly publishers. Although only seven respondents from the South Dakota study (5.8 per cent) indicated they were between 20 and 29 years old, 23 per cent of the Ohio respondents revealed they were between 20 and 30 (8, p. 16).

In this study, 31.8 per cent (34) of 107 respondents revealed they were between 20 and 39 years of age. Heckman, Knower and Wagner found that 70 per cent of their respondents were between 20 and 40 (8, p. 16).

In summarizing the percentages of elder journalists in other studies, it will be noted that Harrel found that 37.6 per cent (189) of his 502 journalists were over 45 years of age (7, p. 98), Rosten determined that 17.1 per cent (22) of his 127 Washington correspondents were over 50 years old (15, p. 154), Lawrence noted that 23.4 per cent (33) of 141 Kansas publishers were over 59 years of age (10, p. 338), and Prugger found that 18.1 per cent (10) of 55 Milwaukee Journal editorial employes were over 50 years of age (13, p. 232).

Only 21 per cent (7) of 34 Heckman, Knower and Wagner's Ohio newspaper workers were 51 years of age or older (8, p. 16) and in his study of Wisconsin weekly publishers, Stevens found that 37.7 per cent (23) of 61 respondents who had attended college were over 51 years of age (21, p. 84).

It will be noted in Table 2 that 40 per cent (43) of 107 South



Dakota weekly publishers were 50 years of age or over at the time this study was conducted, a greater percentage than indicated for other studies.

The 40 per cent figure for the South Dakota study, however, does compare favorably to those percentages for similar age groups in Harrel's study of 502 journalists (37.6 per cent were over 45) and Stevens' Wisconsin weekly publishers (37.7 per cent of 61 over 51 years old).

Lawrence's 23.4 per cent figure for Kansas publishers who were over 59 years of age was considerably less than the 40.0 per cent figure of South Dakota weekly publishers 50 years old or older in this study. Had Lawrence indicated the percentage of his respondents who were between 50 and 59 years old, perhaps the percentage he obtained would compare more favorably to the one obtained in this study.

It should be remembered, however, that 59.9 per cent (64) of 107 South Dakota respondents had not yet reached their 50th birthdays at the time this study was undertaken and, as will be noted in Table 2, publishers in their 30's and 40's form the nucleus for the weekly publishing business in the state (53.2 per cent or 57 of 107 publishers).

Although the 16 South Dakota publishers in the 50-54 age interval might possibly still be weekly publishers two decades from now, at least 17 respondents in the two oldest age groups and possibly 27 in the three oldest groups will be ready to retire soon. While most of the respondents are young enough to continue their publishing activities for a long time, many others are approaching retirement age.

Judging from the age distributions of current weekly publishers

in South Dakota, the opportunity for younger journalists to obtain their own papers in the state seems relatively good, provided they have sufficient training, financial backing, and desire to enter the business.

### Publishing Backgrounds

A number of respondents in this study revealed that they are publishers of more than one newspaper and several said they publish other publications.

Nineteen of the 107 respondents (17.8 per cent) indicated that they publish two or three newspapers. Of those publishers, 17 said they were publishers of two papers and two respondents disclosed they published three papers.

Besides publishing two newspapers, one of the respondents also indicated that he was printer and distributor of an advertising sheet. Another said he was publisher of two weeklies and a monthly as well. Nearly one-fifth of the state's weekly publishers, then, are kept busy with publishing activities that involve other than a single newspaper.

The data in Table 3 show the intervals of years respondents indicated they had been in the weekly publishing business.

Fifty respondents of 107 answering question 1 in this thesis (46.7 per cent) have been in the weekly publishing business at least 15 years, ample time in which to gain extensive knowledge of their occupation.

Seventy-four South Dakota weekly publishers (69.2 per cent) have been publishing weekly papers 10 or more years and of even more significance is the fact that nearly a third of the respondents (33) indicated

they had been weekly publishers 25 or more years. This latter group offers strong evidence that these publishers are satisfied with their occupations and that the weekly publishing business in the state is, in many cases, a very stable occupation. By comparison, respondents in Rosten's study had served as Washington correspondents an average of only 9.7 years and the median length of service was only eight years (15, p. 178).

Table 3. Length of Time Publishers Have Been  
in the Weekly Publishing Business

Intervals	Number	Percentage
25 or more years	33	30.8
20 to 24 years	8	7.5
15 to 19 years	9	8.4
10 to 14 years	23	21.5
5 to 9 years	16	14.9
1 to 4 years	18	16.8
Total	107	99.9

+The median number of years publishers have been in the weekly publishing business is 13.7, as calculated from grouped data.

Kansas' publishers in Lawrence's study had been in the business an average of 17 years, giving further evidence of the stability of the weekly publishing business (10, p. 341).

Prugger found that 55 Milwaukee Journal editorial employees had been employed on the paper an average of 13.5 years. Almost a fourth of the group (13) had experience in excess of the 13.5 average (13, pp. 235-236).

Scott and West discovered, however, that editorial employes of small Texas dailies had served low average amounts of time at their respective jobs. Only two editorial employes in that study had been on the same paper more than 20 years. Managing editors had served the longest average lengths of time (10 years, 9 months) and reporters the shortest (1 year, 1 month) (16, p. 185).

In Lambert's study of foreign correspondents in this country, respondents indicated they had been foreign correspondents an average of 10.6 years. The median for the group was nine years. Although they had been in this country from one to nine years, the average length of time spent here was only 8.4 years and the median was six (9, p. 350).

Heckman, Knower and Wagner determined that 51 per cent of 34 Ohio newspaper workers had been employed in their capacities between 6 and 20 years, and that 18 per cent of the respondents had been similarly employed 31 or more years (8, p. 58).

The above discussion indicates that some sub-group occupations in journalism seem to be more stable insofar as tenure of employment is concerned while others are relatively less stable.

Weekly newspaper publishing seems to be one of the more stable occupations related to journalism, at least insofar as tenure of employment is concerned. Evidence of this was indicated by findings in the South Dakota study and Lawrence's study of Kansas publishers.

#### Frequencies of Publishing Experiences

Most South Dakota weekly publishers responding to the questionnaire reported that they were still engaged in their first newspaper

publishing activity. Of 105 publishers answering question 3, 70 (66.7 per cent) signified that they were still publishing the newspaper on which they received their first publishing experience, indicating they have "grown-up" with the business.

A total of 35 respondents (33.3 per cent) disclosed that their current publishing endeavor was only one of two or more experiences they have had publishing a newspaper. Four publishers (3.8 per cent) indicated this was their third such publishing experience and eight (7.6 per cent) revealed their present paper embodied only one of more than three newspaper publishing experiences.

The majority of South Dakota weekly publishers participating in this study, therefore, reported that they had gained most of their publishing experiences from their present papers.

### Paths to Publishing

How did weekly publishers in South Dakota become publishers of their present papers?

In answer to that question several publishers gave multiple responses and several didn't answer the question at all. Seventy-three publishers (70.9 per cent of 103) said they acquired their present papers with money they saved or borrowed for the purchase.

Fifteen respondents (14.6 per cent) revealed that they became publishers of their present papers through inheritance and one said he obtained his present paper via marriage to someone from a family publisher.

Of 14 additional publishers (13.6 per cent), four indicated they

entered the business after working for the papers, four answered a combination of inheritance and purchase, three said with money both saved and borrowed, and "marriage," "bankruptcy," and "purchase by father" were each mentioned once.

More than 70 per cent of the respondents, then, became weekly publishers with money they had saved or borrowed, an indication that they chose the field through their own convictions.

### Reasons for Entering Field

South Dakota weekly publishers were asked (question 7) what attracted them into weekly newspaper work. The data in Appendix A, Table 27, lists the wide variety of reasons they gave.

Unsolicited comments were made by several publishers answering the question:

I began working in [the] trade as a freshman in high school. [I] always wanted to own my own plant because of the service a weekly publisher can tender to a community.

By accident I started as a bookkeeper, and because I like to write I was asked to take over the writing responsibilities of the paper.

[I] saw a good future in a growing town which had no paper.

Although a "publishing tradition in the family" was indicated most often (38 times) among reasons for the state's weekly publishers being attracted into weekly newspaper work, high school and college journalism experience were also mentioned frequently. The latter two reasons were named by totals of 16 and 23 respondents, respectively. High school and college printing experience were named 20 and 13 times,



respectively.

Weekly advertising and editorial experience accounted for a total of 27 reasons why the state's weekly publishers entered the weekly field. Daily newspaper advertising and editorial experience were cited a total of 21 times.

From the replies, it seems that previous printing or journalism experience or a combination of the two were the reasons most weekly publishers in the state were attracted into the weekly field.

Most Washington publishers in the Shaw-Irwin study said they entered weekly publishing because of printing and daily newspaper editorial experience. "Printing experience before 20 years of age" was named 37 times by 115 Washington weekly publishers (17, p. 6) compared to a similar total of 31 mentions of high school and college printing experience by 102 South Dakota weekly publishers.

Thirty Shaw-Irwin publishers, the next largest number in that study, said they entered the business because of daily editorial experience (17, p. 6). Only 11 of 102 South Dakota respondents gave daily newspaper editorial experience as a reason for entering the weekly field.

#### Pre-publishing Experiences

Respondents answering question 8 in this study revealed that they had a variety of occupational experiences prior to becoming publishers.

Most publishers answering the question said their pre-publishing occupational experiences consisted of greater amounts of printing than journalism. Of 98 South Dakota publishers answering question 8, 40



(40.8 per cent) revealed their pre-publishing experiences consisted of printing rather than journalism, and 16 (16.13 per cent) indicated equal amounts of journalism and printing comprised their occupational experiences before becoming publishers.

Only eight South Dakota weekly publishers (8.2 per cent of 98) mentioned that their pre-publishing occupational experiences consisted of journalism rather than printing. Six of the 98 (6.1 per cent) indicated they were in newspaper advertising before becoming weekly publishers and four publishers (4.1 per cent) mentioned that journalism and advertising had comprised their pre-publishing occupational experiences.

Among other responses, five South Dakota publishers (5.1 per cent) specified that they had been school teachers and two indicated they were college students before becoming publishers. One publisher said he had been an accountant, one said he had been a "banker," another indicated he had been an "engineer," and one revealed he had been a daily newspaper editorial employe before becoming a publisher.

A female publisher said she had been a combination "teacher-housewife" before entering the publishing business and another respondent disclosed that his pre-publishing experience consisted of being a "teacher-accountant." Another said he had been a farmer and mechanic.

In contrast to the responses received in the South Dakota study, few journalists in Harrel's study became newspaper editorial workers after having had printing experience:

The relatively low percentage of those who have come into the editorial offices through the press room shows that the custom of obtaining training in the press room before taking

charge of the editorial room has passed. Only 35 of the journalists, barely 6 per cent, were initiated into journalism through the printing department (7, p. 106).

The above statement, of course, would be more true of metropolitan journalists than of journalists working on community papers. Weekly editorial employes often perform back-shop tasks and other duties because of the limited number of employes most weekly publishers can afford to hire.

As will also be recalled from previous discussion, nearly a third of both 115 Shaw and Irwin Washington weekly publishers and 102 South Dakota weekly publishers had printing experience before becoming publishers.

Rosten's Washington correspondents reported having even a greater variety of occupational experiences before they became members of the press corps:

Sixty correspondents have at one time or another held full-time jobs outside of newspaper work. The press corps contains nine former teachers, five publicity men, four who were in advertising, a former diplomatic representative, two magazine editors, two lawyers, two printers, two ex-secretaries to governors, one ex-secretary to a Vice-President, a private detective, an acoustical engineer, a rancher, a United States War Relief Administrator, a surveyor, a newsreel supervisor, an insurance agent. The occupation record of the groups is obviously more varied than that of groups of doctors, lawyers, or teachers; the professional disciplines of the latter generally lead in an unbroken line from academic preparation to professional duties. This is not true for journalists (15, pp. 176-177).

Kansas publishers had more nearly equal amounts of printing and journalism backgrounds than did current South Dakota weekly publishers.

Lawrence found that 40 of 139 respondents (28.8 per cent) had been printers prior to assuming publishing duties, 44 (31.7 per cent) had

been editorial workers, and four had worked in the business department. Thirty-nine (28.1 per cent) previously held a combination of both mechanical and editorial jobs before becoming publishers (10, p. 342).

Lawrence listed other jobs which his respondents had held in addition to being newspaper employees: "Government service, 24; teaching, 19; farming, 18; clerk, 18; advertising and publicity, 5; stenography, 6; merchant, 5; banking, 5" (10, p. 342).

Although the Lawrence study of Kansas publishers and the current thesis concerning South Dakota publishers were conducted more than two decades apart, both printing and journalism or a combination of the two were contained in most of each group's pre-publishing occupational experiences. That is an indication to prospective publishers that having a knowledge of both printing and journalism skills would probably be helpful to them in later publishing activities.

Shaw and Irwin found that 36 of 115 weekly publishers (31.3 per cent) in Washington state had been employed by daily newspapers before entering the weekly publishing business and 38 (33 per cent) had previous printing experience (17, p. 5).

While 33 per cent (38) of 115 Washington state weekly publishers reportedly had printing experience before entering the weekly publishing business, a total of 57.1 per cent (56) of 98 South Dakota weekly publishers reported they had at least some printing experience before entering the publishing business.

#### Extent of Previous Newspaper Experience

Given a choice of seven intervals, the respondents were asked to

indicate the number of years of newspaper experience they had before they became newspaper publishers (question 21). The data in Table 4 shows this information. The publishers added the "none" category themselves.

Table 4. Amounts of Newspaper Experience Publishers Indicated They Had Prior to Becoming Weekly Publishers

Years of experience <sup>+</sup>	Number	Percentage
30 or more years	3	3.2
25 to 29 years	3	3.2
20 to 24 years	8	8.6
15 to 19 years	6	6.4
10 to 14 years	23	24.7
5 to 9 years	15	16.1
1 to 4 years	28	30.1
None	7	7.5
Total	93	99.8

<sup>+</sup>The median number of years of pre-publishing newspaper experience the state's weekly publishers had was 9.5 when computed by the grouped data method. Seven publishers in the "none" category were excluded from the calculation.

Nearly a third of the South Dakota publishers said they had from 1 to 4 years newspaper experience before becoming publishers. A total of 43 (46.2 per cent of 93) indicated they had between 1 and 9 years newspaper experience before becoming publishers although a duplicate number reportedly had 10 or more years of newspaper experience before becoming publishers. Only seven publishers (7.5 per cent) said they had no newspaper experience before becoming publishers.

Of 93 publishers responding to question 21, 86 (92.5 per cent) indicated they had a year or more newspaper experience before becoming publishers. Fifty-eight (62.4 per cent) reportedly had at least five years previous newspaper training. It seems evident that pre-publishing newspaper experience has been an important factor in helping South Dakota weekly publishers develop journalistic skills which they have probably found useful in their publishing duties.

It is also apparent that newspaper experience is important in other journalistic occupations.

In Rosten's study, members of the Washington press corps revealed that they had an average of 9.1 years newspaper experience before becoming correspondents (15, p. 178).

Of more than 200 foreign correspondents abroad, Maxwell found that the news-gathering experience of his subjects varied:

In general, the foreign correspondents of the survey were a fairly seasoned group of news gatherers. More than none-tenths had had in excess of five years of news experience. Two-thirds had had 11 or more years of such experience (12, p. 348).

Lambert determined that a foreign correspondent in this country spent an average of 9.4 years in journalism before becoming a correspondent and had approximately 11.6 years experience before being assigned to report about news events in the United States (9, pp. 350-351).

#### Age at First Journalistic Experience

A total of 95 publishers responded to question 20 which concerned the ages at which they had had their first journalism job.

Of these, 53 (55.8 per cent) said they had their first journalism job between the ages of 5 and 19. Only six (6.3 per cent) said they engaged in their first journalism job before they were 10 years old.

Forty-two respondents (44.2 per cent) were at least 20 to 30 or more years of age when they had their first journalism job. Only eight (8.4 per cent) said they were 30 or more at that time, however.

The fact that more than 50 per cent of South Dakota's weekly publishers had their first journalism jobs before age 20 seems significant when we compare this information with that furnished by editorial workers in Harrel's study.

The majority of the journalists interviewed had definitely embarked on their careers before reaching the age of 23. The largest number, 72...entered the profession at 18, and the next largest number, 60, entered at the age of 20 (7, p. 107).

As may be noted from the above discussions, most of the state's weekly publishers obtained their first journalism jobs and Harrel's journalists "embarked on their careers" when they were relatively young.

#### Reasons for Entering Journalism

How did these publishers become interested in journalism? Several respondents indicated they entered the field for a variety of reasons, but most said it was because of their own deliberate choices.

Of the 117 total answers given to question 6, "own deliberate choice" was checked 60 times (51.3 per cent of the total) followed, though not very closely, by "accident" and "somebody's urging," each of which was indicated 17 times (15.4 per cent). "A desire to write" was



the motivating force only 10 times (8.5 per cent).

One publisher said "daily advertising" initiated him into journalism, seven (6 per cent) became interested through experience in printing, and "no choice" was mentioned four times (3.4 per cent).

Two dozen open-end answers to this question were recategorized according to the answers specified on the questionnaire. Two such answers were judged "choice" and "accident," respectively:

With [a] newspaper family background I took agriculture at State College, expecting to enter the farm journal field; taught ag courses in high school, was field entomologist for six months, then entered the service. On returning home after WW I, I thought I saw a need and opportunity in the home newspaper.

I took over after taking a job as a printer's devil in high school. About a year later I moved into the front office when the editor failed to return on Monday from a lost weekend in Denver.

Harrel obtained similar results in his journalistic study (7, pp. 105-106). He found that deliberate planning and chance opportunities were indicated by most of his daily newspaper employees as ways through which they became interested in the journalism field.

Nearly 250 (49.6 per cent) of those replying to his study revealed they entered journalism by deliberate planning although more than 125 (26.5 per cent) were motivated by a "chance opportunity." About 30 journalists in Harrel's study (6.1 per cent) said they entered journalism "through some personal influence" (7, p. 150).

"Choice" or "a desire to write" influenced 96 of 127 Washington correspondents (75.5 per cent) in Rosten's study to choose journalism as a vocation. Fifteen (11.8 per cent) of the correspondents indicated



they entered journalism "by accident," and 13 (10.2 per cent) said "personal contact" was the main reason. Only three indicated that their fathers' "pull" was influential (15, p. 184).

Of 143 publishers responding to a similar question in Lawrence's Kansas study, the following reasons for becoming interested in journalism were given: choice, 75; personal contact with journalists, 36; accident, 25; desire to write, 15; and schools of journalism, 7 (10, p. 342).

Prugger found that members of the Milwaukee Journal news staff members entered journalism by choice and a desire to write.

Of the group of 55, 52.8 per cent (29) entered the field as a deliberate professional choice. A "desire to write" motivated 25.2 per cent (14) to become journalists, while 16.4 per cent (9) declare that they took up journalism by accident. Only 5.4 per cent (5) entered the field because somebody urged them to do so (13, p. 236).

Most of the journalists in the above studies became interested in journalism through their own deliberate choice or planning. It is interesting to note that South Dakota weekly publishers follow this general trend. Although other factors may have influenced their choice of occupation, their own personal convictions seem to have been the primary motivating forces.

At the beginning of this chapter it was noted that 107 South Dakota weekly publishers of the 146 to whom questionnaires were sent, responded to this study and that the communities represented by the publishers' papers were representative of all county-seat and non-county-seat communities with weekly papers in the state.

A greater percentage of returns were received in this study

(73.3 per cent or 107 of 146) than in most other similar projects except Rosten's study of Washington correspondents in which approximately 83 per cent of prospective respondents replied.

Of the 107 respondents in this thesis, 80 (74.8 per cent) ranged in age from 20 to 54--still below the retirement age of 65. Although 40 per cent (43) of the 107 publishers were 50 or over, the majority of the respondents were in their 30's and 40's (53.3 per cent or 57 of 107).

Nearly a fifth of the 107 South Dakota weekly publishers indicated that they were publishers of more than one newspaper or other publications.

