

AN ABSTRACT OF THE THESIS OF

Fred M. Shideler for the M.S. in Education
(Name) (Degree) (Major)

Date Thesis presented May, 1941

Title Trends in College News. A Comparative Study of Oregon State
College News in the Portland Oregonian and the Portland Journal for a
15-Year Period.

Abstract Approved: F. W. Parr
(Major Professor)

This study of the Oregon State college news appearing in the Oregonian and Oregon Journal in Portland at five-year intervals over a 15-year period was undertaken primarily to attempt to determine, if possible, trends in college news; to indicate the emphasis on different types of college news; to determine the relationship existing between news originating at the college and that which concerns the college but originates off the campus; to determine whether more or less college news is being used; to discover editorial page interest in college affairs; and to indicate to what extent the newspapers made use of faculty-written articles.

Files in the College News Bureau office were used in analyzing the 10,614 clippings which were classified according to their source, their length, the size of headline, and their content through 13 primary classifications under which there were a total of 36 sub-divisions.

The study covered the complete clipping files of news stories, pictures and other editorial matter relating to the college for both the Oregonian and Journal for the academic years of 1921-22, 1926-27, 1931-32, and 1936-37.

The facts obtained indicated that the amount of space devoted to Oregon State college news in the Oregonian and Journal nearly doubled in the 15-year period, although the actual number of stories showed a slight decrease. A total of 2514 stories and pictures and 19,539 column inches--enough to fill more than 116 full eight-column pages--were used in 1936-37.

The newspapers appeared to be taking greatly increased cognizance of the college in its off-campus relationships and making more of an effort to get news other than that supplied by their correspondents. The amount of space devoted to news originating off the campus more than doubled. Approximately a third of all college news originated off the campus in 1936-37 compared with about a sixth in 1921-22.

Athletics accounted for by far the largest percentage of college news in each of the years studied--36 percent of the stories and 45 percent of the space in 1936-37--although the sports stories declined slightly in percentage in 1936-37 and showed a leveling-off tendency after 1926-27. Athletics combined with campus activities accounted for more than half the total stories and space in each of the four years.

Stories on administration of the institution changed in rank order from thirteenth in 1921-22 to eighth in 1936-37, while instruction dropped in rank order from seventh to twelfth place. Upward trends were also noted in the number of stories on extension and alumni, while downward trends showed up also in campus activities, faculty and news features.

The average length of college news stories, in contrast with what is considered as general newspaper practice, increased in both papers, from 4 to 7 inches in the Oregonian and from 2.8 to 6.4 inches in the Journal.

Space devoted to pictures increased more than two and a half times, although the number of pictures showed a decline in 1936-37.

Editorial comment in both papers showed a remarkable increase, especially in the Journal. The Oregonian increased its number from nine, totaling 60 inches, to 47 totaling 243 inches, while the Journal increased from 14 totaling 92 inches to 141 totaling 879 inches.

The Journal made practically no use of faculty written articles, and all but two of the signed faculty articles in the Oregonian in the last year of the study related to agriculture and appeared in the Farm and Home section.

The college news appearing in these two papers showed a wide variation from ten graded types of stories considered the most important by a representative group of educators, newspapermen and others interested directly in higher education. On the other hand, the types of Oregon State college news showed little deviation from that found in two other less complete studies of college news.

####

TRENDS IN COLLEGE NEWS.
A COMPARATIVE STUDY OF OREGON STATE
COLLEGE NEWS IN THE OREGONIAN
AND OREGON JOURNAL FOR A
15-YEAR PERIOD

by

FRED MERLE SHIDELER

A THESIS

submitted to the
OREGON STATE COLLEGE

in partial fulfillment of
the requirements for the
degree of

MASTER OF SCIENCE

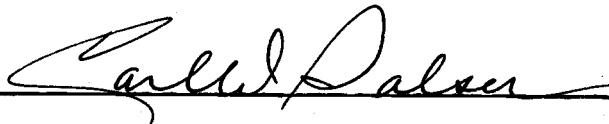
May 1941

APPROVED:

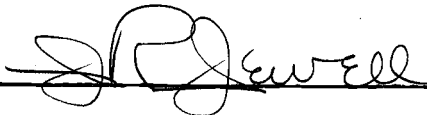


Professor of Secondary Education

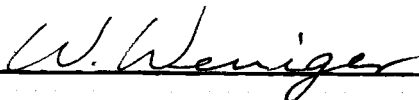
In Charge of Major



Head of Department of Education



Chairman of School Graduate Committee



Chairman of State College Graduate Council

ACKNOWLEDGMENTS

Without the inspiration provided by Rex F. Harlow, director of the Stanford School-Press Relations Investigation, this study probably never would have been attempted. His interest and helpful suggestions were greatly appreciated. Acknowledgement is also due John C. Burtner, director of the College News Bureau at Oregon State College, for his valuable cooperation and counsel as well as his patience in bearing with me throughout the task of tabulating and analyzing the data; to Frank W. Parr, professor of education at Oregon State College, for his ready and willing assistance; and to Charles D. Byrne, director of information for the Oregon state system of higher education, for his timely suggestions.

F. M. S.

CONTENTS

Chapter	Page
I. Introduction-----	1
A. Trends in Information Methods-----	1
B. Terminology-----	3
C. Statement of Problem-----	4
D. Purposes of the Study-----	5
II. Source and Treatment of Data-----	7
A. Description of Volumes of Clippings-----	8
B. Method of Sampling-----	9
C. Organization of Data-----	9
D. Limitations-----	14
E. Stabilizing Factors-----	15
III. Analysis and Interpretation of Survey Data----	17
A. The Scope of College News in the Oregonian and Journal-----	17
B. Comparison of Sources of College News----	25
1. News About But Not Originating at the College-----	25
2. News Originating at the College-----	31
3. Pictures-----	32
C. General Trends in Emphasis Placed on Different Types of College News-----	33
1. Changes in Rank Order of Stories, Pictures and Space-----	36
2. Changes in Emphasis on College News As Revealed by Comparative Percentages of Stories, Pictures and Space Devoted to the Different Activities-----	42
3. Trends in the 13 Classifications----	54
a. Athletics-----	54
b. Campus Activities-----	62
c. Instruction-----	64
d. Faculty-----	65
e. Students-----	65
f. Research-----	68
g. Extension-----	69
h. Conventions and Visitors-----	70
i. Administration of Institution---	71
j. News Features-----	72
k. Alumni-----	73
l. Plant and Equipment-----	74
m. Aims and Policies-----	74

Chapter	Page
D. Average Length of Stories-----	76
E. Pictures-----	82
F. Editorials-----	92
G. Articles Written by Faculty Members-----	98
H. Other Changing Factors-----	104
1. Headlines-----	104
2. Press Association Stories-----	105
3. Position Given Stories-----	106
IV. Comparison of College News Analyses With A Suggested Standard-----	108
A. Maine Study-----	108
B. Missouri Study-----	112
C. College-Newspaper Responsibility-----	113
V. Summary and Conclusions-----	115
Bibliography-----	121
Appendix-----	122

TABLES AND CHARTS

Tables

Table	Page
1. Summary of Totals for the 13 Classifications---	19
2. Summary of Totals for All Clippings Concerning the College-----	19
3. Comparison of Space and Stories, and of Pic- tures Used, In Relation to Source, for All Classes of Clippings-----	27
4. Comparison of Space and Stories, and of Pic- tures Used, In Relation to Source, for the 13 Classifications-----	28
5. Rank Order of Stories and Pictures, and Space, (Combined Totals)-----	36
6. Rank Order of Total Number of Stories and Pic- tures. (Datelined and About)-----	38
7. Rank Order of Total Space Devoted to Stories and Pictures. (Datelined and About)-----	38
8. Rank Order of Number of Stories Originating (Datelined) at the College-----	39
9. Rank Order of Space Devoted to Stories Origin- ating (Datelined) at the College-----	39
10. Rank Order of Number of Stories About (but not originating at) the College-----	40
11. Rank Order of Space Devoted to Stories About (but not originating at) the College-----	40
12. Rank Order of Number of Pictures-----	41
13. Rank Order of Space Devoted to Pictures-----	41
14. Combined Totals of All Stories and Pictures, and Space, and Percentages, in the 13 Classi- fications-----	43
15. Total Number of All Stories and Pictures and Percentages-----	44
16. Total of All Space and Percentages for All Stories and Pictures-----	45
17. Number of Stories and Percentages of Material Originating (or Datelined) at College-----	50
18. Amount of Space and Percentages Devoted to Stories Originating (or Datelined) at College	51
19. Number of Stories and Percentages of Material About (but not originating at) the college---	52
20. Amount of Space and Percentages of Material About (but not originating at) the College---	53
21. Breakdown of Total Number of Stories and Pic- tures (athletics and campus activities)-----	56

Table	Page
22. Breakdown of Total Space (athletics and campus activities)-----	57
23. Breakdown of Total Number of Stories and Pictures (instruction, faculty, students, research and extension)-----	66
24. Breakdown of Total Space (instruction, faculty, students, research and extension)-----	67
25. Average Length of Stories by Years-----	77
26. Comparison by Years of the Sizes (Column Width) of Pictures-----	84
27. Number of Pictures and Percentages-----	86
28. Amount of Space Devoted to Pictures and Percentages-----	87
29. Number of Faculty-Written Articles and Space Occupied (excluding pictures)-----	100
30. Summary of All Stories, Pictures and Space in the Oregonian for 1921-22-----	122
31. Summary of All Stories, Pictures and Space in the Oregonian for 1926-27-----	124
32. Summary of All Stories, Pictures and Space in the Oregonian for 1931-32-----	126
33. Summary of All Stories, Pictures and Space in the Oregonian for 1936-37-----	128
34. Summary of All Stories, Pictures and Space in the Journal for 1921-22-----	130
35. Summary of All Stories, Pictures and Space in the Journal for 1926-27-----	132
36. Summary of All Stories, Pictures and Space in the Journal for 1931-32-----	134
37. Summary of All Stories, Pictures and Space in the Journal for 1936-37-----	136

Charts

Chart	Page
I. Total Number of Stories and Pictures Showing Comparisons with Totals in 13 Classifications-----	20
II. Total Space for All Clippings-----	21
III. Total Space for 13 Classifications-----	22
IV. Total Number Stories and Pictures Originating at College in 13 Classifications-----	29
V. Total Space Devoted to Material Originating at College in 13 Classifications-----	30

Chart

Page

VI. Percentages of Stories and Pictures in 1937, Oregonian and Journal-----	35
VII. Trends in College News for 15 Years-----	46
VIII. Trends in College News in the Oregonian for 15 Years-----	47
IX. Trends in College News in the Journal for 15 Years-----	48
X. Trends in Athletic News in Oregonian-----	58
XI. Trends in Athletic News in Journal-----	59
XII. Trends in News of Campus Activities in the Oregonian-----	60
XIII. Trends in News of Campus Activities in the Journal-----	61
XIV. Average Length of Stories in 13 Classifica- tions (originating at college)-----	78
XV. Average Length of Stories in 13 Classifica- tions (not originating at college)-----	79
XVI. Total Space Devoted to Pictures-----	88
XVII. Average Space Occupied by Pictures-----	89
XVIII. Total Number of Editorials-----	93
XIX. Space Devoted to Editorials-----	94
XX. Total Number Articles Written by Faculty----	101
XXI. Total Space Devoted to Articles Written by Faculty Members-----	102

TRENDS IN COLLEGE NEWS

CHAPTER I

INTRODUCTION

Trends in Informational Methods

Along with the growth of higher education in the United States has been an apparent, but not too-rapidly increasing interest in a public accounting of the activities of private as well as state institutions of higher learning through the medium of the press.

The legal responsibilities for reporting on the administration of the public schools and the state institutions of higher education have been well established in most states (5). These responsibilities, however, still do not appear to be clearly defined insofar as colleges and universities are concerned (4).

Boards of regents or other governing bodies may satisfy all legal requirements through publication of annual or biennial reports, budgets, or other formidable appearing masses of figures--often tabulations which have very questionable reader interest, if indeed this even is a purpose. The very typographical form in which

these important and essential reports are published in newspapers contributes to their lack of interest. If publication is in bulletin form, general distribution and resulting perusal is further limited.

Even if the more or less formal reports are widely read--a very doubtful concession--and their purposes attained, they hardly touch the numerous activities of institutional life. From the standpoint of informing the public on the operation of the schools, either public or those of higher education, any purely legal requirements that have been set up--and probably any that could be established--are totally inadequate. Nevertheless, tax-supported institutions (this study concerns only colleges) do have a responsibility for reporting their activities to their constituents. Hyde says because state-supported colleges and universities are institutions of public trust, the public is entitled to a fair, complete, and accurate report of their life (4). There is likely to be general agreement with this view.

Newspapers constitute the best media for reporting the activities of colleges and universities (4), although there are a few certain specialized phases of the educational program better served by other means. How adequately the newspapers are picturing "fairly, completely, and accurately" this life of colleges and universities is a question that promises to be debated so long as people

have differences of opinion.

What the papers have used in past years can be ascertained, however, and an attempt made to determine their trends in the treatment of college news. If the newspapers are not giving the proper emphasis to the proper educational news, or if the colleges are not supplying the papers with the best material--in other words, if there is a sore spot in the relationships between the two interests--an honest appraisal of what has been done in the past, the good and the bad, is a first step toward better understanding.

Terminology

The term "college news" is used here instead of the rather common term "college publicity" primarily because it is considered more accurate terminology. The word "publicity" has been bandied about so much and mis-treated so often in recent years that it has acquired, to many, an unpleasant connotation. Moreover, many persons misinterpret its denotation, which, it may be suggested, is at present undergoing a transition. "College news" consists of the life and activities of the institution from the social affairs on the campus to the stories and articles on research and the aims and policies of the school. As used here it has a very broad meaning, including

all material concerning the college, even editorials and special articles. It is not denied that so-called "publicity value" attaches itself to some of the "news," but there is much to say for the theory that the best "publicity" (in the sense that so many persons consider it as being something particularly advantageous to their interests) arises from what might be termed "legitimate" news stories.

Statement of Problem

What are the trends in news of higher education? Are newspapers devoting more or less space to educational news? Are they placing more emphasis on the "constructive, worthwhile" type of news or are most of the stories concerned with campus trivialities? Just what is the nature of higher educational news? Are the papers--or the colleges--giving the public the kind of college news that the public considers the most important? What about athletics, pictures, editorials, articles written by faculty members?

These are but a few of the questions that immediately present themselves when consideration of college news is undertaken.

Purposes of the Study

The purposes of this study are:

1. To attempt to throw some light on possible trends in college news and to indicate the differences in emphasis of college news.
2. To determine the total number of stories and pictures and the total amount of space devoted to Oregon State College news in the OREGONIAN and the JOURNAL at five-year intervals for the past 15 years, and to classify the stories and space as to subject matter.
3. To determine the relationship existing between news originating at the college and that which concerns the college but originates with the newspapers themselves, or elsewhere.
4. To determine what use is being made of pictures compared with the treatment of former years.
5. To determine the trends in the length of college news stories.
6. To discover trends in editorial page interest in college affairs.
7. To indicate to what extent the newspapers make use of articles prepared and signed by faculty members.

8. To note changes in sizes of headlines on college stories, position given stories and other typographical factors.

CHAPTER II

SOURCE AND TREATMENT OF DATA

The study involved the careful analysis and measurement of 10,614 clippings about or directly relating to Oregon State college, ranging in date from 1921-22 to 1936-37. The clippings were taken from Oregon's two leading daily newspapers, the Portland OREGONIAN and the OREGON JOURNAL of Portland, published 85 miles from the campus. The combined daily circulation of these two papers in 1937 (the last year of the study) was 222, 691, more than one and a third times the total circulation of all of the other daily papers in the state. Their combined Sunday circulation was 260,975, more than six times total circulation of all of Oregon's remaining Sunday editions.¹ The OREGONIAN and JOURNAL are not merely Portland papers, as the figures indicate, but with their wide circulation spread to all sections of the state. They may

¹Circulation figures taken from the 1938 Editor and Publisher Yearbook, which gives the A.B.C. net paid average for the six months ending September 30, 1937.

be said to be representative papers of Oregon and of American journalism.

Description of Volumes of Clippings

The files of the College News Bureau of Oregon State College provided the source of data. Bound volumes have been kept in which are pasted all of the clippings concerning Oregon State College in the OREGONIAN and the JOURNAL that it has been possible to procure through daily clipping of the editions received here and from a limited clipping bureau service. The volumes are approximately the same size as an 8-column newspaper page with the clippings appearing in chronological order. Many clippings in which Oregon State College was mentioned were disregarded because the reference was only incidental to the institution.

It should be pointed out here that these files do not contain every story about the college that has appeared in the two papers. Several factors are responsible for this, one of which is the common practice of "re-making" the papers for different editions. Thus, it is not unusual for Oregon State College stories to have appeared in editions other than the ones received at the college. It can be said with safety, however, that the files do represent all

but a relatively small number of the stories and pictures published.

Method of Sampling

Although the College News Bureau files date back to 1919, it was decided to pass over the rather abnormal immediate post-war years and start with the year 1921-22. This also made it possible to make a record of clippings at four intervals of 5 years each and include the latest volume, that for 1936-37.

Since files of the clippings follow the college year rather than the calendar year in volumes dated from July 1 to June 30, the records used are for material from July 1, 1921, to June 30, 1922, and comparable periods in 1926-27, 1931-32, and 1936-37. In later references to time of publication, especially in the tables and charts, usually only the identifying years 1922, 1927, 1932, and 1937 are used for brevity and to avoid confusion.

Organization of Data

Classification of stories and pictures was made as follows:

A. By source:

1. All stories and pictures carrying college and Corvallis datelines or obviously originating at the college.
2. Stories and pictures definitely about the college but not originating on the campus or with campus news reporters.
3. Editorials concerning the college which obviously originated in the offices of the papers.
4. Articles and stories written by faculty members (other than those in the news bureau) and appearing either under their by-lines or otherwise falling in this category.

B. By length:

1. Each story was measured for length in column inches.
2. Each picture was measured for total space occupied in column inches (including caption and cut-lines, except as noted in C2b) and column width tabulated.

C. By size of headline and caption (for pictures):

1. Each story was classified according to size of headline under a detailed schedule.
2. Each picture was classified as to subject

matter.

a. Caption and cutlines were considered as part of picture if picture was alone, that is, not used in connection with a story.

b. Caption, but not cut-line, was considered as part of story if the caption served also the dual function of headline.

D. By content through classification in the following 13 categories:

1. Instruction

- a. Curricula
- b. Short courses
- c. Methods, etc.

2. Faculty

- a. Selection, tenure, etc.
- b. Honors, recognition, publications
- c. Public services performed by staff
- d. Other activities

3. Students

- a. Attendance, registration, degrees, etc.
- b. Finances, loans, self help, housing
- c. Disciplinary problems
- d. Scholarship, honors, awards, accomplishment
- e. Health and accidents
- f. Miscellaneous

4. Research

- a. Agricultural experiment station
- b. Other research

5. Extension

- a. State
- b. Federal

6. Campus activities
 - a. Social life, including fraternity and sorority activities
 - b. Publications
 - c. Forensics and drama
 - d. Music
 - e. Religious and character groups
 - f. Student government including class activities
 - g. Honorary societies and similar clubs
 - h. Military
 - i. Judging teams, exhibits, etc.
 - j. Recreation, physical education (other than instruction)
 - k. Miscellaneous
 - l. Women's sports
7. Athletics
 - a. Football
 - b. Basketball
 - c. Baseball
 - d. Track
 - e. Minor sports
 - f. General athletics, including administration of athletic program
 - g. Intramural sports
8. Plant and equipment
9. Alumni
10. Conventions, speeches and campus visitors (not otherwise classified)
11. News features
12. Administration of institution
13. Aims and policies of institution

In building this list of 13 classifications, suggestions were obtained from college professors, representatives of the News Bureau, and several newspapermen. In addition, available college and university surveys in this field were consulted. After the main divisions were

determined it was thought that a more detailed breakdown for some of the classifications might be revealing. It might be interesting, for example, to learn of a decline in stories and space concerning campus activities. But how much more interesting it would be to know something about the shifts in relative position of all the numerous phases of campus activities that caused the decline.

Practically all of the 10,614 clippings readily fell within one of the primary classifications, although occasionally, of course, an arbitrary decision had to be made which placed a clipping in one division when it might reasonably have been placed in another. Classification in the sub-divisions was not always such a simple task. No miscellaneous main division was provided because it soon became apparent that practically everything could logically be classified under the other headings. The two miscellaneous sub-divisions accounted for only a small percentage of stories and space devoted to that particular activity.

It will be noted that in the tabulations, where it seems advisable, two sets of totals are given, one for the 13 main classifications and another for all clippings concerning the college. The latter totals include the 13 classifications and, in addition, the figures for faculty-written articles, editorials, and other classes of news which, while important to consider, would have thrown the percentages out of their true perspective and interfered

with equitable comparisons. In these classes, all of which appear in 1932, are the consolidation and unification stories which vitally concerned the college; farm range and field notes and 4-H club field notes, both of the latter having been prepared at the college but having less direct connection with the institution.

Limitations

The fact that only one person classified the clippings, with occasional assistance on doubtful ones, is a possible weakness in the procedure. But this person classified each one of them and if error in judgment prevailed, at least it should be more or less consistent error.

The choice of years for the study might raise the question of another limitation, although this probably would not greatly effect the trends. The year 1931-32 was a "depression" year which definitely influenced the totals, but this, it was believed, was a fortunate circumstance which might add just that much more interest.

It should also be kept in mind that the quantity of stories and space does not necessarily guarantee the quality of news and no such inference is intended.

Stabilizing Factors

The significance of the findings is enhanced by the fact that both the OREGONIAN and the JOURNAL have maintained somewhat the same general editorial policies under the same management throughout the period involved, except for the expected improvements in newspaper production.

It is true that the "reorganization" of the OREGONIAN in 1934 at first appeared to have resulted in a major shift in policies. But after the newness of a rather decided change in typographical appearance and other mechanical alterations wore off--and certain adjustments were made--it is probable that the general public, at least, detected few general policies radically different from those previously prevailing. Reference will be made later to the effect of the "reorganization" on college news.

Insofar as the College News Bureau has influenced the type of college news reported, a similar stable general policy has existed on the college campus. The News Bureau has had the same general policy throughout the period studied, under the same management for all but the first few years. This is also true, except for the personnel, of the Athletic News Bureau which is the fountain-head for athletic news.

Student correspondents have periodically provided the college news for both papers, although a staff member represented one of the papers for more than half of the period covered in the study. Another member of the staff at different times, including one of the years in the study, has represented the other paper.

CHAPTER III

ANALYSIS AND INTERPRETATION OF SURVEY DATA

The Scope of College News in the Oregonian and Journal

Before considering the changes in trends among the various types of college news, a summary of all the college news used in the OREGONIAN and the JOURNAL will give some idea of the general interest these two papers have in higher education.

At the outset, it can be said that both papers have been generous in their support not only of Oregon State College, but of other state and private institutions of higher learning in Oregon. The editors who directly handle college news have repeatedly indicated that they attempt as nearly as possible to equalize the stories and space concerning somewhat comparable institutions.

While the papers have shown commendable cooperation, it should not be inferred that their use of college and university news constitutes a pure "gift" of space to the institutions. College representatives feel that, in

the main, they have provided and are providing news of rather high quality reader interest which is of mutual value and benefit to the papers and the institutions.

Table 2 indicates the total number of stories and pictures and the total space for each paper for each year. It will be seen that although the combined number of stories and pictures is smaller in 1937 than in 1922, the amount of space has nearly doubled from 10,688 inches to 19,539 inches. (Chart II).

The amount of space devoted to Oregon State College news in these two papers in 1937 would fill more than 116 full 8-column pages--enough to provide a 20-page paper each day for nearly two weeks, excluding the Sunday edition, if the paper had only 50 per cent of its contents taken up with advertising.

A somewhat smaller increase, but nevertheless a noteworthy one, is shown for the primary classifications. (Table 1). In this case the stories took a more noticeable drop from 2550 in 1922 to 2240 in 1937, with the high peak of 3101 in 1927 and the low mark of 1995 in 1932. The total space of 10,119 inches in 1922 was increased to 16,996 inches in 1937.

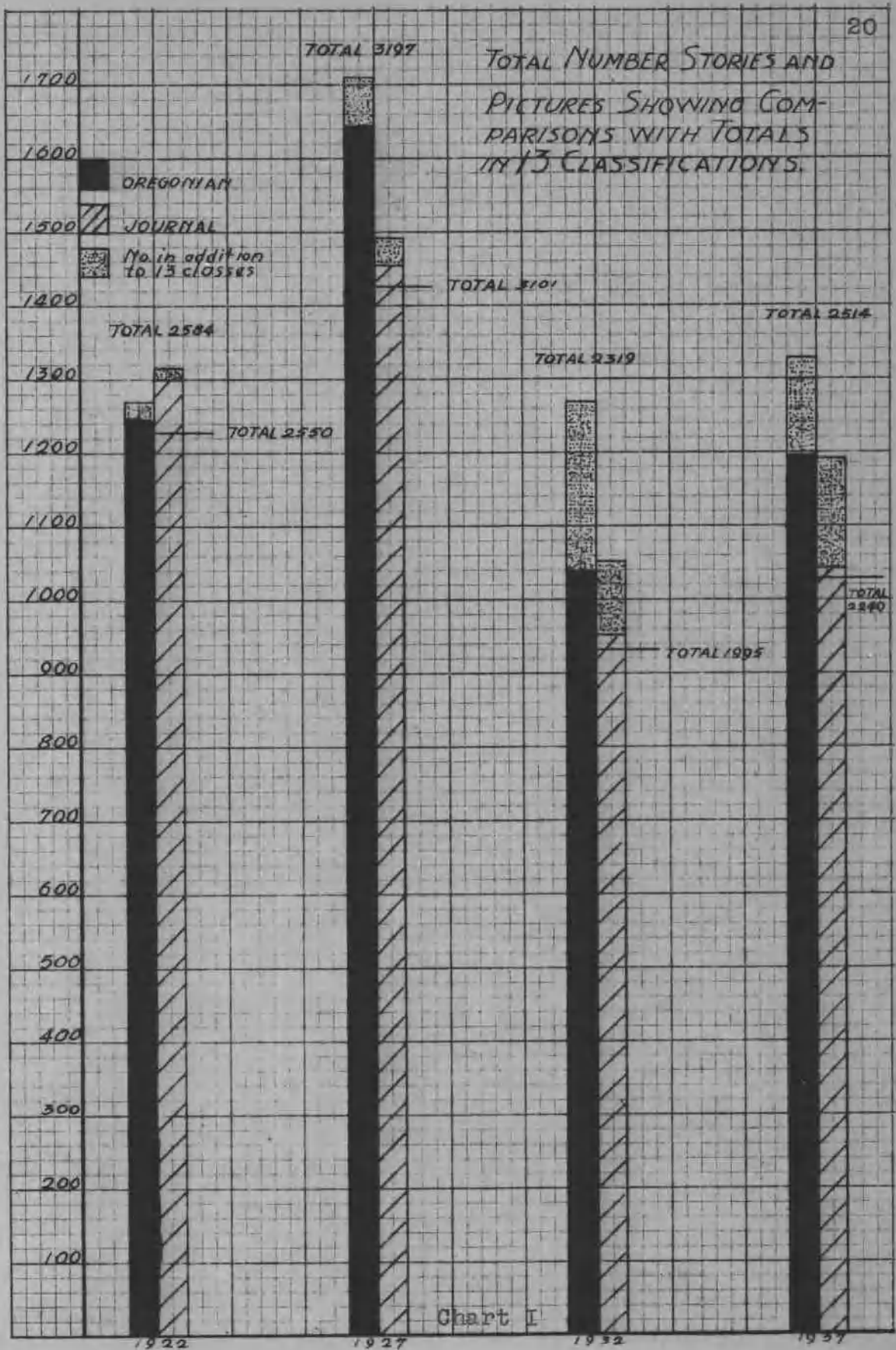
The effect of depression years on college news stands out rather prominently. The low year for both

Table 1. Summary of Totals for the 13 Classifications.

	No. Stories and Pictures	Space In Inches	Average Length
1922			
Oregonian-----	1249	5523	4.4
Journal-----	1301	4596	3.5
Totals-----	2550	10,119	3.9
1927			
Oregonian-----	1652	8761	5.3
Journal-----	1459	7078	4.8
Totals-----	3101	15,839	5.1
1932			
Oregonian-----	1040	7458	7.1
Journal-----	955	5821	6.1
Totals-----	1995	13,279	6.5
1937			
Oregonian-----	1198	9735	8.1
Journal-----	1042	7261	7.0
Totals-----	2240	16,996	7.5

Table 2. Summary of Totals for All Clippings Concerning the College.

	No. Stories and Pictures	Space In Inches
1922		
Oregonian-----	1267	5961
Journal-----	1317	4712
Totals-----	2584	10,688
1927		
Oregonian-----	1704	9618
Journal-----	1493	7386
Totals-----	3197	17,004
1932		
Oregonian-----	1269	10,721
Journal-----	1050	6,730
Totals-----	2319	17,451
1937		
Oregonian-----	1325	11,291
Journal-----	1189	8,248
Totals-----	2514	19,539



TOTAL SPACE FOR ALL CLIPPINGS AND ARTICLES.

(Includes articles by
faculty members, edi-
torials, consolidation
and unification stories,
farm, range and field
notes and 4-H club field
notes

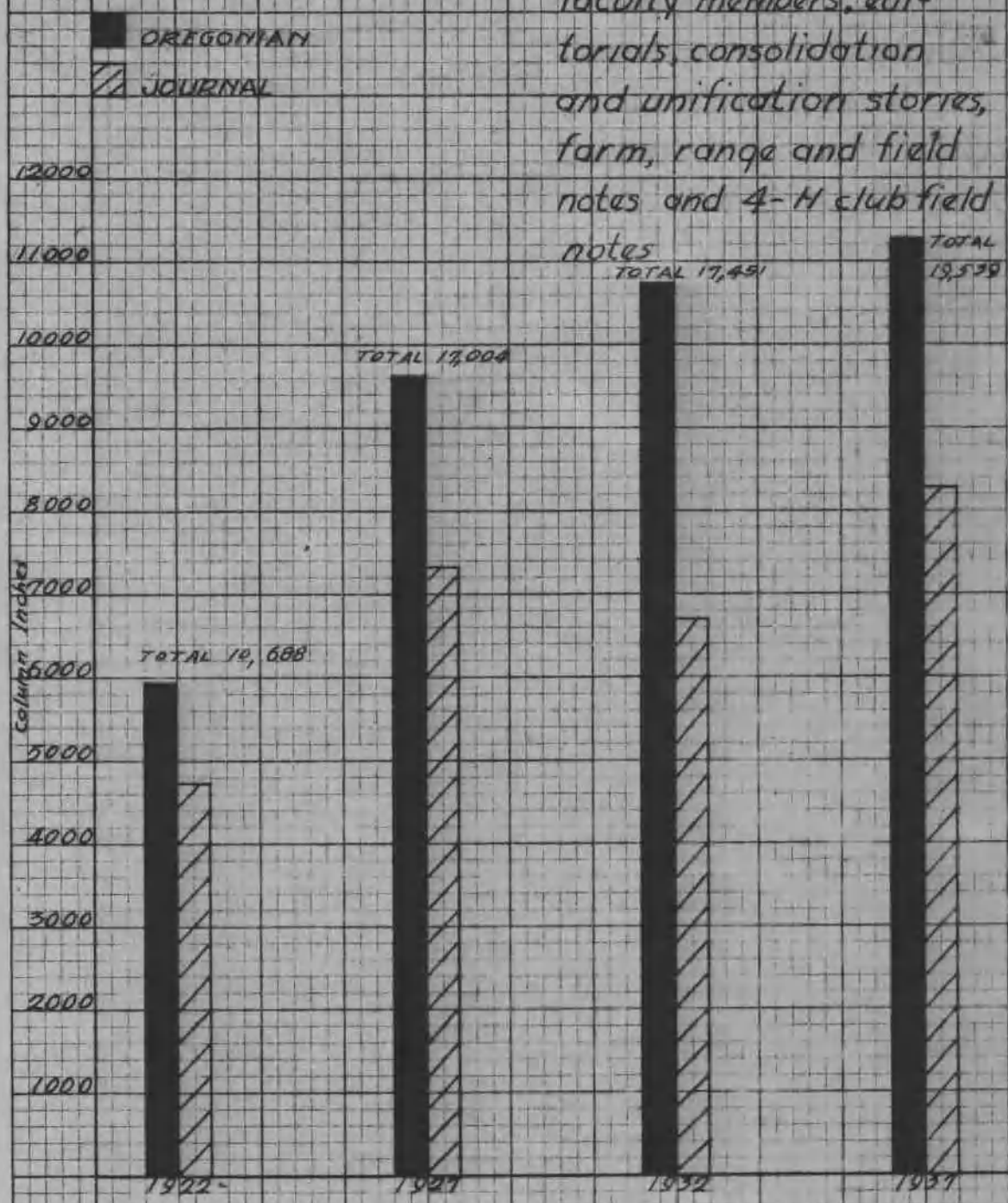


Chart II

TOTAL SPACE FOR 13 CLASSIFICATIONS

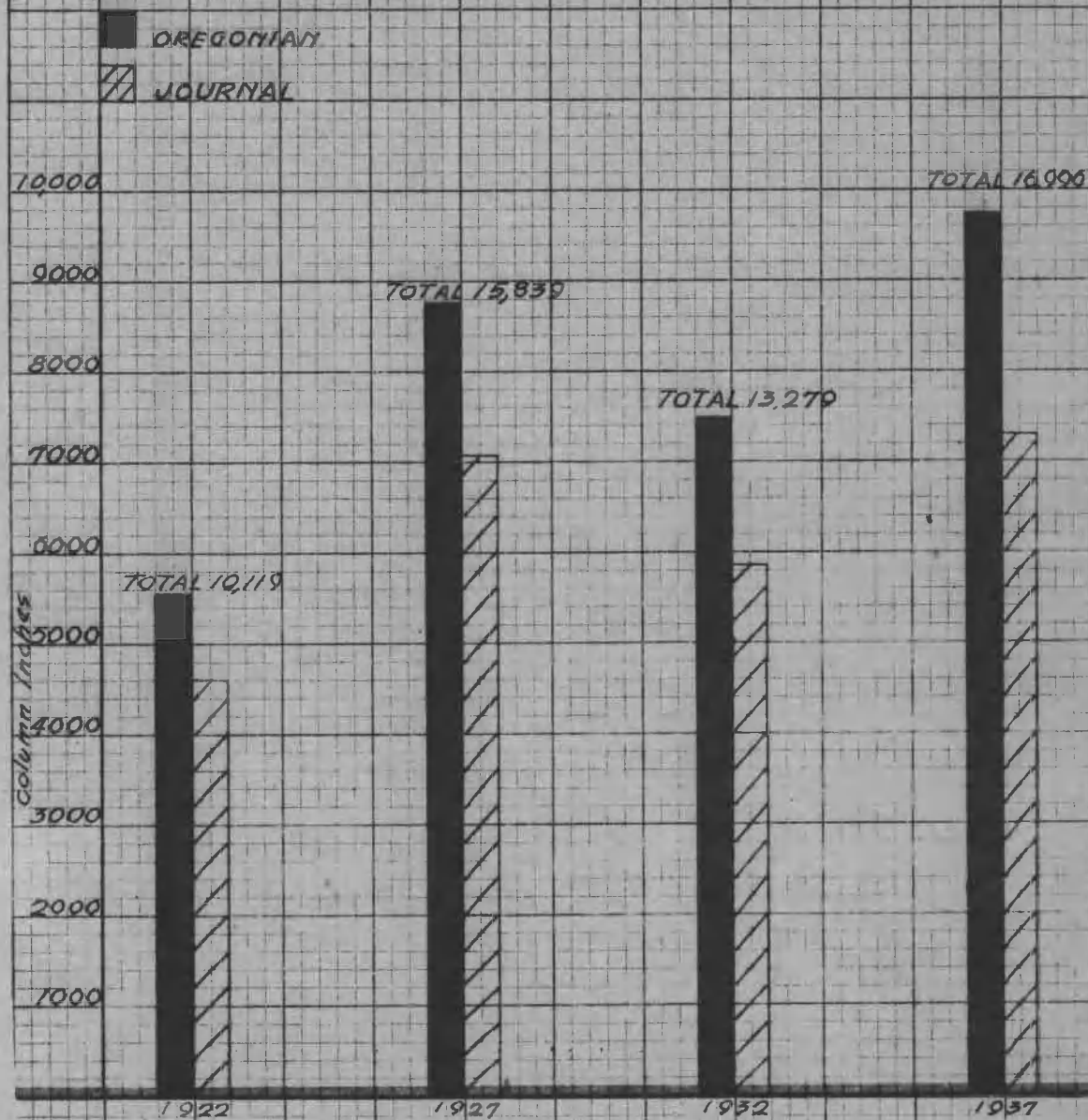


Chart III

stories and pictures and space was in 1932, at the depth of the depression. Table 14 shows fewer stories and less space for this year than for 1927 in every classification with the exception of research and extension. More than four-fifths of the stories on research were about the agricultural experiment station and its services. During this period advertising lineage declined and the number of pages in the papers likewise dwindled. With the paper's news space becoming more dear, it is interesting to see what happened. The so-called "chaff," and some of the "grain" also, took at least their proportionate share of the cut. But experiment station and extension service stories thrived, those of the former type reaching their peak for the 15-year period. The figures show that this rise was not only proportionate but that in actual numbers there was a decided increase. Most of the experiment station and extension service stories are definitely informative and quite generally rated high among the more "substantial" types of college news.

But why, it might be asked, does not the regularly increasing total space for all clippings (Table 2; Chart II) reflect this same drop in 1932? The answer is that in 1932 three different classes of stories outside of the main divisions entered into the picture for the

only time in this study. These were the stories relative to the consolidation and reorganization of the Oregon state system of higher education and the proposed unification of state schools of higher learning; a regular series of farm, range and field notes carried under a standing headline in the OREGONIAN two or three times a week; and a regular series of 4-H club field notes appearing at least once a week in the OREGONIAN. Both of the field notes series were prepared at the college but seldom carried college or Corvallis datelines. Altogether these three classes accounted for a large number of stories and a great deal of space.

Comparison of Sources of College News

Evidence of the apparent increasing news value of college stories was shown previously by the fact that the total space devoted to such material in the two papers nearly doubled in 15 years. It was also cited that a great amount of total space--more than 930 columns in 1937--was used to give information concerning the college to the public.

News About But Not Originating at the College

Another indication of this apparent general increased interest in college news by the two newspapers--and by the public, too, if it is true that newspapers reflect the desires of their readers in their news columns--is shown in Tables 3 and 4. These tables point to a marked increase in the proportion of news about the college which originated outside of the institution itself.

For all clippings, it is seen that the number of stories and pictures about but not originating at the college has more than doubled in both papers during the 15 years. The increase in space occupied has been less

marked, but has shown definite upward trends for both papers. The same situation is essentially true for stories, pictures and space in the 13 classifications.

The significance of this trend appears to be that the papers are taking more cognizance of the college in its off-campus relationships and perhaps are making more effort to get college news other than that supplied by their campus correspondents. Approximately a third of all the college news used by both papers originated off the campus in 1937 compared with less than one-sixth in 1922. Editorials were responsible for considerable of this increase, but nearly all of the 13 types of stories contributed to the total. These stories about but not originating at the college also included a large amount of material on athletics, such as comments concerning college athletic teams in the sports columns and reports of athletic contests held off the campus, whether in Portland or elsewhere.

For the 13 classifications, less than a fourth of the material originated off the campus for both papers combined.

Table 3 . Comparison of Space and Stories, and of Pictures Used, in relation to Source, for All Classes of Clippings.*

	Stories and Pictures				Space			
	1922	1927	1932	1937	1922	1927	1932	1937
	No. %	No. %	No. %	No. %	In. %	In. %	In. %	In. %
OREGONIAN								
Originating (Date-lined) at College	1044 82.4	1110 65.1	795 62.6	818 61.7	4225 70.7	4969 51.6	6406 59.7	5729 50.7
About (but not Orig. at) College-----	184 14.5	375 22.0	289 22.8	417 31.5	1043 17.5	2392 30.1	2390 25.1	3702 32.8
Pictures-----	39 3.1	219 12.9	185 14.6	90 6.8	708 11.8	1757 18.3	1625 15.2	1860 16.5
Totals-----	1267	1704	1269	1325	5976	9618	10721	11291
JOURNAL								
Originating (Date-lined) at College	1067 81.0	992 66.5	684 65.2	629 52.9	2987 63.4	4121 55.8	3707 55.1	4073 49.4
About (but not Orig. at) College-----	213 16.2	411 27.5	269 25.6	467 39.3	1237 26.2	2143 29.0	1995 29.6	2843 34.5
Pictures-----	37 2.8	90 6.0	97 9.2	23 7.8	489 10.4	1122 15.2	1033 15.3	1332 16.1
Totals-----	1317	1493	1050	1189	4712	7386	6730	8248

*Includes articles written by faculty members, and editorials, classified as "About College:" consolidation and unification stories in 1932; and farm, range and field notes and 4-H field notes, classified as "Datelined" in the Oregonian, in 1932.

Table 4. Comparison of Space and Stories, and of Pictures Used, in Relation to Source, for the 13 Classifications.

	Stories and Pictures				Space			
	1922		1927		1922		1927	
	No.	%	No.	%	In.	%	In.	%
OREGONIAN								
Originating (Date-lined) at College	1044	83.6	1110	67.6	646	62.1	818	58.3
About (but not orig. at) College-----	170	13.6	324	19.7	215	20.7	292	24.4
Pictures-----	35	2.8	208	12.7	179	17.2	88	7.3
Totals-----	1249		1642		1040		1198	
JOURNAL								
Originating (Date-lined) at College	1067	82.0	992	68.0	680	71.2	629	60.4
About (but not orig. at) College-----	187	15.2	377	25.8	179	18.7	321	30.8
Pictures-----	37	2.8	90	6.2	96	10.1	92	8.8
Totals-----	1301		1459		955		1042	

TOTAL NUMBER STORIES
AND PICTURES ORIGINATING
AT THE COLLEGE (DATE LINED)
IN 13 CLASSIFICATIONS.

OREGONIAN
JOURNAL

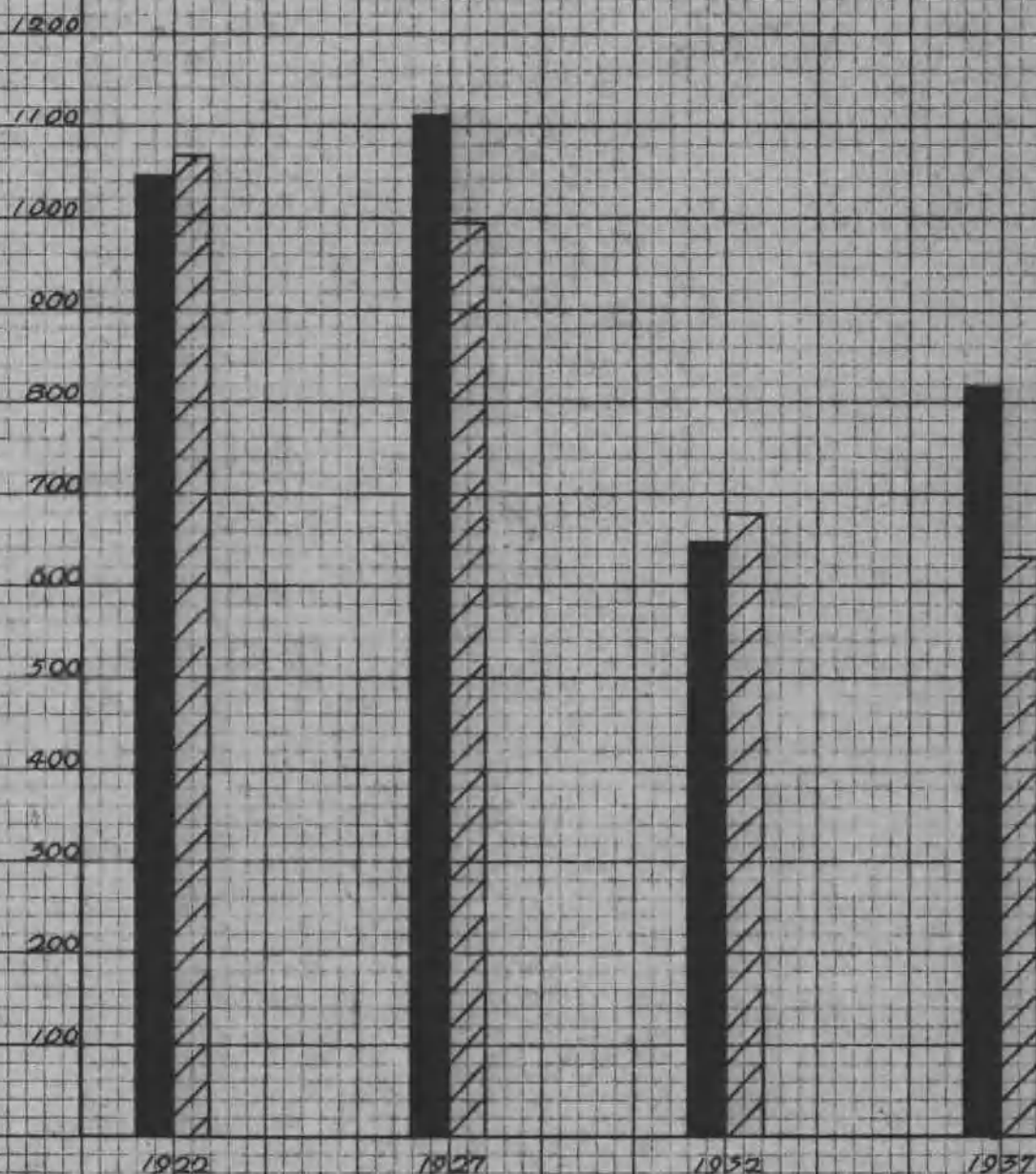


Chart IV

TOTAL SPACE DEVOTED TO
MATERIAL ORIGINATING AT
THE COLLEGE (DATELINED)
IN 13 CLASSIFICATIONS.

OREGONIAN
JOURNAL

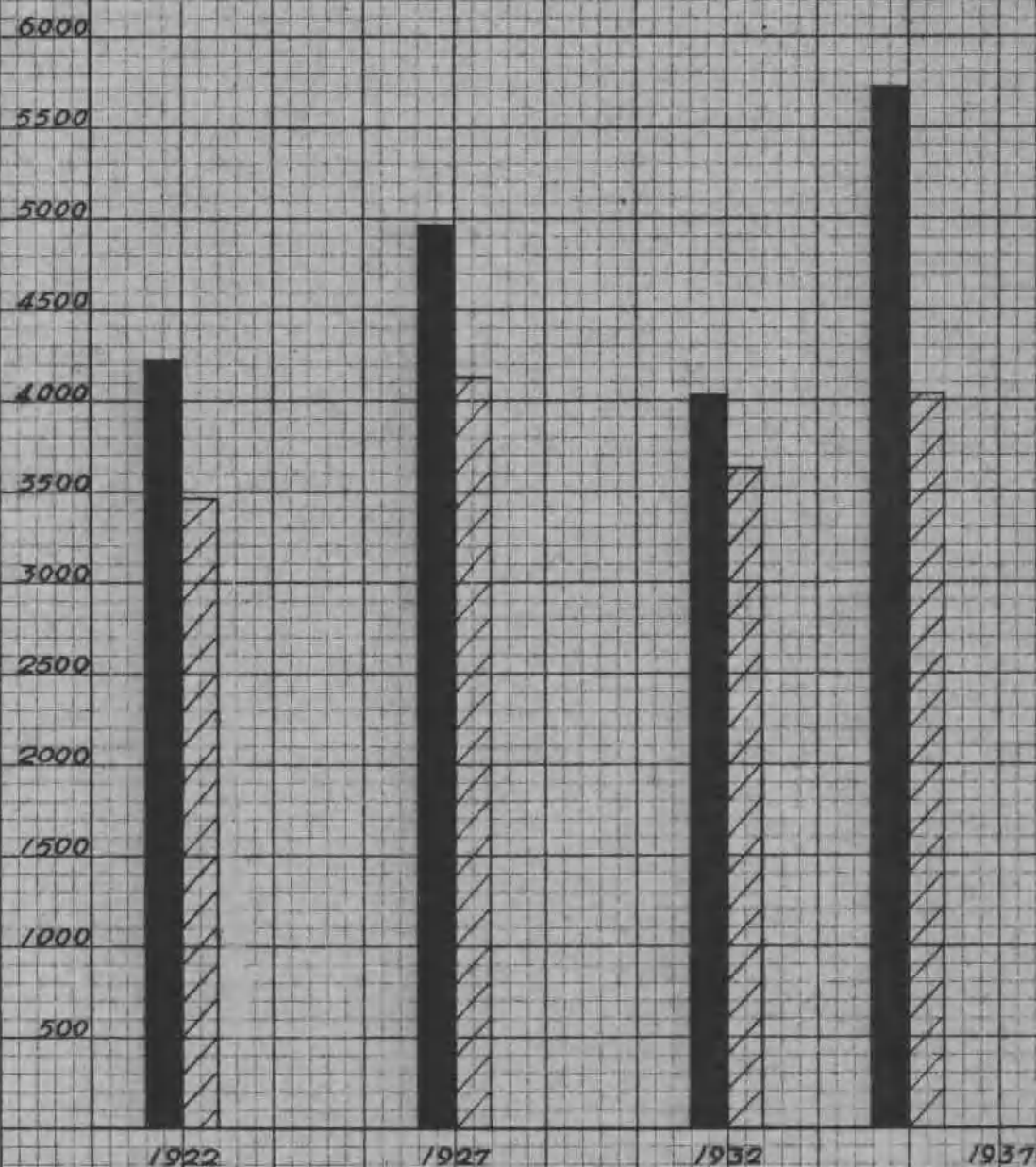


Chart V

News Originating at the College

The increased percentage of off-campus stories might be expected to result in a decline in the percentage of those originating on the campus, except for the part played by pictures. This is shown in Tables 3 and 4.

In actual numbers for the 13 classifications, there is a tendency toward the opposite direction so far as space is concerned but not in regard to number of stories. Thus in the OREGONIAN 76.5 per cent of the space came from the campus in 1922 but only 58.8 per cent came from this same source in 1937. The actual space in inches increased from 4225 to 5729 inches. It should be noted, however, that in 1932 the depression apparently had its effect on both papers (Table 3; Chart V) and declines in space recorded. Both the percentages and the actual numbers of stories started upward in the OREGONIAN in 1937 following a progressive decline during the other three periods.

On the other hand, figures for the JOURNAL show that it used less total space in 1937 than in 1927, although it did have a slight increase over 1932. Its percentage of stories originating at the college varied from 65 to 58.2 to 62.9 to 56.1 per cent, respectively, in the four periods.

Pictures

A more detailed discussion of the use of pictures will be reserved for the special section in this chapter, but attention can be called here to the fact that while the proportionate number of pictures in both papers increased in 1927 and 1932 and then dropped in 1937, the space occupied by them has constantly increased except in one instance.

General Trends in Emphasis Placed on Different Types of
College News

It would hardly be expected that the proportion of news involving the various college activities would remain constant in the same newspapers from year to year. A number of factors present themselves to make this appear evident. Changes in educational procedure, changes in news policies of the papers, differences in the importance attached to certain phases of college life, the "relativity" of news in which the importance of all stories--whether from colleges or not--depends to a large degree upon the relative importance of other stories, and the amount of space available in the news columns, are a few of these factors.

In some types of news, especially those in which competition is a major news element such as athletics, the number of stories and resulting space may be dependent to a considerable extent on whether the news subject is a "winner." It is still recognized that creating interest in and therefore writing at length about a losing team presents difficulties, barring very unusual circumstances.

Analysis of the clippings from the OREGONIAN and JOURNAL at five-year intervals since 1921-22, however, reveals trends that are not wholly, or occasionally perhaps

not at all, dependent upon the factors mentioned. In some cases the proportions have remained almost constant, which may be as significant as a change up or down.

Before entering into a discussion of trends it might be well to get a conception of the comparative percentages of stories, pictures and space in the 13 categories, the types of college news with which this section is concerned.