More than 45 per cent of the respondents (50 of 107) revealed they had been weekly publishers 15 or more years, 33 (30.8 per cent) indicating they had been in the business a quarter of a century or longer.

Seventy-three publishers (70.9 per cent of 103) said they acquired their present papers with money they saved or borrowed, which is an indication of the desire they had to enter the business.

A "publishing tradition in the family" was most often mentioned (38 times) by the publishers as being the reason they were attracted into weekly newspaper work.

Printing or a journalism-printing combination were indicated most often by a total of 57.1 per cent (56) of 98 publishers as being their occupational experiences before becoming publishers, although other occupations such as banking, teaching, and engineering were also mentioned.

Forty-three South Dakota weekly publishers (46.2 per cent of 93) said they had between 1 and 9 years newspaper experience prior to becoming publishers and an equal number and percentage revealed they had a decade or more newspaper experience before becoming publishers.

The majority of 95 respondents in this study (53 or 55.8 per cent) revealed they had their first journalism jobs between ages 5 and 19, the rest being 20 or more years old at the time of their first journalism jobs.

Table 5. Number and Percentage of Respondents  
Attending and Graduating from School

Of all reasons (total 117) given for becoming interested in journalism, "own deliberate choice" was mentioned most often by this state's respondents (60 times or 51.3 per cent). It was noted that most respondents in other studies also entered journalism by choice or deliberate planning.

Completed grammar school	93	100
Attended high school	99	98.9
Graduated from high school	98	97.9
Attended college	98	97.9
Graduated from college	98	97.9

None of the respondents answering the question concerned with amount of schooling (question 9) said they hadn't completed grammar school and only one of 99 indicated he hadn't been to high school.

Of 98 publishers who said they had attended high school, only eight (8.2 per cent) said they hadn't graduated. Even if it were assumed that the 48 publishers who didn't return questionnaires by answer question 9 weren't high school graduates, the 90 who did graduate from high school would comprise 91.8 per cent of all weekly publishers in the state (146).

Only 36 of 98 publishers (36.7 per cent) revealed they hadn't

## CHAPTER V

## EDUCATIONAL BACKGROUNDS

The data in Table 5 show the educational backgrounds of the state's weekly publishers. From this information it appears the subjects are well educated as a group.

Table 5. Number and Percentage of Respondents  
Attending and Graduating from School

Degrees of schooling	Number responding	Percentage "Yes"
Attended grammar school	98	100
Completed grammar school	103	100
Attended high school	99	98.9
Graduated from high school	98	91.8
Attended college	98	73.5
Graduated from college	98	47.9

None of the respondents answering the question concerned with amount of schooling (question 9) said they hadn't completed grammar school and only one of 99 indicated he hadn't been to high school.

Of 98 publishers who said they had attended high school, only eight (8.2 per cent) said they hadn't graduated. Even if it were assumed that the 48 publishers who didn't return questionnaires or answer question 9 weren't high school graduates, the 90 who did graduate from high school would comprise 61.4 per cent of all weekly publishers in the state (146).

Only 26 of 98 publishers (26.5 per cent) revealed they hadn't

The data in Table 6 show numbers and percentages of South Dakota publishers who did and did not attend college compared with respondents in similar categories in other studies.

attended college and apparently only 25 of the 72 who did go to college (34.7 per cent) failed to receive degrees.

Of 21 South Dakota respondents who attended college but did not graduate, 11 said they had between two and two and a half years of college work and seven said their college educations were limited to one year or less.

In comparison to the percentage of persons 25 years of age or older in South Dakota who are college graduates, the percentage of South Dakota weekly publishers responding to this survey who receive college degrees is relatively high.

Of 680,514 South Dakota residents, a total of 20,582 of those 25 years of age or over are college graduates.\* The 20,582 college graduates comprise only 3 per cent of the total state population while the 47 South Dakota weekly publishers who indicated they graduated from college comprised 47.9 per cent of 98 publishers in this study.

Further, it is interesting to note that even if it were assumed that 48 publishers who failed to return questionnaires didn't attend college, the 72 who indicated they did would still comprise 49.3 per cent of all the weekly publishers in the state (146).

The assumption here, of course, is that the respondents were truthful in answering question 9 and other items in the questionnaire. While their truthfulness is assumed, the information should be taken at face, not absolute, value.

---

\*Census Bureau figures, 1960.

The data in Table 6 show numbers and percentages of South Dakota weekly publishers who did and did not attend college compared with respondents in similar categories in other studies.

It may be noted that nearly as high a percentage of 500 editorial workers in Harrel's study attended college (67.4 per cent) as did South Dakota publishers (73.4 per cent). Although these figures might not appear significant on the surface, it should be remembered that Harrel's study was conducted more than 30 years ago, when fewer Americans were receiving college educations.

However, journalists in Harrel's study were much less homogeneous as a group than South Dakota weekly newspaper publishers. Perhaps metropolitan daily publishers required that members of their editorial staffs be college educated in the 1930's or at least favored college graduates in their hiring practices.

Or it might be that within the past several decades South Dakota weekly publishers recognized a greater need for advanced education. Because we don't know how many weekly publishers in the state were college educated 30 or more years ago, it is only possible to compare the educational trends among the different groups at the time the studies were made.

In Table 6 notice that nearly 50 per cent of Shaw and Irwin's 115 Washington state weekly publishers had college degrees (17. p. 5), almost identical to a finding in the South Dakota study. Figures in Table 6 show that the two groups compare favorably with other groups in this study concerning extent of schooling.



Table 6. Comparisons of Numbers and Percentages of College--  
Educated Respondents and Non-College Educated--  
Respondents in 10 Studies

Journalistic groups	(N) <sup>+</sup>	Non- college	Some college	Graduates
South Dakota weekly publishers	98	26 (26.5) <sup>++</sup>	25 (25.5)	47 (47.9)
Harrel's journalists (7, p. 121)	500	160 (31.9)	133 (26.6)	204 (40.8)
Washington correspondents (15, p. 159)	127	25 (19.7)	36 (28.3)	65 (51.1)
Kansas publishers (10, p. 341)	139	41 (29.5)	55 (39.5)	43 (30.9)
Milwaukee Journal news staff (13, pp. 234-235)	54	8 (14.8)	16 (29.6)	30 (55.5)
Small Texas dailies (16, p. 186)	166	---	---	27 (16.2)
U.S. Correspondents abroad (12, p. 347)	209	19 (9.0)	63 (29.8)	127 (61.2)
Foreign Correspondents (9, p. 350)	110	35 (31.8)	16 (14.5)	59 (53.6)
Washington state weekly publishers (17, pp. 1-2)	115	35 (30.4)	25 (21.7)	55 (47.8)
Wisconsin weekly publishers (21, p. 100)	145	37 (25.7)	46 (31.7)	62 (42.8)

<sup>+</sup>This column contains the number of respondents in each of 10 studies responding to questions about their educations.

<sup>++</sup>Percentages appear in parentheses.



A lesser percentage of 139 Kansas publishers in Lawrence's study graduated from college than did most other journalists listed in Table 6.

Among 139 Kansas publishers in Lawrence's study, 15 per cent (21) didn't complete work in either rural or city grade schools and 12.9 per cent (18) were never enrolled in high school. The author reported that 14.3 per cent (20) of 139 Kansas publishers failed to graduate from high school (10, p. 341). By comparison, only one South Dakota publisher said he didn't attend high school and only 8.2 per cent (8) of 98 respondents said they failed to graduate.

Because Lambert conducted his study of small Texas dailies as late as 1955, it is felt the percentage of the 166 editorial workers (16.2 per cent) who graduated from college is unusually low. It may be that many of the 166 editorial workers felt they had no need for college education. Or, it might be that many educated Texas journalists left the state or otherwise avoided employment on the small Texas daily paper.

The greatest percentage of college educated journalists was found in Maxwell's study of U.S. correspondents abroad. In Table 6 it may be noted that 91 per cent of his respondents (209) indicated they had attended college (12, p. 347).

That could indicate that either the correspondents, their parents or employers, or a combination, placed a great deal of emphasis on obtaining higher educations. It also seems apparent that the work of a foreign correspondent demands more education and additional course

work in government, foreign affairs, and foreign languages.

Next to Maxwell's group of 209 U.S. correspondents, Prugger's Milwaukee Journal news staff was the most highly educated group in this study. Besides having a high percentage of college educated personnel (85.1 per cent), 54 members of Prugger's group (100 per cent) said they completed grammar school and 52 (96.3 per cent) finished high school (13, pp. 233-234).

Evidently, many Washington correspondents in Rosten's study recognized a need for college educations. At any rate, many of them went to college and many also graduated (79.4 per cent total).

The demands for college educated employees might also have been great when hiring foreign correspondents to report events in this country to their homelands. Of Lambert's 110 foreign correspondents responding to a question on education, a total of 75 (68.1 per cent) indicated they had been to college.

Only Maxwell's U.S. correspondents abroad and Prugger's Milwaukee Journal group exceeded the Lambert group in percentage of college graduates.

Of 34 newspaper workers in Heckman, Knower and Wagner's study in Ohio, 77 per cent said they had between 13 and 18 years of schooling and 47 per cent indicated their educations ranged between 15 and 16 years (8, p. 30).

The trend toward earning college degrees for future journalistic employment seems apparent from information gleaned from Stevens. In his study of Wisconsin weekly publishers, the author found that 108

respondents of 145 (74.5 per cent) had at least attended college. Of the 108, 62 graduated from college (42.8 per cent) (21, p. 100).

Of all journalists participating in the studies listed in Table 6, 719 (43.2 per cent of 1663) are college graduates and 415 (24.9 per cent) have at least attended college. From that data it might be concluded that college training should be recommended for the future journalist.

### Degrees Granted

Forty-six South Dakota weekly publishers responding to this study said they received a variety of college degrees.

In order of frequency, degrees granted were: bachelor of arts, 21; bachelor of science, 18; bachelor of journalism and master of science, each 2, and master of arts and bachelor of pharmacy, each 1.

Two publishers indicated they had done some graduate work, one revealed he had received a "diploma" and one said he had been granted an "associate degree."

In other studies, Lawrence found that only one of his Kansas publishers who were degree holders had a master of science degree (10, p. 341), only two of 30 undergraduate degree holders in Prugger's study of Milwaukee Journal news staff had done some graduate work, though no advanced degrees were listed (13, p. 234), and of 209 correspondents in Maxwell's study, 127 were college degree holders and approximately 22 had earned master's degrees. Two correspondents in the latter study received the Ph.D. (12, p. 347).

Fifteen foreign correspondents working in this country (13.6 per

cent of 110) held doctorate degrees. Of the 110, 59 (53.6 per cent) had baccalaureate degrees, and 23 (20.9 per cent) had the master's degree or equivalent (9, p. 350).

Although Heckman, Knowler and Wagner's study (not included in Table 6) does not specifically relate how many Ohio newspaper workers had college degrees, at least five probably did (15 per cent of 34) because that many had between 17 and 18 years of schooling. A total of 26 newspaper workers in that study (77 per cent of 34) had between 13 and 18 years of schooling (8, p. 30).

One more of Shaw and Irwin's Washington state weekly publishers received advanced degrees than did South Dakota weekly publishers. Fifty-five (47.8 per cent) in the Shaw-Irwin study were granted bachelor's degrees, and of those, four were awarded master's degrees (17, p. 1).

Of 62 weekly publishers in Wisconsin (42.8 per cent of 145), Stevens found that 51 were granted bachelor's degrees and 11 received advanced degrees (21, p. 100).

Although the various journalistic studies listed in Table 6 are about different groups of journalists, it seems significant that Maxwell's group of U.S. correspondents is the most highly educated group in this project.

That reason might be acceptable if other data in Table 6 aren't examined.

First, it will be noted that in Prugger's study of Milwaukee Journal news staff members, performed more than two decades ago, the

percentage of those respondents attending college and receiving degrees (85.1 per cent) compares favorably to the percentage of U.S. correspondents in Maxwell's study who attended college and received degrees (90.9 per cent).

This author has the opinion that the occupational activities of certain sub-groups of journalists, such as U.S. correspondents or metropolitan daily newspaper editorial employees, require that they be more highly educated. Evidence presented in Table 6 seems to support this assumption.

This is not meant to imply that weekly publishers and editorial employees of small-circulation dailies aren't in need of benefits provided by college educations. Such a conclusion cannot be made from evidence presented in Table 6.

### High School Journalism Training

Most of the state's weekly publishers responding to question 11 in this study apparently had no formal journalism course work in high school and answers provided by several of the respondents who indicated they did have such training appear to be invalid.

Of 97 publishers, 38 (39 per cent) reported they had taken some journalism courses in high school. Thirty-two (33 per cent) said they had taken only 1 to 3 such courses and four (4.1 per cent) revealed they had from 4 to 6 such courses. Only two publishers indicated they had taken 7 to 10 journalism courses while in high school.

The author feels that answers from the six publishers who said they had 4 to 6 or 7 to 10 high school journalism courses are not valid

because few, if any, high schools in the country now offer or have ever offered four or more journalism courses in their curricula.

Fifty-nine publishers (60.8 per cent of 97) revealed they had no formal journalism training while in high school.

Most of the 38 publishers who had taken journalism courses in high school evidently had only minimal amounts of that subject matter.

### College Journalism

Fifty-five of 72 South Dakota weekly publishers (76.4 per cent) responded to question 12 in this survey dealing with the course work which they had in college. Thirty-eight (69.1 per cent) of the 55 answering that question revealed they had at least some college course work in journalism. Seventeen (30.9 per cent) indicated they had taken no journalism courses while in college.

Included among other answers to question 12 were: one course, 6; two courses, 5; three courses, 3; "all offered," 5; "majored in it," 4; "all required," 3, and 6 and 10 courses, two mentions each.

Three publishers revealed they had taken "four," "five" or "nine" journalism courses while in college. Two publishers said they had taken between 30 and 34 semester hours of journalism courses in college and three respondents stated one of the following: "64 hours," "many," or "several."

The results to question 12 show that slightly more than half (38) of 72 respondents who had attended college indicated they had formal journalistic training in college.



### College Specializations

The data in Table 7 show the major specializations of South Dakota publishers who attended college. A total of 18 course specializations were mentioned by 72 respondents and all items were checked a total of 132 times.

Table 7. A List of Major Curricular Specializations  
of South Dakota Weekly Publishers  
Who Attended College

Majors listed	Number
Journalism	24
English	20
History	15
Printing-journalism	14
Printing	11
Political science	10
Sociology	10
Business	6
Economics	4
Engineering	4
Education	3
Agriculture	2
Dramatic arts	2
Foreign languages	2
Natural science	2
Law	1
Mathematics	1
Pharmacy	1
Total	132

Journalism, mentioned 24 times, was often indicated as a major specialization in college by the state's weekly publishers.



When the number of mentions of the printing-journalism double major (14) are added to straight journalism (24), it will be noted that there were 38 respondents (52.8 per cent of 72) who evidently had at least some formal college training in journalism.

Twenty-five publishers of the 72 responding to question 12 revealed they had majored in either printing or a combination of printing and journalism while in college.

Although all English courses are not allied to the field of journalism, i.e., American and English literature, etc., many subdivisions of English, such as grammar and composition, would be of benefit to prospective journalists.

Of the total number of times all majors were mentioned in this study (132), journalism accounted for less than one-third (38) of the total. It is apparent that many South Dakota weekly publishers made their way to weekly printing plants in the state without any formal college journalism training.

The data in Table 8 show comparisons of the number and percentages of respondents in various journalistic studies who had some form of college journalism training.

In Prugger's study of the Milwaukee Journal news staff, five of 30 college graduates (16.6 per cent of 30) majored in English and "seven report languages, political science, sociology, history, and economics as the major" (13, p. 234).

Data concerning Stevens' study of Wisconsin weekly publishers in Table 8 include the number of times journalism was mentioned as part

of the course study of all those who attended college. Actually, journalism was declared a major field of study by 27 of 62 college graduates (43.5 per cent) in the state (21, p. 100).

Table 8. Comparisons of the Number of College-Educated Journalists in Nine Studies Who Majored in Journalism

Studies compared	Numbers with college	Journalism Majors	
		Numbers	Percentages
Prugger (13, p. 234)	46	24	52.2
Stevens (21, p. 100)	108	47	43.5
Heckman, Knower, Wagner (8, pp. 131-132)	26	10	38.4
Sale	72	24	33.3
Lawrence (10, p. 341)	98	26	26.5
Maxwell (12, p. 347)	188	47	25.0
Lambert (9, p. 350)	75	12	16.9
Harrel (7, pp. 121-122)	337	43	12.7
Rosten (15, pp. 159-161)	101	13	12.9

Compared to other subject specializations listed by South Dakota weekly publishers in Table 7, Lawrence's Kansas publishers also named several similar majors. Other majors listed in the Kansas study included: English, 6; business, 4; agriculture, 3, and science and education, each 3 (10, p. 341).

English, pre-legal arts, and humanities were all mentioned a total of 10 times (9.9 per cent) in Rosten's study. Liberal arts was declared a major by 20 Washington correspondents (19.6 per cent of 101) (15, p. 161).

What can be concluded from the above information presented in this section?

First, the hypothesis might be made from Table 7 that South Dakota weekly publishers are evidently the only group compared to groups in other studies who have had printing majors while in college.

Secondly, it seems apparent from information presented in Table 8 that formal journalistic education played a lesser role in the total college educations of Lambert's foreign correspondents, Harrel's daily newspaper editorial employes, and Rosten's Washington correspondents than it did in the other six studies.

It may be that prior to the time Lambert conducted his study in 1954-1955, journalism courses were not so readily available to prospective foreign journalists.

The fact that relatively small percentages of Harrel's editorial employes and Rosten's Washington correspondents majored in journalism while in college leads this author to believe that journalism course work wasn't extensively available about 1930. Rosten pointed out that most of 13 correspondents who majored in journalism while in college "were under 37 years of age. The first school of journalism was not founded until 1908; the first department in 1905" (15, p. 161).

If similar studies to those conducted by Harrel and Rosten were conducted today vastly different results might be obtained in regard to the numbers of daily newspaper editorial employes and Washington correspondents who were journalism majors while in college.

It is evident from information presented in Table 6 and other

information that although formal college journalism training is not absolutely necessary to become successful journalists, it might be recommended that prospective journalists at least obtain complete or partial college educations.

### College Employment

Seventy-two South Dakota weekly publishers responded to question 14 in this study which concerned their employment statuses while they were in college.

Of the 76 responses received to that question, 26 publishers indicated they had worked on a college newspaper. Other answers included: print shop, 22; college yearbook, 12, and campus news bureau, 3.

Daily newspaper experience was obtained by four publishers while they were in college and weekly experience was mentioned by three.

"Telephone company," "social science departmental assistant," and "bulletin clerk for experimental station" were each named once.

Seventy of the 76 notations made to question 14 indicated that most of the publishers who attended college received some kind of practical journalistic experience which might be useful to them now.

The influence of the college paper on journalists "is significant in that these organs gave the journalist his first taste of real reporting, copy editing, and editorial writing" (7, p. 122).

It would seem, then, that formal education, complemented by practical occupational experience, would be of great benefit to the prospective weekly publisher as well as other journalists.

### Printing Training

Because printing duties are often part of weekly publishers' occupational duties it was decided to determine how many South Dakota publishers had any formal printing training (questions 16-19).

Three publishers indicated they had taken printing at South Dakota State College and one mentioned attendance at the Dunwoody Institute in Minneapolis. Although the State College printing department is not, strictly speaking, a trade school it was decided to include mention of it in the final tabulations because printing training received there would probably be quite similar to that obtained at regular trade schools.

Twelve publishers (12.5 per cent of 96) said they had some trade school training while 85 (89 per cent) indicated they had no trade school printing training.

Of the 12 responding affirmatively to the question (16) about trade school printing training, the following responses were made: two years, 3; six months, 1; three months, 4; six weeks, 3, and one merely mentioned "State College printing school."

Allied to the amount of time publishers spent learning printing in a trade school is the amount of printing knowledge which they acquired in high school and college.