As shown in Chart VI, the percentages for the combined totals for both papers in 1937 follow:

	No.Stories & Pictures	Space
Athletics-----	38.0	45.4
Campus Activities-----	12.8	14.4
Extension-----	8.9	6.6
Faculty-----	8.0	4.9
Students-----	8.0	6.7
Conventions and Visitors-----	7.8	7.1
Research-----	4.5	4.2
Alumni-----	4.3	2.3
Administration of Institution-----	2.8	3.5
Plant and Equipment-----	1.7	1.4
Instruction-----	1.7	1.2
News Features-----	.9	1.8
Aims and Policies-----	.6	.5

Athletics and campus activities account for more than half of the stories, pictures and space. These two classifications, combined, made up at least 50 per cent of the totals for each year studied. All classifications will be taken up in detail later.

Changes in rank order will be considered first followed by an explanation of the trends revealed by a detailed study of the percentages in each classification.

PERCENTAGES OF STORIES AND PICTURES IN 1937 (OREGONIAN AND JOURNAL)

35

Percent

Athletics 36.0

Campus Act. 13.8

Extension 8.9

Faculty 8.0

Students 8.0

Conv.-Visit. 7.8

Research 4.5

Alumni 4.3

Adm. of Inst. 2.8

Instruction 1.7

Plant, Equip. 1.7

News Features .9

Aims, Policies .6

PERCENTAGE OF SPACE IN 1937 (OREGONIAN AND JOURNAL)

Athletics 45.4

Campus Act. 14.4

Conv.-Visit. 7.1

Students 6.7

Extension 6.6

Faculty 4.9

Research 4.2

Adm. of Inst. 3.5

Alumni 2.3

News Features 1.8

Plant, Equip. 1.4

Instruction 1.2

Aims, Policies .5

Table 5. Rank Order of Stories and Pictures, and Space.
(Combined Totals for both Oregonian and Journal)

	Stories & Pictures				Space			
	1922	1927	1932	1937	1922	1927	1932	1937
Campus Activities	1	2	2	2	2	2	2	2
Athletics-----	2	1	1	1	1	1	1	1
Faculty-----	3	3	3	4	4	5	6	6
Students-----	4	4	5	5	5	3	5	4
Extension-----	5	6	7	3	3	8	7	5
Instruction-----	6	9	12	10.5	7	9	12	12
Research-----	7	7	6	7	6	6	3	7
Conv. & Visitors--	8	5	4	6	8	4	4	3
Alumni-----	9	8	8	8	10	11	10	9
Plant & Equip.---	10	10	10	10.5	11	10	11	11
News Features----	11	11	11	12	9	7	9	10
Adm. of Inst.----	12.5	12	9	9	13	12	8	8
Aims & Policies--	12.5	13	13	13	12	13	13	13

Changes in Rank Order of Stories, Pictures and Space

From the previous figures it would follow that athletics and campus activities were at the top in the rank order of total stories, pictures and space for each of the four years. Table 5 shows the rank order of the combined totals for the OREGONIAN and JOURNAL for stories and pictures and space for each of the four years.

Athletics hold first place each year except for stories in 1922, while campus activities are second throughout except in 1922 when they ranked first. Athletics were first in nearly all the other rank order comparisons. (Tables 6 to 13, inclusive).

Perhaps one of the most significant changes is that for administration of the institution which tied for twelfth place for stories and was thirteenth in space in

1922 but ranked ninth for stories and eighth in space in 1937. This upward movement in rank can be attributed almost entirely to the increased stories and space about but not originating at the college. Table 11 shows that no space at all originating off the campus was given to this type of news in the OREGONIAN in 1922 but in 1937 it ranked second only to athletics. In the JOURNAL, it jumped from eighth to second place in space during the same period.

Instruction took a nosedive in both stories and space while space devoted to conventions and visitors made a noticeable rise from eighth place in 1922 to third in 1937. Extension moved upward in stories and pictures to third place in 1937, but dropped from third to fifth place in space after a rather erratic position in 1927 and 1932.

The rank order of stories and space (datelined plus about) for the OREGONIAN and JOURNAL, separately, is shown in Tables 6 and 7. Tables 8 and 9 show the rank order of stories and space originating at the college, Tables 10 and 11 the rank order of stories and space about but not originating at the college, and Tables 12 and 13 the rank order of the number of pictures and the space they occupied.

Table 6. Rank Order of Total Number of Stories and Pictures.
(Datelined and About)

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Campus Activities	1	2	2	3	1	2	2	2
Athletics-----	2	1	1	1	2	1	1	1
Faculty-----	3	4	3	5	3	3	4	4
Students-----	4	3	5	6	4	4	6	3
Research-----	5	6	6	7	7	10	7	9
Extension-----	6	7	7	2	5	8	5	6
Instruction-----	7	8	12	10	6	9	11.5	11
Conv. & Visitors	8	5	4	4	8	5	3	5
Alumni-----	9	9	8	8	9	6	8.5	7
Plant & Equip.---	10	11	11	11	11	7	8.5	10
News Features---	11	10	10	12	10	11	11.5	12
Adm. of Inst.---	12.5	12	9	9	12.5	12	10	8
Aims & Policies--	12.5	13	13	13	12.5	13	13	13

Table 7. Rank Order of Total Space Devoted to Stories and Pictures. (Datelined and About)

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	1	1	1	1
Campus Activities	2	2	2	2	2	2	2	2
Faculty-----	3	5	5	7	5	5	7	5
Research-----	4	7	3	5	6	8	6	9
Instruction-----	5	8	13	11	7	10	12	12
Extension-----	6	9	7	3	3	6	5	6
Students-----	7	3	6	6	4	3	4	3
Conv. & Visitors	8	4	4	4	9	4	3	4
News Features---	9	6	9	9	8	11	11	11
Plant & Equip.---	10	11	12	12	12	7	9	10
Alumni-----	11	10	10	10	10	12	10	8
Aims & Policies--	12	13	11	13	11	13	13	13
Adm. of Inst.---	13	12	8	8	13	9	8	7

Table 8 . Rank Order of Number of Stories Originating (Datelined)
at the College.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Campus Activities	1	2	2	3	1	1	2	2
Athletics-----	2	1	1	1	2	2	1	1
Students-----	3	3	4	5	3	3	5.5	4
Faculty-----	4	5	5	7	4	5	7	6
Research-----	5	6	6	6	6.5	7	5.5	7
Extension-----	6	8	7	2	9	10	4	5
Instruction-----	7	7	8	8	5	6	8.5	11
Conv. & Visitors-	8	4	3	4	6.5	4	3	3
Alumni-----	9	10.5	10.5	9	8	11	8.5	8
Plant & Equip.---	10	9	9	10	11	8	10	9
News Features---	11	10.5	10.5	11.5	10	9	11	10
Adm. of Inst.---	12	12	13	11.5	13	12	12	12
Aims & Policies--	13	13	12	13	12	13	13	13

Table 9 . Rank Order of Space Devoted to Stories Originating
(Datelined) at the College.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	2	1	1	1
Campus Activities	2	2	2	2	1	2	2	2
Research-----	3	5	4	6	4	7	6	7
Students-----	4	4	5	5	3	4	5	4
Instruction-----	5	8	9	8	6	6	9.5	13
Extension-----	6	9	7	3	8	10	4	5
Faculty-----	7	6	6	7	5	5	7	6
Conv. & Visitors-	8	3	3	4	7	3	3	3
News Features---	9	7	8	13	9	8	9.5	11
Alumni-----	10	12	11	9	10	12	12	9
Plant & Equip.---	11	10	10	10	12	9	11	10
Adm. of Inst.---	12	11	13	12	13	11	8	8
Aims & Policies--	13	13	12	11	11	13	13	12

Table 10. Rank Order of Number of Stories About (but not originating at) the College.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	1	1	1	1
Faculty-----	2	2	2	2	2	2	2	2
Campus Activities	3	3	5.5	6	4	3	3	5.5
Alumni-----	4	6	8	4	6	4	8	3
Conv. & Visitors-	5	8.5	-	8	10	9	10	9
Instruction-----	6	10	11.5	9	7	12	-	10
Extension-----	8	4	7	5	3	7	5.5	8
Research-----	8	8.5	4	7	5	10.5	8	7
Students-----	8	7	5.5	10	8.5	5	5.5	4
Plant & Equip.---	10	13	9	11	12	8	8	12
Aims & Policies--	11	11.5	11.5	12	12	10.5	-	11
Adm. of Inst.----	-	5	3	3	8.5	6	4	5.5
News Features----	-	11.5	10	13	12	-	11	-

Table 11. Rank Order of Space Devoted to Stories About (but not originating at) the College.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	1	1	1	1
Campus Activities	2	4	9	4	4	5	4	5
Faculty-----	3	2	4	3	3	2	2	3
Research-----	4	7	3	6	5	11	6	7
Instruction-----	5	12	11	10	7	12	-	9
Alumni-----	6	6	7	7	9	6	8	4
Conv. & Visitors-	7	10	-	8	10	10	11	10
Extension-----	8	3	5	5	2	3	5	8
Students-----	9.5	8	8	9	11.5	7	9	6
Aims & Policies--	9.5	9	6	12	6	8.5	12	11
Plant & Equip.---	11	13	10	11	13	8.5	7	12
Adm. of Inst.----	-	5	2	2	8	4	3	2
News Features----	-	11	12	13	11.5	-	10	-

Table 12. Rank Order of Number of Pictures.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	2	2	1	1
Campus Activities	2.5	2	2	2	1	1	2	2
Faculty-----	2.5	5	3	3	3	3	3	8
Extension-----	4	-	9	8	8	6	5.5	6.5
Instruction-----	5	8	-	11.5	8	10	-	-
Alumni-----	6.5	5	8	5.5	5.5	10	8	3.5
Plant & Equip.---	6.5	10	-	9.5	8	7.5	7	5
Research-----	8.5	9	4.5	9.5	11.5	10	9.5	10.5
News Features---	8.5	5	6.5	7	5.5	7.5	9.5	9
Students-----	-	3	4.5	4	4	4	4	3.5
Conv. & Visitors-	-	7	6.5	5.5	-	5	5.5	6.5
Adm. of Inst.---	-	-	-	11.5	11.5	-	-	10.5
Aims & Policies--	-	11	-	-	8	-	-	-

Table 13. Rank Order of Space Devoted to Pictures.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
Athletics-----	1	1	1	1	1	1	1	1
News Features---	2	2	5	3	4	8	10	9
Extension-----	3	-	9	7.5	6	5	4	6
Campus Activities	4	3	3	2	2	2	2	2
Faculty-----	5	10	4	7.5	9	6	5	7
Plant & Equip.---	6	9	-	10	7	7	7	4
Instruction-----	7	8	-	11	5	10	-	-
Research-----	8	6	2	5	10	9	9	10
Alumni-----	9	7	8	9	11	11	8	8
Students-----	-	4	6	6	8	3	3	3
Conv. & Visitors-	-	5	7	4	-	4	6	5
Adm. of Inst.---	-	-	-	12	12	-	-	11
Aims & Policies--	-	11	-	-	3	-	-	-

Changes In Emphasis on College News As Revealed By Comparative Percentages of Stories, Pictures and Space Devoted to the Different Activities

With the limitations and the possible contributing factors previously explained in mind, the trends for college news classified in the 13 different categories can now be taken up. Trends in the average length of stories, in stories and articles written by faculty members, editorials, pictures and other factors are considered separately in later chapters.

The trends in college news for the OREGONIAN and the JOURNAL show some similarities but also quite a number of variations. A few striking differences are noted in the trends for each paper compared with the corresponding curves on the chart on which the trends for the combined number of stories and pictures and space in both papers have been plotted. (Charts VII, VIII and IX). Tables 14, 15 and 16 give the detailed figures and percentages for the different types of stories by years.

While both the number of stories (and pictures) and the space varied considerably in percentages, there was a tendency for them to follow somewhat the same general curve, with one outstanding exception--campus activities--for which there is a definite explanation.

An upward trend for both papers combined is noticeable particularly in athletics, although the percent-

Table 14 . Combined Totals (for both Oregonian and Journal) of All Stories and Pictures, and Space and Percentages, in the 13 Classifications.

	Stories and Pictures								Space							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	In.	%	In.	%	In.	%	In.	%
Instruction-----	153	6.0	92	3.0	19	.9	38	1.7	671	6.6	428	2.7	84	.6	199	1.2
Faculty-----	259	10.2	267	8.6	176	8.8	180	8.0	790	7.8	799	5.0	765	5.8	830	4.9
Students-----	225	8.8	248	8.0	142	7.1	179	8.0	731	7.2	1171	7.4	829	6.2	1131	6.7
Research-----	151	5.9	96	3.1	122	6.1	102	4.5	716	7.1	551	3.5	1192	9.0	713	4.2
Extension-----	161	6.3	99	3.2	115	5.8	109	8.9	973	9.6	483	3.1	661	5.0	1133	6.6
Campus Activities--	696	27.3	730	23.5	553	17.7	286	12.8	1908	18.9	2431	15.3	1856	14.0	2453	14.4
Athletics-----	520	22.7	1075	34.7	790	39.6	851	38.0	3051	30.1	7159	45.2	6034	45.4	7724	45.4
Plant & Equip.-----	41	1.6	75	2.4	25	1.3	38	1.7	161	1.6	388	2.4	120	.9	245	1.4
Alumni-----	94	3.7	95	3.1	23	1.4	97	4.3	211	2.1	333	2.1	153	1.2	385	2.3
Conv. & Visitors---	127	5.0	191	6.1	172	8.6	174	7.8	394	3.9	1091	6.9	1078	8.1	1202	7.1
News Features-----	39	1.5	66	2.1	21	1.1	21	.9	323	3.2	533	3.4	191	1.4	299	1.8
Adm. of Inst.-----	12	.5	52	1.7	26	1.3	62	2.8	51	.5	346	2.2	245	1.9	599	3.5
Aims & Policies---	12	.5	15	.5	6	.3	13	.6	139	1.4	126	.8	71	.5	83	.5
TOTALS	2550		3101		1995		2240		10119		15839		13279		16996	

Table 15. Total Number of All Stories and Pictures and Percentages.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Instruction	72	5.8	51	3.1	11	1.1	24	2.0	81	6.2	41	2.8	8	.8	14	1.3
Faculty----	125	10.0	124	7.6	94	9.0	87	7.3	134	10.3	143	9.8	82	8.6	93	8.9
Students----	95	7.6	127	7.7	75	7.2	81	6.8	130	10.0	121	8.3	67	7.0	98	9.4
Research----	76	6.1	57	3.5	63	6.1	71	5.9	75	5.8	39	2.7	59	6.2	31	3.0
Extension----	75	6.0	56	3.4	47	4.5	134	11.2	86	6.6	43	2.9	68	7.1	65	6.2
Campus Act.	357	28.6	366	22.3	184	17.7	130	10.8	339	26.1	364	24.9	169	17.7	156	15.2
Athletics----	318	25.5	618	37.6	429	41.3	480	40.1	262	20.1	457	31.3	361	37.8	371	35.6
Plant-Equip	21	1.7	31	1.9	12	1.2	17	1.4	20	1.5	44	3.0	13	1.4	21	2.0
Alumni-----	36	2.9	47	2.9	15	1.4	42	3.5	58	4.5	48	3.3	13	1.4	55	5.3
Conv.-Vis.-	60	4.8	96	5.8	79	7.6	90	7.5	67	5.1	95	6.5	93	9.7	84	8.1
News Feat.-	10	.8	36	2.2	13	1.2	8	.7	29	2.2	30	2.1	8	.8	13	1.2
Adm. Inst.-	2	.1	25	1.5	14	1.3	30	2.5	10	.8	27	1.9	12	1.3	32	3.1
Aims, Polio.	2	.1	8	.5	4	.4	4	.3	10	.8	7	.5	2	.2	9	.9
Totals----	1249	100.0	1642	100.0	1040	100.0	1198	100.0	1301	100.0	1459	100.0	955	100.0	1042	100.0
Fac. By Lines	9		35		2		80		2		2		0		6	
Editorials-	9		27		35		47		14		32		45		141	
Cons. Unific.					48								50			
TOTALS----	1267		1704		1125		1325		1317		1493		1050		1189	
Farm, Range-					96											
4-H Field N					48											
					1269											

Table 16. Total of All Space and Percentages for All Stories and Pictures.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Instruction	411	7.4	271	3.1	51	.7	140	1.4	260	5.7	157	2.2	33	.6	59	.8
Faculty----	452	8.2	381	4.4	462	6.2	364	3.7	338	7.4	418	5.9	303	5.2	466	6.4
Students----	361	6.5	659	7.5	393	5.3	526	5.4	370	8.0	512	7.2	436	7.5	605	8.3
Research----	426	7.7	368	4.2	878	11.8	544	5.6	290	6.3	183	2.6	314	5.4	169	2.3
Extension----	402	7.3	228	2.6	248	3.3	742	7.6	571	12.4	255	3.6	413	7.1	391	5.4
Campus Act.	1067	19.3	1143	13.1	1091	14.6	1300	13.4	841	18.3	1288	18.2	765	13.1	1153	15.9
Athletics----	1830	33.1	4092	46.7	3274	43.9	4694	48.2	1221	26.6	3067	43.3	2760	47.4	3030	41.7
Plant-Equip	97	1.8	179	2.0	53	.7	94	1.0	64	1.4	209	3.0	67	1.1	151	2.1
Alumni-----	91	1.7	212	2.4	99	1.3	178	1.8	120	2.6	121	1.7	54	.9	207	2.9
Conv.-Vis.	213	3.9	611	7.0	556	7.5	652	6.7	181	3.9	480	6.8	522	9.0	550	7.6
News Feat.	135	2.4	378	4.3	144	1.9	224	2.3	188	4.1	155	2.2	47	.8	75	1.0
Adm. Inst.	12	.2	178	2.0	153	2.1	250	2.6	39	.8	168	2.4	92	1.6	349	4.8
Aims, Polic.	26	.5	61	.7	56	.7	27	.3	113	2.5	65	.9	15	.3	56	.8
Totals----	5523	100.0	8761	100.0	7458	100.0	9735	100.0	4596	100.0	7078	100.0	5821	100.0	7261	100.0
Pac. By Lines	393		643		92		1261		24		76		0		108	
Editorials----	60		214		243		295		92		232		348		879	
Cons. Unific					646								561			
TOTALS----	5976		9618		8439		11291		4712		7386		6730		8248	
Farm, Range-					1256											
4-H Field N					1026											
					10721											

TRENDS IN COLLEGE NEWS FOR 15 YEARS.

(combined totals for Oregonian and
Journal by Percentages)

Solid Line—stories and pictures
Broken Line---space

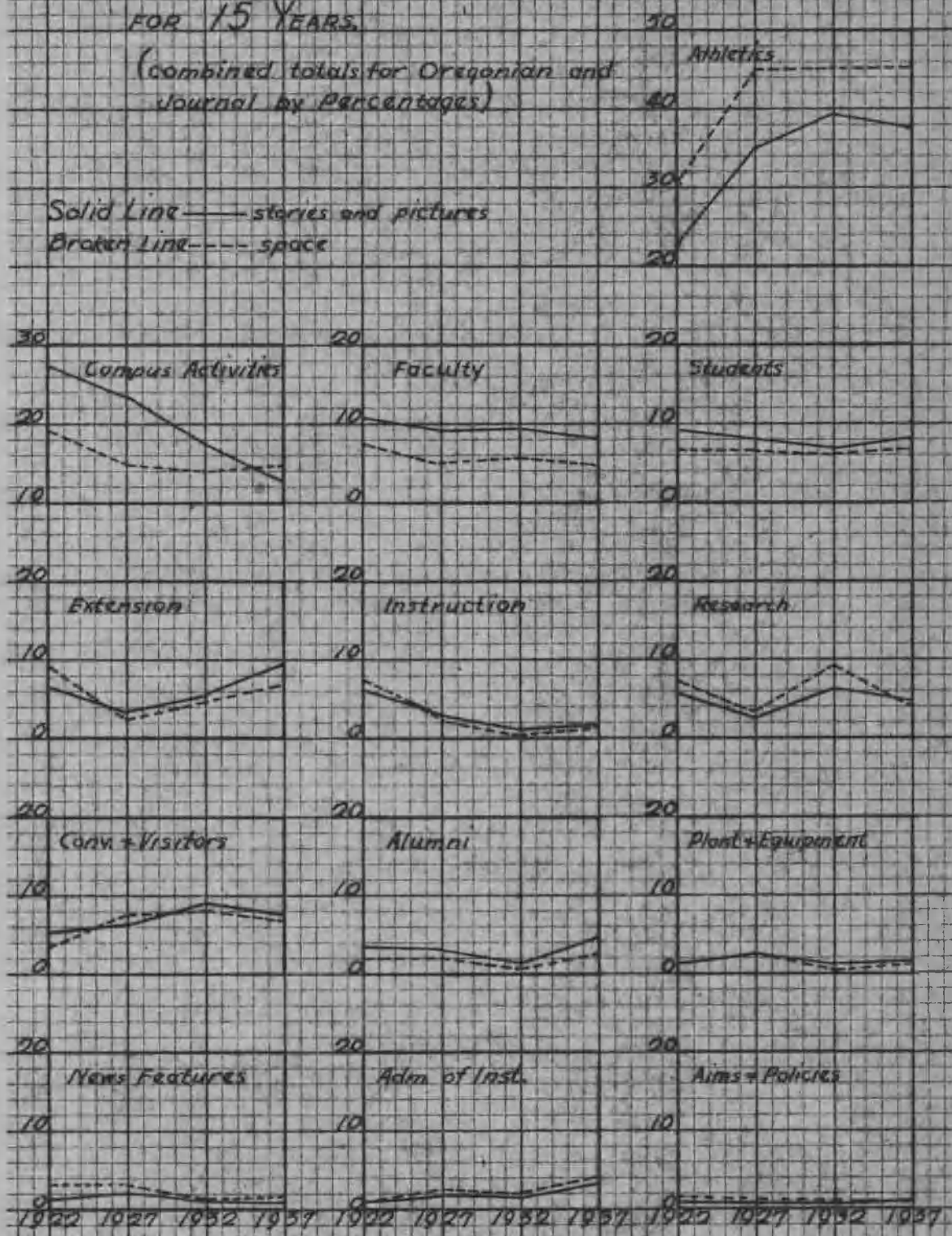


Chart VII

TRENDS IN COLLEGE NEWS IN THE OREGONIAN FOR 40 15 YEARS (BY PERCENTAGES)

SOLID LINE ——— STORIES AND PICTURES

BROKEN LINE - - - - SPACE

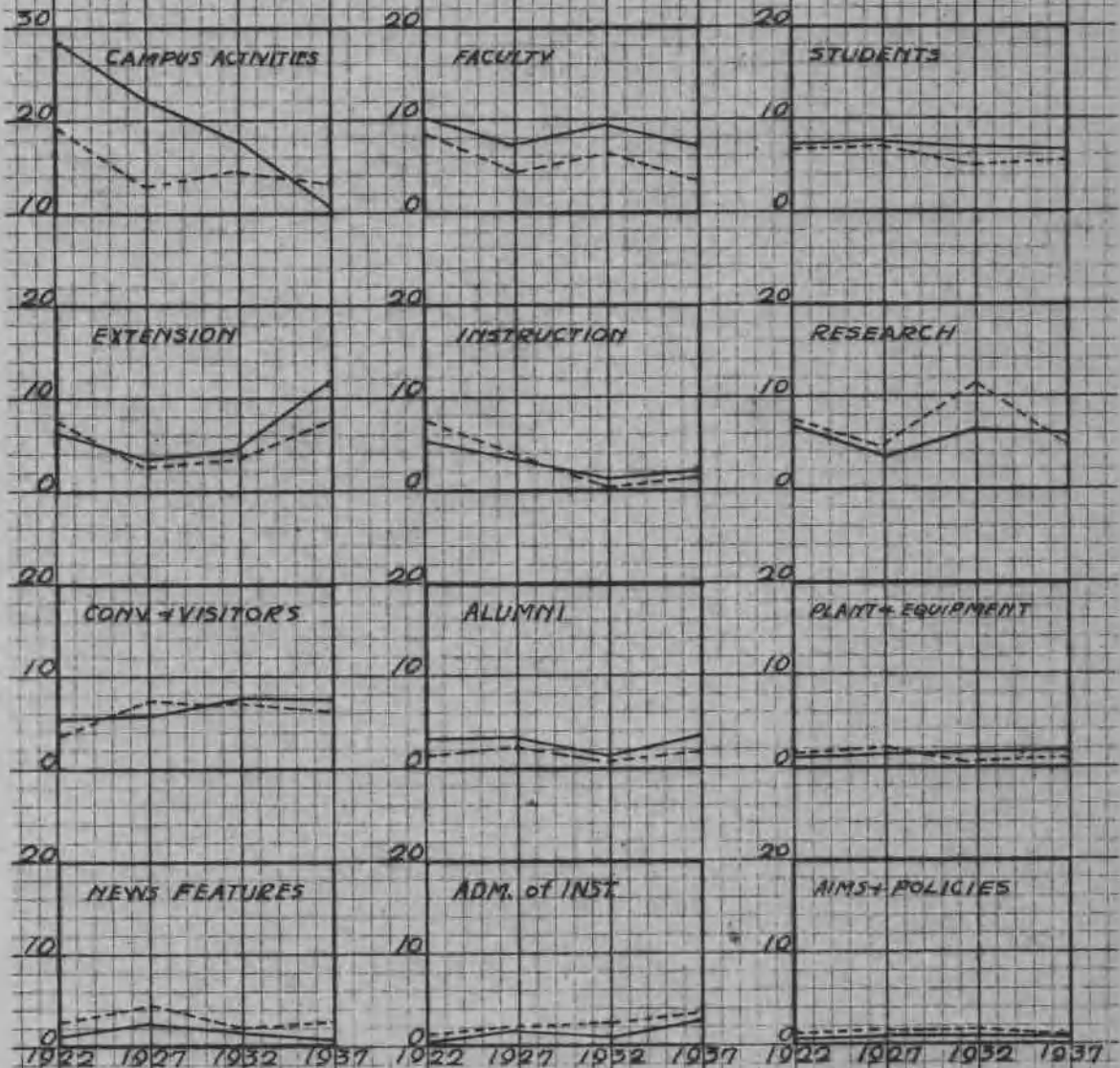


Chart VIII

*TRENDS IN COLLEGE NEWS IN
THE JOURNAL FOR 15 YEARS.
(BY PERCENTAGES)*

SOLID LINE ——— STORIES AND PICTURES

BROKEN LINE - - - - SPACE

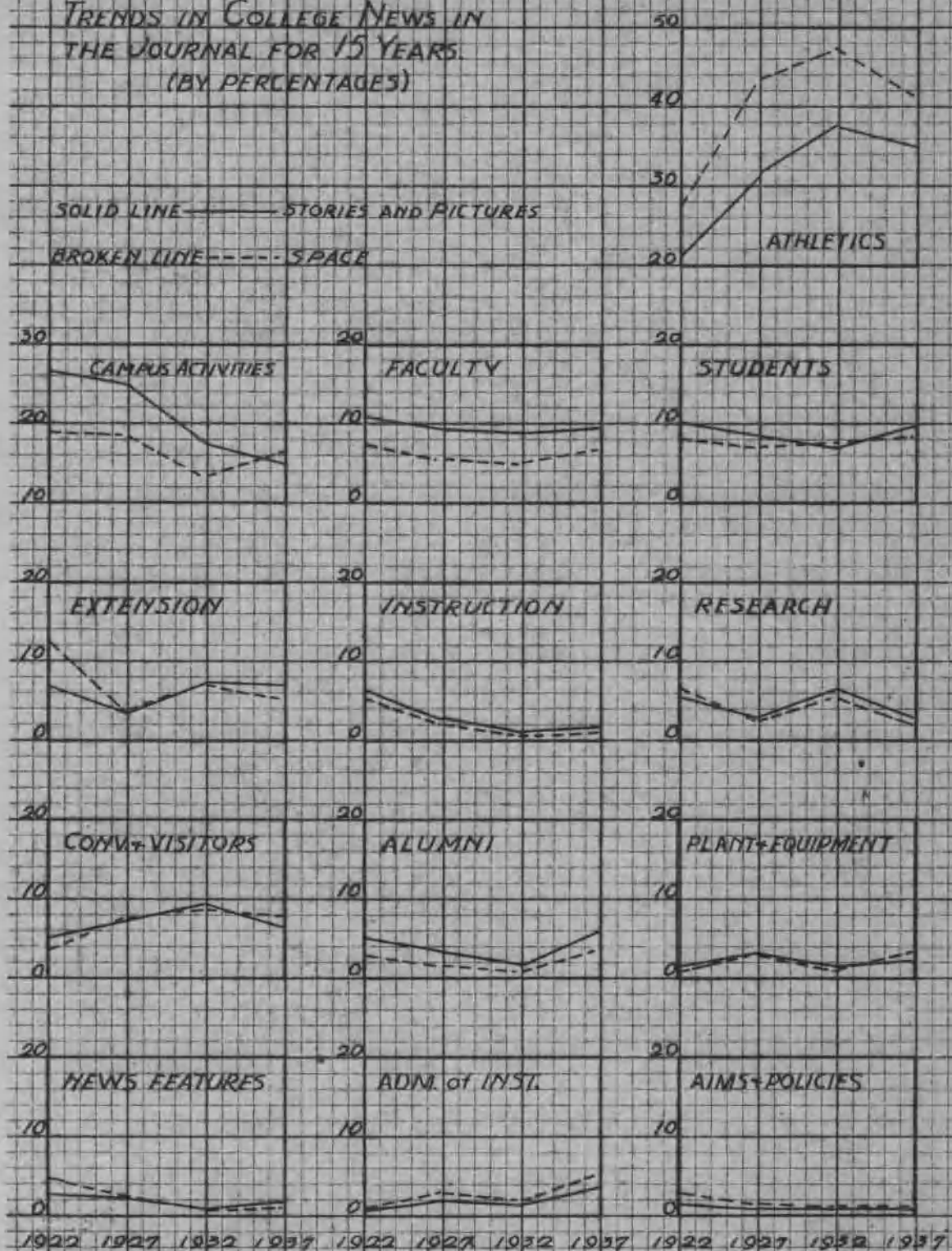


Chart IX

age of sports stories reached a peak in 1932 and the percentage of space for athletics remained at the same level since 1927.

Other types of stories in which the relative number of stories and pictures or space, or both, show a trend upward are extension, alumni and administration of the institution.

The number of stories and pictures for campus activities showed the greatest slump, although the decline in space (for both papers combined) hit bottom in 1932 and recovered slightly in 1937. Other classifications showing rather definite downward trends are instruction, faculty and news features.

Three classifications--students, plant and equipment, and aims and policies--remained fairly constant. Another, research, was first up and then down to such an extent it hardly could be classified either way. Conventions and visitors, after a steady rise until 1932, tended downward in 1937.

How these trends shifted in relation to the source of the news, that is for stories originating on or off the campus, is indicated in Tables 17, 18, 19 and 20.

Table 17. Number of Stories and Percentages of Material Originating (or Datelined) at College.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Instruction	64	6.1	42	3.8	10	1.5	18	2.2	74	6.9	35	3.5	8	1.2	9	1.4
Faculty----	88	8.4	65	5.8	54	8.4	44	5.4	89	8.3	73	7.4	53	7.8	39	6.2
Students----	91	8.7	105	9.5	55	8.5	69	8.4	123	11.5	90	9.1	55	8.1	61	9.7
Research----	71	6.8	46	4.1	41	6.3	58	7.1	65	6.1	32	3.2	55	8.1	18	2.9
Extension----	67	6.4	31	2.8	38	5.9	114	13.9	48	4.5	19	1.9	59	8.6	50	8.0
Campus Act.	325	31.1	314	28.3	149	23.1	96	11.7	317	29.7	301	30.4	138	20.3	117	18.6
Athletics----	235	22.5	343	30.9	201	31.1	305	37.3	182	17.1	282	28.4	198	29.1	214	34.0
Plant-Equip	16	1.6	26	2.3	9	1.4	13	1.6	17	1.6	29	2.9	7	1.0	12	1.9
Alumni-----	23	2.2	22	2.0	6	.9	14	1.7	49	4.6	18	1.8	8	1.2	14	2.2
Conv.-Vis.-	52	5.0	79	7.1	74	11.5	76	9.3	65	6.1	79	8.0	87	12.8	72	11.4
News Feat.-	9	.9	22	2.0	6	.9	4	.5	25	2.3	26	2.6	6	.9	10	1.6
Adm. Inst.-	2	.2	11	1.0	0	.0	4	.5	6	.5	6	.6	4	.6	8	1.3
Aims, Polic	1	.1	4	.4	3	.5	3	.4	7	.7	2	.2	2	.3	5	.8
Totals----	1044	100.0	1110	100.0	646	100.0	818	100.0	1067	100.0	992	100.0	680	100.0	629	100.0
Cons.Unific					6								4			
TOTALS----	1044		1110		652		818		1067		992		684		629	
Farm, Range					96											
4-H Field N					47											
					795											

Table 18. Amount of Space and Percentages Devoted to Stories Originating (or Datelined) at College.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Instruction	345	8.2	175	3.5	43	1.1	85	1.5	200	6.7	132	3.2	33	.9	30	.7
Faculty----	318	7.5	204	4.1	253	6.2	170	3.0	223	7.5	197	4.8	190	5.2	186	4.6
Students----	346	8.2	455	9.2	310	7.6	440	7.7	348	11.6	365	8.9	309	8.4	372	9.1
Research----	356	8.4	240	4.8	443	10.9	395	6.9	238	8.0	128	3.1	286	7.8	85	2.1
Extension--	319	7.6	127	2.6	179	4.4	602	10.5	157	5.3	80	1.9	329	9.0	292	7.2
Campus Act.	922	21.8	870	17.5	926	22.8	877	15.3	706	23.6	880	21.4	541	14.8	846	20.8
Athletics--	1239	29.3	1937	39.0	1247	30.8	2503	43.7	607	20.3	1619	39.3	1347	36.8	1557	38.2
Plant-Equip	44	1.0	111	2.2	34	.8	45	.8	37	1.2	113	2.7	32	.9	48	1.2
Alumni-----	55	1.3	72	1.4	30	.7	48	.8	105	3.5	49	1.2	30	.8	52	1.3
Conv.-Vis.-	189	4.5	483	9.7	521	12.8	510	8.9	172	5.8	372	9.0	479	13.1	442	10.9
News Feat.-	69	1.6	174	3.5	74	1.8	13	.2	138	4.6	116	2.8	33	.9	42	1.0
Adm. Inst.-	12	.3	98	2.0	0	.0	17	.3	17	.6	54	1.3	39	1.0	83	2.0
Aims, Polic.	11	.3	23	.5	10	.3	24	.4	39	1.3	16	.4	15	.4	38	.9
Totals----	4225	100.0	4969	100.0	4070	100.0	5729	100.0	2987	100.0	4121	100.0	3663	100.0	4073	100.0
Cons.Unific.					55								39			
TOTALS----					4125								3702			
Farm, Range-					1256											
4-H Field N					1025											
					6406											

Table 19. Number of Stories and Percentages of Material About (but not originating at) the College.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Instruction	5	2.8	3	.9	1	.5	5	1.7	5	2.5	4	1.1	0	.0	5	1.6
Faculty----	30	17.6	47	14.5	23	10.7	34	11.6	40	20.3	61	16.2	17	9.5	49	15.3
Students----	4	2.4	8	2.5	8	3.7	4	1.4	3	1.5	23	6.1	5	2.8	27	8.4
Research----	4	2.4	6	1.9	10	4.6	11	3.8	9	4.6	5	1.3	3	1.7	12	3.7
Extension----	4	2.4	25	7.7	7	3.3	17	5.8	36	18.3	18	4.8	5	2.8	9	2.8
Campus Act.	25	14.7	36	11.1	8	3.7	16	5.5	15	7.6	39	10.3	10	5.6	23	7.2
Athletics----	75	44.1	161	49.7	133	61.9	149	51.0	75	38.1	153	40.6	122	68.1	130	40.5
Plant-Equip	3	1.8	1	.3	3	1.4	2	.7	1	.5	11	2.9	3	1.7	2	.6
Alumni-----	11	6.5	13	4.0	5	2.3	21	7.2	6	3.1	28	7.4	3	1.7	31	9.6
Conv.-Vis.-	8	4.7	6	1.9	0	.0	7	2.4	2	1.0	9	2.4	2	1.1	6	1.9
News Feat.-	0	.0	2	.6	2	.9	0	.0	1	.5	0	.0	1	.5	0	.0
Adm. Inst.-	0	.0	14	4.3	14	6.5	25	8.6	3	1.5	21	5.6	8	4.5	23	7.2
Aims, Polic.	1	.6	2	.6	1	.5	1	.3	1	.5	5	1.3	0	.0	4	1.2
Totals----	170	100.0	324	100.0	215	100.0	292	100.0	197	100.0	377	100.0	179	100.0	321	100.0
Fac.ByLines	5		24		1		78		2		2		0		5	
Editorials-	9		27		35		47		14		32		45		141	
Cons.Unific					38								45			
TOTALS----	184		375		289		417		213		411		269		467	

Table 20 . Amount of Space and Percentages of Material About (but not originating at) the College.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Instruction	29	3.9	14	.6	8	.4	25	1.2	19	1.7	8	.4	0	.0	29	1.5
Faculty----	86	11.6	123	5.7	102	5.6	149	6.8	99	8.8	169	9.2	68	5.9	225	11.9
Students----	15	2.0	30	1.4	29	1.6	30	1.4	5	.4	65	3.5	9	.8	97	5.2
Research----	40	5.4	37	1.7	135	7.4	90	4.1	40	3.6	20	1.1	19	1.7	56	3.0
Extension----	21	2.8	101	4.7	50	2.7	95	4.4	383	34.2	120	6.5	20	1.8	42	2.2
Campus Act.	87	11.8	91	4.2	23	1.3	123	5.7	46	4.1	102	5.6	23	2.0	106	5.6
Athletics--	387	52.4	1570	72.4	1221	66.5	1292	59.3	463	41.3	1043	56.8	912	79.5	910	48.3
Plant-Equip	10	1.4	9	.4	19	1.0	14	.6	1	.1	49	2.7	15	1.3	5	.3
Alumni-----	25	3.4	53	2.4	43	2.3	88	4.0	10	.9	67	3.7	14	1.2	109	5.8
Conv.-Vis.-	24	3.3	20	.9	0	.0	41	1.9	9	.8	29	1.6	6	.5	25	1.3
News Feat.-	0	.0	17	.8	7	.4	0	.0	4	.4	0	.0	8	.7	0	.0
Adm. Inst.-	0	.0	80	3.7	153	8.3	228	10.5	18	1.6	114	6.2	53	4.6	262	13.9
Aims, Polic.	15	2.0	23	1.1	46	2.5	3	.1	24	2.1	49	2.7	0	.0	18	1.0
Totals----	739	100.0	2168	100.0	1836	100.0	2178	100.0	1121	100.0	1835	100.0	1147	100.0	1884	100.0
Fac.ByLines	244		510		50		1229		24		76		0		80	
Editorials--	60		214		243		295		92		232		348		879	
Cons.Unific					561								500			
TOTALS----	1043		2892		2690		3702		1237		2143		1995		2843	

Trends In the 13 Classifications

Athletics

Since athletics account for the major portion of the stories, pictures and space devoted to college news they will be considered first. It has already been noted that there was a rapid swing upward in the use of news on college athletics from 1922 to 1927, but that since then a period of tapering off set in. For both the OREGONIAN and JOURNAL taken together the percentage of stories and pictures reached a peak of 39.6 per cent in 1932, but dropped back to 38 per cent in 1937. The percentage of space has remained constant, except for an imperceptible variation, at 45.4 per cent since 1927. Percentages of stories and pictures and space decreased in both papers in 1937, but while the space in the OREGONIAN increased from 43.9 per cent in 1932 to 48.2 per cent in 1937, this was offset by a decrease in the JOURNAL from 47.4 per cent in 1932 to 41.7 per cent in 1937. It should be kept in mind that these are comparative percentages which are influenced by the relative number of stories of other types used, and do not refer to increases or decreases in actual numbers.

Tables 17 to 20, inclusive, give the figures and percentages of sports stories that originated on and off

the campus.

A glance into the various sports that make up all the athletic news reveals that football, as might be expected, gets the lion's share of stories, pictures and space. (Tables 21 and 22; Charts X and XI). Football in 1937 yielded part of its popularity to basketball and the percentages of stories and space given over to football declined sharply while those for basketball soared.

Evidence of the influence a good team has on the space given an activity is illustrated here in the case of track. In 1927, when Oregon State College had a good track team and a relay team which was sent to the Drake relays, the percentage of track stories boomed ahead even of basketball, ranked second only to football in the OREGONIAN and showed considerable more life than normal in the JOURNAL. That year was the peak year. Since then (in the years studied) even the most optimistic and loyal followers of Oregon State College sports have not become particularly excited over the ability of the college track teams to "bring home the bacon." This is reflected in the sudden drop after 1927 in track stories. It is merely an indication of a rather generally accepted fact, that frequently, though not always, the number of stories and the amount of space depends to a large degree on whether or not a team or a news subject is a "winner."

Table 21. Breakdown of Total Number of Stories and Pictures, and Percentages in All Classifications Containing Sub-Divisions.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Athletics.	(318)	(25.5)	(618)	(37.6)	(429)	(41.3)	(480)	(40.1)	(262)	(20.1)	(457)	(31.3)	(361)	(37.8)	(371)	(35.6)
Football-----	114	35.8	258	41.8	230	53.6	187	39.0	90	34.4	195	42.7	204	56.5	156	42.0
Basketball-----	52	16.4	102	16.5	73	17.0	108	22.5	44	16.8	71	15.5	56	15.5	90	24.3
Baseball-----	33	10.4	61	9.9	23	5.4	54	11.2	25	9.5	39	8.5	29	8.0	30	8.1
Track-----	19	6.0	104	16.8	49	11.4	18	3.8	16	6.1	57	12.5	40	11.1	20	5.4
Minor Sports----	54	17.0	61	9.9	36	8.4	85	17.7	53	20.2	67	14.7	27	7.5	46	12.4
General Athletics	22	6.9	20	3.2	17	4.0	27	5.6	12	4.6	15	3.3	5	1.4	28	7.5
Intramural Spts.-	24	7.5	12	1.9	1	.2	1	.2	22	8.4	13	2.8	0	.0	1	.3
Campus Activities--	(357)	(28.6)	(366)	(22.3)	(184)	(17.7)	(130)	(10.8)	(339)	(26.1)	(364)	(24.9)	(169)	(17.7)	(156)	(15.2)
Social, Fratern.--	57	16.0	80	16.4	52	28.3	44	33.9	57	16.8	72	19.7	25	14.8	66	42.3
Publications-----	32	9.0	20	5.5	18	9.8	2	1.5	24	7.1	19	5.2	12	7.1	6	3.9
Forensics, Drama--	39	10.9	52	14.2	30	16.3	9	6.9	44	13.0	32	8.8	33	19.5	14	9.0
Music-----	27	7.6	24	6.5	15	8.2	4	3.1	13	3.8	27	7.3	16	9.5	8	5.1
Religious-----	15	4.2	16	4.4	9	4.9	3	2.3	9	2.7	12	3.3	3	1.8	3	1.9
Student Govt.----	20	5.6	29	7.9	10	5.4	14	10.8	16	4.7	37	10.2	19	11.2	12	7.7
Hon. Soc., Clubs--	42	11.8	89	24.3	15	8.2	21	16.2	39	11.5	80	22.0	22	13.0	18	11.5
Military-----	52	14.6	28	7.6	17	9.2	10	7.7	55	16.2	30	8.2	12	7.1	9	5.8
Judg. Teams, Exhib.	20	5.6	23	6.3	3	1.6	6	4.6	18	5.3	24	6.6	2	1.2	2	1.3
Recreation, P.E.--	18	5.0	5	1.4	2	1.1	2	1.5	23	6.8	4	1.2	4	2.4	0	.0
Misc.-----	7	1.9	15	4.1	12	6.5	13	10.0	11	3.2	20	5.5	18	10.6	18	11.5
Women's Sports---	28	7.8	5	1.4	1	.5	2	1.5	30	8.9	7	2.0	3	1.8	0	.0

Numbers in parentheses show totals within classifications.

Percentages in parentheses show percentages of all stories in the 13 classifications.

Table 22 . Breakdown of Total Space, and Percentages, in All Classifications Containing Sub-Divisions.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Athletics..	(1830)	(33.1)	(4092)	(46.7)	(3274)	(43.9)	(4694)	(48.2)	(1221)	(26.6)	(3067)	(43.3)	(2760)	(47.4)	(3030)	(41.7)
Football--	819	44.8	2386	58.3	2122	64.8	2541	54.1	720	59.0	1736	56.6	1901	68.9	1808	59.7
Basketball	289	15.8	484	11.8	446	13.6	935	19.9	136	11.1	369	12.0	288	10.4	627	20.7
Baseball--	136	7.4	179	4.4	97	3.0	358	7.6	53	4.3	130	4.2	102	3.7	130	4.3
Track-----	133	7.3	648	15.8	332	10.1	142	3.0	62	5.1	463	15.1	335	12.1	105	3.5
Minor Spts	237	12.9	243	6.0	148	4.5	543	11.6	143	11.7	269	8.8	96	3.5	211	6.9
Gen. Ath.-	137	7.5	115	2.8	117	3.6	167	3.6	63	5.2	77	2.5	38	1.4	145	4.8
Intramural	79	4.3	37	.9	12	.4	8	.2	44	3.6	23	.8	0	.0	4	.1
Campus Act.	(1067)	(19.3)	(1143)	(13.1)	(1091)	(14.6)	(1300)	(13.4)	(841)	(18.3)	(1288)	(18.2)	(765)	(13.1)	(1153)	(15.9)
Soc.Frat.--	132	12.4	166	14.5	627	57.5	646	49.7	152	18.1	247	19.2	201	26.3	644	55.9
Publica.---	95	8.9	39	3.4	48	4.4	5	.4	58	6.9	40	3.1	25	3.3	27	2.3
Foren.Dram	107	10.0	126	11.0	71	6.5	52	4.0	105	12.5	92	7.1	98	12.8	77	6.7
Music-----	78	7.3	105	9.2	49	4.5	19	1.5	57	6.8	104	8.1	49	6.4	49	4.2
Religious--	53	5.0	107	9.4	49	4.5	22	1.7	12	1.4	40	3.1	8	1.0	14	1.2
Stud.Govt.	86	8.0	77	6.7	52	4.7	167	12.8	70	8.3	119	9.2	75	9.8	86	7.5
Hon. Soc.--	95	8.9	212	18.6	42	3.8	85	6.5	51	6.1	160	12.4	51	6.7	60	5.2
Military--	177	16.6	127	11.1	84	7.7	149	11.5	152	18.1	192	14.9	46	6.0	56	4.9
Judg.Exhib	70	6.6	109	9.5	15	1.4	35	2.7	45	5.3	147	11.4	41	5.4	8	.7
Recreat.PE	83	7.8	10	.9	14	1.3	20	1.5	38	4.5	7	.6	34	4.4	0	.0
Misc.-----	19	1.8	58	5.1	39	3.6	77	5.9	43	5.1	125	9.7	118	15.4	132	11.4
Womens Spt	72	6.7	7	.6	1	.1	23	1.8	58	6.9	15	1.2	19	2.5	0	.0

Numbers in parentheses show totals within classifications.

Percentages in parentheses show percentages of all stories in the 13 classifications.

TRENDS IN ATHLETIC NEWS IN OREGONIAN

	Percent	
Football	N 59.0 S 54.1	PERCENTAGES OF STORIES AND PICTURES (N) AND SPACE (S) DEVOTED TO ATHLETICS IN OREGONIAN IN 1937.
Basketball	N 22.5 S 19.9	
Minor Sports	N 17.7 S 11.6	
Baseball	N 11.3 S 7.8	
Gen. Athletics	N 5.6 S 3.8	
Track	N 3.5 S 3.0	
Intramurals	N 2.1 S 2.1	

SOLID LINE — NUMBER
BROKEN LINE — SPACE

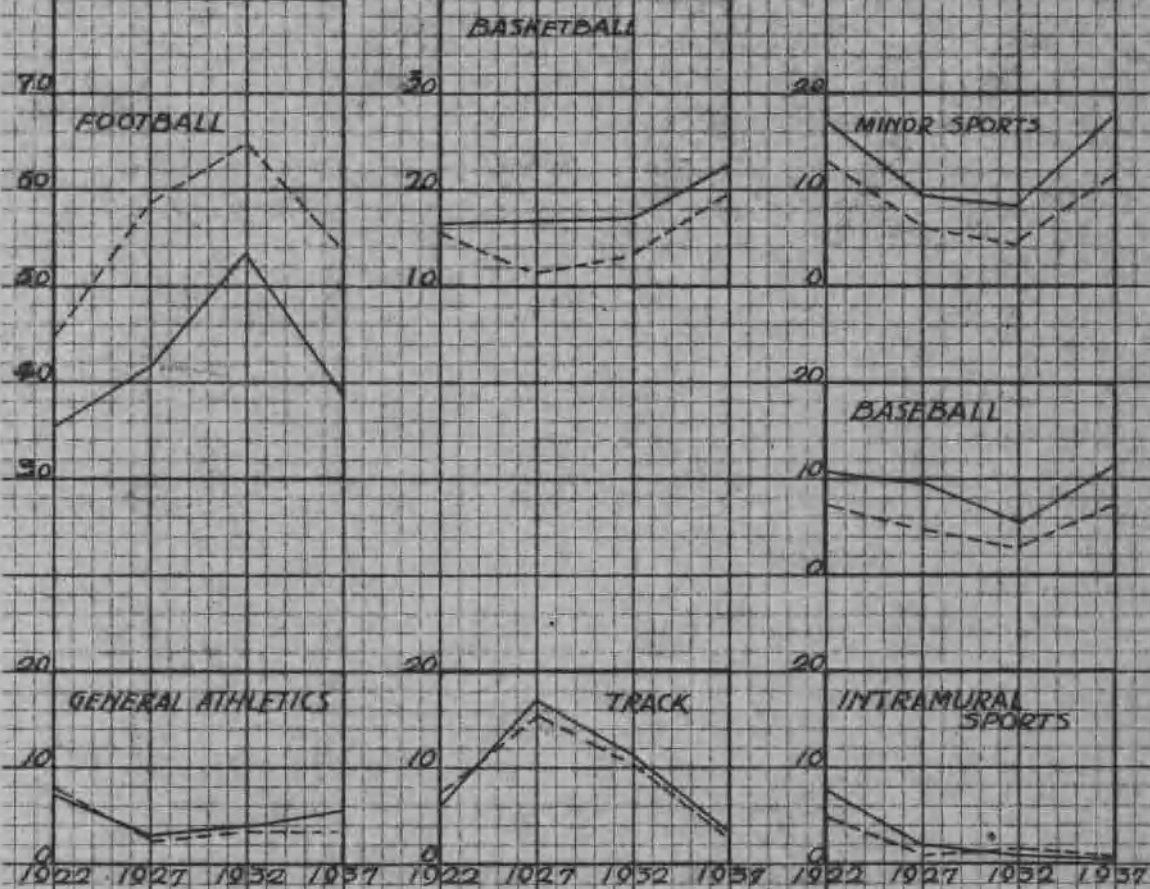


Chart X

TRENDS IN ATHLETIC NEWS IN JOURNAL

	Percent
Football	N 42.9 S 59.7
Basketball	N 24.3 S 20.7
Minor Sports	N 12.4 S 6.9
Baseball	N 8.1 S 4.8
Gen. Athletics	N 7.5 S 4.8
Track	N 6.4 S 3.6
Intramurals	N 3.7 S 1.8

PERCENTAGES OF STORIES
AND PICTURES (N) AND
SPACE (S) DEVOTED TO
ATHLETICS IN JOURNAL
IN 1937.