Because it was impossible to determine absolutely how much printing knowledge the subjects had, it was decided to ask them how much printing training they felt they obtained in high school, college, and trade school.

Seventeen respondents (23.6 per cent of 72) indicated they had "a little" to "a lot" of printing training in high school. Only eight (11.1 per cent) had "a lot" of printing training in high school, however. Fifty-five (76.4 per cent) had no printing training in high school.

Most publishers indicated they learned something about printing in college. Of 61 respondents, 32 (52.5 per cent) acquired some knowledge of the printing industry in an institution of higher learning. Of the three categories in question 18, "a lot" was indicated 12 times, nine said "some," and 11 revealed they had "a little" printing training in college.

Trade school was mentioned by 11 (24.4 per cent of 45) as being a place where some degree of printing training was obtained. Four said they learned "a lot" there, five indicated "some," and two said "a little."

Although the terminology used in questions 17 through 19, as worded, are abstractions, an idea of the approximate amounts of formal printing training the state's weekly publishers have had in high school, college, and trade school was obtained.

South Dakota weekly publishers responding to this study are evidently well-educated as a group. The percentage of this state's weekly publishers who attended college (73.4 per cent of 98) and graduated from college (47.9 per cent) compares favorably to similarly educated journalists in other studies of this nature.

Maxwell's 209 U.S. correspondents abroad and Prugger's 54



Milwaukee Journal editorial employes were journalistic groups with the highest percentages of respondents who at least attended college (91 per cent and 85.1 per cent, respectively).

The majority of 47 South Dakota weekly publishers who reported they received college degrees, listed bachelor of arts (21) and bachelor of science degrees (18) most often.

Most of this state's weekly publishers revealed they had no journalism course work in high school (55 or 60.8 per cent of 97), although 32 (33 per cent) indicated they had taken 1 to 3 journalism courses while in high school.

Thirty-eight of 55 publishers (69.1 per cent) had taken at least a minimal amount of journalistic course work while in college. Journalism and English were listed most often (24 and 20 mentions, respectively) as college majors out of a total of all items indicated a total of 132 times.

Greater percentages of respondents in several other studies who had attended college revealed they had majored in journalism than did South Dakota weekly publishers.

The 72 South Dakota weekly publishers who reportedly attended college indicated they had a variety of occupational experiences while there, including printing work and experience on campus newspapers and yearbooks.

Thirty-two of 61 South Dakota weekly publishers (52.5 per cent) reportedly received some printing training in college and fewer respondents indicated they had obtained printing training in high school or trade school.

## CHAPTER VI

## READING HABITS OF PUBLISHERS

Allied to the formal educations of publishers are their reading habits. have indicated they were extensive readers of those papers.

Through information gleaned from various types of reading material, and perhaps supplemented by information from radio and television, news disseminators such as weekly publishers should be better able to help their readers keep abreast of events pertinent to them at regional, national, and international levels. they read at least one

Newspapers

Data in Appendix A, Table 28, show the newspapers which South Dakota weekly publishers listed as reading regularly.

Of the 107 publishers answering this questionnaire, only two (1.9 per cent) failed to indicate at least one newspaper which they read regularly.

The Sioux Falls Argus-Leader, the largest circulation (50,821) daily newspaper printed in the state's largest city (65,466), was the most widely read paper among 105 respondents answering question 22 (23, p. 4). That newspaper was indicated as being read regularly by 57 (54.3 per cent) of the publishers.

The next most often mentioned of South Dakota's daily newspapers was the Mitchell Daily Republic, a 18,169 circulation paper in Mitchell, which has a population of 12,555 (23, p. 4).

The Aberdeen American News and Minneapolis Tribune tied for the

third most regularly read newspapers, each being indicated a total of 25 times (23.8 per cent of 105) by the respondents.

One publisher said he also read "weeklies" regularly. Had a weekly newspaper category been included in question 22, more respondents might have indicated they were extensive readers of those papers.

South Dakota weekly publishers evidently don't limit the newspapers they read to the boundaries of the state to the degree that many of Lawrence's 145 Kansas publishers did.

Twenty-six newspapers received a total of 219 mentions from 105 South Dakota weekly publishers who indicated they read at least one newspaper. Of the 219 total, 152 mentions (69.4 per cent) were made of state papers and 65 (29.7 per cent) mentions were made of out-of-state dailies.

In the Lawrence study of 145 Kansas publishers, 359 mentions of newspapers were made. Of that number, 327 (91.1 per cent) were made of Kansas papers while only 32 mentions (8.9 per cent) were made of out-of-state newspapers (10, p. 343).

Out-of-state papers which South Dakota weekly publishers said they read regularly and the number and percentage of the 105 respondents were: Minneapolis Tribune, 25 (23.8 per cent); Minneapolis Star, 6 (5.7 per cent); Omaha World-Herald, 4 (3.8 per cent); Christian Science Monitor, New York Times and Wall Street Journal, each 3 (2.9 per cent), and the Denver Post and Des Moines Register, each 2 (1.9 per cent). Six other out-of-state newspapers listed in the footnote to Table 28 were each named as being read regularly by one each of the 105 South

Dakota weekly publishers.

More than half the 105 publishers responding to question 22 in this study indicated they read at least one out-of-state daily newspaper regularly. A total of 54 of the state's weekly publishers (51.4 per cent of 105) read at least one such daily regularly. Forty-five respondents (42.9 per cent) each named only one out-of-state daily which they said they read regularly, seven (6.7 per cent) each named two out-of-state dailies which they read regularly, and two (1.9 per cent) named three such dailies.

The above discussion is an indication that many South Dakota weekly publishers probably rely greatly on daily newspapers published outside the state of South Dakota to furnish them with details of news events.

### Magazines

Data in Appendix A, Table 29, show the magazines which South Dakota weekly publishers said they read monthly or more frequently. Several mass-circulation magazines seem to be favorites of respondents in this study.

A total of 103 respondents indicated that they read at least one magazine monthly or more frequently. Of the 103 publishers answering question 23, most of them (69 or 67 per cent of 103) revealed that they read the Reader's Digest regularly. The two other most often read magazines listed by the 103 respondents were Saturday Evening Post, indicated by 65 publishers (63.1 per cent) and Life, named by 47 South Dakota weekly publishers (45.6 per cent).

Time magazine, named by 39 publishers (37 per cent), and Look magazine, indicated by 33 (32 per cent) were fourth and fifth most frequently cited magazines, respectively.

U.S. News and World Report and Newsweek magazines ranked sixth and seventh, respectively, among all magazines cited in this study. The former was named by 29 publishers (28.1 per cent) and the latter by 22 (21.4 per cent).\*

Thirty-six South Dakota weekly publishers (34.9 per cent of 103) failed to cite any of the three news magazines, Time, U.S. News and World Report, or Newsweek, as one which they read monthly or more frequently. Forty-nine respondents (47.6 per cent) said they read at least one of the three news magazines and 20 (19.4 per cent) indicated they read more than one monthly or more frequently.

Although Time magazine was the only news magazine which ranked as high as fourth in this study, both Maxwell's 209 U.S. correspondents abroad and Lambert's 111 foreign correspondents in this country indicated they read news magazines most often.

Seventy-three per cent of Maxwell's respondents said they read Time magazine "most regularly and thoroughly," followed by Newsweek, which was mentioned by 43 per cent of the 209 respondents (12, pp. 347-348).

---

\*Audit Bureau of Circulations reports from March and June, 1961, give the following circulation figures for the seven magazines mentioned most frequently by South Dakota weekly publishers: Reader's Digest, 12,369,466; Saturday Evening Post, 6,226,211; Life, 6,726,796; Time, 2,480,626; Look, 6,202,290; U.S. News and World Report, 1,198,629; and Newsweek, 1,391,211. See literature cited, (4).

Lambert found that Time, Newsweek, and U.S. News and World Report, in that order, were the magazines most often read by 111 foreign correspondents in this country (9, p. 353).

The data in Table 9 show comparisons of the four most often read magazines in each of four studies.

Table 9. Magazines Read Most Often by Respondents  
from Four Journalistic Studies

South Dakota weekly publishers --Sale	Kansas publishers --Lawrence	Milwaukee Journal --Prugger	Washington respondents --Rosten <sup>++</sup>
Reader's Digest	Saturday Evening Post	Time	Time
Saturday Evening Post	Reader's Digest	Saturday Evening Post	Saturday Evening Post The Nation Harper's
Life	American Magazine	Reader's Digest	Collier's
Time	Time	Life	New Republic

<sup>+</sup>Most often read magazine is listed first in each of the four columns, second most often read is second, etc.

<sup>++</sup>See Lawrence (10, p. 343), Prugger (13, p. 239), and Rosten (15, pp. 172-173).

Three of the four magazines read by most South Dakota weekly publishers were also named among the top four magazines by 87 of the 145 Kansas publishers in Lawrence's study.

Listed in order of popularity in Lawrence's study were:

Saturday Evening Post, 52 (59.7 per cent); Reader's Digest, 41 (47.1 per cent); American magazine, 33 (37.9 per cent), and Time, 30 (34.5



per cent). Life magazine, which ranked third in the South Dakota study, was seventh in the Kansas study, having been indicated by 20 publishers (23 per cent of 87) (10, p. 343).

Of 97 Washington correspondents in Rosten's study who reported reading one or more magazines, Time was read most regularly by 57 (58.7 per cent) followed by Nation, Harper's, and Saturday Evening Post, each of which was indicated by 33 correspondents (34.1 per cent) (15, pp. 172-173).

Reader's Digest, which was read most by South Dakota weekly publishers, was reportedly read by only 16 Washington correspondents (16.4 per cent of 97), tying for eighth most popular with Scribner's Magazine (15, p. 173).

In summary, then, Time magazine was read most regularly by Rosten's Washington correspondents, Prugger's Milwaukee Journal news staff employes, and U.S. and foreign correspondents in Maxwell's and Lambert's studies, respectively. More general interest magazines such as Reader's Digest and Saturday Evening Post ranked first with South Dakota weekly publishers and Lawrence's Kansas publishers, respectively.

Heckman, Knower, and Wagner, in their comparisons of Ohio communicators, found that 26 newspaper workers (76.4 per cent) read mostly news magazines such as Time and Newsweek regularly (8, pp. 83-92).

From the above information it seems that most journalists employed by the daily press studied in this chapter have devoted much of their magazine reading time to national news magazines while South Dakota weekly publishers and publishers in Lawrence's Kansas study have

focused more attention on general interest magazines.

It should be noted, however, that the magazine reading habits of various journalists in the above studies might also have been affected by the different times at which the studies were conducted.

Although news magazines were apparently less popular with South Dakota weekly publishers than they were in other studies, news dissemination is extensively handled on television now and competes with other news media. Television was not introduced to the general public until the late 1940's.

Also, American and Collier's magazines were no longer published at the time the South Dakota study was made. The first issue of Life magazine was not published until November 23, 1936, about the time of Rosten's study. Obviously magazines not in circulation cannot compete with other magazines for readership.

### Books

South Dakota publishers who named books they have read in the past year are in the minority. Of 107 respondents furnishing information for this thesis, only 43 (40.1 per cent) indicated they had read one or more books in the past year, and 47 (44 per cent) neglected to answer the question (24) at all.

Most of the 43 publishers who said they had read one book or several in the past year, gave ambiguous answers to that question. One respondent said he had read "at least eight" books in the past year and another stated that he reads "about 50 per year." Six publishers revealed they had read "several" books in the past year, another said

"too many to list," and one said "dozens of them." Four respondents indicated they had read Reader's Digest condensed books and one said he had read "about two books per week" during the past year.

Only 18 South Dakota weekly publishers who said they had read one or more books in the past year (40.2 per cent) listed the titles of the books they had read. The data in Appendix A, Table 30, show the book titles as they were indicated on returned questionnaires.

The books mentioned by most respondents were Exodus, indicated by three publishers, and Advise and Consent, named by two respondents.

Chapter VI has been concerned with the reading habits of South Dakota weekly newspaper publishers and how some of those habits compared to reading habits of other journalists in other studies.

Only two of 107 South Dakota weekly publishers (1.9 per cent) failed to mention a daily newspaper which they read regularly. It was also found that 20 per cent more mentions of out-of-state dailies were made in the South Dakota study than in Lawrence's study of Kansas publishers.

Of the many magazines published in this country, Reader's Digest, Saturday Evening Post, Life, and Time, respectively, were indicated as being read monthly or more often by many of the respondents. Similarities were found between magazine reading habits of current South Dakota weekly publishers and the reading habits of journalists in other earlier studies.

The author hypothesizes that South Dakota weekly publishers follow, in several instances, what are probably the general magazine

reading trends of the state's entire population.

In a primarily agrarian state such as South Dakota, it would be natural to expect that general interest magazines such as Reader's Digest and Saturday Evening Post would be popular with residents. Agricultural magazines such as Successful Farming would also probably be quite popular with many of the state's residents.

In contrast, news magazines such as Time and Newsweek, and "opinion-literary" magazines such as Atlantic Monthly and the New Yorker (8, p. 83) would probably rank relatively low in the reading habits of the state's general population.

Most of this state's weekly publishers either failed to answer question 24 in this study, which concerned books they might have read in the past year, or they reported that they read no books in the past year.

Of 43 publishers (40.1 per cent of 107), only 18 gave exact titles of the books they recalled reading and 25 gave ambiguous answers to the question.

South Dakota weekly publishers responding to this study are evidently not avid book readers, but the author feels this is compensated for somewhat by their more adequate newspaper and magazine reading habits.

Irwin's study of Washington state weekly publishers (18, p. 13).

The data in Table 10 show comparisons of how publishers in both studies answered the same question. Although data from both studies compare favorably, Washington weekly publishers generally had greater numbers and percentages of subscribers than did respondents in this

## CHAPTER VII

PUBLISHERS' ACTIVITIES AND GENERAL CONTENT  
OF THEIR PAPERS

Of probably concern to most anyone interested in an occupation would be the types of work performed by those who have that occupation.

South Dakota weekly publishers were asked to answer several questions related to their jobs and the content of their papers in the hope that answers to these questions might provide information on what is involved in the weekly newspaper publishing process.

Columnists

Some weekly publishers purchase material of columnists who write on such subjects as food, sports, general information, and humor. Such columns, many of which are syndicated and some of which are locally written, help relieve some of burden involved in weekly publishing and at the same time help to increase the human interest element in the papers.

South Dakota weekly publishers were asked to indicate whether or not they had a regular columnist and, if they had at least one, how many columnists they used. A similar question was asked in Shaw and Irwin's study of Washington state weekly publishers (19, p. 13).

The data in Table 10 show comparisons of how publishers in both studies answered the same question. Although data from both studies compare favorably, Washington weekly publishers generally had greater numbers and percentages of columnists than did respondents in this

study (19, p. 13).

Table 10. Comparative Numbers and Percentages of South Dakota and Washington Weekly Publishers Who Indicated They Had None to One or More Columnists

Number of columnists	South Dakota N=98	Washington N=103
Have no columnist	47 (47.9)+	41 (39.8)
Have one columnist	27 (27.6)	38 (36.9)
Have two columnists	13 (13.3)	13 (12.6)
Have three columnists	6 (6.1)	7 (6.8)
Have four or more columnists	5 (5.1)	4 (3.9)
Totals	98 (100)	103 (100)

+Percentages appear in parentheses.

A total of 60.2 per cent (62) of 103 Washington publishers in the Shaw-Irwin study said they had at least one columnist compared to 52.1 per cent (51) of 98 South Dakota weekly publishers. It is interesting to note that identical numbers and similar percentages of respondents in both studies said they had two or more columnists.

#### Number of Hours Devoted to Paper

Weekly publishers answering question 29 revealed that they spend varying amounts of time working on their papers.

The data in Table 11 show the number and percentages of 104 South Dakota respondents who answered question 29.

It is interesting to note that 60 publishers (57.8 per cent of 104) estimated they worked on their newspapers at least 50 hours in an



average week. This is an indication that the 40-hour week, so common in many urban areas, is uncommon with journalists in this study.

Table 11. Average Amounts of Time South Dakota Weekly Publishers Estimated They Spend Working on Their Newspapers Weekly

Approximate number of hours worked weekly	Number of respondents	Percentages
70 or more hours	9	8.7
60 but less than 70	22	21.2
50 but less than 60	29	27.9
40 but less than 50	25	24.0
30 but less than 40	14	13.5
20 but less than 30	4	3.8
Less than 20	1	.9
Totals	104	100.0

Thirty-one publishers (nearly 30 per cent) indicated that in an average week they work approximately 60 hours or more. Almost one-third of the 104 South Dakota weekly publishers answering question 29, then, estimated that they work the equivalent of two and a half additional 8-hour days per week when compared to persons in many other occupations.

It will also be noted in Table 11 that few respondents in this study work less than 40 hours per week. Eighty-five (81.8 per cent) replied that they work approximately 40 hours or more per week. Only 19 respondents (18.2 per cent) said they work less than 40 hours a week.

From the grouped data it was determined that the approximate

median number of hours worked weekly by the 104 respondents was 53.3.

Several publishers who added their own comments after answering question 29 evidently encountered some ambiguity from the wording of the question. One publisher said he worked 40 hours but less than 40 hours per week publishing his paper, but the "balance up to 70-75 hours is spent on commercial printing." Two respondents indicated they worked between 30 and 40 hours on their newspapers, but one added that he used the "other time for job work." The second publisher remarked, "not including job work."

In Lambert's study of foreign correspondents in the United States, 81 respondents said they worked an average of 42.95 hours per week on their jobs. The median number of hours they worked was 48 (9, p. 351).

In 1955, Lungren's weekly publishers in Kansas said they worked an average of 54.5 hours per week, quite similar to the 53.3 median worked by South Dakota weekly publishers (11, p. 527).

#### Division of Plant Time

Knowing the approximate amounts of time publishers spend in the front offices and back shops of their printing plants should give the reader an idea of how South Dakota weekly publishers' working activities are divided.

Front-shop or front-office duties on weekly newspapers usually deal with publishing activities besides printing such as news and advertising writing, editing, proof-reading, and copy reading.

Back-shop duties deal mostly with setting type, page makeup, the actual printing of the paper and commercial printing jobs.

Of 107 weekly publishers responding to the South Dakota study, 102 answered question 30 and 31, which dealt with the percentages of time they spend in the front offices and back shops of their printing plants.

The data in Appendix A, Table 31, show the number and percentages of 102 South Dakota weekly publishers who spend varying amounts of their publishing time in front- and back-shop activities.

Most of the respondents said they spend the least amount of time in the front office and the most time in the back shop. Of the 102 publishers answering questions 30 and 31, 27 (26.5 per cent) indicated they spend less than 25 per cent of their newspaper publishing time in the front shop and 50 per cent or more time in the back shop.

Only 14 respondents in this study (13.7 per cent of 102) revealed that they spend less than 25 per cent of their publishing time in the back shop and 50 or more per cent in the front shop.

Forty-two publishers (41.2 per cent) indicated they spend 50 per cent or less of their publishing time performing front-shop duties and 50 per cent or more of their newspaper publishing time in the back shop. On the other hand, 35 respondents (34.3 per cent) said they spend 50 per cent or less time in the back shop and half or more time in the front shop.

The 42 publishers who spend the least amount of time in the front shop and the most amount of time in the back shop would fit Shaw and Irwin's "printer-publishers" category and the 35 respondents who spend most of their time in front offices or shops would be "front-office

publishers" (17, p. 5). Most South Dakota weekly publishers, then, spend the least amount of their publishing time in the front shop and the most amount of time in the back shop. Four publishers indicated they spend all their publishing time in the front office and, as will be noted in Appendix A, Table 31, the publishing duties of only two respondents are limited solely to back-shop activities.

In Lungren's study of 142 Kansas weekly publishers in 1955, the respondents said that of the average number of hours they worked weekly (54.5), 35.3 average hours (64.7 per cent) were spent in the front office and 19.3 average hours (35.3 per cent) in back-shop activities (11, p. 527).

#### Publishing Activities

Because consideration has been given to the approximate percentages of time 102 South Dakota weekly publishers spend in front-office and back-shop activities while working on their papers, perhaps a closer look at the kinds of work the respondents do would be even more beneficial to prospective publishers and others.

Fifty-four of the South Dakota weekly publishers (52.0 per cent of 104) revealed in question 32 that their occupational activities included mainly front-office duties (items 1 through 7 in question 32) and 50 publishers (48.1 per cent of 104) indicated that they perform back-shop duties and work in the front shop as well.

Additional publishing activities were indicated by several respondents. The data in Table 12 show the number of times

questionnaire items and those not included on the questionnaire were cited.

It should be noted in Table 12 that several of the back-shop duties mentioned by publishers actually include more than single duties. Eleven respondents mentioned they did "all back-shop work," seven said they did "press work," and five mentioned "general mechanical activities."

"All back-shop work" would usually include all work from operating a linotype machine or press to making up advertisements and editorial copy. Similarly, an array of publishing activities may be and probably are included in several of the other categories.

The author feels that had back-shop activities been specifically mentioned in question 32, a greater percentage of the respondents would have included them in their answers.

Most of 104 publishers answering question 32 perform a variety of tasks weekly. Although varieties of writing and copy editing were the duties most frequently named by the respondents, printing duties of various kinds and overall supervisory tasks also seem to play significant roles in their occupations.

#### Meetings Covered Weekly

Publishers were asked in question 40 to check the number of official and civic or social meetings covered weekly by themselves or a reporter for their papers.

Of 77 publishers who answered the first part of the question dealing with official meetings, 77.9 per cent (60) indicated coverage

Table 12. Occupational Activities Indicated by 104  
South Dakota Weekly Newspaper Publishers

---

Publishing activities	Number of mentions
-----------------------	--------------------

---

### Front-Shop

Writing news items	83
Writing advertising copy	80
Writing editorials	69
Copy editing	60
Proof reading	37
Writing area locals	32
Writing humor and other columns	31
Mainly supervise publishing activities <sup>+</sup>	23
Bookkeeping	12
Do practically no writing	12
Soliciting advertising	8
Photography work	5
Attend meetings	3
Do absolutely no writing	1

### Back-Shop

All back-shop work	11
Job printing	9
Press work	7
General mechanical activities	5
Linotype operation	4
Page makeup	4
Making casts from mats	3
Floor work	2
Zinc photoengraving	2

---

<sup>+</sup>Supervising publishing activities may include both front-shop and back-shop activities.



was given to one or two official meetings a week. Only 3.9 per cent (3) disclosed they covered three or more such meetings and 15.6 per cent (12) said no official meetings were covered.

In their study, Shaw and Irwin found that of 105 Washington weekly publishers, 45.7 per cent (48) covered one or more official meetings regularly, 29.5 per cent (31) covered three or more such meetings, and 24.8 per cent (26) covered no official meetings (19, p. 10).

Seventy-one South Dakota weekly publishers responded to the second part of question 40, dealing with civic-meeting or social-meeting coverage. Of the 71 respondents, 78.9 per cent (56) indicated one or two such meetings were covered each week, 18.3 per cent (13) said they or their reporters covered three or more such meetings per week, and only 2.8 per cent (2) indicated their papers covered no civic or social meetings each week.

Shaw and Irwin found that of 104 Washington weekly publishers, 55.8 per cent (58) reported on one or two such meetings regularly, 12.5 per cent (13) regularly covered three or more civic or social meetings, and 31.7 per cent (33) covered no such meetings (19, p. 10).

It seems remarkable that such a small number (2) of South Dakota weekly publishers indicated that no civic or social meetings were covered by their papers as compared to the 33 weekly publishers in the Shaw-Irwin who said no such meetings were covered by their papers.

#### Editorials in South Dakota Weeklies

It is generally agreed that the presence of editorials in a newspaper increases the journalistic value of the publication (19, p. 13).

South Dakota weekly publishers were asked to determine (1) the approximate number of editorials they write for their papers, (2) the number of editorials their papers contain, and (3) the effects of editorial stands on readers.

Of 102 respondents answering question 33 in this study, 28 (27.5 per cent) said that they write more than one editorial per week for their newspapers. Other answers included: seldom write editorials, 23 (22.5 per cent); write one editorial per week, 21 (20.6 per cent); write more than one a month, 14 (13.7 per cent), and never write editorials, 4 (3.9 per cent).

Of the 102 replies, 75 publishers (73.5 per cent) indicated they write at least one editorial per month. If the positive replies to the question are grouped together it will be noted that 49 publishers (65.3 per cent of 75) write at least one editorial per week and that 26 (34.7 per cent) write at least one editorial per month.

The data in Table 13 show the numbers of different responses made to question 34 in this thesis.

Table 13. Number of Editorials Contained in Papers  
Published by 99 South Dakota  
Weekly Publishers

Frequency of editorials	Number of respondents
Once a week	22
More than once a week	33
Once a month	14
More than once a month	8
Very few	19
None	3
Total	99

Of the 99 respondents answering the question, 63.6 per cent (63) said they print more than one editorial per month and 55.5 per cent (55) revealed that they print editorials at least once a week or more often. Editorial content presented by 19.2 per cent (19) of 99 South Dakota weekly publishers would be negligible because that many publishers reportedly print "very few" editorials.

In the study of Washington state weekly publishers, Shaw and Irwin found that 61.1 per cent (69) of 113 respondents printed editorials in their papers every week, but that 38.9 per cent (44) didn't (19, p. 13). Of 99 publishers in the South Dakota study, 41.4 per cent (41) of 99 reported that they print editorials in papers less frequently than once a week.

The number and percentages of weekly publishers in both South Dakota and Washington state studies whose newspapers contain editorials every week compare favorably as do the numbers and percentages of respondents in both studies who indicated they don't print editorials every week.

The data in Table 14 show comparisons of rankings given to one function of the weekly press--acting as an advertising medium, which will be discussed in the following chapter--and the numbers of respondents who write editorials and print editorials in their papers lesser frequently.

Notice in Table 14 that the majority of the total number of respondents who indicated they seldom or never write editorials (27) also rated the editorial function of the weekly press no higher than

Table 14. Comparisons of Publishers' Ratings of the Editorial Function of the Weekly Press to the Numbers of Editorials Written by Them and Printed in Their Newspapers

Rankings given advertising function	Editorials written by publishers		Editorials printed in their papers	
	Seldom	Never	Very few	None
Most important function	---	---	---	---
Second most important function	---	1	---	---
Third most important function	1	---	2	---
Fourth most important function	3	---	3	---
Fifth most important function	9	---	4	---
Least important function	6	2	8	1
Totals	19	3	17	1

fourth. Typical comments made by South Dakota publishers were:

Besides the number of editorials produced by weekly publishers and printed in their newspapers are the reactions which these editorials initiate in readers. South Dakota weekly publishers were asked (question 35) if they had ever taken any editorial stands in their papers which made about half the people in the communities "sore" at their papers.

Of 95 publishers who answered that question, 54.7 per cent (52) indicated they had taken an editorial stand which had made about half the community sore at their papers and 45.3 per cent (43) responded negatively to the question.

Shaw and Irwin found that of 109 Washington state weekly publishers, 63.3 per cent (69) had taken an editorial stand which made about half the community sore at the paper while 36.7 per cent (40) had not taken such a stand (19, p. 10).

South Dakota weekly publishers who indicated they had taken editorial stands in their papers which displeased about half the people in the communities were also asked how many such stands they had taken. A variety of answers were received from 31 respondents who answered this part of the question.

The number of such editorial stands indicated by the publishers included: one stand, 5; two stands, 6; three stands, 5; four and six stands were each indicated twice, and one publisher said he had taken "five" editorial stands which made about half the community sore at the paper.

Typical comments made by South Dakota publishers were:

Half the community doesn't dare get sore at the \_\_\_\_\_. They fear they might miss out on something. Our policy is to be fearless yet fair.

It's happened, but I wouldn't say 'half' the community has gotten sore. I get kick-backs every time I take a stand on one side or another in a controversial situation.

We've noted a few instances of this, but more readers seem to get mad because of news reports in which the reporting or the angles brought censure.

More than half the South Dakota weekly publishers indicated that, at one time or another, they displeased at least part of their readers with editorials or other content in their papers.

Such displeasures, however, are evidently not unique to South Dakota weekly publishers. Similar numbers of Shaw and Irwin's Washington weekly publishers had similar experiences.

### Controversial Items

Publishers were asked (question 50) to indicate how often they print controversial news items in their papers.

A total of 96 publishers responded to the question. Forty-two publishers (43.7 per cent) said they print controversial items in their papers at least twice a month to once every week. Forty-three publishers (44.8 per cent) revealed they seldom or never print news items dealing with controversy.

One publisher said he prints controversial items "frequently," four said only "occasionally," and six indicated they print such items as they occur.

That question 50 was somewhat ambiguous for at least two



respondents is apparent from their statements.

One remarked: "The question as to what is controversial varies with the newspaper, as its practices are accepted by the public."

Another said: "News breaks of any kind don't operate on a set schedule."

A total of 53 (55.2 per cent) of the 96 South Dakota weekly publishers responding to this question indicated they do print controversial news in their papers.

### Advertising Content

Advertising revenue is an important source of income for most weekly newspaper publishers.\*

South Dakota weekly publishers were asked to estimate the average amount of space which was devoted to advertising in their papers. A total of 104 publishers answered the question.

Fifty publishers (48.1 per cent) revealed that their papers contained an average of between 50 and 60 per cent advertising. Only 12 respondents (11.6 per cent) indicated that an average of 40 per cent or less space in their papers was made up of advertising.

### Libel Suits and State Weekly Publishers

One of the problems with which newspapers must contend in their day-to-day existence are law suits or threats of law suits arising from

---

\*Shaw and Irwin's Washington state weekly publishers estimated that nearly 60 per cent of their total income over a five-year period came from display advertising and 4.9 per cent of their revenue came from classified ads (19, p. 2).

printing "defamatory" statements.

Shaw and Irwin found that only six Washington state weekly publishers (5.7 per cent of 106) had been sued for libel but that 48 (45.3 per cent) had been threatened with law suits for libel (19, p. 15).

It was decided to determine how many current South Dakota weekly publishers had similar experiences (questions 36 and 37 in this study).

Swindler defined libel as

(1) a malicious published statement (2) which is false and (3) which holds up the person injured to public hatred, scorn, contempt, or ridicule, or (4) adversely affects him in his business or professional capacity. It may be either the subject of (5) a criminal action or a civil action (6) for damages. (22, p. 104).

Only three South Dakota weekly publishers (2.9 per cent of 104) returning questionnaires disclosed that they had been sued for libel, although 30 (28.8 per cent) revealed they had been threatened with at least one libel suit. Twice as many of Shaw and Irwin's Washington publishers (6) revealed that they had been sued for libel and 18 more of the Washington respondents (48) said they had been threatened with libel suits as in the study of South Dakota weekly publishers.

Fear of a libel suit was evidently more than enough to prevent more than one-third of the South Dakota weekly publishers answering question 38 in this thesis from printing at least one story.

Of 98 respondents, 36 (36.7 per cent) said they had at least once failed to print a story because of possible retribution through law courts. Sixty-two respondents (63.2 per cent) said they had never failed to print a story because of a possible libel suit.

Failure to print a story because of a possible libel suit is

evidently a real possibility to many of the state's weekly publishers. With the relatively small financial gain many small-town weekly publishers are able to realize, it seems easy to understand why a potential libel suit would be enough to prevent them from printing possible defamatory material.

Although actual law suits against South Dakota weekly publishers for libel are infrequent, publishers are aware of libel laws and seem to modify their publishing practices accordingly.

Fifty-two per cent (51) of 98 South Dakota weekly publishers indicated that one or more columnists furnished them with editorial material for their papers. Shaw and Irwin found that 60.2 per cent (62) of their Washington state respondents had at least one regular columnist.

Nearly 58 per cent of 104 publishers in this state estimated that they worked a minimum of 50 hours in an average week on their newspapers and approximately 30 per cent of the respondents indicated they worked about 60 or more hours per week.

The median number of hours worked by journalists in other studies compared favorably to the 53.3 median grouped data hours worked by South Dakota respondents.

The majority of 102 publishers (41.2 per cent of 42) revealed they spend 50 per cent or more of their publishing time in back-shop activities and 50 per cent or less of that time in the front shop. Lungren, in his study of 142 Kansas weekly publishers, found that most of his respondents spent most of their publishing time in the front

office. Although only three of 104 respondents revealed they had been

More than half the South Dakota respondents indicated their occupational activities mainly consisted of writing or other front-office tasks while more than 40 per cent revealed they were active in both front- and back-shop activities.

Writing news items, advertising, and editorials were often mentioned as publishing activities of this state's weekly publishers.

More than half the 107 respondents in this thesis indicated their papers covered one or two official meetings and one or two civic or social meetings each week. Those results compared favorably with those obtained by Shaw and Irwin in Washington state.

Similar percentages of South Dakota respondents and Shaw-Irwin's weekly publishers revealed they printed editorials in their papers as often as once per week.

Most South Dakota publishers who indicated they seldom or never wrote editorials for their papers and publishers who said their papers contained very few or no editorials, also rated the editorial function of the weekly press no higher than fourth among a total of six functions.

About half the South Dakota publishers said they had taken editorial stands in their papers which had displeased some of the readers and more than 40 per cent of 96 respondents said they printed controversial items in their papers twice a month to once per week.

Nearly half of 104 South Dakota weekly publishers reported that their papers contained an average of 50 to 60 per cent advertising.

Although only three of 104 respondents revealed they had been sued for libel, 30 indicated they had been threatened with such suits. Of 98 publishers, 36 said they had failed to print a story at least once because of a possible libel suit.

A logical question for a prospective weekly publisher to ask might be: "What types of training do South Dakota weekly publishers recommend for the future weekly publisher?"

The state's weekly publishers were asked a series of four questions (32 through 35) to determine what they have found most helpful in their publishing duties. They were also asked to make educational recommendations from their publishing experiences.

### Most Helpful Items

A total of 97 South Dakota weekly publishers responded to question 32 in this study concerning the things which they felt were most helpful to them in their publishing duties. A total of 137 answers were given by the 97 respondents.

The data in Table 15 show the items which respondents indicated they have found most helpful to them in their publishing duties.

Eighty-two of the 97 respondents (84.6 per cent) indicated that practical training and experience in newspaper shops had been helpful to them in their weekly publishing duties.

It is interesting to note that 31 of the 82 respondents (37.8 per cent) who chose "training and experience in newspaper shops" as being beneficial to them in their publishing duties, also indicated that "formal education in college" had helped them in their occupations.

## CHAPTER VIII

PRACTICAL AND FORMAL EDUCATIONAL  
RECOMMENDATIONS

A logical question for a prospective weekly publisher to ask might be: "What types of training do South Dakota weekly publishers recommend for the future weekly publisher?"

The state's weekly publishers were asked a series of four questions (52 through 55) to determine what they have found most helpful in their publishing duties. They were also asked to make educational recommendations from their publishing experiences.

Most Helpful Items

A total of 97 South Dakota weekly publishers responded to question 52 in this study concerning the things which they felt were most helpful to them in their publishing duties. A total of 137 answers were given by the 97 respondents.

The data in Table 15 show the items which respondents indicated they have found most helpful to them in their publishing duties.

Eighty-two of the 97 respondents (84.6 per cent) indicated that practical training and experience in newspaper shops had been helpful to them in their weekly publishing duties.

It is interesting to note that 31 of the 82 respondents (37.8 per cent) who chose "training and experience in newspaper shops" as being beneficial to them in their publishing duties, also indicated that "formal education in college" had helped them in their occupations.



Table 15. Items of Most Help to South Dakota  
Weekly Publishers in Their Work

Answers given	Frequencies
Training and experience in newspaper shops	82
College education	33
Trade school printing training	5
All of the above	2
None of the above	2
Other answers	13
Total	137

There were several unsolicited answers given to question 52 besides those listed in the questionnaire.

Three publishers said "hard work" had been most helpful to them in their publishing duties, three mentioned that an understanding of people in the community was most helpful, and two mentioned that books, trade publications, and application of business ideas had been most beneficial.

One said it was "guts" and another indicated being "a glutton for long hours" had been most helpful to them in their occupation. Another commented that "influence of good parents and teachers" was most helpful.

#### Necessity of College

The data in Table 16 show the attitudes of South Dakota weekly publishers toward the necessity of a college education for newspaper work.

Table 16. The Attitudes of 99 South Dakota Weekly Publishers on the Necessity of College for Newspaper Work

Items completing statement 53 <sup>†</sup>	Frequencies	Percentages
Very necessary	24	24.2
Necessary	49	49.5
Undecided	5	5.1
Unnecessary	12	12.1
Very unnecessary	1	1.0
Other	8	8.1
Totals	99	100.0

<sup>†</sup>Statement 53: "For newspaper work today I think a college education is..."

The majority of the weekly publishers (73 of 99 or 73.7 per cent) indicated they thought a college education was "necessary" or "very necessary" for newspaper work today. Only 13 (13.1 per cent) gave negative responses to the statement.

Six South Dakota weekly publishers completed the statement by saying a college education "would be helpful" for newspaper work today and one said it would be "very convenient." Another respondent said a college education would be "highly desirable" and concluded: "Education must be a never-ending process in any newspaperman's life."

One of the respondents who indicated that he thought a college education would be "unnecessary" for newspaper work today added that "it would be of more benefit today than it used to be."

The data in Table 17 show comparisons of the 99 South Dakota weekly publishers' attitudes towards college education according to

three sub-groups of the total: those who didn't go to college, those who attended college but didn't graduate, and those who are college graduates.

Table 17. A Comparison of 99 Publishers' Attitudes on the Necessity of College Education for Newspaper Work

Items completing statement 53	Non-college respondents	College non-graduates	College graduates
Very necessary	7	5	12
Necessary	13	13	23
Undecided	3	2	0
Unnecessary	5	4	3
Very unnecessary	0	0	1
Other	1	1	6
Totals	29	25	45

It is interesting to note that more than 25 per cent of the 73 respondents who indicated they thought a college education was necessary or very necessary for newspaper work today were publishers who had not attended college. A total of 27.4 per cent of the 73 belonged to the non-college group while 72.6 per cent of the 73 had either attended college without graduating or were college graduates.

From the above information it would seem that a college education would be at least highly recommended--even by publishers who didn't attend college--for those contemplating newspaper work as a vocation.

### The Importance of Economics

As in previous studies of this nature, South Dakota weekly publishers were asked to indicate how strongly they agreed or disagreed with this statement (54): "I often feel the need of knowing more economics for my job." of 75 Washington correspondents agreed with the

The data in Table 18 show how the respondents reacted to that statement. Ninety-two of 107 publishers (85.9 per cent) returning questionnaires answered the question.

Table 18. Reactions of 92 South Dakota Weekly Publishers to a Statement Concerning the Need of Knowing More Economics for Their Jobs

Degrees of agreement	Frequencies	Percentages
<u>Statement 54<sup>+</sup></u>		
Strongly agree	17	18.5
Agree	49	53.3
Undecided	14	15.2
Disagree	12	13.0
Strongly disagree	0	
Total	92	100.0

<sup>+</sup>Statement 54: "I often feel the need of knowing more economics for my job."

Of 92 South Dakota weekly publishers 71.8 per cent (66) either agreed or strongly agreed with the statement, indicating they felt they lacked a knowledge of economics in their publishing activities.

The only negative reaction to the statement was made by 13 per cent (12) of the respondents, who "disagreed" with it. It is interesting

to note that there were no respondents who "strongly disagreed" with the statement and only 15.2 per cent (14) checked the "undecided" category.

In answer to the identical question in his study, Rosten found that 86.6 per cent (65) of 75 Washington correspondents agreed with the statement, 10.2 per cent (18) disagreed with it, and 2.6 per cent of the correspondents (2) were uncertain (15, p. 351).

Lawrence also obtained similar results in his study of Kansas publishers which was conducted shortly after Rosten's study. Lawrence found that of 130 publishers, 89.8 per cent (117) agreed that they felt the need of knowing more economics for their jobs, 8.5 per cent (11) disagreed with the statement, and only 1.6 per cent (2) were uncertain (10, p. 347).