SOLID LINE — NUMBER
BROKEN LINE — SPACE

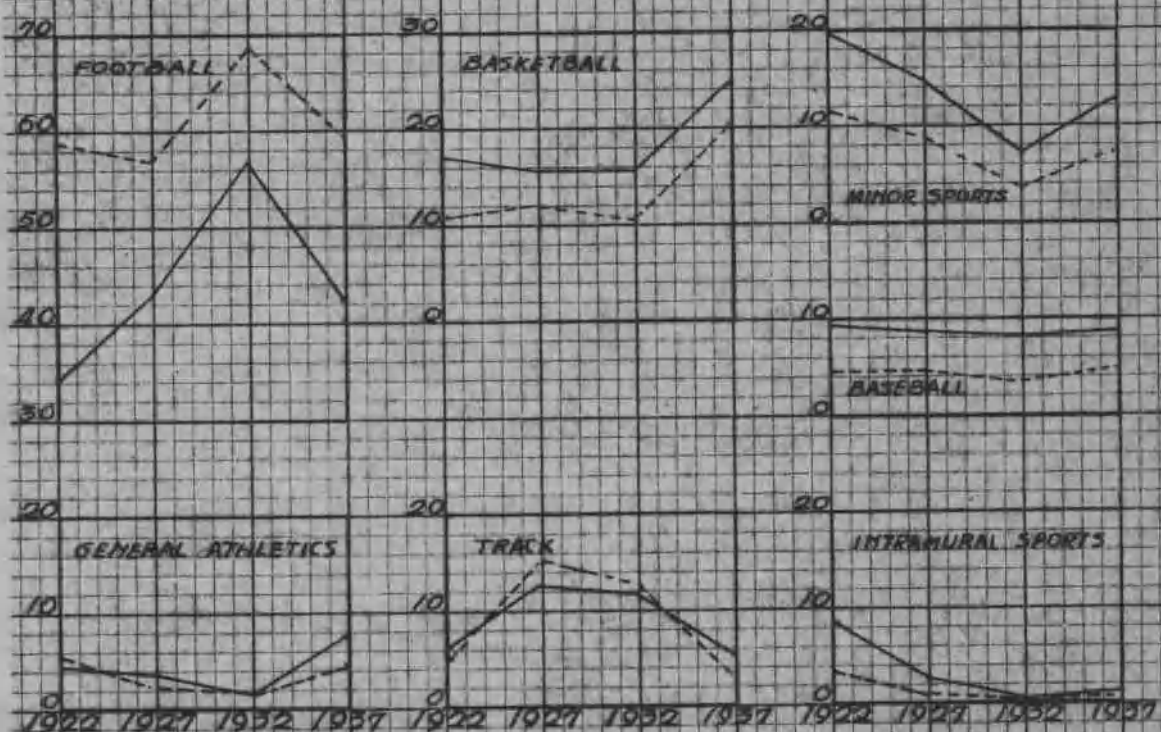


Chart XI

TRENDS IN NEWS OF CAMPUS ACTIVITIES IN THE OREGONIAN

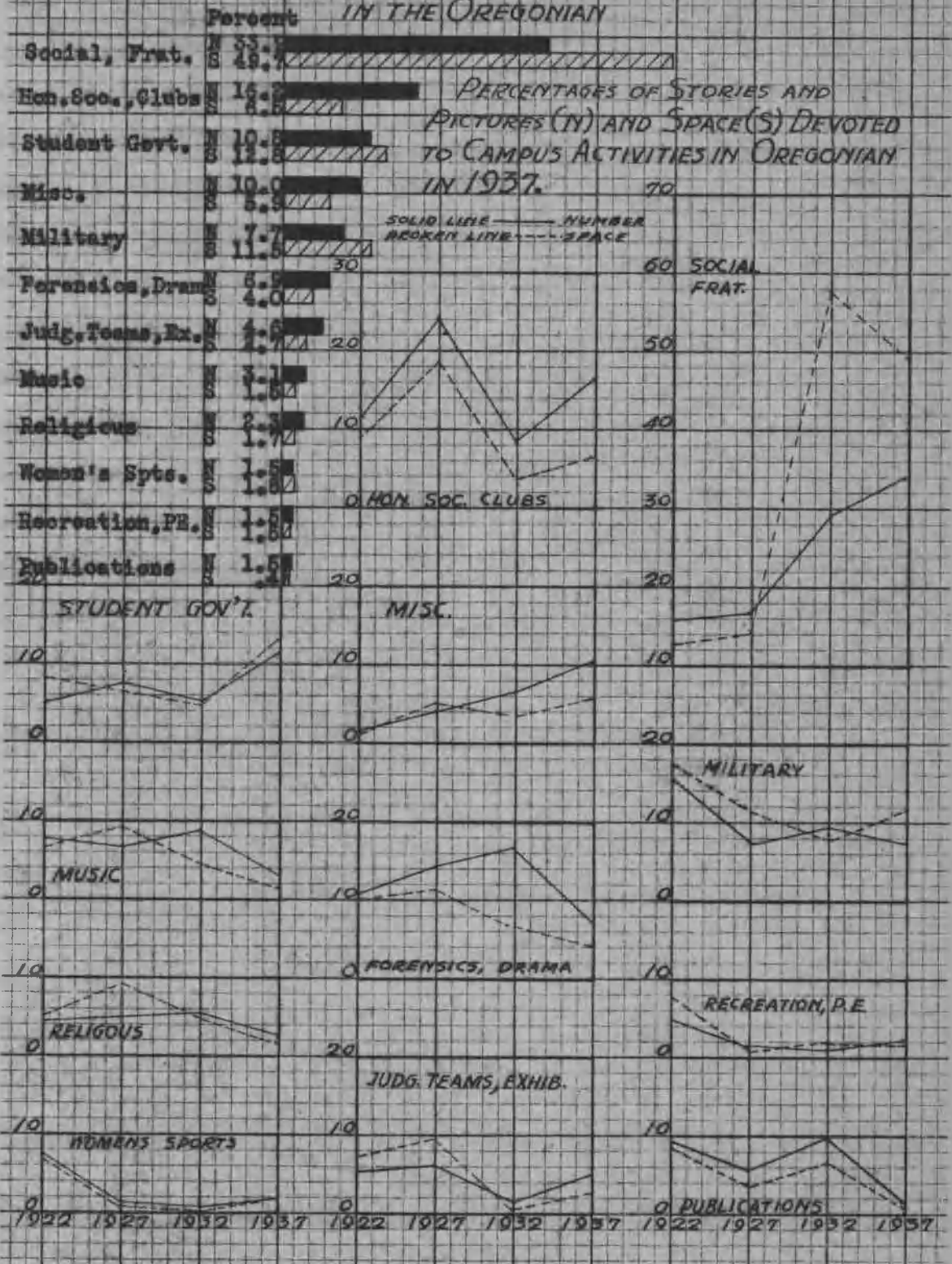


Chart XII

TRENDS IN NEWS OF CAMPUS ACTIVITIES IN THE JOURNAL

61

Social, Frat.	N 42.8	S 55.9
Hon. Soc., Clubs	N 11.5	S 1.2
Misc.	N 11.5	S 11.2
Forensics, Drama	N 9.0	S 8.9
Student Govt.	N 7.7	S 7.5
Military	N 5.8	S 4.9
Music	N 5.1	S 4.2
Publications	N 3.9	S 2.8
Religious	N 1.9	S 1.2
Judg. Teams, Ex.	N 1.3	S .7
Women's Sports	N .0	S .0
Recreation, PE	N .0	S .0

PERCENTAGES OF STORIES AND
PICTURES (N) AND SPACE (S)
DEVOTED TO CAMPUS ACTIVITIES
IN 1937.

SOLID LINE — NUMBER
BROKEN LINE — SPACE

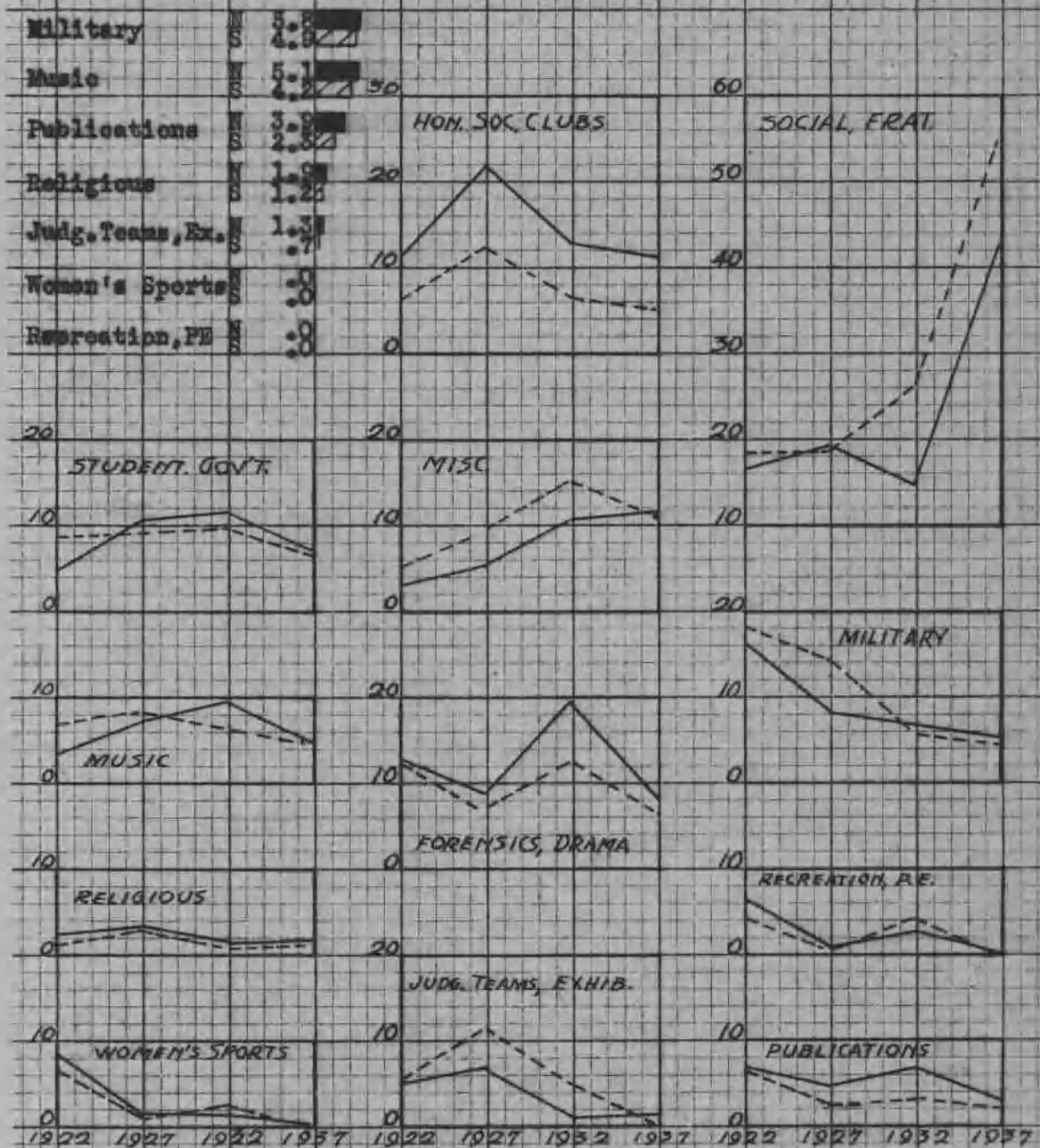


Chart XIII

Another noticeable trend is the rapid decline in stories on intramural sports--from a total of 24 and 22 in the OREGONIAN and JOURNAL, respectively, in 1922 to one lone story in each paper in 1937.

Under general athletics were listed items regarding the administration of athletics and other stories on the general athletic program. There is a slight upward trend in these stories. Minor sports also apparently are staging a comeback after slipping temporarily. These minor sports are so numerous and vary so much from year to year, however, that comparisons might not be too revealing.

Campus Activities

Those who feel that over-emphasis is given in colleges to extra-curricular activities may be able to find some solace in the declining number of stories and pictures about campus activities, but insofar as the OREGONIAN and JOURNAL are concerned, they should study the trend in regard to space before feeling too jubilant. Table 21 shows a rapid decline in the actual number (except in 1927) as well as in the percentages of stories and pictures for both papers. A much smaller decline in percentage of space and an actual increase in the number of inches of space is shown in Table 22. In fact, for both papers combined, the trend is slightly upward in space for campus

activities since 1932 while the stories and pictures continued their descent.

The major explanation for this is society stories. (Charts XII and XIII). Both the percentages of stories and pictures, and space, shot upward with only two exceptions. The social classification included the activities of fraternities and sororities, but it should not be inferred that greater emphasis on these Greek letter organizations was responsible for the increase, because such is not the case.

The use of a weekly social column which showed up first in this study in the OREGONIAN in 1932, but not in full force in the JOURNAL until 1937, accounted for the higher percentages in social news. The average length of each datelined social story in the OREGONIAN in 1937 was 17 inches and in the JOURNAL 11.1 inches, indicating how these weekly columns (used only during the academic year and only in the Sunday editions) added to the total space.

These society columns, it should be added, really consisted of far more than what is normally termed "society." The many references made almost weekly to other campus activities, including at different times group of extra-curricular activities, in fact gave them a distinctive "activity" flavor. Thus it can be seen that these columns, classified as social, really absorbed some of the stories and space probably rightfully belonging in other

categories, but which obviously could not be combed out for different classification. It may be a reason for a decline in the last two years of the study, particularly, in some of the other activities.

Reports of campus activities varied considerably in the two papers. (Charts XII and XIII). Under "miscellaneous" were included stories on homecoming, campus weekend and certain rallies which probably account for the increased trend in this division. In some cases, such as in 1927 when 80 different short stories about honorary societies and clubs appeared in the JOURNAL, it seemed the papers were following "runs" of certain types of news which would continue for a time and then gradually seek lower percentages.

Instruction

Although not accounting for a great deal of the total space, one of the most noticeable drops in percentages of stories and space was recorded in instruction. How the percentages for the sub-divisions--curricula, short courses and methods--effected the totals are shown in Tables 23 and 24. Fewer stories regarding methods of instruction stand out rather prominently while much of this decrease is taken up by stories on curricula.

Faculty

Taken as a whole, the downward trend for stories about the faculty was not so pronounced as for instruction. The papers paid less relative attention--or perhaps it was the college--to the selection or appointment of faculty members in later years; in general maintained about the same proportion of interest in honors and recognition accorded the faculty; and appeared to give considerable more credit to public services performed by the staff. The JOURNAL gave more attention to the miscellaneous activities of the faculty and the OREGONIAN used less space.

Students

The percentages concerning news about students remained rather constant throughout the four periods, although they fell to their low positions in 1932, when there were also the fewest students enrolled. The breakdown for the six sub-divisions (Tables 23 and 24) show interesting comparisons by years, but there does not seem to be much explanation for some of the rather wide variations. In general, however, news of scholarship, honors and other recognition is indicated as replacing stories on registration, attendance and degrees as the heaviest contributor to information about students. Finances and housing, health

Table 23 . Breakdown of Total Number of Stories and Pictures, and Percentages in All Classifications Containing Sub-Divisions.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Instruction.	(72)	(5.8)	(51)	(3.1)	(11)	(1.1)	(24)	(2.0)	(81)	(6.2)	(41)	(2.8)	(8)	(.8)	(14)	(1.3)
Curricula-----	14	19.4	16	31.4	2	18.2	7	29.2	24	29.6	10	24.4	1	12.5	6	42.9
Short Courses----	27	37.5	10	19.6	5	45.4	12	50.0	14	17.3	4	9.8	4	50.0	2	14.2
Methods, Etc.----	31	43.1	25	49.0	4	36.4	5	20.8	43	53.1	27	65.8	3	37.5	6	42.9
Faculty.	(125)	(10.0)	(124)	(7.6)	(94)	(9.0)	(87)	(7.3)	(134)	(10.3)	(143)	(9.8)	(82)	(8.6)	(93)	(8.9)
Selection, Tenure--	32	25.6	21	16.9	16	17.0	17	19.5	45	33.6	30	21.0	17	20.7	16	17.2
Hon., Recognition--	15	12.0	19	15.3	31	33.0	17	19.5	18	13.4	25	17.5	28	34.2	14	15.1
Public Services--	47	37.6	60	48.4	22	23.4	42	48.3	47	35.1	49	34.2	16	19.5	39	41.9
Other Activities--	31	24.8	24	19.4	25	26.6	11	12.7	24	17.9	39	27.3	21	25.6	24	25.8
Students.	(95)	(7.6)	(127)	(7.7)	(75)	(7.2)	(81)	(6.8)	(130)	(10.0)	(121)	(8.3)	(67)	(7.0)	(98)	(9.4)
Attend., Regist.--	41	43.2	27	21.3	17	22.7	25	30.9	46	35.4	33	27.3	22	32.8	23	23.5
Finances, Loans--	14	14.7	15	11.8	4	5.3	4	4.9	19	14.6	6	4.9	6	8.9	8	8.1
Discipline-----	2	2.1	14	11.0	2	2.7	5	6.2	3	2.3	10	8.3	5	7.5	9	9.2
Schol., Honors----	21	22.1	47	37.0	37	49.3	31	38.3	37	28.4	41	33.9	24	35.8	43	43.9
Health, Accidents	9	9.5	9	7.1	14	18.7	13	16.0	14	10.8	15	12.4	5	7.5	10	10.2
Misc.-----	8	8.4	15	11.8	1	1.3	3	3.7	11	8.5	16	13.2	5	7.5	5	5.1
Research.	(76)	(6.1)	(57)	(3.5)	(63)	(6.1)	(71)	(5.9)	(75)	(5.8)	(39)	(2.7)	(59)	(6.2)	(31)	(3.0)
Experiment Stat.--	72	94.7	43	75.4	49	77.8	49	69.0	72	96.0	32	82.1	53	89.8	17	54.8
Other Research----	4	5.3	14	24.6	14	22.2	22	31.0	3	4.0	7	17.9	6	10.2	14	45.2
Extension.	(75)	(6.0)	(56)	(3.4)	(47)	(4.5)	(134)	(11.2)	(86)	(6.6)	(43)	(2.9)	(68)	(7.1)	(65)	(6.2)
State-----	75	100.0	56	100.0	47	100.0	100	74.6	86	100.0	43	100.0	68	100.0	49	75.4
Federal-----	0	.0	0	.0	0	.0	34	25.4	0	.0	0	.0	0	.0	16	24.6

Numbers in parentheses show totals within classifications.

Percentages in parentheses show percentages of all stories in the 13 classifications.

Table 24. Breakdown of Total Space, and Percentages, in All Classifications Containing Sub-Divisions.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Instruction. . . .	(411)	(7.4)	(271)	(3.1)	(51)	(.7)	(140)	(1.4)	(260)	(5.7)	(157)	(2.2)	(33)	(.6)	(59)	(.8)
Curricula-----	53	12.9	75	27.7	9	17.6	44	31.4	49	18.9	41	26.1	2	6.1	32	54.2
Short Courses----	203	49.4	67	24.7	29	56.9	76	54.3	62	23.8	17	10.8	21	63.6	6	10.2
Methods, Etc.----	155	37.7	129	47.6	13	25.5	20	14.3	149	57.3	99	63.1	10	30.3	21	35.6
Faculty.	(452)	(8.2)	(381)	(4.4)	(462)	(6.2)	(364)	(3.7)	(338)	(7.4)	(418)	(5.9)	(303)	(5.2)	(466)	(6.4)
Selection, Tenure--	131	29.0	62	16.5	79	17.1	67	18.4	105	31.1	109	26.1	67	22.1	87	18.7
Hon., Recognition--	73	16.1	51	13.4	194	42.0	63	17.3	33	9.8	61	14.6	89	29.4	45	9.7
Public Services---	163	36.1	182	47.8	96	20.8	180	49.5	135	39.9	148	35.4	68	22.4	182	39.0
Other Activities---	85	18.8	85	22.3	93	20.1	54	14.8	65	19.2	100	23.9	79	26.1	152	32.6
Students.	(361)	(6.5)	(659)	(7.5)	(393)	(5.3)	(526)	(5.4)	(370)	(8.0)	(512)	(7.2)	(436)	(7.5)	(605)	(8.3)
Attend., Regist.---	181	50.1	173	26.2	144	36.6	157	29.8	146	39.5	158	30.9	182	41.7	219	36.2
Finances, Loans---	57	15.8	133	20.2	20	5.1	23	4.4	56	15.1	30	5.9	39	9.0	51	8.4
Discipline-----	4	1.1	60	9.1	12	3.1	25	4.8	11	3.0	37	7.2	15	3.4	45	7.5
Schol., Honors----	67	18.6	179	27.2	168	42.7	260	49.4	113	30.5	183	35.7	136	31.2	218	36.0
Health, Accidents--	23	6.4	32	4.9	47	12.0	50	9.5	25	6.8	44	8.5	24	5.5	37	6.1
Misc.-----	29	8.0	82	12.4	2	.5	11	2.1	19	5.1	60	11.7	40	9.2	35	5.8
Research.	(426)	(7.7)	(368)	(4.2)	(878)	(11.8)	(544)	(5.6)	(290)	(6.3)	(183)	(2.6)	(314)	(5.4)	(169)	(2.3)
Experiment Stat.---	391	91.9	265	72.0	757	86.2	325	59.7	275	94.8	166	90.7	288	91.7	89	52.7
Other Research---	35	8.1	103	28.0	121	13.8	219	40.3	15	5.2	17	9.3	26	8.3	80	47.3
Extension.	(402)	(7.3)	(228)	(2.6)	(248)	(3.3)	(742)	(7.6)	(571)	(12.4)	(255)	(3.6)	(413)	(7.1)	(391)	(5.4)
State-----	402	100.0	228	100.0	248	100.0	550	74.1	571	100.0	255	100.0	413	100.0	292	74.7
Federal-----	0	.0	0	.0	0	.0	192	25.9	0	.0	0	.0	0	.0	99	25.3

Numbers in parentheses show totals within classifications.

Percentages in parentheses show percentages of all stories in the 13 classifications.

and accidents, discipline and miscellaneous items were relatively unimportant so far as students were concerned in 1937.

Research

In setting up the main classifications it was immediately recognized that stories concerning the agricultural experiment station should be tabulated separately from non-agricultural research stories. This was not done with any intention of attempting to evaluate the effectiveness these stories might have in comparison with others, but rather to discover how deeply the college or the papers were digging into a productive source for news.

The experiment station, with its central organization, for years has provided many of the most substantial college stories on science and research. The figures in Tables 23 and 24 indicate that, so far as this study is concerned, little use of stories on research from other departments of the college has been made until recent years.

While it might be somewhat discouraging not to find a definite upward trend in research which already accounted for such a small percentage of all college news, some satisfaction should be derived from the greatly increased percentage of non-agricultural research stories and the space devoted to them--stories from 5.3 per cent to

31 per cent and space from 8.1 per cent to 40.3 per cent in the OREGONIAN; stories from 4 per cent to 45.2 per cent and space from 5.2 per cent to 47.3 per cent in the JOURNAL.

By this it should not be inferred that it is necessarily desirable that general research stories should be emphasized at the expense of experiment station stories. It does show that perhaps a more equal balance is being approached and a highly desirable news source is beginning to be tapped.

Extension

The relatively small percentage of stories and space that extension contributed to the totals for all college news--regardless of its increasing rank order position--probably will be surprising to uninformed persons who might believe that this classification would provide a much larger proportion of news in a land grant institution.

Extension stories have had their ups and downs in both papers without apparent consistency. The peak for the JOURNAL in 1922 is attributed largely to 14 4-H club stories totaling 296 inches which seemed to belong in this classification. They were somewhat different in nature and source, apparently, than the 4-H field notes in the OREGONIAN in 1932, which were excluded from all classifications

and were considered separately.

Some of the extension stories found their way in later years into the conventions and visitors classification, as explained in that section.

Federal extension stories, almost all of which related to the agricultural adjustment administration whose operation in Oregon is closely associated with the extension service of the college, entered as a factor in 1937. The federal extension information accounts for approximately one-fourth of all extension stories and space in both papers in 1937. (Tables 23 and 24).

Conventions and Visitors

The numerous conventions and meetings on the campus, visiting speakers such as those addressing student assemblies, and other campus visitors about whom stories could not be otherwise classified, provided stories that took precedence over several other types of college news. For both papers combined, however, these totals reached their peak in 1932 and gradually dropped in 1937. Naturally, the percentages are certain to be influenced somewhat by the number of meetings held on the campus in any one year or whether one or more large state-wide organizations select the campus as a meeting place. These factors are beyond the control of either the college or papers.

The figures incidentally show the increasingly closer tie between the college and the life of the state as represented by the organizations holding meetings on the campus.

Stories that formerly would be strictly extension or research stories, quite frequently in 1932 and 1937 were classified in this category because of a recent tendency to tie announcements of new discoveries or research progress reports around some of the meetings held on the campus.

Some may question whether many of these stories of conventions can rightfully be termed "college news," since they frequently have little if any connection with the institution, other than that the organization made use of its facilities.

It is observed that practically all of the stories in this classification originated on the campus.

Administration of Institution

As pointed out previously, stories and space devoted to administration of the institution showed a rather significant trend upward, although the total space in relation to the totals for all college news remained almost unbelievably low. For both papers combined, the stories on administration increased more than five times and the space increased seven times in the 15 years. A large share

of this increase came through stories originating off the campus--most of which were about meetings of the state board of higher education held in Portland. The total space for this classification was increased materially in 1932 by the stories on the unification of the state system of higher education and the proposed consolidation of the schools of higher education. Since this was an abnormal news situation, these particular stories were not considered in the percentages. But as is shown in Tables 15 and 16, the importance attached to them is not to be overlooked. All told, consolidation and unification accounted for 48 stories and pictures and 646 inches of space in the OREGONIAN and 50 stories and pictures and 561 inches in the JOURNAL. This was several times the number of stories and space devoted to other stories on administration in the same year.

News Features

Findings in this study point conclusively to the possibility for developing more news features--by which are meant special and usually longer types of stories on subjects which may not be as limited to timeliness as straight news. These subjects might relate to students, buildings, research, faculty members, the nursery school, irrigation, or scores of other topics.

That news features are available in considerable

number on the college campus few would deny. That astonishingly little use is being made of them in the two Portland papers is manifested in the figures obtained. For all of the stories and pictures used, the highest percentage in any of the years was 2.1 per cent (in 1927); for space the highest percentage was 3.4 per cent (also in 1927). The numbers decreased in 1937, but the space showed a slight upward trend in 1937 over 1932. It appears that a fruitful type of college news is being overlooked here as well as in some of the other classifications.

Alumni

Stories about alumni presented somewhat of a problem in classification because of the uncertainty of exactly where to draw the line on those which should be eliminated. Those tabulated had some more or less direct association with the college other than mere incidental mention of the institution. There was a slight upward trend in their use in both stories and pictures, and space, for both papers combined. In general, this increase must be attributed to stories originating off the campus.

Plant and equipment

Plant and equipment stories represented another small percentage of the space and the percentages did not vary greatly during the 15-year period. The trend was up a little in 1927 when several new buildings were under construction or were being contemplated on the campus, and down some in 1932 when there was practically no building program.

Aims and Policies

Surprisingly little space, it seemed, was given to aims and policies of the institution. It must be admitted that while in theory it would appear that the percentage would be much higher, in practice the situation may not be so inconsistent or alarming, after all. This is explained in Chapter IV.