A larger percentage of Prugger's Milwaukee Journal editorial employees disagreed with the economics statement than did the respondents in any other study considered in this thesis. Of 43 Journal employees, 60.3 per cent (26) agreed or strongly agreed with the statement, 23.2 per cent (10) disagreed with it, and 13.9 per cent (6) were undecided about the statement (13, p. 241).

Although 13 per cent (12) of the South Dakota weekly publishers and 8.5 per cent (11) of Lawrence's respondents disagreed with the economics statement, the percentages of those who disagreed were not nearly so great as the 23.2 per cent figure in Prugger's study.

Most respondents in the above studies agreed that they felt a need for knowing more economics for their respective jobs, which included

a variety of journalistic occupations.

It seems significant that many of the journalists in the above studies would agree that they lack sufficient knowledge of economics for their jobs.

It may be that journalists employed in differing capacities have been faced by different and complex economic matters. For example, in referring to the economics question, Rosten pointed out that his Washington correspondents often felt "inadequate to cope with the bewildering complexity of the news they are assigned to cover" (15, p. 162).

South Dakota weekly publishers, as well as many journalists in other studies, may be faced with the interpretation of more localized economic issues, i.e., state, county, and city, than were Washington correspondents in Rosten's study. At any rate, many of them felt they lacked a sufficient economics background in their work.

#### Suggested College Courses

In this phase of the study (question 55), the author was primarily interested in determining the college curricula which current weekly publishers in the state thought would be most valuable to prospective weekly newspaper publishers. Courses normally taken in high school, which several respondents felt were important enough to mention, were not excluded from tabulation, however.

The data in Table 19 show the various course divisions and individual courses recommended by 67 publishers who answered question 55.



Table 19. Courses Recommended for Prospective Weekly Publishers by the State's Weekly Publishers

Courses	Times mentioned	Courses	Times mentioned
<u>Journalism</u>	27	<u>Economics</u>	23
News writing	10		
Advertising	8		
Photography	5	<u>Political Science</u>	12
Editorial writing	4	Government	6
News editing	2	Civics	1
Reporting	1		19
	57		
		<u>Sociology</u>	9
<u>English</u>	32	Rural sociology	1
Grammar	5		10
Spelling	5		
Composition	2		
Foreign language	2	<u>Liberal arts</u>	7
Creative writing	1		
Literature	1		
	48	<u>Psychology</u>	7
<u>Printing</u>	23	<u>Public speaking</u>	4
Mechanical courses	8		
Costs and estimating	4		
Printing management	2	<u>Law</u>	2
	37		
		<u>Science</u>	1
<u>General business</u>	2	Physics	1
Bookkeeping	7		2
Accounting	5		
Business administration	4		
Business law	4	<u>Social sciences</u>	2
Business management	3		
Office management	2		
	27		

of thought. And some kind of a course to this that would give the future weekly publisher a thick hide to take all the barbs of critics.

Overall college helps but not any one course by itself. Just like in printing--which piece of equipment is most important? Take away any one of them and you're out of

A total of 57 South Dakota weekly publishers (85.1 per cent of 67) recommended "journalism" curricula as a whole or one or more of a number of individual journalism courses for prospective weekly publishers.

Because English curricula was second most often mentioned (by 48 respondents or 71.6 per cent of 67), many South Dakota publishers responding to question 55 seemed to have sensed a real need for mastering a variety of writing skills.

It is also interesting to note that a total of 30 South Dakota respondents (44.7 per cent of 67) recommended that future weekly publishers study one or more printing courses. Printing or one of several printing courses were mentioned a total of 47 times.

The following are typical individual comments made by several respondents in answering question 55. It is apparent that some of the publishers advised prospective weekly publishers to learn about a variety of courses rather than any one in particular.

Other than regular printing and journalism courses, I suggest--government and political science courses, photography, and there's no such thing as too much English.

Practical experience courses plus a good sound course in spelling and good old-fashioned grammar. Other courses would vary according to the size of the weekly newspaper which is often predetermined, but would probably include business administration or bookkeeping, psychology, and a few solid thought courses not dealing in very much theory. Newspapers, as a whole, deal in principally basic areas of thought. Add some kind of a course to this that would give the future weekly publisher a thick hide to take all the barbs of critics.

Overall college helps but not any one course by itself. Just like in printing--which piece of equipment is most important? Take away any one of them and you're out of

business. Three of 97 respondents in the South Dakota study (73.7

per cent) Approximately 500 daily newspaper editorial workers in Harrel's study answered a similar question to the one asked South Dakota weekly publishers except that Harrel was concerned with the future journalist in general rather than any one particular journalistic sub-group such as weekly publishers. Concerning journalism training, Harrel wrote:

It takes second place in the education of the journalist, and the idea that technical training should serve as a finishing course, rather than as a substitute for a broader education, is echoed throughout the comments. First off, all the journalist has found is that he must have something about which to write, and he has placed the acquisition of the technique to be used in the writing second to the acquisition of knowledge which enables him to write intelligently. Again and again it is stated in these comments that the education of the journalist cannot be too broad or comprehensive (7, pp. 124-125).

Of 97 respondents in the Shaw-Irwin study of Washington weekly publishers, 44 (45.4 per cent of 97) recommended "training" courses such as accounting, business courses, photography, and advertising and selling. Thirty-four (35.1 per cent) of Shaw and Irwin's respondents said they thought such courses as English, history, economics, and foreign languages would be best for the future weekly publisher. Nineteen (19.6 per cent) Washington weekly publishers favored a variety of course work as did most South Dakota respondents (20, p. 2).

In Chapter VIII, nearly 85 per cent of 97 South Dakota weekly publishers revealed they felt practical training and experience in newspaper shops was most valuable to them in their weekly publishing duties. "College education" was indicated 33 times as being "most helpful" to them.

Seventy-three of 99 respondents in the South Dakota study (73.7 per cent) said they thought a college education was "necessary" or "very necessary" for newspaper work today and 66 of 92 respondents (71.8 per cent) agreed or strongly agreed that they lacked a knowledge of economics in their occupations.

Greater percentages of Rosten's Washington correspondents and Lawrence's Kansas publishers felt a need of knowing more economics for their jobs. A lesser percentage of Prugger's Milwaukee Journal news staff members (60.3 per cent of 43) indicated that they felt a need of knowing more economics for their jobs than respondents in other studies.

More than 85 per cent of 67 South Dakota weekly publishers recommended that the prospective weekly newspaper publisher take one or more journalism courses. English and printing courses were next most often mentioned, respectively.

Although journalism, English, and printing courses were recommended in that order, it should be remembered that 52 respondents suggested that more than two courses be taken by the weekly publisher of the future. The state's weekly publishers recommend that a variety of subject matter be taken by the prospective weekly newspaper publisher, in general agreement with journalists in other studies cited.

Although publishers' financial status was the sole criterion for judgment, sixty-six respondents chose the "moderately successful" category while 23 considered themselves "successful" weekly publishers. Only 11 of the state's weekly publishers said they considered themselves "unsuccessful" weekly publishers when using financial status as the

## CHAPTER IX

### PUBLISHERS' FINANCIAL STATUSES AND THEIR ATTITUDES ABOUT THEIR OCCUPATIONS

An important phase of studying any business or occupation is to consider the degrees of satisfaction current employes of that business or occupation express for their work.

South Dakota weekly publishers were asked several questions to determine their attitudes towards their work. Questions 51, 25, 26, and 27, respectively, dealt with the respondents' financial statuses, whether or not they would choose newspaper work again over another occupation if given the opportunity, their satisfactions or dissatisfactions with the communities in which they work, and their dissatisfactions with the weekly publishing business.

#### Financial Statuses

No attempt was made to discover what the respondents' exact net incomes were because it was felt such an attempt might possibly introduce unwanted bias into the replies.

The majority of 100 South Dakota weekly publishers who replied revealed that they would consider themselves only "moderately successful" publishers if financial status were the sole criteria for judgment.

Sixty-six respondents chose the "moderately successful" category while 23 considered themselves "successful" weekly publishers. Only 11 of the state's weekly publishers said they considered themselves "unsuccessful" weekly publishers when using financial status as the

sole criteria for judgment.

One of the 11 publishers who considered himself "unsuccessful," however, revealed that there were some satisfactions with the business which seemed to offset financial status:

A miserable failure! We barely keep up with bills and payments though we haven't missed any meals. We find the service opportunity satisfying and the work is intensely demanding and interesting.

### Choice of Work (9, p. 253).

Of 102 South Dakota weekly publishers answering the question, 67.6 per cent (69) indicated they would choose newspaper work again if they had the opportunity. Only 8.8 per cent (9) of the respondents said they wouldn't choose newspaper work again if given another opportunity and 23.5 per cent (24) were "not sure" whether they would choose newspaper work or not.

In answer to an identical question in Lawrence's study of Kansas publishers, 88.6 per cent (109) of 123 respondents said they would choose newspaper work again if given another opportunity while only 11.4 per cent (14) related that they would choose another occupation (10, p. 342).

Maxwell's United States correspondents overseas seemed even more enthusiastic about their occupations than either South Dakota or Lawrence's Kansas publishers seemed with theirs. Among 209 correspondents replying to his study, Maxwell found that 91.9 per cent (192) revealed they would become foreign correspondents again if given another opportunity. Only 1.4 per cent (3) from Maxwell's study said they



would choose another occupation and only 1.9 per cent (4) were uncertain (12, p. 348).

In a similar question, Lambert found that 88.5 per cent (92) of 104 foreign correspondents in this country said they would select journalism as a career if they could choose over again. Only 6.7 per cent (7) in the Lambert study indicated they would choose another occupation and only 4.8 per cent (5) were uncertain about what choice they would make (9, p. 353).

Answers to similar questions in the above studies seem to indicate other journalists were generally more satisfied with their occupations than were South Dakota weekly publishers.

### Occupational Environment

Publishers were next asked (question 26)--if salary and security were not considered--in what size town or city they would rather work.

Of 105 respondents answering that question, most of them seemed satisfied working in small communities. Of the 105 publishers, 92.4 per cent (97) indicated they would rather continue working in the small communities in which they were employed and only 4.8 per cent (5) revealed they would prefer to work in larger metropolitan areas. Only 2.9 per cent (3) of the publishers said they had no preference.

Lawrence's Kansas publishers also seemed satisfied with working in smaller communities. In answer to a similar question, 93.5 per cent (116) of 124 Kansas publishers indicated they would prefer working in the community newspaper field while only 6.5 per cent (8) indicated they would choose metropolitan over community journalism (10, p. 342).

It is interesting to note that nearly identical percentages of South Dakota weekly publishers and Lawrence's Kansas publishers indicated they would prefer working in smaller communities rather than large metropolitan areas provided that salary and security were no consideration.

### Dislikes with Publishing

Although most people are generally satisfied with their occupations there are probably phases of their work which cause them some annoyance.

In question 27 of this study South Dakota weekly publishers were given a list of probable complaints they might have for the weekly publishing business. Space was also provided for them to list additional complaints of their own.

The data in Table 20 show the number of times each of several "distasteful" items was indicated by the respondents.

Table 20. Dissatisfactions Mentioned by Respondents as Weekly Publishers

Items listed	Frequencies	Percentages
Long hours	51	29.1
Mechanical difficulties	41	23.4
Meeting press deadlines	25	14.3
Finding capital	19	10.9
Routine	15	8.9
Community affairs	8	4.6
News	5	2.8
All other items	11	6.3
Total	175	100.0

Of the 107 state weekly publishers who returned questionnaires, 11 (10.3 per cent) didn't check any of the distasteful items.

Of 96 respondents who answered the question in this study, two (2.1 per cent) related that they found none of the items distasteful to them as publishers. Forty-three (45.7 per cent of 94) indicated only one thing was distasteful to them as weekly publishers while 51 respondents (54.3 per cent) mentioned two or more distasteful items.

The distasteful items and frequencies of occurrence among 43 publishers who checked only one item included: long hours, 17 (39.5 per cent); mechanical difficulties, 13 (30.2 per cent); meeting press deadline, 4 (9.3 per cent); routine, 3 (7 per cent), and community affairs, news, and finding capital, each of which was mentioned twice (4.7 per cent each).

As may be noted in Table 20, long hours and mechanical difficulties were the two items indicated as being most distasteful by the most respondents. Those two categories were indicated a total of 92 times compared to only a total of 83 mentions for all other items combined.

Among 11 additional comments to question 27, three publishers said they were having employe difficulties. Several other comments made by the respondents included:

Lack of appreciation of advertising value on the part of small-town merchants.

The tedious grind of production which absorbs time that could be devoted to the newspaper itself.

Figuring job work, checking the billing, measuring advertising, etc.

Wasting space on insignificant clubs, social items, etc.

Another publisher said he found "advertising sales and collecting" distasteful and another mentioned "tax reports and government red tape." "Re-typing poor reports from folks" was a complaint made by another.

In contrast to the above items one South Dakota weekly publisher said he enjoyed "everything" about the weekly publishing business.

Although he doesn't mention the number of 500 successful journalists who revealed particular forms of discontent with "the profession" 30 years ago, Harrel does point out the general areas of displeasures. The greatest source of displeasure for daily editorial employes with their occupations, according to the author, was "low pay, even in the responsible positions." The next most often mentioned source of discontent in Harrel's study was "The hard hours the journalist is forced to work if he is connected with a daily newspaper" (7, p. 137).

Harrel also found that many newspapermen were displeased with metropolitan journalism because the editorial office had "to be subservient to the wishes of the advertising and circulation departments" (7, p. 138).

Except for "long hours" involved in their publishing duties, current weekly publishers in South Dakota had different occupational complaints than did Harrel's daily editorial journalists about 1930.

Lawrence found that "community affairs", mentioned 22 times (30.1 per cent) of 73 total annoyances listed by Kansas publishers, was most often named as a cause of occupational annoyance. Other dissatisfactions and the number of times each was mentioned were: routine, 10 (13.7 per cent of 73); mechanical problems, 15 (20.5 per cent); hours,

8 (10.9 per cent), and news, 5 (6.8 per cent) (10, p. 342).

The greatest percentages of the total amounts of dissatisfactions listed by South Dakota weekly publishers and Lawrence's Kansas publishers were concerned with different annoyances.

As may be noted in Table 20, 29.1 per cent of the annoyances (51 of 175) listed by South Dakota respondents were concerned with "long hours." Named most in Lawrence's study was "community affairs," which comprised 30.1 per cent (22) of 73 total items indicated as annoying in the Kansas study.

Mechanical difficulties displeased nearly equal percentages of the respondents in both the South Dakota and Lawrence's Kansas studies. Of the 175 total dissatisfactions mentioned in the South Dakota study, 23.4 per cent (41) concerned "mechanical difficulties." Mechanical problems comprised 20.5 per cent (15) of the 73 total annoyances in Lawrence's study.

From a list of complaints received from former Texas daily editorial employees, Scott and West's recommendations to publishers in that state included: increase salaries of editorial employees, give more attention to news departments as opposed to the business sides of the papers, try to develop better work schedules, and increase employee benefits such as hospitalization and sick leave (16, p. 189).

Seven foreign correspondents in Lambert's study said their biggest complaint with their occupations was "income" or "pay." Among other complaints:

Eighteen indicated pressure, tension, or deadlines as the worst part of their jobs. Sixteen mentioned "routine chores."

Other, less frequent responses ranged from long and irregular hours to censorship and "political responsibilities" (9, 353).

Nearly half the Ohio newspaper workers in the Heckman, Knowler and Wagner study voiced no dislikes with their jobs. Fifteen of the 34 respondents (44 per cent) indicated they had no dislikes with their work. Hours and "nature of work" were each disliked by seven workers (29.6 per cent each), and "salary" and "routine" were each named by four respondents (11.7 per cent each) (8, p. 57).

Eighty-nine South Dakota weekly publishers out of 100 responding to question 51 in this study seem to feel that they are successful publishers, at least insofar as their financial statuses are concerned.

Although many of the journalists in the above studies voiced complaints with their occupations, most of them indicated that they would still choose their journalistic occupations again, if given choices of other types of work.

South Dakota weekly publishers and Kansas publishers in Lawrence's study generally agreed that they preferred working in relatively small communities. More than 90 per cent of 97 South Dakota respondents and 116 Kansas publishers indicated they would prefer working in the community newspaper field rather than in larger metropolitan areas. Contentment with small-town life would seem to be a prerequisite for becoming a weekly newspaper publisher.

(21, p. 19) and "functioning as editorial commentator on local affairs" was taken from a direct question asked by Lawrence of his Kansas publisher (10, p. 343).

The author added the phrases "acting as advertising medium" and



## CHAPTER X

## PUBLISHERS' OPINIONS ON CERTAIN JOURNALISTIC MATTERS

Because newspapers influence the public, it would seem important to know the opinions and attitudes of those responsible for directing the editorial policies of the press (10, p. 345).

For comparative purposes, South Dakota weekly publishers were asked to express their opinions on several journalistic statements which authors of other similar studies had asked their respondents.

Functions of a Weekly Newspaper

The data in Table 21 show the ranking of six functions of the weekly newspaper according to the opinions expressed by 96 or fewer respondents to this study.

The functions presented to the South Dakota weekly publishers are not necessarily all the functions of a weekly newspaper, but they are functions which seemed important to this author and others. Had a greater selection of functions been presented to the respondents, perhaps they would have ranked above those listed in Table 21.

In question 28 of this thesis, items 2 and 3 were suggested by Shaw and Irwin (18, p. 3). "Entertaining readers" was an item mentioned in a similar question in Stevens' study of Wisconsin weekly publishers (21, p. 19) and "functioning as editorial commentator on local affairs" was taken from a direct question asked by Lawrence of his Kansas publisher (10, p. 345).

The author added the phrases "acting as advertising medium" and

Table 21. Publishers Rankings of Six Functions of a Weekly Newspaper

List of functions <sup>+</sup>	N <sup>++</sup>	Number and percentage of rankings					
		1st	2nd	3rd	4th	5th	6th
Bringing facts about community to readers	96	75 (78.1)+++	6 (6.3)	11 (11.5)	2 (2.0)	0 (0)	2 (2.0)
Acting as advertising medium	92	14 (15.2)	36 (39.1)	20 (21.7)	15 (16.3)	6 (6.5)	1 (1.1)
Sharing and moulding feeling of community	85	10 (11.8)	20 (23.5)	22 (25.8)	19 (22.4)	13 (15.3)	1 (1.2)
Functioning as editorial commentator	83	3 (3.6)	11 (13.2)	16 (19.3)	23 (27.7)	18 (21.7)	12 (14.5)
Serving as historical recorder	87	11 (12.6)	15 (17.2)	9 (10.3)	16 (18.4)	21 (24.1)	15 (17.2)
Entertaining readers	80	1 (1.2)	1 (1.2)	8 (10.0)	5 (6.3)	18 (22.5)	47 (58.8)

<sup>+</sup>Functions listed according to preferences of respondents, i.e., "Bringing facts about community to readers" was given first choice most often, etc.

<sup>++</sup>Listed in this column are the number of respondents rating each of the six functions.

<sup>+++</sup>Percentages are enclosed in parentheses.

"serving as historical recorder for community" because he felt those were two of the generally accepted functions of the weekly press.

In Table 21 it is interesting to note that many publishers ranked "acting as advertising medium" second only to "bringing facts about community to readers." The weekly press must also have been considered valuable as an advertising medium to the 14 publishers (15.2 per cent) who ranked advertising first over all the other listed functions of the press.

Table 21 shows that similar numbers and percentages of respondents ranked "sharing and moulding the feeling of community" as the second, third, and fourth most important function of a weekly newspaper.

Also, more than half the 85 publishers (52 or 61.1 per cent of 85) who ranked that function evidently felt it was one of the more important ones in question 28, having ranked it no lower than third.

A total of 92 of 96 South Dakota weekly publishers ranked "bringing facts about community to readers" no lower than third. That leads this author to conclude that the majority of the 107 weekly publishers responding to this study rank the news value of the weekly press higher than any of the other five functions in question 28.

Equal numbers of Washington state weekly publishers (30) favored "community consciousness" and "printing facts." However, 20 publishers (28.2 per cent of 71) said they were "strongly in favor of molding community consciousness" and 16 (22.5 per cent) said they were "strongly in favor of printing facts (18, p. 3).

Wisconsin weekly publishers in Stevens' study rated four functions

of a community newspaper (21, pp. 18-19).

Of all Wisconsin respondents, 126 (86.2 per cent) revealed that "information" was the most important function of the weekly press, while 99 (68.3 per cent) ranked "community betterment" second. "Instruction" was ranked third by 84 respondents in Stevens' study (58 per cent) and "entertainment" was judged least important by 103 of the publishers (71 per cent).

In Wisconsin and South Dakota studies, most respondents ranked the similar functions of "information" and "bringing facts about community to readers," respectively, as the most important functions of the weekly press. "Entertainment" rated least important in both studies.

#### Attitude Statements

Several attitude statements in the questionnaire were used to elicit various degrees of agreement and disagreement from the South Dakota respondents.

The data in Table 22 show the statements and the number and percentage of weekly publishers who reacted to the statements.

#### News Content

As may be noted in Table 22, most South Dakota weekly publishers participating in this study agreed that the press devotes too much space to scandals, sensations and divorces.

Fifty-seven publishers in all (56.4 per cent) agreed in greater or lesser degrees with that statement. A total of 27 respondents--more than one-fourth of the total publishers returning questionnaires--

Table 22. Opinions of South Dakota Weekly Publishers Concerning  
Various Journalistic Matters

Number and statement	(N) <sup>+</sup>	Number and percentage of responses			
		Strongly agree	Agree	Undecided	Strongly disagree
42. The press devotes too much space to scandals, sensations and divorces.	101	10 (9.9) <sup>++</sup>	47 (46.5)	17 (16.8)	25 (24.8)
43. There is no real threat to freedom of the press in the United States today.	103	4 (3.9)	18 (17.5)	16 (15.5)	49 (47.6)
44. It is almost impossible to write objectively about controversial political or economic questions.	103	3 (2.9)	26 (25.2)	20 (19.4)	49 (47.6)
45. Most newspapers allowed "policy" in last presidential election to influence news content.	103	4 (3.9)	25 (24.3)	18 (17.5)	43 (41.7)
46. If a frequent advertiser asked me not to print a particular story, I would do as he asked regardless of the story's news content.	100	1 (1.0)	8 (8.0)	9 (9.0)	55 (55.0)
47. The newspaper mainly reflects the propertied interests of the community.	98	5 (5.1)	30 (30.6)	9 (9.2)	40 (40.8)
48. Community newspapers print less distorted and unfair news than metropolitan papers.	98	18 (18.4)	54 (55.1)	11 (11.2)	14 (14.3)

Table 22. (continued)

Number and statement	(N) <sup>+</sup>	Number and percentage of responses				
		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
49. In general, my newspaper agrees with the dominant points of view of my community	97	6 (6.2) <sup>++</sup>	68 (70.1)	10 (10.3)	12 (12.4)	1 (1.0)

<sup>+</sup>Number of publishers responding to each statement.

<sup>++</sup>Percentages are enclosed in parentheses.



disagreed or strongly disagreed with that statement.

A greater percentage of Rosten's Washington correspondents and Prugger's Milwaukee Journal news staff employees disagreed with similar statements.

The data in Table 23 show comparisons of reactions to a similar statement made in this (statement 42) and several other studies.

It may be noted that most members of the Milwaukee Journal news staff participating in Prugger's study disagreed when confronted with the statement that the press devotes too much space to scandals, sensations, and divorces.

Perhaps members of a daily newspaper staff, such as the Journal, were closer to all types of news when compared to weekly publishers and other journalists in other studies. Much of the writing of Journal news staff members was no doubt concerned with more sensational news items than was writing done by other journalists in other studies. Any idea that would be critical of the "Journal's" kind of news might therefore be rebuked by most of that paper's editorial employees.

Five South Dakota weekly publishers added their own comments to statement 42. Among the remarks, one indicated that the statement was "not true of the weekly press" and another added that the statement applies "principally to dailies." A third respondent emphasized: "No weekly I know of in South Dakota prints this type of thing."

#### Freedom of the Press

The data in Table 24 show comparisons of the relative numbers and percentages of South Dakota weekly publishers, Lawrence's Kansas

Table 23. Comparative Reactions of Respondents in Four Studies to a Statement Saying the Press Devotes Too Much Space to Scandals, Sensations, and Divorces

Groups responding	(N) <sup>+</sup>	Responses				
		Strongly agree	Agree	Undecided	Disagree	Strongly disagree
South Dakota weekly publishers	101	10 (9.9)++	47 (46.5)	17 (16.8)	25 (24.8)	2 (1.9)
Washington correspondents (15, p. 345)	104	--- +++	63 (60.5)	10 (9.6)	31 (29.8)	--- +++
Kansas publishers (10, p. 346)	130	--- +++	88 (67.7)	16 (12.0)	26 (20.1)	--- +++
Milwaukee Journal news staff (13, p. 241)	42	4 (9.5)	7 (16.5)	4 (9.5)	20 (47.6)	7 (16.5)

<sup>+</sup>Number of respondents in various studies answers a similar question.

<sup>++</sup>Percentages are enclosed in parentheses.

<sup>+++</sup>Category not included in these studies.

Table 24. A Comparison of the Number and Percentages of Respondents in Three Studies Who Reacted to a Statement About Freedom of the Press

Groups responding	(N) <sup>+</sup>	Responses			
		Strongly agree	Agree	Disagree	Strongly disagree
Statement 43 <sup>++</sup>					
South Dakota weekly publishers	103	4 (3.9) <sup>+++</sup>	18 (17.5)	16 (15.5)	49 (47.6)
Kansas publishers <sup>++++</sup>	130	---	69 (52.8)	15 (11.5)	46 (35.5)
Milwaukee Journal news staff <sup>+++++</sup>	40	8 (20.0)	15 (37.5)	3 (7.5)	8 (20.0)

<sup>+</sup>Number of respondents who reacted to statement in various studies.

<sup>++</sup>Statement 43: "There is no real threat to freedom of the press in the United States today."

<sup>+++</sup>Percentages are in parentheses.

<sup>++++</sup>See 10, p. 347.

<sup>+++++</sup>See 13, p. 241.

publishers and Prugger's Milwaukee Journal news staff members who reacted in various ways to a statement concerning freedom of the press in the United States.

As may be noted, larger percentages of respondents in both Lawrence's study of Kansas publishers and Prugger's news staff employees said that they felt there was "no real threat" to freedom of the press at the times the studies were conducted.

Lawrence did point out, however, that "attacks on the Roosevelt administration for its purported animosity toward the press are common in Kansas newspapers" (10, p. 347).

A total of 65 South Dakota weekly publishers (63.1 per cent) responding to statement 43 indicated they felt there was a real danger to freedom of the press in this country. The 65 respondents in this study exceed the total of 60 Kansas publishers and Milwaukee Journal employees who gave negative replies to an identical statement over two decades ago.

Notice in Table 24 the relatively few South Dakota respondents who agreed and strongly agreed with the statement about freedom of the press compared to journalists in the Lawrence and Prugger studies.

Because 65 South Dakota weekly publishers (44.8 per cent of 146 in the state) indicated they felt there is a threat to freedom of the press in the U.S. today, perhaps further research of the state's weekly publishers should be made to determine (1) how extensive they feel this "threat" is and (2) the source or sources of the threat.

South Dakota weekly publishers were asked to give their opinions on a statement (number 43) that most newspapers permitted "policy" in

### Controversial News Items

A greater number and percentage of 127 Kansas publishers in Lawrence's study agreed with a statement concerning the near impossibility of writing objectively about controversial political and economic questions than did South Dakota weekly publishers who were asked to comment on a similar statement.

Of 103 South Dakota respondents, a total of 28.1 per cent (29) agreed that it was almost impossible to write objectively about controversial political or economic questions. Of 126 Kansas publishers in Lawrence's study, 64.8 per cent (81) agreed with a similar statement (10, p. 345).

A total of 52.5 per cent (54) of 103 South Dakota weekly publishers disagreed with the statement that it was impossible to write objectively about controversial political or economic questions. Only 27 per cent (34) of 126 respondents in Lawrence's Kansas study disagreed with the statement.

It may be that current weekly publishers in South Dakota have more knowledge of politics and economics now than did Kansas publishers 25 years ago. The "new deal" money policies of the Roosevelt administration might also have confused many of the country's publishers, including those in Kansas, much the same way as those policies confused Rosten's Washington correspondents (15, p. 162).

### News Content in Elections

South Dakota weekly publishers were asked to give their opinions on a statement (number 45) that most newspapers permitted "policy" in

the Kennedy-Nixon presidential election to influence news content.

As may be noted in Table 22, 56 respondents (54.3 per cent of 103) reacting to the statement disagreed with the statement. Only 29 publishers (28.1 per cent) indicated they agreed, in greater or lesser degrees, with the statement. Most South Dakota weekly publishers evidently felt that most newspapers didn't let their policies influence news content in the last presidential election.

Lawrence asked Kansas publishers to comment on a slightly different statement a quarter of a century ago. His statement read: "Most newspapers allowed 'policy' in the last campaign to affect news columns" (10, p. 346).

The "campaign" Lawrence was referring to was undoubtedly the Roosevelt-Landon presidential campaign of 1936.

Contrasting percentages of respondents in the South Dakota and Kansas studies agreed and disagreed with the statement concerning "policy" and news content during election campaigns.

Although 54.3 per cent of 103 South Dakota publishers indicated they disagreed with the statement given them in this study, 52 per cent of 130 Kansas publishers agreed with a similar statement more than two decades ago.

Only 35 per cent of 130 Kansas publishers disagreed with Lawrence's policy statement and 13 per cent were "undecided" (10, p. 346). Of 103 South Dakota respondents, only 28.2 per cent agreed and 17.5 per cent were "undecided" about the statement given them.



### Advertisers' Effects on News

An attempt was made to determine the effects, if any, which frequent advertisers have on news content of the state's weekly papers.

As shown in Table 22 (statement 46) nine publishers of the 100 responding to the statement indicated they would not print a story if a "frequent" advertiser requested they didn't.

Eighty-two respondents of the 100 indicated that they would print a particular story, even if requested not to be a frequent advertiser-- "regardless of the story's news content."

It seems evident that about 10 per cent of 100 South Dakota weekly publishers would be willing to "kill" a story to avoid offending a frequent advertiser, although the majority would seem to oppose such an idea.

### The Weekly Paper and Its Community

South Dakota weekly publishers were also presented two statements which Lawrence used in his study of Kansas publishers prior to December, 1938. Statements referred to are numbers 47 and 49 in Table 22.

Publishers were asked to check how strongly they agreed or disagreed with the statements: "The newspaper mainly reflects the propertied interests of the community" and "In general, my newspaper agrees with the dominant points of view of my community" (10, p. 345).

The data in Table 25 show the comparative numbers and percentages of respondents in both this study and Lawrence's study of Kansas publishers who agreed and disagreed with the statements.

Table 25. Comparisons of Reactions to Two Identical Statements  
Rated by South Dakota Weekly Publishers and  
Lawrence's Kansas Publishers

	(N) <sup>+</sup>	Responses			
		Strongly agree	Agree	Undecided	Disagree Strongly disagree
<u>Question 47+++</u>					
South Dakota	98	5 (5.1)++	30 (30.6)	9 (9.2)	14 (14.3)
Kansas	145	---	79 (54.4)	15 (10.2)	---
<u>Question 49++++</u>					
South Dakota	97	6 (6.2)	68 (70.1)	10 (10.3)	1 (1.0)
Kansas++++	145	---	114 (78.7)	13 (8.4)	---

+The number of respondents in each study answering responding to the statement.

++Percentages appear in parentheses.

+++Statement 47: "The newspaper mainly reflects the propertied interests of the community."

++++Statement 49: "In general, my newspaper agrees with the dominant points of view of my community."

++++See 10, p. 345 for Lawrence's summary to both questions.

As may be noted in Table 25, about 20 per cent fewer South Dakota weekly publishers than Lawrence's Kansas publishers agreed with the statement that the "newspaper mainly reflects the propertied interests of the community." Also, 21.8 per cent more South Dakota respondents disagreed with that statement than did Lawrence's respondents.

It may be concluded that more than one-third (54) of the 146 weekly publishers in South Dakota don't believe they necessarily "place themselves on the side of the possessing classes," an opposite conclusion to that reached by Lawrence (10, p. 345).

The only thing that might possibly refute the above conclusion is that South Dakota respondents may not have interpreted the term "newspaper" in statement 47 in the same way that Kansas publishers interpreted the term in Lawrence's study.

Evidently, most Kansas publishers interpreted statement 47 as meaning their own newspapers mainly reflected the propertied interests of the community (10, p. 345). This author feels that South Dakota weekly publishers may have given a more general interpretation to the term "newspaper" to mean "all" newspapers.

It is interesting to note in Table 25 that nearly equal percentages of South Dakota weekly publishers and Kansas publishers in Lawrence's study agreed and disagreed with statement 49. Most newspapers "seem to support the dominant social values in their particular cultural patterns."

From the above it is hypothesized that a weekly newspaper publisher is likely to favor the community status quo rather than work for

changes or reforms.

### Opinions on Distortion in the Press

Similar percentages of South Dakota weekly publishers and Kansas publishers in Lawrence's study generally agreed that the community press prints less distorted and unfair news than metropolitan newspapers.

The data in Table 26 show the comparative numbers and percentages of respondents in both studies who reacted to statement 48 in various ways.

In comparing percentages from both studies it may be noted that 7.8 per cent more Kansas publishers agreed with the statement and only 2.3 per cent more South Dakota weekly publishers disagreed with the statement.

In noting the reactions to the statement in his study, Lawrence said: "It should be remembered that many of these (Kansas) papers ignore local conflicts and that it is in such matters that misrepresentation is most common" (10, p. 346).

Although it isn't known how many weekly papers ignore local conflicts in South Dakota, it should be noted that many of this state's publishers are in agreement with the statement that community papers print less distorted and unfair news than metropolitan papers.

In this chapter, viewpoints of South Dakota weekly publishers have been expressed on a variety of journalistic items.

In ranking six functions of the weekly press, South Dakota respondents place "bringing facts about community to readers" first over

Table 26. Comparisons of South Dakota and Kansas Publishers' Reactions to a Statement Contrasting Community Papers with the Metropolitan Press in Amounts of News Distortion

	(N) <sup>+</sup>	Responses			
		Strongly agree	Agree	Undecided	Disagree Strongly disagree
Statement 48 <sup>++</sup>					
South Dakota weekly publishers	98	18 (18.4) <sup>+++</sup>	54 (55.1)	11 (11.2)	14 (14.3)
Kansas publishers (10, p. 346)	130	---	106 (81.3)	7 (5.6)	17 (13.0)

<sup>+</sup>The number of publishers in each study responding to the statement.

<sup>++</sup>Statement 48: "Community newspapers print less distorted and unfair news than metropolitan papers."

<sup>+++</sup>Percentages appear in parentheses.

"acting as an advertising medium" and four other functions.

More Washington state weekly publishers in the Shaw-Irwin study were strongly in favor of moulding "community consciousness" than they were in "printing facts."

Stevens found that "information" was the most important of four functions given his Wisconsin weekly publishers. "Entertainment" was found to be the least important function of the weekly press in both this study and the Wisconsin study.

More than 55 per cent of 101 South Dakota weekly publishers agreed that the press devotes too much space to scandals, sensations, and divorces. Of four journalistic groups compared concerning that statement, the group with a majority of disagreement was in Prugger's group of Milwaukee Journal editorial employees.

A greater percentage of South Dakota weekly publishers disagreed with the statement that there is no real threat to freedom of the press in the U.S. today than did publishers in Lawrence's Kansas study of a quarter of a century ago or editorial employees of the Milwaukee Journal in Prugger's study.

More Kansas publishers in Lawrence's study agreed that it was almost impossible to write objectively about controversial political or economic questions than did South Dakota weekly publishers.

More than half of 103 South Dakota weekly publishers indicated that they felt most newspapers didn't allow "policy" in the Kennedy-Nixon presidential campaign to influence news in their papers.

Eighty-two of 100 South Dakota respondents indicated they would



print a particular story even though requested not to by a frequent advertiser.

#### SUMMARY AND CONCLUSIONS

Nearly equal percentages of this state's weekly publishers and Lawrence's Kansas publishers agreed that their papers supported dominant points of view of their respective communities.

Similar percentages of respondents from the above two studies also agreed that weekly papers print less distorted and unfair news than metropolitan newspapers.

The median age of the respondents--calculated from grouped data--was 43.1, which compared favorably to mean and median ages of respondents in other similar studies.

Nearly three-fourths of 107 weekly publishers in the state reportedly were 54 years of age or below and nearly 60 per cent had not turned 50 at the time this study was conducted in November and December, 1961.

About 40 per cent of the publishers in this study revealed that they were 50 years old or over, which compared favorably to percentages for similar age brackets in Farrel's and Stevens' studies. The South Dakota percentage figure also revealed that some respondents were somewhat older than journalists in other studies.

More than half of 107 South Dakota weekly publishers, however, said they were in their 30's and 40's. A fourth of the respondents said they were 55 years of age or older.

About half of the South Dakota respondents revealed that they had been weekly publishers at least 15 years and about two-thirds

## CHAPTER XI

## SUMMARY AND CONCLUSIONS

Summary

Answers to the 55 questions in this study were received from approximately 107 of 146 South Dakota weekly newspaper publishers (73.3 per cent) representing a total of 112 county seat and non-county seat communities in the state.

The median age of the respondents--calculated from grouped data--was 45.1, which compared favorably to mean and median ages of respondents in other similar studies.

Nearly three-fourths of 107 weekly publishers in the state reportedly were 54 years of age or below and nearly 60 per cent had not turned 50 at the time this study was conducted in November and December, 1961.

About 40 per cent of the publishers in this study revealed that they were 50 years old or over, which compared favorably to percentages for similar age brackets in Harrel's and Stevens' studies. The South Dakota percentage figure also revealed that some respondents were somewhat older than journalists in other studies.

More than half of 107 South Dakota weekly publishers, however, said they were in their 30's and 40's. A fourth of the respondents said they were 55 years of age or older.

About half of the South Dakota respondents revealed that they had been weekly publishers at least 15 years and about two-thirds

indicated they had 10 or more years publishing experience. Nearly a third of the respondents indicated they had had 25 or more years experience as weekly publishers.

More than two-thirds (70) of the South Dakota weekly publishers revealed that they were publishers of newspapers on which they received their first publishing experiences.

About 70 per cent of 103 respondents said that money which they saved or borrowed was used to purchase their newspapers.

The single response most often indicated for entering the weekly field was a "publishing tradition in the family," which was mentioned 35 times and most publishers mentioned that varieties of printing and journalism experiences attracted them into weekly newspaper work.

The largest percentage (40.8 per cent) of 98 South Dakota weekly publishers indicated that their pre-publishing experiences consisted mainly of printing rather than journalism. Several respondents indicated they had been school teachers.

Greater percentages of weekly publishers in various studies examined in this thesis evidently obtained printing experience before entering the business than did respondents in Harrel's study of 500 editorial employes. About 55 per cent of the South Dakota respondents revealed that they had some printing experience before becoming weekly publishers. Only 6 per cent of Harrel's daily newspaper editorial employes revealed they had similar experience before obtaining their jobs.

Of 86 South Dakota weekly publishers who indicated they had at

least some journalistic experience before becoming weekly publishers, 50 per cent revealed they had between 1 and 9 years newspaper experience and 50 per cent revealed they had 10 or more years of similar experience before becoming publishers.

More than 60 per cent of the South Dakota respondents reportedly had at least 5 years newspaper experience before becoming publishers. The median number of years of pre-publishing experience was 9.5 years.

At least more than a third (53) of the total of 146 weekly publishers in South Dakota had their first journalism job between the ages of 5 and 19.