By the nature of the classification, perhaps some of the stories that rightfully belonged in this category were placed in another because they more readily fell within the latter class. It is not difficult to visualize the possibility of one or more of the other types of stories being very closely related to aims and policies, and a story classified as instruction or administration also citing aims or a policy of the institution.

The fact remains, however, that the number of stories on aims and policies was almost negligible. The small number continued through all four years with little appreciable variation.

Average Length of Stories

In a study of this nature, a natural question arises regarding the comparative average lengths of stories. Are college stories in the OREGONIAN and the JOURNAL following the same general trend toward more brevity which many readers believe they detect, correctly or incorrectly, in present-day newspapers?

The figures indicate that college stories in these two papers are not following this possible general trend, but on the contrary have actually increased in average length. It should be remembered, however, that considerable emphasis has been placed on keeping all news stories brief in both papers since the concluding year of this study. This may or may not have affected college news.

Table 25 and Charts XIV and XV indicate the trend toward longer college stories. The average length for all stories originating on the campus in the 13 classifications in the OREGONIAN in 1922 was 4 inches. This moved upward to 4.4 inches in 1927, to 6.3 inches in 1932, and to 7 inches in 1937. The average increased length in the JOURNAL was even more pronounced, ranging from 2.8 inches in 1922, progressively to 6.4 inches in 1937.

The average length of stories about the college but originating elsewhere does not show such a decided in-

Table 25. Average Length of Stories by Years.

	Originating at College (Datelined)								About (but not originating at) College							
	Oregonian				Journal				Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937	1922	1927	1932	1937	1922	1927	1932	1937
Instruction	5.4	4.1	4.3	4.5	2.7	3.7	4.1	3.3	6.0	4.6	8.0	5.0	4.0	2.0	.0	5.8
Faculty----	3.6	3.1	4.7	3.8	2.5	2.7	3.5	4.7	3.0	2.5	4.4	4.4	2.4	2.7	4.0	4.5
Students----	3.8	4.3	5.6	6.3	2.8	4.0	5.6	6.1	3.8	3.7	3.6	7.2	1.6	2.8	1.8	3.5
Research----	5.0	5.2	10.8	6.8	3.6	4.0	5.2	4.6	10.0	6.1	13.5	8.1	4.5	4.0	6.3	4.7
Extension----	4.7	4.1	4.7	5.2	3.2	4.2	5.5	5.8	5.0	4.0	7.1	5.5	16.6	6.8	4.0	4.6
Campus Act.	2.8	2.7	6.2	9.1	2.2	2.9	3.9	7.2	3.6	2.5	2.8	7.7	3.0	2.6	2.3	4.6
Athletics----	5.2	5.6	6.2	8.2	3.3	5.7	6.8	7.2	5.1	9.7	9.1	8.6	6.1	6.8	7.4	7.0
Plant-Equip	2.7	4.2	3.6	3.4	2.2	3.9	4.5	4.0	3.3	9.0	6.3	7.0	1.0	4.4	5.0	2.5
Alumni-----	2.2	3.2	5.0	3.4	2.1	2.7	3.7	3.7	2.2	4.0	8.6	4.1	1.6	2.4	4.7	3.5
Conv.-Vis.-	3.6	6.1	7.0	6.7	2.6	4.7	5.5	6.1	3.0	3.3	.0	6.0	4.5	3.2	3.0	4.1
News Feat.-	7.6	8.0	12.3	3.2	5.5	4.4	5.5	4.2	.0	8.5	3.5	.0	4.0	.0	8.0	.0
Adm. Inst.-	6.0	9.0	.0	4.2	3.0	9.0	9.7	10.3	.0	5.7	11.0	9.0	6.0	5.4	6.6	11.4
Aims, Polic.	11.0	5.7	3.3	8.0	5.4	8.0	7.5	7.6	15.0	11.5	46.0	3.0	24.0	9.8	.0	4.2
Average for All Stories	4.0	4.4	6.3	7.0	2.8	4.1	5.3	6.4	4.2	6.6	8.5	7.4	5.7	4.8	6.4	5.8
Fac. By Lines									49.0	21.2	50.0	15.7	12.0	38.0	.0	16.0
Editorials-									6.6	7.9	6.9	6.2	6.5	7.2	7.7	6.2
Cons. Unific.			9.1				9.7				14.7				11.1	
Farm, Range-			13.0													
4-H Field N			21.7													

AVERAGE LENGTH OF STORIES
in 13 CLASSIFICATION DATE-
LINED (ORIGINATING AT COLLEGE)

■ OREGONIAN
▨ JOURNAL

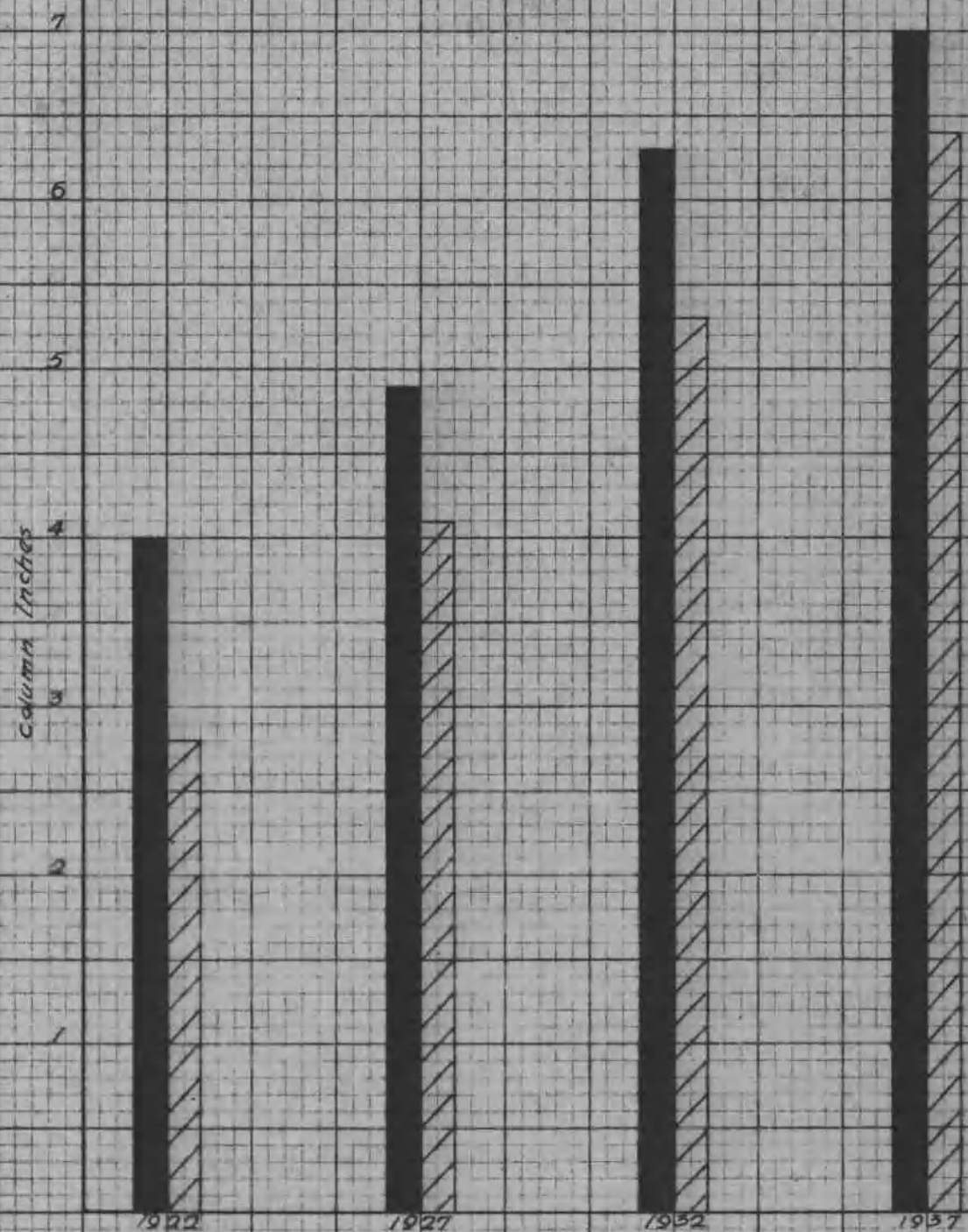
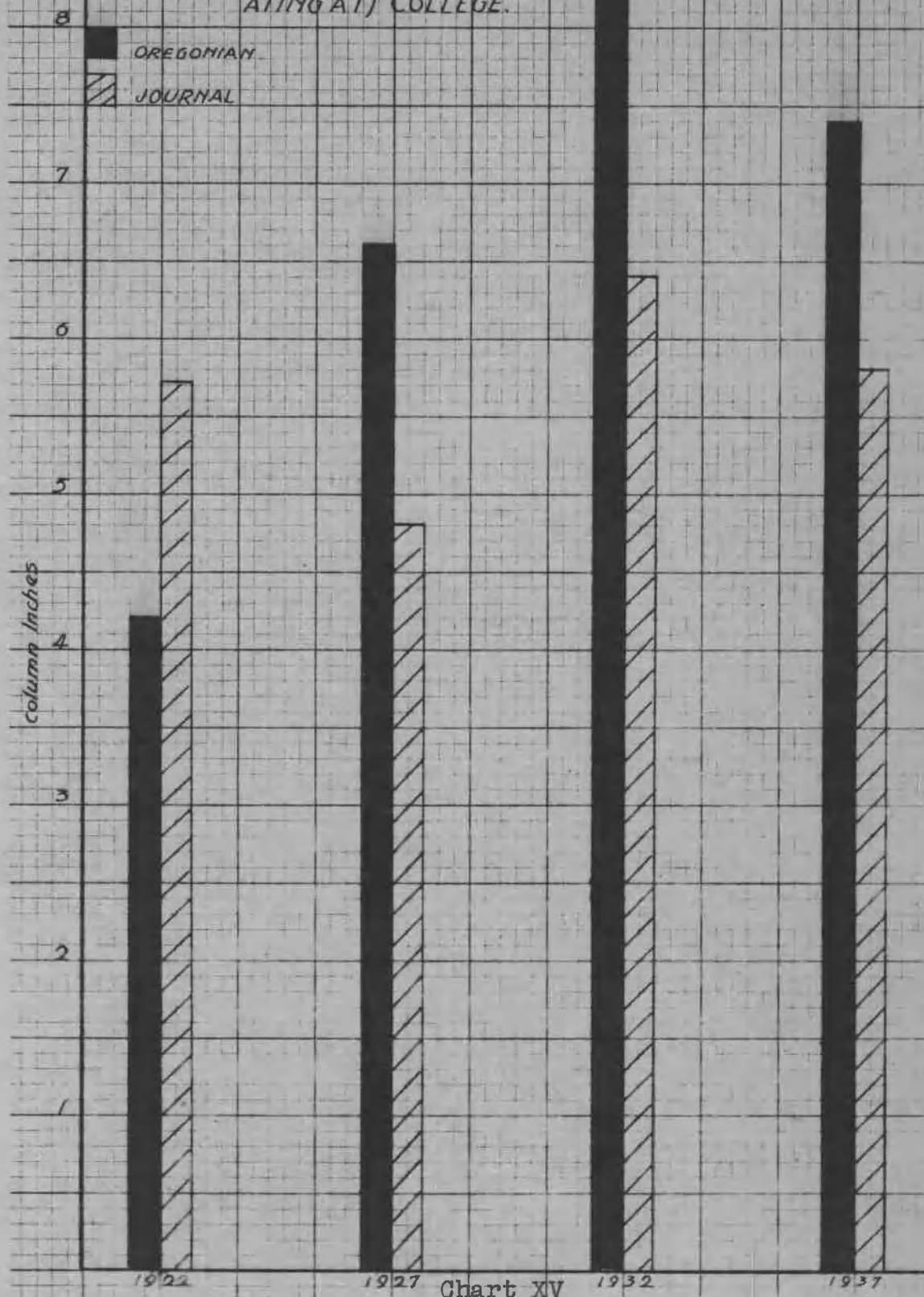


Chart XIV

AVERAGE LENGTH OF STORIES
IN 13 CLASSIFICATIONS
ABOUT (BUT NOT ORIGIN-
ATING AT) COLLEGE.



crease (Chart XV) but for both papers the length in 1937 was greater than for 1922 or 1927. It is interesting to note that in this particular division, the longest average is recorded in the depression year of 1932 when it would be supposed less total space would be available. It is true, of course, that this was the low year for the total number of stories.

The actual length of stories varied from less than one inch to more than a full page (including pictures) for a very few of the special articles.

Among the "datelined" stories in the OREGONIAN, campus activities had the highest average of 9.1 inches in 1937 followed by athletics with an average of 8.2 inches. Both of these represented progressive increases since 1922. Stories on the administration of the institution averaged the longest in the JOURNAL in 1937, 10.3 inches, followed by campus activities and athletics with 7.2 inches each, among the classes with the larger number of stories.

Some of the averages, such as those for aims and policies one of which is 46 inches in 1932, cannot be classed as representative since in this case only the one 46-inch story was printed throughout the entire year in this classification. This particular story cited the aims of the college in the consolidation program of the state system of higher education. A similar condition exists in some of the other averages where the small number of stories

does not give as clear a picture as in the types which include larger numbers of stories.

If the total number of all stories and pictures in the 13 classifications and the total combined space they represented in the OREGONIAN and JOURNAL are considered, the increase in the average space by years is even more evident. It is recognized that inclusion of pictures might tend to interfere with the averages, but nevertheless it does indicate a trend. Table 1 shows this average combined length in inches increased from 3.9 inches in 1922 to 5.1 inches in 1927, to 6.6 inches in 1932, and to 7.5 inches in 1937. Averages for all clippings were not tabulated since the farm, range and field notes, the 4-H field notes, editorials and faculty-written articles again would obscure the true picture for the 13 classifications.

The average story lengths by years in each of the primary and secondary classifications for both papers, and for news originating both on and off the campus, are shown in the tables in the appendix.

Pictures

A somewhat surprising situation--at first glance--developed in regard to the use of pictures concerning the college in the OREGONIAN and the JOURNAL, especially in view of the rapid growth of pictorial journalism in recent years.

Briefly, this rather unexpected condition involved a decline in the number of pictures used in 1937 over those used in 1932, although the amount of space devoted to pictures showed what might be considered an increase about in line with the general popularity of pictures.

Further analysis, however, tends to dispel some of these surprising elements. In the first place, as pointed out previously, this study extended only to July 1, 1937. The present extensive use of news pictures at that time was in its earlier stages. Figures for college pictures in 1938, a year later, possibly would present a different story.

In tabulating the number of pictures, no attempt was made to record the number of different "shots" in a single layout. Thus a layout two or more columns wide might contain from two to four or five, or even more, individual pictures. On the records these layouts show up

as one single picture. The study did not cover a detailed analysis of layouts, but a generalization would be that the use of layouts showed an increase.

Still a third explanation relates to the number of one-half column or "thumbnail" cuts used--an interesting sidelight in itself. The number of these half-column illustrations as well as the column widths of all other pictures used is shown in Table 26. It will be noted that these thumbnails reached the height of their popularity in 1927 and 1932, the same years in which the largest total numbers of pictures were recorded. In every case they were portrait pictures set within the first paragraphs of the story. They frequently had only incidental connection with the story and reasons for their inclusion often appeared remote. In 1927, 112 of the 219 pictures in the OREGONIAN were these half-column portraits and in 1932, 87 of the 184 pictures were of the same character. None was found in the OREGONIAN in 1922 or 1937. The JOURNAL did not make such extensive use of them, but in 1932 a total of 29 of the 97 pictures were of this size. Obviously, these half-column cuts added largely to the total number of pictures in 1927 and 1932, especially in the OREGONIAN, but contributed very little to the total space since they occupy the equivalent of only one column inch. It must be added, however, that even if all the thumbnails were excluded there would still be more pictures in 1927 and 1932 than in 1937.

Table 26. Comparison by Years of the Sizes (Column Widths) of Pictures Used in the Oregonian and Journal.

	Oregonian				Journal			
	1922	1927	1932	1937	1922	1927	1932	1937
1-2 Column-----	0	112*	87**	0	6	8	29***	8
1 Column-----	12	19	32	27	8	26	24	17
2 Column-----	7	37	25	13	7	21	12	27
3 Column-----	11	29	19	32	9	24	17	23
4 Column-----	2	12	12	8	5	7	12	10
5 Column-----	3	7	2	2	1	2	3	7
6 Column-----	0	2	5	0	0	0	0	1
7 Column-----	0	0	1	2	0	0	0	0
8 Column-----	4	1	1	6	1	2	0	0
Totals-----	39	219	184	90	37	90	97	93

*93 of the 112 used with athletics

**51 of the 87 used with athletics

***18 of the 29 used with athletics

In connection with the thumbnails, it is also interesting to observe that by far the greater majority of them were used in connection with sports stories--93 of the 112, 51 of the 87, and 18 of the 29. (Table 26). The same picture from the same cut occasionally would appear several times a week in certain instances. There appeared to be no reason for using the thumbnail in many cases except that it apparently was felt that a picture of some kind should accompany the story. Fortunately for those who tired of seeing the same face staring out from their favorite sports page at all too frequent intervals, this common newspaper "fad"--if it might be so termed--gradually wore itself out and hit the bottom of the toboggan previous to 1937.

In addition, it was rather self evident that in 1937 the competition in quality of pictures was much more pronounced. Some of the college pictures used in 1922 and

1927--when there was not such a variety of all kinds of pictures available for the papers--would have been thrown in the wastebasket forthwith is submitted in 1937. In other words, it appeared that in the old days the papers would use almost any picture--and the college "got by with murder." Now the papers are much more selective and college pictures have to compete with the product of the best news photographers papers and picture services can enlist.

With these possible explanations of some of the reasons for the variations in numbers of pictures, the more significant trends in the total amount of space they occupied can be considered. Except for a slight dip in 1932, the total space for pictures in both papers showed a rapid increase--a rise from 708 inches to 1860 inches in the OREGONIAN and from 488 inches to 1332 inches in the JOURNAL, representing better than a 260 per cent expansion for each paper, though the greatest part of this increase came from 1922 to 1927. (Table 27; Chart XVI).

As might be expected, athletics accounted for the largest percentage of pictures and space, although it should be noted that in 1937, pictures used with other types of stories and those in the other categories cut sharply into athletic pictures. This is especially noticeable in the percentages of the number of pictures used. (Table 28).

Space devoted to non-athletic pictures showed

Table 27. Number of Pictures and Percentages.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Instruction	3	8.6	6	2.9	0	.0	1	1.1	2	5.4	2	2.2	0	.0	0	.0
Faculty----	7	20.0	12	5.8	17	9.5	9	10.2	5	13.5	9	10.0	12	12.5	5	5.4
Students----	0	.0	14	6.7	12	6.7	8	9.1	4	10.8	8	8.9	7	7.3	10	10.9
Research----	1	2.9	5	2.4	12	6.7	2	2.3	1	2.7	2	2.2	1	1.0	1	1.1
Extension----	4	11.4	0	.0	2	1.1	3	3.4	2	5.4	6	6.7	4	4.2	6	6.5
Campus Act.	7	20.0	16	7.7	27	15.1	18	20.5	7	19.0	24	26.7	21	21.9	16	17.4
Athletics----	8	22.8	114	54.8	95	53.1	26	29.5	5	13.5	22	24.4	41	42.7	27	29.3
Plant-Equip	2	5.7	4	1.8	0	.0	2	2.3	2	5.4	4	4.4	3	3.1	7	7.6
Alumni-----	2	5.7	12	5.8	4	2.2	7	8.0	3	8.1	2	2.2	2	2.1	10	10.9
Conv.-Vis.-	0	.0	11	5.3	5	2.8	7	8.0	0	.0	7	7.9	4	4.2	6	6.5
News Feat.-	1	2.9	12	5.8	5	2.8	4	4.5	3	8.1	4	4.4	1	1.0	3	3.3
Adm. Inst.-	0	.0	0	.0	0	.0	1	1.1	1	2.7	0	.0	0	.0	1	1.1
Aims, Polic.	0	.0	2	.9	0	.0	0	.0	2	5.4	0	.0	0	.0	0	.0
Totals----	35	100.0	208	100.0	179	100.0	88	100.0	37	100.0	90	100.0	96	100.0	92	100.0
Fao. By Lines	4		11		1		2						1		1	
Cons. Unific					4								1			
TOTALS----	39		219		184		90		37		90		97		93	
4-H Field N					1											
					185											

Table 28. Amount of Space Devoted to Pictures, and Percentages.

	Oregonian								Journal							
	1922		1927		1932		1937		1922		1927		1932		1937	
	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%	In.	%
Instruction	37	6.6	82	5.1	0	.0	30	1.6	41	8.4	17	1.5	0	.0	0	.0
Faculty----	48	8.6	54	3.3	107	6.9	45	2.5	16	3.3	52	4.6	45	4.4	55	4.2
Students----	0	.0	174	10.7	54	3.5	56	3.1	17	3.5	82	7.3	118	11.7	136	10.4
Research----	30	5.3	91	5.6	300	19.3	59	3.2	12	2.5	35	3.1	9	.9	28	2.2
Extension----	62	11.1	0	.0	19	1.2	45	2.5	31	6.4	55	4.9	64	6.3	57	4.4
Campus Act.	58	10.4	182	11.2	142	9.1	300	16.4	89	18.2	306	27.3	201	19.9	201	15.4
Athletics----	204	36.5	585	36.0	806	51.9	899	49.2	151	30.9	405	36.1	501	49.6	563	43.2
Plant-Equip.	43	7.7	59	3.6	0	.0	35	1.9	26	5.3	47	4.2	20	2.0	98	7.5
Alumni-----	11	2.0	87	5.4	26	1.7	42	2.3	5	1.0	5	.5	10	1.0	46	3.5
Conv.-Vis.-	0	.0	108	6.7	35	2.3	101	5.5	0	.0	79	7.0	37	3.6	83	6.4
News Feat.-	66	11.8	187	11.5	63	4.1	211	11.5	46	9.4	39	3.5	6	.6	33	2.5
Adm. Inst.-	0	.0	0	.0	0	.0	5	.3	4	.8	0	.0	0	.0	4	.3
Aims, Polic.	0	.0	15	.9	0	.0	0	.0	50	10.3	0	.0	0	.0	0	.0
Totals----	559	100.0	1624	100.0	1552	100.0	1828	100.0	488	100.0	1122	100.0	1011	100.0	1304	100.0
Fac.ByLines	149		133		42		32								28	
Cons.Unific					30								22			
TOTALS----	708		1757		1624		1860		488		1122		1033		1332	
4-H Field N					1											

TOTAL SPACE DEVOTED
TO PICTURES.

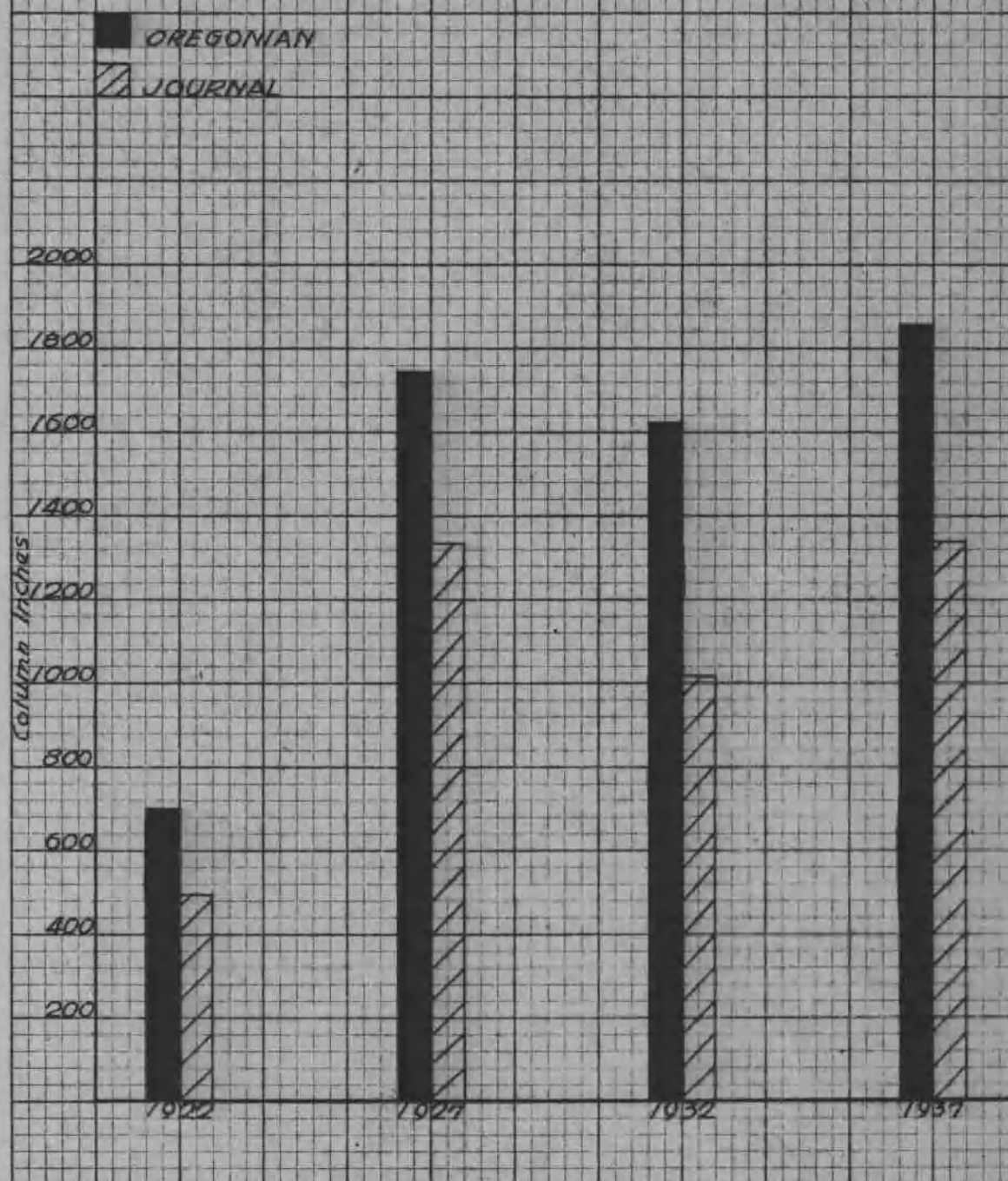


Chart XVI

AVERAGE SPACE OCCUPIED BY PICTURES

89

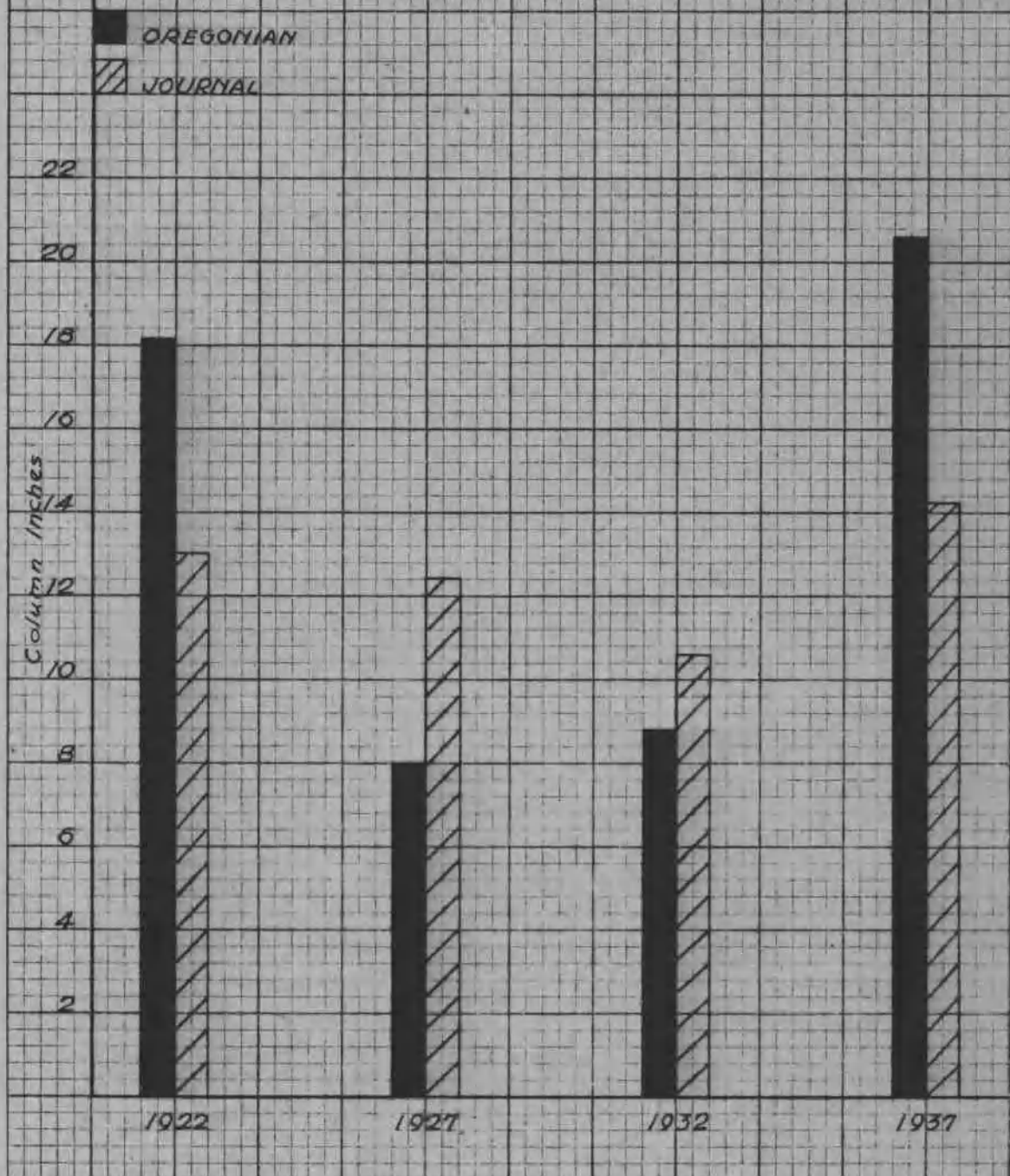


Chart XVII

considerably more variation than that given to athletics. Table 27 shows that the actual number of inches given to sports pictures increased each year in both the OREGONIAN and JOURNAL. The number of inches devoted to non-athletic pictures in the OREGONIAN varied, by years, as follows: 1922, 504 inches; 1927, 1272 inches; 1932, 818 inches; 1937, 961 inches. For the JOURNAL similar non-athletic picture figures are: 1922, 337 inches; 1927, 717 inches; 1932, 532 inches; 1937, 769 inches.

Attention may be called again here to Tables 3 and 4 showing the percentages of total numbers of pictures and space in relation to source. The percentages for both papers reflect the figures explained in this section, with the highest percentages for numbers appearing in 1927 and 1932 in general, but a somewhat general progressive increase in the percentages for space.

Chart XVII indicates the influence the half column cuts had on the average length of pictures in 1927 and 1932, when the averages, particularly in the OREGONIAN, took a sudden drop. It also shows that while the number of pictures in the OREGONIAN in 1937 was just half the number in 1932, the average space occupied by each picture was nearly two and a half times greater. Although there was little change in the number of pictures in the JOURNAL from 1932 to 1937, the average length increased from 10.6 column inches to 14.3 column inches.

The average column length of all pictures for the OREGONIAN by years was 18.1 inches in 1922, 8 inches in 1927, 8.8 inches in 1932, and 20.6 inches in 1937. The average column lengths in the JOURNAL were 13.1 inches in 1922, 12.4 inches in 1927, 10.6 inches in 1932, and 14.3 inches in 1937.

Editorials

One of the most striking trends in this study was that concerning the number of editorials and the space given to them in the OREGONIAN and the JOURNAL. If more evidence were needed to indicate the increasing interest that higher education holds for these newspapers and the public, Charts XVIII and XIX certainly could be used as effective exhibits.

Starting in 1922 with only an occasional editorial page reference to Oregon State College--nine in the OREGONIAN and 14 in the JOURNAL--the editorials increased in number rapidly. The total in the OREGONIAN jumped to 27 in 1927, to 35 in 1932, and to 47 in 1937. The JOURNAL more than doubled its number in 1927 for a total of 32, brought its total in 1932 to 45, and then leaped forward for an almost unbelievable high of 141 in 1937. (Table 15).

The amount of space devoted to editorials kept pace with the number--60, 214, 243 and 295 inches for the OREGONIAN; and 92, 232, 348 and 879 inches for the JOURNAL. (Table 16). The space in the OREGONIAN possibly should be increased slightly for accurate comparison with the JOURNAL since the former's editorials in most cases were in 16-pica columns while in the latter they usually were in 12-pica columns. On the whole, the difference would be

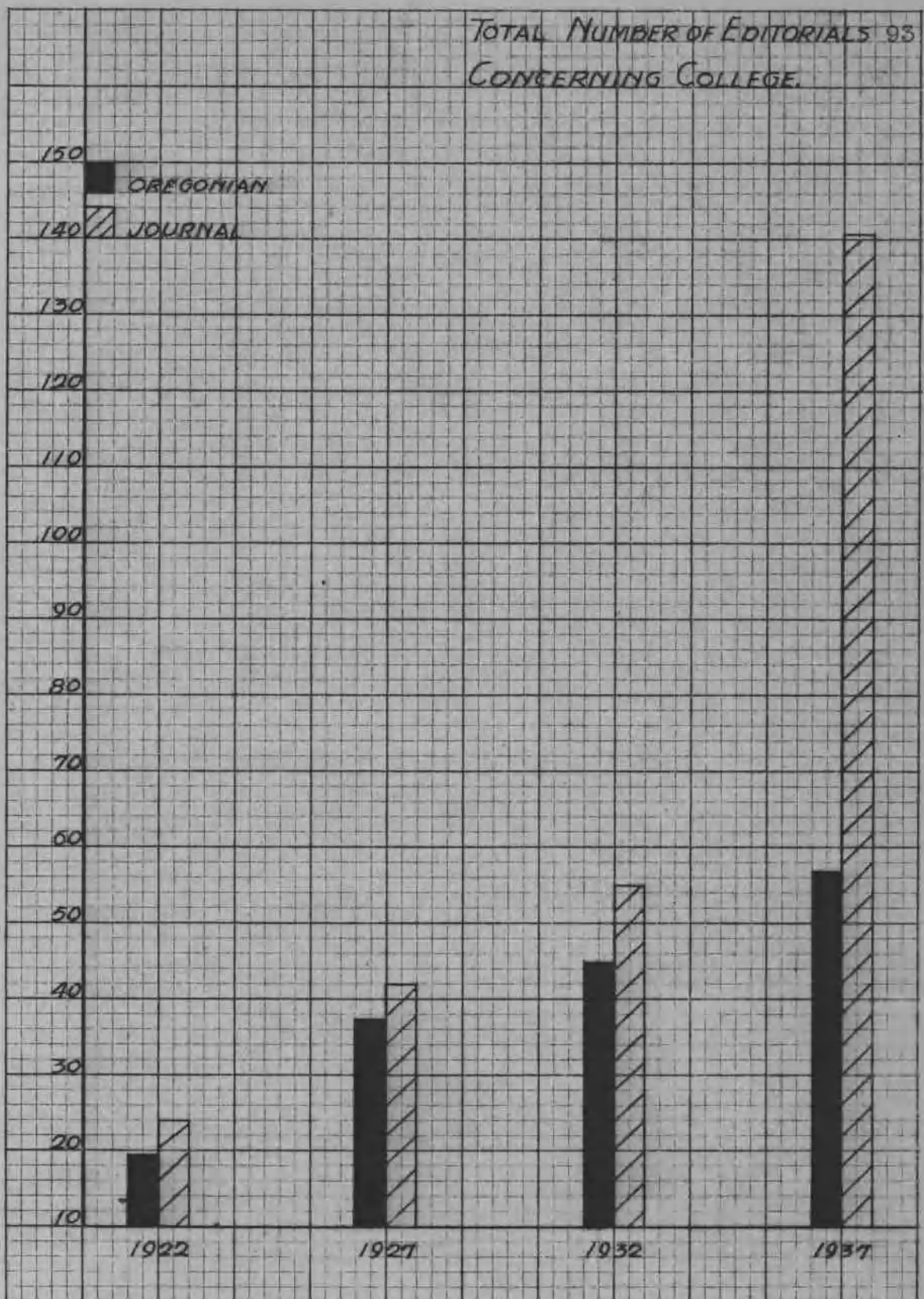


Chart XVIII

Space Devoted to Editorials

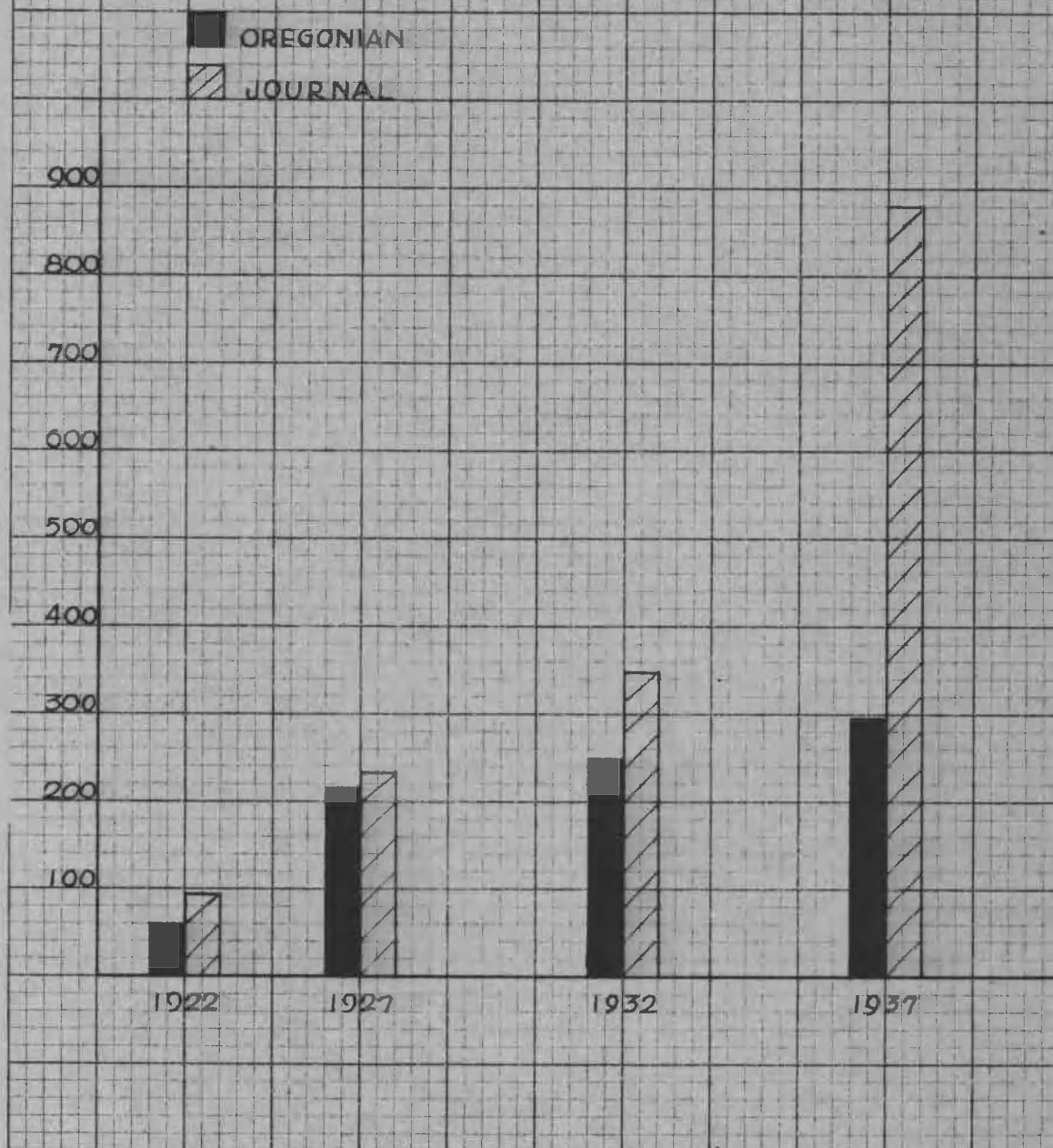


Chart XIX

relatively unimportant and immaterial so far as trends are concerned.

The tabulations include not only editorials, but also the letters to the editor and the clipped editorials from other papers which related more or less directly to the college. The letters and clippings, however, were not numerous or lengthy enough to interfere with the trends of the office-written editorials. The year-by-year detailed summaries in the appendix show that the OREGONIAN had no letters or clippings in 1922; two letters totaling 4 inches in 1927; eight letters totaling 44 inches and two clippings totaling 23 inches in 1932; and no letters or clipped editorials in 1937.

No clipped editorials or letters appeared in the JOURNAL in 1922; one letter for 7 inches and eight clipped editorials for 46 inches in 1927; three letters totaling 15 inches and 10 clippings totaling 33 inches in 1932; and four letters for 23 inches and three clipped editorials for 17 inches in 1937.

Not all of the editorials, it should be mentioned, were commendatory nor in agreement with what friends of the institution would term "good publicity"--but it would not be expected that a public institution would get all bouquets and no brickbats over a period of 15 years. It is only fair to say, though, that practically all of the editorials, and a few of the letters to the editor, were

constructive.

The editorials covered nearly all types of college subjects such as registration, research, millage taxes for support of higher education, instruction, the relation of the college to numerous improvements in agriculture, the faculty, students, alumni, student finances, scholarship, marketing, athletics, religion, administrative problems, aims and policies of the institution, educational procedures, fraternities and sororities, honor societies, curricula, the extension service, institutional and individual public services, academic freedom, and numerous other topics which were connected in one way or another with the college.

The editorial pages reflected to a noticeable extent current educational controversies. For example, a considerable number of editorials in 1931-32 were about the consolidation of the state schools and the unification of the state system of higher education--subjects which it already has been pointed out took up considerable news space in that year. The subject that brought out the greatest number of editorials in both papers in 1936-37 related to the controversy on compulsory military training, although a question involving administrative organization of a proposed new department ran a close second.

Obviously, the field of interest in 1922 was not wide because of the limited number of editorials. It had

greatly expanded by 1937.

The average length of the editorials varied only slightly throughout the four periods for both papers. By years, the average length for the OREGONIAN was 6.6 inches, 7.9 inches, 6.9 inches, and 6.2 inches. For the JOURNAL the averages were 6.5 inches, 7.2 inches, 7.7 inches, and 6.2 inches.

Articles Written By Faculty Members

Outside of special agricultural articles, college faculty members have had very few articles or news features which they have written themselves published in either the OREGONIAN or the JOURNAL during the four years studied, it was indicated.

Whether this condition exists because the papers do not welcome faculty-written stories, or because of the reluctance of faculty members, especially scientists, to contribute to the popular press, or because of failure of the two groups properly to cooperate, or because too frequently faculty-written articles do not adapt themselves to daily newspapers, no doubt depends on circumstances. It is probable that all of these factors have some bearing on the small number of faculty "by-lines" outside of agriculture in these two papers.

On the other hand, working arrangements that get results are possible. When the OREGONIAN Farm, Home and Garden section was first started following the reorganization of that paper in 1934, its editor had little trouble in getting the cooperation of a considerable number of staff members in the school of agriculture by seeking the assistance of the College News Bureau which arranged for the early series of articles.

The faculty members supplied many signed

articles to this section from its beginning and in 1936-37 wrote 76 articles totaling 1200 inches. The editor of the Farm, Home and Garden section, a part of the SUNDAY OREGONIAN, in only a few known cases met rebuffs. There is no doubt more space available for these various types of articles closely related to agriculture and these might possibly adapt themselves more readily to newspaper use than other types of articles. But at the same time, it would appear that if such a workable combination is available in agriculture it should also be possible among other faculty members to an extent, at least, that would make possible a greatly increased number of articles by the staff. Certainly, there is ample subject matter of enough importance to interest the newspapers.

It may be, of course, that the faculty members are ready and willing to write the articles and that the newspapers even are anxious to have them, but that each is waiting for the other to make the first move. If there is hesitancy on the part of either the newspaperman or the faculty member to approach the other, news bureau representatives are available in nearly every case to serve as competent intermediaries.

The extent to which faculty-written articles have been used in the four years of the survey is shown in the following figures. The total space does not include the space for pictures nor are the pictures used in

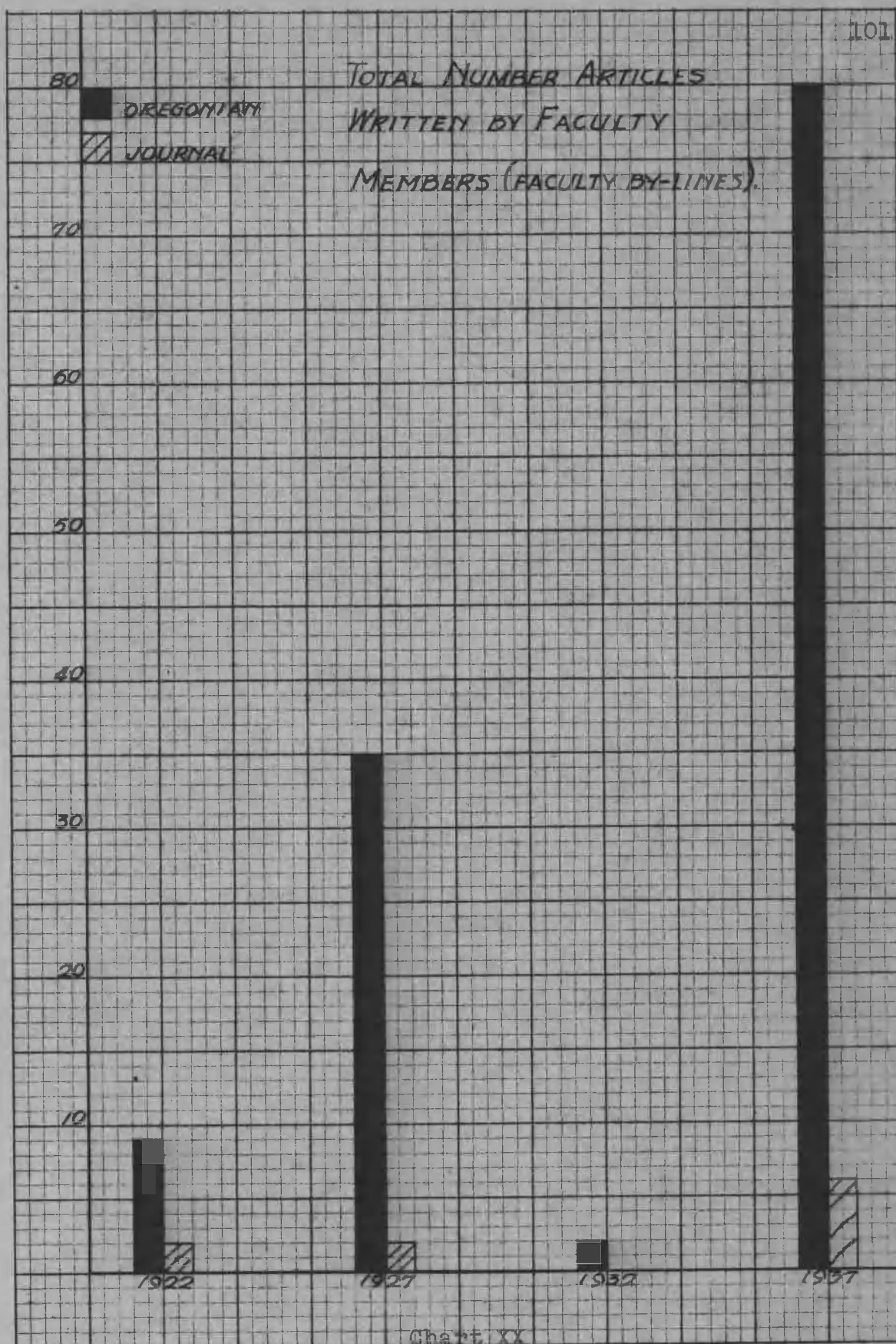
Table 29. Number of Faculty-Written Articles and Space Occupied (Excluding Pictures).

	1922		1927		1932		1937	
	No.	Space	No.	Space	No.	Space	No.	Space
OREGONIAN								
Agriculture-	2	146	23	501	0	0	76	1200
Science, Misc	3	98	1	9	1	50	2	29
Totals-----	5	244	24	510	1	50	78	1229
JOURNAL								
Agriculture-	2	24	0	0	0	0	0	0
Science, Misc	0	0	2	76	0	0	5	80
Totals-----	2	24	2	76	0	0	5	80

connection with the articles added to the number of articles. Tables 15 and 16 give the totals including pictures, Charts XX and XXI also indicate the numbers and space.

From Table 29 it can readily be seen that the JOURNAL made practically no use of faculty-written articles. Other than articles relative to agriculture, practically every one of which appeared in the Farm, Home and Garden section, the same thing can be said for the OREGONIAN. That the Farm Home and Garden section gave great impetus to faculty-written agricultural articles is shown by the fact that there were 76 of these in 1937 and none in 1932, prior to its establishment.

A possible reason why more signed articles by faculty members have not been used is that the papers may consider they have a more effective way of reporting the same information through their own reporters, correspondents and other news gathering agencies. No inferences



TOTAL SPACE DEVOTED
TO ARTICLES WRITTEN BY
FACULTY MEMBERS.

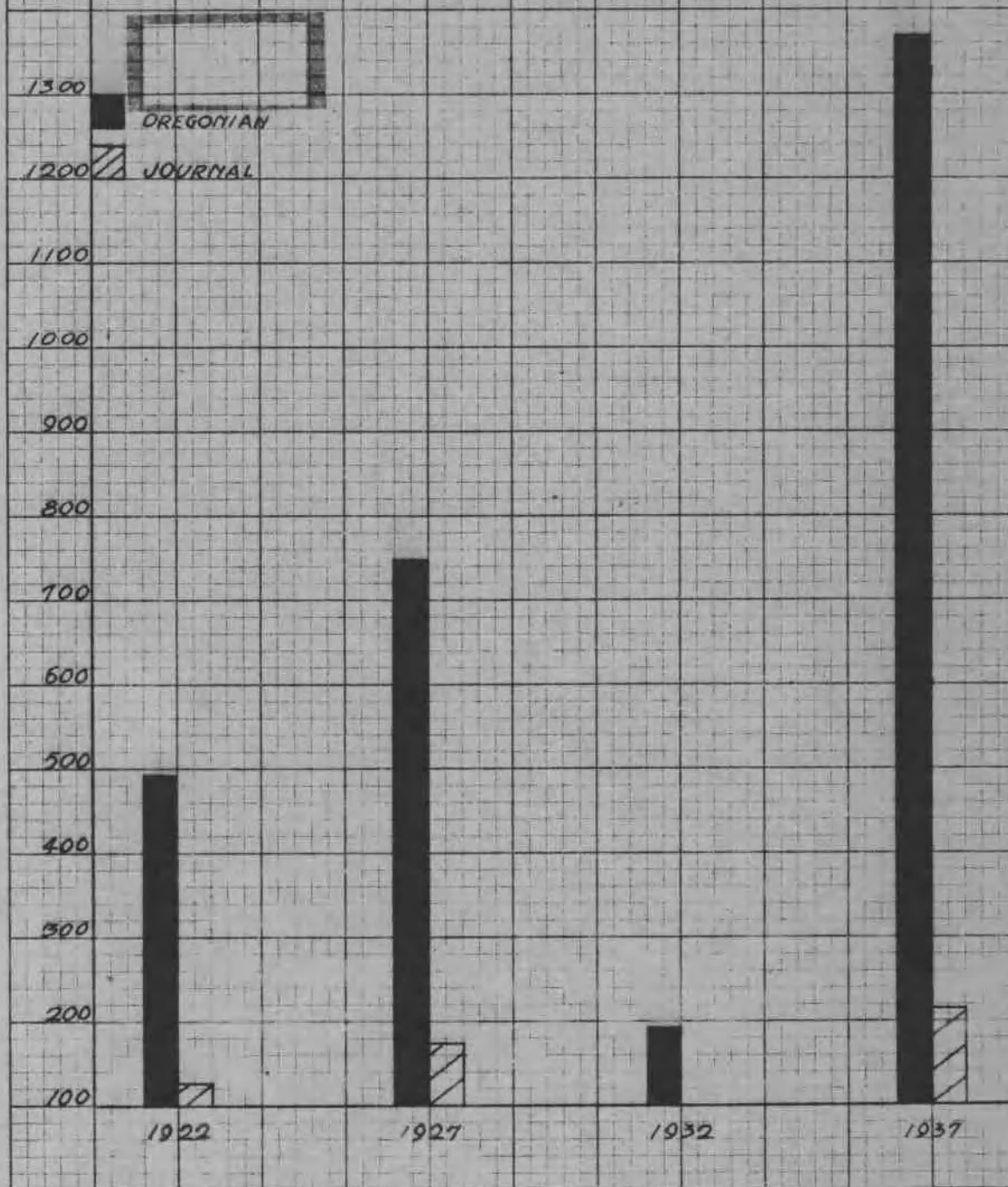


Chart XXI

to the contrary are intended here, but it does appear that in light of the apparent success of faculty by-lines in the OREGONIAN Farm, Home and Garden section, this view might be given additional consideration if it exists.