Of 117 total answers given to question 6 concerning how the respondents became interested in journalism, more than half the answers indicated it was the publishers' own "deliberate" choices which led them into the occupation. Similar answers were obtained from respondents in other studies.

South Dakota weekly publishers were evidently well-educated as a group. Only eight respondents of 98 (8.2 per cent) indicated they didn't graduate from high school.

Nearly three-fourths of 98 publishers indicated they had attended college and about half of them said they graduated. The number and percentage of South Dakota weekly publishers who attended and graduated from college compared favorably with similar figures in other studies.

Nearly 70 per cent of 55 South Dakota weekly publishers said they had taken one or more journalism courses while in college. More than half the 72 publishers who attended college indicated they

specialized or partially specialized in journalism and many mentioned that they also received partial or extensive printing training.

About 10 per cent more of Stevens' Wisconsin weekly publishers revealed that they had majored in journalism while in college than did weekly publishers in this state.

More than 90 per cent of 72 South Dakota respondents said they had varieties of practical journalistic experiences while in college including experience on college newspapers and yearbooks. Several indicated they also had "print shop" experience while in college.

More than half of 105 South Dakota respondents indicated they had read the Sioux Falls Argus-Leader regularly. The Argus-Leader was the most often mentioned newspaper as being read by respondents followed by the Mitchell Daily Republic, Aberdeen American-News, and the Minneapolis (Minnesota) Tribune.

Approximately half the publishers said they read at least one out-of-state daily newspaper regularly.

About 95 per cent of the 107 respondents in this study said they read at least one magazine monthly or more frequently. Reader's Digest, Saturday Evening Post, Life, and Time magazines, respectively, were reportedly most often read by the respondents. About half the publishers indicated they read at least one of three news magazines--Time, U.S. News and World Report, or Newsweek.

Magazine reading habits of South Dakota weekly publishers compare favorably to similar reading habits in Lawrence's study of Kansas publishers.

Time magazine was most often read by Washington correspondents as well as by U.S. and foreign correspondents and daily newspaper editorial employes in other studies.

Less than half of 107 respondents in this study said they had read one or more books in the past year. Only 18 South Dakota weekly publishers gave the titles of books they had reportedly read, however.

More than half of 98 South Dakota respondents indicated they used material of at least one columnist in their papers although nearly half said they used no columnist in their papers.

Nearly 60 per cent of 104 respondents revealed that they spend an average of 50 hours weekly working on their papers and nearly a third of the publishers estimated they worked 60 or more hours weekly on their papers. The median number of hours worked by the state's weekly publishers returning questionnaires was 53.3, which compared favorably with similar figures from other studies.

Most South Dakota weekly publishers revealed they spend most of their publishing time in the back shops of their papers and the least amount of time in the front shops. About a third of the publishers indicated an opposite distribution of publishing time.

More than half of 104 respondents revealed that their occupational activities mainly consisted of front-shop duties and about 48 per cent of the respondents said they performed back-shop duties and worked in the front shop as well.

More than 80 per cent (60) of 80 publishers in this study reportedly see to it that their papers are represented at one or more official



meetings each week and nearly 98 per cent (69) of 71 publishers said their papers were represented at one or more civic or social meetings weekly.

Nearly three-fourths of 102 South Dakota weekly publishers indicated they write at least one editorial per month for their papers and about half of the 102 revealed they write at least one editorial per week.

Of 99 respondents, nearly two-thirds said they print more than one editorial a month in their papers and more than 50 per cent of the 99 indicated they print editorials once a week or more often.

More than a third of Washington weekly publishers and South Dakota respondents said they printed editorials in their papers less frequently than once a week.

Most South Dakota weekly publishers who indicated that they write editorials for their papers infrequently or never, and most publishers who indicated that their papers contained very few or no editorials, also rated the editorial function of weekly papers no higher than fourth among six functions.

About half of 99 South Dakota respondents indicated they had made editorial stands in their papers which displeased about "half the community." Ten per cent fewer publishers, however, revealed they had never taken such stands. About 10 per cent more of the Shaw-Irwin Washington weekly publishers had taken editorial stands in their papers which had displeased members of the community.

Nearly 45 per cent of 96 weekly publishers in this study

reportedly printed controversial news items in their papers at least twice per month to once a week. A similar percentage revealed they hardly ever or never printed such items.

About 50 per cent of 104 respondents indicated their papers contained between 50 and 60 per cent advertising and approximately a fifth of the respondents revealed that 60 to 70 per cent of the total space in their papers was devoted to advertising. Slightly more than a tenth of the publishers indicated that only 40 per cent or less of the space in their papers was composed of advertising.

Only three of 104 publishers revealed they had been sued for libel though nearly a third of the respondents reportedly had been threatened with at least one libel suit. More than a third of 98 respondents revealed that they had failed to print at least one story because of a possible libel suit.

Of 97 South Dakota weekly publishers, nearly 85 per cent said that practical training and experience in newspaper shops had been most helpful to them in their publishing duties. More than a third, however, indicated that formal education in college had also been beneficial to them in their publishing activities.

Nearly three-fourths of 99 publishers said they thought a college education was "necessary" or "very necessary" for newspaper work today and several indicated a college education would be "helpful" or "highly desirable."

The majority of South Dakota weekly publishers in each of three groups--those who had no college, those who had attended college but

didn't graduate, and those who were college graduates--said they felt a college education was necessary or very necessary for newspaper work today.

Nearly three-fourths of 92 respondents agreed or strongly agreed that they felt "the need of knowing more economics" for their jobs. Greater percentages of Rosten's and Lawrence's respondents agreed with a similar statement.

The majority of 67 South Dakota weekly publishers who recommended specific college courses which they felt would be of most benefit to prospective weekly publishers named "journalism" or "English" curricula. Printing curricula was recommended by slightly less than half of the respondents.

Two-thirds of 100 South Dakota weekly publishers in this study indicated they would consider themselves only "moderately successful" publishers if the only standard for judgment were financial status. About a fourth of the publishers revealed they would consider themselves "successful" in their businesses insofar as financial status was concerned.

More than two-thirds of 102 state weekly publishers said they would choose newspaper work again if given an opportunity although one-fourth of the respondents were "uncertain" as to what choice they would make. Greater percentages of respondents in other studies indicated they would enter the field of journalism again.

Ninety-seven (92.4 per cent) of 105 South Dakota weekly publishers indicated that--if salary and security were not considered--

they would prefer to work in the communities in which they were employed rather than in larger metropolitan areas. Lawrence's respondents also agreed that they would prefer living in their own communities rather than larger metropolitan areas.

Furnished with a list of possible complaints they might have with the weekly publishing business, a total of 96 South Dakota weekly publishers indicated several things which were distasteful to them. Long hours, mechanical difficulties, and meeting press deadlines were most often mentioned complaints, respectively.

Ninety-six or fewer South Dakota weekly publishers ranked six functions of weekly newspapers. In order of importance according to the rankings given them were (1) bringing facts about community to readers, (2) acting as an advertising medium, (3) sharing and moulding feeling of community by talking about things readers have in common, (4) functioning as editorial commentator on local affairs, (5) serving as historical recorder for community, and (6) entertaining readers.

Several statements concerning journalism were given in the questionnaire to elicit various attitudes from the respondents.

More than half of 101 respondents indicated they felt the press devoted too much space to scandals, sensations, and divorces. About a fourth of the total disagreed with that statement. Greater percentages of Rosten's and Prugger's respondents disagreed with similar statements in their studies.

Nearly two-thirds of 103 South Dakota weekly publishers indicated they felt there was a danger to freedom of the press in the United

States today. Smaller percentages of journalists in the Lawrence and Prugger studies believed a threat to freedom of the press existed at the times their studies were conducted more than two decades ago.

Nearly a third of 103 South Dakota respondents agreed that it is almost impossible to be objective when writing about controversial political or economic questions. About 65 per cent of Lawrence's respondents agreed with a similar statement. More than half the South Dakota publishers in this study disagreed with that statement compared to only about a fourth of Lawrence's Kansas publishers.

More than half of 103 South Dakota weekly publishers disagreed with a statement that newspapers generally permitted "policy" in the Kennedy-Nixon election to influence news content. Nearly 30 per cent of the respondents agreed with that statement, however.

Of 130 Kansas publishers about 25 years ago, more than half agreed with the statement that the press permitted "policy" in "the last campaign" to influence news columns.

Of 100 South Dakota respondents, 82 per cent said that they would print a particular story, even though requested not to print it by a frequent advertiser. About 10 per cent of the total indicated they would withhold a story from their papers under similar circumstances.

Reactions to several identical statements used in this and Lawrence's studies were compared.

Results of one statement showed that about 20 per cent fewer South Dakota weekly publishers agreed and 10 per cent more disagreed

with the statement saying a paper "mainly reflects the propertied interests of the community" than did respondents in Lawrence's study of Kansas publishers.

Publishers in both studies, however, generally agreed that their papers reflected "the dominant points of view" of their communities.

About three-fourths of the South Dakota and Kansas publishers agreed that community papers "print less distorted and unfair news than metropolitan papers" although only about 15 per cent of respondents in both studies disagreed with that statement.

### Conclusions

Although not all South Dakota weekly publishers (146) responded to this study, the author feels that a sufficient percentage did respond (107 or 73.3 per cent) so that a number of valid conclusions can be drawn and expanded to include the universe of all South Dakota weekly publishers.

South Dakota weekly publishers are, for the most part, in their most productive years as a group and are therefore capable of carrying out their occupational duties with a high degree of efficiency.

However, about a fourth of the publishers will probably be ready to retire soon. Within the next decade or so younger journalists will have opportunities to purchase their own papers as older publishers retire.

Because the weekly publishing business in South Dakota has a relatively low degree of attrition, it appears to be a stable business



enterprise with few failures and only a moderate turnover of business properties.

Most of the state's weekly publishers have "grown-up" with their businesses; they are publishers of papers on which they received their first publishing experiences.

Most South Dakota weekly publishers were enthusiastic about publishing before they obtained their papers; it was with their own money, saved or borrowed, that they purchased their present papers.

More than half the publishers were journalism "veterans" before they became publishers, having had five or more years of newspaper experience before entering the weekly publishing field. This experience might partially account for the low rate of business failures among publishers.

Although practical training and experience in newspaper shops has been most valuable to the majority of weekly publishers in the state in helping them perform their occupational duties, a college education is considered necessary for newspaper work today by many South Dakota weekly publishers, including those who never attended college.

From the above, it is hypothesized that most South Dakota weekly publishers would agree that a college education would at least be "helpful" to the future weekly publisher.

From the results of this study it would seem desirable that the prospective weekly publisher who attends college take a broad variety of courses, though college courses most highly recommended are those which would improve his writing, business, and printing skills.

Although their newspaper reading habits appear to be adequate, most publishers in this state seem to limit their magazine reading to mass circulation magazines such as Reader's Digest, Saturday Evening Post, and Life. Relatively few of this state's weekly publishers read literary magazines or opinion magazines such as Atlantic Monthly, Harpers, New Republic, and the New Yorker.

A plausible hypothesis to draw from this information is that most South Dakota weekly publishers read the same magazines which are also most popular with readers of their papers. They do not seem to seek out new sources of information or different opinions from those expressed by the editors of the mass circulation magazines.

About a third of the state's weekly publishers indicated they frequently print controversial news items in their papers. On the other hand, many publishers apparently avoid all controversy, which is opposite to what is expected of journalists in a democratic society.

Most of the weekly publishers in this state feel they would choose weekly publishing as an occupation again if they were able to make another choice; largely influencing their decision is a real fondness they have for the small community environment.

South Dakota weekly publishers, many of whom work 50 or more hours per week, would probably be even more satisfied with their present occupations than they are if they could work fewer hours and if mechanical difficulties confronting them could be eliminated.

The long work week, unless reduced by labor saving devices, could be a source of increasing discontent among younger publishers who have

been raised in the era of the 40-hour week.

Most weekly publishers in the state feel that the primary duty of their papers is to bring local news to readers to keep them well informed. Many publishers feel their papers are also valuable to readers as disseminators of advertisements and they would disagree with anyone who said that a weekly paper is primarily meant to be an entertainment sheet.

Most of this state's weekly publishers feel the editorial function of the weekly press is one of its less important functions, having rated it no higher than fourth of six functions. The author believes--and evidence seems to support this belief--that the above statement is substantially the reason why about a fourth of the weekly publishers in the state fail to write and print editorials in their papers.

Although only a few South Dakota weekly publishers have been sued for libel, most of them realize libel laws do exist and they seem to regulate their publishing practices accordingly.

Even frequent advertisers can't, as a rule, effect changes in the news content of weekly papers in South Dakota. If a frequent advertiser asked one of this state's weekly publishers to withhold a news story, his request would most likely be refused, although several publishers might grant such a request.

Because most of the state's weekly publishers seem to feel that there is a real danger to freedom of the press in this country today, the author recommends that a more extensive survey of South Dakota weekly publishers be taken in an effort to determine the source or

sources, if any, of the possible threats to that important freedom, in order that such threats may be eliminated or minimized.

- (1) *Appl. v. U. S. Dist. Ct. for S.D. Cal.*, 347 U.S. 483, 75 S. Ct. 1011, 74-2 USTC ¶10,000, 28 AFTR2d 74-5611 (S. Ct., 1954).
- (2) *Appl. v. U. S. Dist. Ct. for S.D. Cal.*, 347 U.S. 483, 75 S. Ct. 1011, 74-2 USTC ¶10,000, 28 AFTR2d 74-5611 (S. Ct., 1954).
- (3) *Appl. v. U. S. Dist. Ct. for S.D. Cal.*, 347 U.S. 483, 75 S. Ct. 1011, 74-2 USTC ¶10,000, 28 AFTR2d 74-5611 (S. Ct., 1954).
- (4) *Appl. v. U. S. Dist. Ct. for S.D. Cal.*, 347 U.S. 483, 75 S. Ct. 1011, 74-2 USTC ¶10,000, 28 AFTR2d 74-5611 (S. Ct., 1954).
- (5) *King, Paul H.*, *The American System of Government and Democracy*, New York, 1951.
- (6) *King, Paul H.*, *The American System of Government and Democracy*, New York, 1951.
- (7) *Harrell, Robert L.*, *The American System of Government and Democracy*, New York, 1951.
- (8) *Harrell, Robert L.*, *The American System of Government and Democracy*, New York, 1951.
- (9) *Leahy, Charles A.*, *The American System of Government and Democracy*, New York, 1951.
- (10) *Leahy, Charles A.*, *The American System of Government and Democracy*, New York, 1951.
- (11) *Leahy, Charles A.*, *The American System of Government and Democracy*, New York, 1951.
- (12) *Samuel, J. H.*, *The American System of Government and Democracy*, New York, 1951.
- (13) *Frugger, Charles A.*, *The American System of Government and Democracy*, New York, 1951.
- (14) *Rogers, Charles A.*, *The American System of Government and Democracy*, New York, 1951.

## LITERATURE CITED

- (1) Ayer, N. W. and Son, Directory of Newspapers and Periodicals, Vol. 63, N. W. Ayer and Son, Inc., Philadelphia, 1931.
- (2) ———, Directory of Newspapers and Periodicals, Vol. 73, N. W. Ayer and Son, Inc., Philadelphia, 1941.
- (3) ———, Directory of Newspapers and Periodicals, Vol. 83, N. W. Ayer and Son, Inc., Philadelphia, 1951.
- (4) ———, Directory of Newspapers and Periodicals, Vol. 93, N. W. Ayer and Son, Inc., Philadelphia, 1961.
- (5) Bing, Phil C., The Country Weekly, D. Appleton and Company, New York, 1917.
- (6) Hagood, Margaret J., Price, Daniel O., Statistics for Sociologists, Henry Holt and Company, Inc., New York, 1952.
- (7) Harrel, Robert F., "Factors Making for Success in Journalism," Vocational Studies in Journalism, pp. 93-156, Columbia University Press, New York, October, 1931.
- (8) Heckman, Dayton E., Knowler, Franklin H., and Wagner, Paul H., The Man Behind the Message, Ohio State University, Columbus, 1956.
- (9) Lambert, Donald A., "Foreign Correspondents Covering the United States," Journalism Quarterly, Vol. 33, pp. 349-356, Summer, 1956.
- (10) Lawrence, Raymond D., "Kansas Publishers: A Professional Analysis," Journalism Quarterly, Vol. 15, pp. 337-378, December, 1938.
- (11) Lungren, Maurice C., "The Kansas Weekly Newspaper: 1955," Journalism Quarterly, Vol. 33, pp. 526-528, Fall, 1956.
- (12) Maxwell, J. William, "U.S. Correspondents Abroad: A Study of Backgrounds," Journalism Quarterly, Vol. 33, pp. 346-348, Summer, 1956.
- (13) Prugger, Francis V., "Social Composition and Training of Milwaukee Journal News Staff," Journalism Quarterly, Vol. 18, pp. 231-244, September, 1941.
- (14) Rogers, Charles E., Journalistic Vocations, D. Appleton-Century Company, Inc., New York, 1937.

- (15) Rosten, Leo C., The Washington Correspondents, Harcourt, Brace, and Company, New York, 1937.
- (16) Scott, Alan, and West, Raymond, "Personnel Turnover on Texas Small Dailies," Journalism Quarterly, Vol. 32, pp. 183-189, Spring, 1955.
- (17) Shaw, Robert M., and Irwin, Lee, Publishers' Backgrounds: Report Number Five of the WNPA--School of Communications Comprehensive Survey of Washington Weeklies, School of Communications, University of Washington, Seattle, March 1, 1960.
- (18) \_\_\_\_\_, Publishers' Power: Report Number Six of the WNPA--School of Communications Comprehensive Survey of Washington Weeklies, School of Communications, University of Washington, Seattle, June 23, 1960.
- (19) \_\_\_\_\_, Ads, News, Photography: Report Number Seven of the WNPA--School of Communications Comprehensive Survey of Washington Weeklies, School of Communications, University of Washington, Seattle, August 18, 1960.
- (20) \_\_\_\_\_, Attitudes Toward Education and Recap: Report Number Eight of the WNPA--School of Communications Comprehensive Survey of Washington Weeklies, School of Communications, University of Washington, Seattle, September, 29, 1960.
- (21) Stevens, Phillip H., Controversy in the Weekly Press--A Study of Community Leadership, unpublished master's degree thesis, University of Wisconsin, Madison, August, 1961.
- (22) Swindler, William F., Problems of Law in Journalism, The Macmillan Company, New York, 1955.
- (23) 1962 South Dakota Newspaper Directory and Rate Book, South Dakota Press Service, Inc., College Station, Brookings, 1962.



Table 26. Newspapers South Dakota Weekly Publishers Said They Read Regularly

Table 27. Reasons South Dakota Weekly Publishers Were Attracted into Weekly Newspaper Work

Reasons given	Times indicated
Publishing tradition in family	38
College journalism	23
High school printing experience	20
High school journalism experience	16
Weekly advertising experience	14
Weekly editorial experience	13
College printing	13
Daily newspaper editorial experience	11
Daily newspaper advertising experience	10
Practical printing backgrounds	7
Somebody's urging	4
Own choice	3
Wanted to serve community	3
Accident	2
Needed money	2
Other businesses	7

\*Papers receiving one mention were: St. Louis Post-Dispatch, Glens (Iowa) Register, Madison Daily Leader, Pierre Capital-Journal, Kansas City (Missouri) Star and Kansas City Times, New York News, Dickinson (North Dakota) Press, and Grand Forks (North Dakota) Herald. One respondent indicated he read "weeklies" regularly.

Table 28. Newspapers Which 105 South Dakota Weekly  
Publishers Said They Read Regularly

Newspapers named	Times indicated	Percentage of 105 respondents
Sioux Falls Argus-Leader	57	54.3
Mitchell Daily Republic	28	26.7
Aberdeen American News	25	23.8
Minneapolis Tribune	25	23.8
Rapid City Daily Journal	17	16.2
Sioux City (Iowa) Journal	11	10.5
Huron Daily Plainsman	9	8.6
Watertown Public Opinion	8	7.6
Pierre State News	6	5.7
Minneapolis Star	6	5.7
Omaha (Nebraska) World-Herald	4	3.8
Christian Science Monitor	3	2.9
New York Times	3	2.9
Wall Street Journal	3	2.9
Denver (Colorado) Post	2	1.9
Des Moines (Iowa) Register	2	1.9
Yankton Press and Dakotan	2	1.9
Others (1 mention each) <sup>+</sup>	9	8.6

<sup>+</sup>Papers receiving one mention were: St. Louis Post-Dispatch, Olwien (Iowa) Register, Madison Daily Leader, Pierre Capital-Journal, Kansas City (Missouri) Star and Kansas City Times, New York News, Dickenson (North Dakota) Press, and Grand Forks (North Dakota) Herald. One respondent indicated he read "weeklies" regularly.

<sup>+</sup>One mentioned The Sign and another two Daria.

<sup>+</sup>One mentioned Sports Illustrated and another Saturday Life.

<sup>+</sup>Receiving one mention were Alpha, New Republic, Fatherhood and Gardens, McCall's, Popular Mechanics, Saturday, National Review, Kiviana, American Legion, Daily News, The Madison Press and The Dakota Farmer.

Table 29. Magazines Which 103 South Dakota Weekly  
Publishers Said They Read Regularly

Magazines named	Times indicated	Percentage of 103 respondents
Reader's Digest	69	67.0
Saturday Evening Post	65	63.1
Life	47	45.6
Time	39	37.9
Look	33	32.0
U.S. News and World Report	29	28.2
Newsweek	22	21.4
National Geographic	17	16.5
Trade Magazines <sup>+</sup>	15	14.6
Atlantic	4	3.9
New Yorker	4	3.9
Editor and Publisher	3	2.9
Religious magazines <sup>++</sup>	3	2.9
The Reporter	3	2.9
Sports Afield	2	1.9
Other sports magazines <sup>+++</sup>	2	1.9
Fortune	2	1.9
America	2	1.9
Harper's	2	1.9
True	2	1.9
Others <sup>++++</sup>	13	12.6

<sup>+</sup>Specific trade magazines included in this group were: Publisher's Auxiliary, Printer's Journal and National Publisher.

<sup>++</sup>One mentioned The Sign and another Ave Maria.

<sup>+++</sup>One mentioned Sports Illustrated and another Outdoor Life.

<sup>++++</sup>Receiving one mention apiece were Alaska, New Republic, Better Homes and Gardens, McCall's, Popular Mechanics, Holiday, National Review, Kiwanis, American Legion, Quill, Gam, The American Press and The Dakota Farmer.

Table 30. List of 27 Books Read by South Dakota  
Respondents from Approximately November,  
1960, to November, 1961

Titles of books cited		Percentages
According to Hoy	Land of the Burnt Thigh	13.7
Advise and Content <sup>+</sup>	Last Angry Man	
Atlas Shrugged	Life of Lincoln	11.8
Big Decision	Masters of Deceit	
Brothers Karamazov	Mein Kampf	14.7
Chapman Report	Revitalizing a Nation	
Child Buyer	Rise and Fall of the	
Conscience of a Conservative	Third Reich	
Crisis of the Old Order	Dr. Zhivago	
Devil's Advocate	A Yankee's Experiences in	
Edge of Sadness	the Civil War	
Exodus <sup>++</sup>	Ugly American	8.8
A Farewell to Arms	Winter of Our Discontent	8.8
Greatest Raid of All		
Hawaii		

+Named twice.

++Indicated by three publishers.

25 to 50% front  
75 to 100% back

75 to 100% front

75 to 100% back

50 to 75% front  
Less than 25% back

25 to 50% front  
Less than 25% back

25 to 50% front

Total

102

99.9

Table 31. Division of Publishers' Working Time Between Front-Shop and Back-Shop Activities

Combinations chosen	Times indicated	Percentages
Less than 25% front 75 to 100% back	16	15.7
25 to 50% front 50 to 75% back	12	11.8
50 to 75% front 25 to 50% back	15	14.7
75 to 100% front Less than 25% back	12	11.8
Less than 25% front 50 to 75% back	11	10.8
25 to 50% front 25 to 50% back	9	8.8
50 to 75% front 50 to 75% back	9	8.8
75 to 100% front 25 to 50% back	6	5.9
25 to 50% front 75 to 100% back	3	2.9
75 to 100% front 75 to 100% back	3	2.9
75 to 100% front 75 to 100% back	2	1.9
50 to 75% front Less than 25% back	2	1.9
25 to 50% front Less than 25% back	1	1.0
25 to 50% front	1	1.0
Total	102	99.9

## APPENDIX B

Questionnaire on Backgrounds of South Dakota  
Weekly Newspaper Publishers

1. How long have you been a weekly newspaper publisher?
 

<input type="checkbox"/> 1) 1 to 4 years	<input type="checkbox"/> 3) 10 to 14 years	<input type="checkbox"/> 5) 20 to 24 years
<input type="checkbox"/> 2) 5 to 9 years	<input type="checkbox"/> 4) 15 to 19 years	<input type="checkbox"/> 6) 25 or more years
2. If you are publisher of more than one newspaper, how many newspapers do you publish? \_\_\_\_\_
3. This is your
 

<input type="checkbox"/> 1) first experience as publisher of a newspaper.
<input type="checkbox"/> 2) second experience as publisher of a newspaper.
<input type="checkbox"/> 3) third experience as publisher of a newspaper.
<input type="checkbox"/> 4) one of more than three experiences you have had publishing a newspaper.
4. How did you become publisher of your present newspaper?
 

<input type="checkbox"/> 1) By inheriting the paper from a deceased relative or friend
<input type="checkbox"/> 2) With money I saved or borrowed for the purchase
<input type="checkbox"/> 3) When I married someone from a family of publishers
Cite other ways. _____
5. In which age bracket are you?
 

<input type="checkbox"/> 1) 20-24	<input type="checkbox"/> 4) 35-39	<input type="checkbox"/> 8) 55-59
<input type="checkbox"/> 2) 25-29	<input type="checkbox"/> 5) 40-44	<input type="checkbox"/> 9) 60-64
<input type="checkbox"/> 3) 30-34	<input type="checkbox"/> 6) 45-49	<input type="checkbox"/> 10) 65 or over
<input type="checkbox"/> 7) 50-54		
6. How did you become interested in journalism? (Check one.)
 

<input type="checkbox"/> 1) By accident	<input type="checkbox"/> 3) By my own deliberate choice
<input type="checkbox"/> 2) By a desire to write	<input type="checkbox"/> 4) On somebody's urging
Cite other reasons. _____	
7. Why were you attracted into weekly newspaper work? (Check one or more.)
 

<input type="checkbox"/> 1) Publishing tradition in the family
<input type="checkbox"/> 2) Daily newspaper editorial experience
<input type="checkbox"/> 3) Daily newspaper advertising experience
<input type="checkbox"/> 4) College journalism



- ☐ 5) College printing
- ☐ 6) Weekly editorial experience
- ☐ 7) Weekly advertising experience
- ☐ 8) High school journalism experience
- ☐ 9) High school printing experience
- ☐ 10) Other businesses

Cite others not listed above. \_\_\_\_\_

8. What was your occupational experience before becoming a publisher?

- ☐ 1) Journalism rather than printing
- ☐ 2) Printing rather than journalism
- ☐ 3) Equal amounts of journalism and printing
- ☐ 4) Newspaper advertising

Cite other areas. \_\_\_\_\_

9. Did you

- 1) attend grammar school? 1) Yes ☐ 2) No ☐
- 2) complete grammar school? (grades 1 through 8) 1) Yes ☐ 2) No ☐
- 3) attend high school? (grades 9 through 12) 1) Yes ☐ 2) No ☐
- 4) graduate from high school? 1) Yes ☐ 2) No ☐
- 5) attend college? 1) Yes ☐ 2) No ☐
- 6) graduate from college? 1) Yes ☐ 2) No ☐

10. If you did attend college but did not graduate, how long were you in college?

\_\_\_\_\_

11. If you attended high school, how many journalism courses did you take?

- ☐ 1) 1 to 3 ☐ 2) 4 to 6 ☐ 3) 7 to 10 ☐ 4) 10 or more ☐ 5) None

(Skip questions 12, 13, 14 and 15 if you did not attend college.)

12. If you attended college, how many journalism courses did you take while there?

\_\_\_\_\_

13. What was your major specialization in college? (Check one or more of the following as they apply to you.)

- |                                                             |                                               |
|-------------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 1) Journalism                      | <input type="checkbox"/> 5) Foreign languages |
| <input type="checkbox"/> 2) Printing                        | <input type="checkbox"/> 6) Political science |
| <input type="checkbox"/> 3) Printing-journalism combination | <input type="checkbox"/> 7) History           |
|                                                             | <input type="checkbox"/> 8) Sociology         |
| <input type="checkbox"/> 4) English                         | <input type="checkbox"/> 9) Law               |

Cite other(s). \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

14. Where did you work while in college? (Check one or more as they apply to you.)

☐ 1) On college newspaper ☐ 3) For campus news bureau  
☐ 2) On college yearbook ☐ 4) At local print shop  
 Cite other work you did while in college. \_\_\_\_\_

15. What degree(s) did you receive from college?

☐ 1) BA ☐ 2) MA ☐ 3) BS ☐ 4) MS

Cite other college degrees. \_\_\_\_\_

16. Have you ever attended a printer's trade school?

☐ 1) Yes ☐ 2) No If "Yes," for how long? \_\_\_\_\_

How much printing training did you receive in

17. high school? ☐ 1) A lot ☐ 2) Some ☐ 3) A little ☐ 4) None

18. college? ☐ 1) A lot ☐ 2) Some ☐ 3) A little ☐ 4) None

19. trade school? ☐ 1) A lot ☐ 2) Some ☐ 3) A little ☐ 4) None

20. How old were you when you engaged in your first journalism job?

☐ 1) Between 5 and 9 ☐ 4) Between 20 and 24  
☐ 2) Between 10 and 14 ☐ 5) Between 25 and 29  
☐ 3) Between 15 and 19 ☐ 6) 30 or over

21. Prior to becoming a newspaper publisher, how much newspaper experience did you have?

☐ 1) 1 to 4 years ☐ 5) 20 to 24 years  
☐ 2) 5 to 9 years ☐ 6) 25 to 29 years  
☐ 3) 10 to 14 years ☐ 7) 30 or more years  
☐ 4) 15 to 19 years

22. Which of the following daily newspapers do you read regularly? (Check.)

☐ 1) Sioux Falls Argus-Leader ☐ 6) New York Times  
☐ 2) Aberdeen American-News ☐ 7) Chicago Tribune  
☐ 3) Rapid City Daily Journal ☐ 8) Denver Post  
☐ 4) Minneapolis Star ☐ 9) Los Angeles Times  
☐ 5) Minneapolis Tribune ☐ 10) St. Louis Post-Dispatch

Cite other(s). \_\_\_\_\_

23. Which of the following magazines do you read monthly or more frequently? (Check.)

☐ 1) Time ☐ 7) Reader's Digest  
☐ 2) Newsweek ☐ 8) Fortune  
☐ 3) U.S. News and World Report ☐ 9) Atlantic  
☐ 4) Life ☐ 10) New Yorker  
☐ 5) Look ☐ 11) National Geographic  
☐ 6) Saturday Evening Post

Cite other(s). \_\_\_\_\_

24. What books can you recall reading in the past year? \_\_\_\_\_
- 
25. If you had your choice over again would you choose newspaper work?  
 \_\_\_1) Yes \_\_\_2) No \_\_\_3) Not certain
26. If salary and security were no consideration, in what size town or city would you rather work?  
 \_\_\_1) In a large metropolitan area  
 \_\_\_2) In a small community as I do  
 \_\_\_3) I have no preference
27. Which of the following items do you find most distasteful to you as a publisher? (Check one or more.)  
 \_\_\_1) Long hours \_\_\_5) Routine  
 \_\_\_2) Mechanical difficulties \_\_\_6) Meeting press deadlines  
 \_\_\_3) Community affairs \_\_\_7) Finding capital  
 \_\_\_4) News  
 Cite others. \_\_\_\_\_
28. What are the most important functions of a weekly newspaper? (Award the following items '1' to '6' points consecutively according to your opinions--"1" is most important, etc.)  
 \_\_\_1) Acting as an advertising medium  
 \_\_\_2) Bringing facts about the community to readers to keep them well informed  
 \_\_\_3) Sharing and moulding the feeling of community by talking about things readers have in common  
 \_\_\_4) Functioning as editorial commentator on local affairs  
 \_\_\_5) Entertaining readers  
 \_\_\_6) Serving as historical recorder for community
29. What would you estimate is the average amount of time you spend weekly working on your paper?  
 \_\_\_1) Less than 20 hours \_\_\_5) 50 hours but less than 60  
 \_\_\_2) 20 hours but less than 30 \_\_\_6) 60 hours but less than 70  
 \_\_\_3) 30 hours but less than 40 \_\_\_7) 70 hours or more  
 \_\_\_4) 40 hours but less than 50
- What percentage of the total time you spend working on your paper do you spend in
30. the front office? \_\_\_1) Less than 25% \_\_\_3) 50 to 75%  
 \_\_\_2) 25 to 50% \_\_\_4) 75 to 100%
31. the back shop? \_\_\_1) Less than 25% \_\_\_3) 50 to 75%  
 \_\_\_2) 25 to 50% \_\_\_4) 75 to 100%
32. What do your occupational activities mainly consist of? (Check the following items which apply to you.)  
 \_\_\_1) Writing news items

- How many of the following statements? (Circle the number with your initials.)
- ☐ 2) Writing editorials
  - ☐ 3) Writing humor or other columns
  - ☐ 4) Writing area locals
  - ☐ 5) Writing advertising copy
  - ☐ 6) Copy editing
  - ☐ 7) Proof reading
  - ☐ 8) I do practically no writing for my paper.
  - ☐ 9) I do absolutely no writing for my paper.
  - ☐ 10) I mainly supervise publishing activities.
- Cite other publishing activities. \_\_\_\_\_

33. How many editorials do you write for your newspaper?
- ☐ 1) At least one a week
  - ☐ 2) More than one a week
  - ☐ 3) At least one a month
  - ☐ 4) More than one a month
  - ☐ 5) I seldom write editorials.
  - ☐ 6) I never write editorials.
34. How many editorials does your newspaper contain?
- ☐ 1) At least one a week
  - ☐ 2) More than one a week
  - ☐ 3) At least one a month
  - ☐ 4) More than one a month
  - ☐ 5) Very few
  - ☐ 6) None
35. Have you ever taken editorial stands in your paper which have made about half the community "sore" at the paper?
- ☐ 1) Yes ☐ 2) No If "yes," how many stands? \_\_\_\_\_
36. Have you ever been sued for libel? ☐ 1) Yes ☐ 2) No
37. been threatened with a libel suit? ☐ 1) Yes ☐ 2) No
38. failed to print a story because of possible suit for libel?
- ☐ 1) Yes ☐ 2) No
39. Do you have a regular columnist? ☐ 1) Yes ☐ 2) No
- If "yes," how many columnists do you have? \_\_\_\_\_
40. How many meetings are covered each week for your paper by yourself or a reporter?
- ☐ 1) One or two official meetings
  - ☐ 2) Three or more official meetings
  - ☐ 3) No official meetings
  - ☐ 4) One or two civic or social meetings
  - ☐ 5) No civic or social meetings
  - ☐ 6) Three or more civic or social meetings
41. On an average, how much space in your paper is devoted to advertising?
- ☐ 1) 40% or less
  - ☐ 2) Between 40 and 50%
  - ☐ 3) Between 50 and 60%
  - ☐ 4) Between 60 and 70%
  - ☐ 5) More than 70%



How do you feel about the following statements? (Circle the number preceding the item which most agrees with your opinions.)

42. The press devoted too much space to scandals, sensations and divorces.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
43. There is no real threat to freedom of the press in the United States today.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
44. It is almost impossible to write objectively about controversial political or economic questions.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
45. Most newspapers allowed "policy" in the last presidential election to influence news content.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
46. If a frequent advertiser asked me not to print a particular story, I would do as he asked regardless of the story's news content.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
47. The newspaper mainly reflects the propertied interests of the community.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
48. Community newspapers print less distorted and unfair news than metropolitan papers.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
49. In general, my newspaper agrees with the dominant points of view of my community.  
 1) Strongly agree 2) Agree 3) Undecided 4) Disagree  
 5) Strongly disagree
50. I print controversial news items in my paper  
 \_\_\_ 1) every week. \_\_\_ 4) seldom.  
 \_\_\_ 2) almost every week. \_\_\_ 5) never.  
 \_\_\_ 3) at least twice a month.
51. If financial status were the sole criteria, I would consider myself a \_\_\_ 1) successful publisher. \_\_\_ 2) unsuccessful publisher.  
 \_\_\_ 3) moderately successful publisher.

52. What have you found to be most helpful to you in your publishing duties? (Circle one or more numbers preceding items.)

- 1) Formal education in college
- 2) Practical training and experience in newspaper shops
- 3) Trade school printing training
- 4) All of the above
- 5) None of the above

Cite others. \_\_\_\_\_

53. For newspaper work today I think a college education is

- 1) very necessary. 2) necessary. 3) undecided. 4) unnecessary.
- 5) very unnecessary.

54. I often feel the need of knowing more economics for my job.

- 1) Strongly agree 2) Agree 3) Undecided 4) Disagree
- 5) Strongly disagree

(If you did attend college, be sure and answer question 55.)

55. From your viewpoint, what courses would be of most benefit to a prospective weekly newspaper publisher? \_\_\_\_\_

I would like to call your attention to the fact that the subject of my master's degree thesis at South Dakota State College.

While realizing that your time is extremely valuable, I ask that you fill out the enclosed questionnaire, which should take you only about 20 minutes, and return it to me in the self-addressed, stamped envelope enclosed.

You need not put your name on the questionnaire before returning it; in this study, respondents' names and their newspapers will remain completely and permanently anonymous. Also, for most questions you need only check the answers applicable to you; there are no lengthy spaces to fill in.

In general, I am trying to determine the backgrounds of South Dakota weekly newspaper publishers, in the belief that this knowledge will be of benefit to prospective journalists who have an inclination towards weekly newspaper publishing.

Thank you very much for your co-operation.

Sincerely,

Dennis J. Sale



## FIRST COVER LETTER

November 2, 1961

To:  
All South Dakota Weekly Newspaper Publishers

From:  
Dennis J. Sale  
Box 664  
College Station  
Brookings, South Dakota

Dear Publisher:

I would like to enlist your aid in helping me determine the backgrounds and training of weekly newspaper publishers in the state, which is the subject of my master's degree thesis at South Dakota State College.

While realizing that your time is extremely valuable, I ask that you fill out the enclosed questionnaire, which should take you only about 20 minutes, and return it to me in the self-addressed, stamped envelope enclosed.

You need not put your name on the questionnaire before returning it; in this study, respondents' names and their newspapers will remain completely and permanently anonymous. Also, for most questions you need only check the answers applicable to you; there are no lengthy spaces to fill in.

In general, I am trying to determine the backgrounds of South Dakota weekly newspaper publishers, in the belief that this knowledge will be of benefit to prospective journalists who have an inclination towards weekly newspaper publishing.

Thank you very much for your co-operation.

Sincerely,

Dennis J. Sale

## SECOND COVER LETTER

November 16, 1961

To:  
South Dakota Weekly Newspaper Publishers

From:  
Dennis J. Sale  
Box 664  
College Station  
Brookings, South Dakota

Dear Publisher:

Two weeks ago I mailed a copy of a questionnaire I'm using in my master's degree work at South Dakota State College to all weekly newspaper publishers in the state.

Although the response has been good, I have not yet received an answer from all publishers. For that reason I'm enclosing another questionnaire, which, if you have not already done so, I hope you will fill out and return to me in the self-addressed, stamped envelope enclosed. The information you provide will be extremely valuable to me and perhaps other future journalists.

For the purposes of this study, the names of all weekly publishers and their newspapers will remain completely and permanently anonymous.

Thank you.

Sincerely,

Dennis J. Sale