Other Changing Factors

Headlines

The headline sizes for all of the clippings were carefully tabulated in accordance with a detailed schedule, but it soon became evident as the study progressed through different years that changing headline styles and variations in typography would make accurate comparisons difficult.

In generalizing it can probably be said with safety, however, that on the whole the headlines used on college stories in 1937 were considerably larger in both papers--and especially in the OREGONIAN--than they were in previous years. But so were the headlines on other stories.

The use of 8-column banner lines on inside pages as a more or less consistent part of the make-up of both papers was noted particularly in 1937 in the Sunday editions, and to only a slightly less degree in the daily editions. It was only natural that occasionally college stories would draw these banner lines. The weekly college society column in the SUNDAY OREGONIAN frequently

carried a banner, usually alternating with a similar column from the state university. The point is that the society columns, and some of the other stories carrying large headlines, did not carry these banner lines because of the importance of the content only, but largely because of adherence to make-up policies. Sometimes the news value of the story warranted the display; at other times it might be questioned whether the banner was placed at the top of the story because of its news value or for convenience.

Nevertheless, it was clearly indicated that the headlines had increased in size; if not by comparison with those on all other stories, at least in actual measurement.

Press Association Stories

A rather definite tendency toward a larger number of press association stories for news originating at the college was noted. No attempt was made to record each press association story separately, but the increased number of stories credited to press associations was too obvious to be passed over without mention. In 1922 and 1927 very few--probably fewer than half a dozen--press association stories, bearing Corvallis datelines, were noticed.

These had increased considerably by 1932 and reached a comparative large number by 1937. Special correspondents continued, however, to supply the heavy percentage of the news to both papers.

Few of the press association stories were on athletics, the sports editors apparently depending almost exclusively on their special correspondents for college sports coverage.

It should be understood that this reference is made only in regard to press association stories originating at the college. Naturally, in all of the four years, both papers depended on the press associations for many stories concerning the college that originated outside of Corvallis or Portland.

Position Given Stories

Unfortunately, it was virtually impossible to locate the page position a story had occupied in the OREGONIAN or JOURNAL from the clippings in the bound volumes. There was no way of telling from what page or from where on a page they came except occasionally by content or typographical appearance. Both papers had somewhat different styles of headlines for their front pages than

those used on inside pages which sometimes would give a hint as to location of the story. This is a rather important consideration since a small front page story would be expected to attract more readers normally than a much longer story which might have been "buried" some place inside.

Unless appearances of the clippings were entirely deceiving, it would be safe to say that the number of college stories used on the front pages of these two pages was almost negligible. Football games played in Portland in which the college teams competed and occasionally a little-out-of-the-ordinary meeting of the old board of regents or the state board of higher education were the major types of stories that "made" the front pages. Most of the others were of a type which would fall under the classification mentioned in the next chapter as "bad publicity."

In all fairness, though, it should be mentioned that most of the college material used in the four years studied probably did not warrant front page display. Even many of the worthy, substantial stories were not of a nature that one would expect to see on the front page, at least judging by present news evaluations.

CHAPTER IV

COMPARISON OF COLLEGE NEWS ANALYSES WITH A SUGGESTED STANDARD

Determination of whether the newspapers or the colleges are emphasizing the types of college news which the public believes to be the most important does not come within the scope of this particular study.

It is possible, however, to make some comparisons along this line with available studies made elsewhere. A comparison of the percentages of stories and space devoted to the different Oregon State College activities in the OREGONIAN and the JOURNAL with somewhat similar studies at other institutions might also prove interesting.

Maine Study

A detailed study, "Standards for Publicity Programs in State-Supported Colleges and Universities," was made by Dr. Melvin W. Hyde in 1930. In this Dr. Hyde attempted to discover, among other things, what relative

importance a representative group of intelligent citizens attached to the reporting of ten selected aspects of the life of a state-supported college or university. Those chosen to rate the items included college presidents, alumni and regents of state-supported colleges or universities; prominent citizens from different parts of the United States; editors of daily and weekly newspapers throughout the United States; and citizens of the state of Maine where the survey was conducted.

The order in which these groups ranked the importance of the ten types of stories, which in many respects are similar to those used in this study, though not so inclusive, follows:

1. Aims or Policies of the Institution.
2. Discoveries Through Research at the Institution.
3. Finances of the Institution.
4. Building and Equipment Program of the Institution.
5. Public Services Performed by Members of the Staff.
6. Teaching Program of the Institution.
7. Control or Administration of the Institution.
8. Social Life of the Institution.
9. Athletic Program of the Institution.
10. Dramatics and Debate Program of the Institution.

How different the rank order of what these representatives of the public selected as being most important is from the rank order of college news in the OREGONIAN and the JOURNAL! Aims or policies were considered most impor-

tant by these representatives, but rank at the bottom in this study. Research fares a little better by comparison, ranking sixth in stories and third in space in 1931-32, the nearest year to the Maine survey. Athletics, at the top of the list by a wide margin in the Oregon dailies, is ranked ninth, next to the bottom, by the groups asked to rate their choices. The order is not actually reversed, but there is some tendency toward that very thing. Further comparisons may be made by studying Table 5.

Before forming too definite opinions on the surprising variations of college news in the Oregon papers with the standard suggested above, two factors should be considered.

One concerns the position of aims and policies at the head of the suggested list of the ten most important types of college news. By their very nature, stories of this kind are not swiftly recurring types of news. It is not expected that the aims of the institution or its policies are of such a nature that they will make continuing news, even though this type of news be ever so important. Indeed, there might be evidence of an unhealthy administrative situation if the aims and policies stories were of the recurring type.

The frequency with which news situations occur

naturally influences the number of stories and the amount of space. This is one reason for the large amount of space devoted to athletics. Timeliness--the "news peg to hang the story on" action, and later developments for one or more follow-up stories are present in sports as well as in several of the other classifications. In stories on aims and policies, administration of the institution, and a few of the other types to some extent, these elements are likely to be more obscure. The more opportunities for stories, the more stories there are--and the higher the percentages.

In theory it may well appear logical that aims and policies would be placed high. In actual newspaper practice the circumstances are such in news derivations at present that, after all, it is not so surprising that aims and policy stories do not contribute more proportionate space.

Another factor that should be brought to attention before considering the relative position of aims and policy stories in the Oregon dailies as an indictment of their use of college news is a comparison of uses made of college news elsewhere.

Following are the percentages of stories and space devoted to the designated activities at the Univer-

sity of Maine in Maine newspapers for a three-month period in the fall of 1930: (5)

	Stories	Space
Athletic Program-----	41.8	54.6
Public Services Performed---	16.7	11.7
Miscellaneous News-----	11.0	7.9
Social Life-----	8.4	7.1
Dramatics and Debate-----	6.7	4.7
Control or Administration---	4.7	5.8
Aims or Policies-----	4.2	2.9
Teaching Program-----	2.2	2.1
Finances-----	1.8	1.1
Building and Equipment-----	1.6	1.2
Discoveries Through Research	.9	.9

These percentages agree to some extent, insofar as the differences in classifications make it possible, with the findings in this report. They come little, if any, closer to conforming with the rankings of the types of stories considered most or least important by the selected group, than do those in the two Oregon papers.

Missouri Study

Another less pretentious survey was made of college material appearing in certain Missouri daily newspapers from October, 1932, to June, 1933. (9). No athletic news except that appearing outside the sports pages was tabulated, but the frequency of the other clippings were listed in order as follows:

1. Miscellaneous (college boards and finances, alumni, gifts, conventions, registration, etc.)
2. Faculty (mostly about two outstanding college presidents)
3. Pictures of Queens
4. Social Activities
5. Bad Publicity
6. Honors Not Scholastic
7. Honors Scholastic
8. Dramatics
9. Debate
10. Educational Program

It was further determined that so far as space was concerned in the Missouri study, the faculty accounted for the most, followed by that given to "bad publicity."

These classifications are so different, especially as to what they do not include, from those used in this study that comparison is impractical. The Missouri survey, however, again shows wide variance with the types of stories that the Maine survey indicated institutions have the greatest responsibility for reporting.

College--Newspaper Responsibility

Neither the newspapers nor the college news bureau representatives are apparently willing to take the responsibility for this situation. There probably is no reason why either should shoulder all the blame--assuming a situation that could be greatly improved does exist.

After interviewing representatives of 45 daily

papers and 33 colleges and universities on the Pacific Coast, Dr. Rex F. Harlow, director of the Stanford-School Press Relations Investigation, says in regard to this particular problem:

"Newspapermen complain that news sent to them by news bureaus is too light and 'chaffy.' The men in the educational news bureaus complain that newspapermen are more interested in the readability than in the quality of the news sent to them and state that acceptances and rejections of their news proves this." (3).

While this may be considered as another case of the pot calling the kettle black, it does point to the necessity of better mutual understanding if progress is to be made.

The object of this study has not been to determine methods of solving the problems present in handling college news, but rather through findings of what has been done in a limited way in the past to assist, if possible, in bringing about this improved mutual understanding on the part of the newspapers and the college to the ultimate benefit of the public.

The Stanford-School Press Relations Investigation already referred to is the most thorough, comprehensive and constructive survey ever made toward the improvement of this mutual understanding. It is expected to add materially to the solution of many of these problems which have, probably unnecessarily, perplexed newspapermen and educators.

CHAPTER V

SUMMARY AND CONCLUSIONS

The object of this study was to make a survey of Oregon State College news appearing in the OREGONIAN and the JOURNAL of Portland, the largest daily newspapers in Oregon, in an attempt to discover the amount of college news used in these publications over a period of years and to determine the trends in emphasis on the different types of college news.

Given a broad meaning, college news in this study was not limited strictly to straight news stories, but included all direct references to the college contained in such diversified categories as editorials and special articles written by faculty members.

Data were obtained from large bound volumes in which the College News Bureau has pasted, year by year, clippings concerning the college which have appeared in these two papers. The clippings include all but a relatively small percentage of the stories used by the two papers, the only factor preventing an absolutely complete

record being inability to obtain an occasional clipping. Altogether, 10,614 different clippings were analyzed in this study and several hundred additional ones eliminated because of only incidental reference to the college.

The News Bureau volumes of clippings follow the academic year, from July 1 to June 30, instead of the calendar year. In order to avoid the rather abnormal news period immediately following the World war, the first year analyzed covered the period from July 1, 1921, to June 30, 1922. Clippings from both papers for comparable periods at five-year intervals--in 1926-27, 1931-32 and 1936-37--were likewise studied. Thus, the analyses covered a 15-year period with four samplings at intervals of five years.

The clippings were classified by source, whether originating on or off the campus; by length; by headline size; and by content. Thirteen classifications under content were set up: instruction, faculty, students, research, extension, campus activities, athletics, plant and equipment, alumni, conventions and visitors, news features, administration of the institution, and aims and policies. The first seven of these categories were further broken down into sub-divisions.

Special treatment was accorded pictures, editorials and articles written by faculty members. Three abnormal types of news that developed in 1932 were considered

separately in order that equitable comparisons for the four years would be possible.

Conclusions

A review of the most important findings of the study follows:

1. The amount of space devoted to Oregon State College news in the OREGONIAN and JOURNAL nearly doubled from 1921-22 to 1936-37, although the number of stories showed a slight decrease. A total of 2514 stories and pictures and 19,539 column inches of college news were used in the two papers combined in 1936-37.

2. The number of stories about the college obtained by the newspapers off the campus, including editorials, sports stories and sports comments, more than doubled during the 15-year period studied. While the rise has been less marked, the corresponding space devoted to these stories has also shown an upward trend. Approximately a third of all college news originated off the campus in 1937 compared with about a sixth in 1922.

3. Athletics account for by far the largest percentage of college news--38 per cent of the stories, 29 per cent of the pictures and 45 per cent of the space in 1936-37. Athletics combined with campus activities made up at least half of the total stories (and pictures)

and space for each of the four years.

4. One of the most significant changes in the rank order of news was the shift of space concerning administration of the institution from thirteenth place in 1922 to eighth place in 1937 and stories in the same classification from twelfth to ninth place. Other noticeable changes in rank order were the drop of instruction from seventh to twelfth place in space and the rise of conventions and visitors from eighth to third place.

5. Upward trends in stories or space, or both, were noted in athletics, extension, alumni and administration of the institution. Sports stories, however, declined in percentage slightly in 1937 and showed a leveling off tendency in space after 1927.

6. Downward trends were indicated in campus activities, instruction, faculty and news features.

7. Classifications for students, plant and equipment and aims and policies remained rather constant. Research showed considerable deviation up and down. It was on the down grade in 1937. Conventions and visitors showed a downward trend in 1937, following a steady rise until 1932.

8. Experiment station and extension service stories weathered the depression years of 1931-32 better than any other types of stories, the former reaching their peak in that year.

9. The average length of college stories originating on the campus gradually increased in both papers--from 4 inches in 1922 to 7 inches in 1937 in the OREGONIAN; and from 2.8 inches in 1922 to 6.4 inches in 1937 in the JOURNAL.

10. Space devoted to pictures increased more than two and a half times between 1922 and 1937. The number of pictures used in 1937 showed a decrease over 1927 and 1932, although part of this rather unexpected finding is explained by related circumstances and methods used in the study.

11. The average amount of space occupied by each picture showed a large increase in 1937 over 1932.

12. Half column portrait pictures used in connection with stories reached the height of their popularity in 1927 and 1932, especially on the sports pages, but their use practically died out in 1937.

13. Editorials increased rapidly both in number and in total space during the 15-year period--from 9 totaling 60 inches to 47 totaling 243 inches in the OREGONIAN; and from 14 totaling 92 inches to 141 totaling 879 inches in the JOURNAL.

14. The JOURNAL made practically no use of faculty-written articles. The OREGONIAN used 78 articles signed by faculty members in 1937, all but two of which

related to agriculture and most of which appeared in the Farm, Home and Garden section.

15. Both papers showed a tendency toward depending more on press associations for college coverage of major events, except in sports. The largest share of news by far was still reported by campus correspondents, however.

16. Headlines on college stories have increased in size, in general, but it is possible that changes in typographical style of the papers are more responsible for this than a changed emphasis on the display of college news.

17. Oregon State College news shows a wide variation with ten graded types of college news considered most important by a representative group of educators, newspapermen, and others interested directly in higher education. This variation differs little, however, with the wide deviations found in two other studies of college news.

BIBLIOGRAPHY

1. Editor and Publisher International Yearbook, 1938.
Editor and Publisher Co., New York, 1938.
2. Farley, Belmont M. What To Tell the People About the Public Schools. New York, Teachers College, Columbia University Contributions to Education, No. 355, Bureau of Publications, 1929.
3. Harlow, Rex F. The Daily Newspaper and Higher Education. Palo Alto, Calif., Stanford University Press, 1938.
4. Hyde, Melvin W. Standards for Publicity Programs in State-Supported Colleges and Universities. New York, Teachers College, Columbia University Contributions to Education, No. 506, Bureau of Publications, 1931.
5. Moehlman, Arthur B. Public School Relations. New York, Rand McNally and Co., 1927.
6. Todd, William H. What Citizens Know About Their Schools. New York, Teachers College, Columbia University Contributions to Education, No. 279, Bureau of Publications, 1927.

Magazines

7. Harris, Hugh King. The Newspaper as the Nation's Greatest Educator, Educ. 56:498-500, April, 1936.
8. Jay, J. Newspaper Contacts, Educ. 53:117-19, October, 1932.
9. Keeley, Mary Paxton, and Carpenter, W. W. College Publicity in the Daily Papers, Educ. 54:49-53, September, 1933.
10. Lloyd, J. H. Education in the News, School Life, 21:82-3, December, 1935.
11. McAndrew, William. Good Is Oft Interred, School and Society, 42:473, October 5, 1935.
12. Sexton, J. A. Public Relations, School and Society, 47:353-59, March 19, 1938.

APPENDIX

Table 30. Summary of All Stories, Pictures and Space in the Oregonian for 1921-22.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(64)	(345)	(5.4)	(5)	(29)	(6.0)	(3)	(37)	(72)	(411)
Curricula-----	14	53	4.0	0	0	.0	0	0	14	53
Short Courses-----	26	199	7.6	0	0	.0	1	4	27	203
Methods, Etc.-----	24	93	4.0	5	29	6.0	2	33	31	155
Faculty-----	(88)	(318)	(3.6)	(30)	(86)	(3.0)	(7)	(48)	(125)	(452)
Selection, Tenure-----	30	106	3.5	0	0	.0	2	25	32	131
Honors, Rec.-----	13	65	5.0	0	0	.0	2	8	15	73
Public Services-----	26	81	3.2	19	71	3.7	2	11	47	163
Other Activities-----	19	66	3.4	11	15	1.3	1	4	31	85
Students-----	(91)	(346)	(3.8)	(4)	(15)	(3.8)	(0)	(0)	(95)	(361)
Attend., Regist.-----	40	180	4.5	1	1	1.0	0	0	41	181
Finances, Loans-----	14	57	4.0	0	0	.0	0	0	14	57
Discipline-----	2	4	2.0	0	0	.0	0	0	2	4
Schol., Honors-----	19	60	3.0	2	7	3.5	0	0	21	67
Health, Accidents-----	8	16	2.0	1	7	7.0	0	0	9	23
Miscellaneous-----	8	29	3.6	0	0	.0	0	0	8	29
Research-----	(71)	(356)	(5.0)	(4)	(40)	(10.0)	(1)	(30)	(76)	(426)
Experi. Station-----	67	321	4.8	4	40	10.0	1	30	72	391
Other Research-----	4	35	9.0	0	0	.0	0	0	4	35
Extension (All State)-----	67	319	4.7	4	21	5.0	4	62	75	402
Plant and Equip.-----	16	44	2.7	3	10	3.3	2	43	21	97
Alumni-----	23	55	2.2	11	25	2.2	2	11	36	91
Conv. & Visitors-----	52	189	3.6	8	24	3.0	0	0	60	213
News Features-----	9	69	7.6	0	0	.0	1	66	10	135
Adm. of Inst.-----	2	12	6.0	0	0	.0	0	0	2	12
Aims and Policies-----	1	11	11.0	1	15	15.0	0	0	2	26

Summary for Oregonian, 1921-22--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities--	(325)	(922)	(2.8)	(25)	(87)	(3.6)	(7)	(58)	(357)	(1067)
Social, Frat.----	46	114	2.2	11	18	1.6	0	0	57	132
Publications-----	31	93	3.0	0	0	.0	1	2	32	95
Forensics, Drama--	36	91	2.5	3	16	5.3	0	0	39	107
Music-----	19	53	2.8	5	15	3.0	3	10	27	78
Religious-----	14	29	2.0	0	0	.0	2	24	15	53
Student Govt.----	19	76	4.0	1	10	10.0	0	0	20	86
Honor Soc., Clubs--	41	92	2.2	1	3	3.0	0	0	42	95
Military-----	50	166	3.3	2	11	5.5	0	0	52	177
Judg. Teams, Exhibits	18	56	3.0	2	14	7.0	0	0	20	70
Recreation, P.E.	17	71	4.2	0	0	.0	1	12	18	83
Miscellaneous-----	7	19	2.7	0	0	.0	0	0	7	19
Women's Sports---	27	62	2.3	0	0	.0	1	10	28	72
Athletics-----	(235)	(1239)	(5.2)	(75)	(387)	(5.1)	(8)	(204)	(318)	(1830)
Football-----	69	508	7.3	42	183	4.4	3	128	114	819
Basketball-----	39	174	4.5	12	97	8.0	1	18	52	289
Baseball-----	29	123	4.2	4	13	3.0	0	0	33	136
Track-----	15	81	5.5	3	20	7.0	1	32	19	133
Minor Sports-----	44	178	4.0	9	52	5.8	1	7	54	237
Gen. Athletics---	15	96	6.4	5	22	4.2	2	19	22	137
Intramural Spts.-	24	79	3.0	0	0	.0	0	0	24	79
Faculty By-Lines--	(5)	(244)	(49.0)				(4)	(149)	(9)	(393)
Agriculture-----	2	146					1	85	3	231
Science and Misc.	3	98					3	64	6	162
Editorials-----				9	60	6.6				

Table 31. Summary of All Stories, Pictures and Space in the Oregonian for 1926-27.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(42)	(175)	(4.1)	(3)	(14)	(4.6)	(6)	(82)	(51)	(271)
Curricula-----	15	57	3.8	0	0	.0	1	18	16	75
Short Courses-----	9	52	5.7	0	0	.0	1	15	10	67
Methods, Etc.-----	18	66	3.6	3	14	4.6	4	49	25	129
Faculty-----	(65)	(204)	(3.1)	(47)	(123)	(2.5)	(12)	(54)	(124)	(381)
Selection, Tenure-----	16	50	3.1	3	4	1.3	2	9	21	63
Honors, Recog.-----	14	32	2.2	3	8	2.6	2	11	19	51
Public Services-----	15	53	3.5	39	104	2.6	6	25	60	182
Other Activities-----	20	69	3.4	2	7	3.5	2	9	24	85
Students-----	(105)	(455)	(4.3)	(8)	(30)	(3.7)	(14)	(174)	(127)	(659)
Attend., Regist.-----	23	129	5.6	1	7	7.0	3	37	27	173
Finances, Loans-----	13	76	5.8	0	0	.0	2	57	15	133
Discipline-----	13	52	4.0	0	0	.0	1	8	14	60
Schol., Honors-----	39	142	3.6	4	11	2.8	4	26	47	179
Health, Accidents-----	8	28	3.5	1	4	4.0	0	0	9	32
Miscellaneous-----	9	28	3.1	2	8	4.0	4	46	15	82
Research-----	(46)	(240)	(5.2)	(6)	(37)	(6.1)	(5)	(91)	(57)	(368)
Experi. Station.-----	34	184	5.4	5	27	5.4	4	54	43	265
Other Research-----	12	56	4.6	1	10	10.0	1	37	14	103
Extension (State)-----	31	127	4.1	25	101	4.0	0	0	56	228
Plant and Equip.-----	26	111	4.2	1	9	9.0	4	59	31	179
Alumni-----	22	72	3.2	13	53	4.0	12	87	47	212
Conv. & Visitors-----	79	483	6.1	6	20	3.3	11	108	96	611
News Features-----	22	174	8.0	2	17	8.5	12	187	36	378
Adm. of Inst.-----	11	98	9.0	14	80	5.7	0	0	25	178
Aims and Policies-----	4	23	5.7	2	23	11.5	2	15	8	61

Summary for Oregonian, 1926-27--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities--	(314)	(870)	(2.7)	(36)	(91)	(2.5)	(16)	(182)	(366)	(1143)
Social, Frat.----	42	130	3.1	18	36	2.0	0	0	60	166
Publications----	18	35	2.0	1	3	3.0	1	1	20	39
Forensics, Drama--	44	104	2.3	8	22	2.7	0	0	52	126
Music-----	16	47	3.0	4	10	2.5	4	48	24	105
Religious-----	11	37	3.3	1	9	9.0	4	61	16	107
Student Govt.----	27	54	2.0	0	0	.0	2	23	29	77
Honor Soc., Clubs--	86	184	2.1	1	2	2.0	2	26	89	212
Military-----	25	100	4.0	2	6	3.0	1	21	28	127
Judg. Teams, Exhib.	21	105	5.0	1	3	3.0	1	1	23	109
Recreation, P.E.--	5	10	2.0	0	0	.0	0	0	5	10
Miscellaneous----	14	57	4.0	0	0	.0	1	1	15	58
Women's Sports----	5	7	1.6	0	0	.0	0	0	5	7
Athletics-----	(343)	(1937)	(5.6)	(161)	(1570)	(9.7)	(114)	(585)	(618)	(4092)
Football-----	100	738	7.3	98	1223	12.4	60	425	258	2386
Basketball-----	62	281	4.6	21	129	6.1	19	74	102	484
Baseball-----	44	124	2.8	14	48	3.4	3	7	61	179
Track-----	65	478	7.3	15	99	6.6	24	71	104	648
Minor Sports-----	44	177	4.0	11	60	5.4	6	6	61	243
Gen. Athletics----	16	102	6.3	2	11	5.5	2	2	20	115
Intramural Spts.--	12	37	3.0	0	0	.0	0	0	12	37
Faculty By-Lines--				(24)	(510)	(21.2)	(11)	(133)	(35)	(643)
Agriculture-----				23	501	21.7	11	133	34	634
Science and Misc.				1	9	9.0	0	0	1	9
Editorials-----				27	214	7.9			27	214
Letters to Ed.----				(2)	(4)					

Table 32. Summary of All Stories, Pictures and Space in the Oregonian for 1931-32.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number Inch.	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(10)	(43)	(4.3)	(1)	(8)	(8.0)	(0)	(0)	(11)	(51)
Curricula-----	2	9	4.5	0	0	.0	0	0	2	9
Short Courses----	5	29	5.8	0	0	.0	0	0	5	29
Methods-----	3	5	1.6	1	8	8.0	0	0	4	13
Faculty-----	(54)	(253)	(4.7)	(23)	(102)	(4.4)	(17)	(107)	(94)	(462)
Selection, Tenure--	10	49	4.9	2	6	3.0	4	24	16	79
Honors, Recog.---	16	90	5.6	6	33	5.5	9	71	31	194
Public Services---	9	41	4.5	11	48	4.3	2	7	22	96
Other Activities--	19	73	3.8	4	15	3.7	2	5	25	93
Students-----	(55)	(310)	(5.6)	(8)	(29)	(3.6)	(12)	(54)	(75)	(393)
Attend., Regist.---	15	117	7.8	1	3	3.0	1	24	17	144
Finances, Loans---	3	17	5.6	1	3	3.0	0	0	4	20
Discipline-----	2	12	6.0	0	0	.0	0	0	2	12
Schol., Honors---	26	136	5.2	1	6	6.0	10	26	37	168
Health, Accidents	8	26	3.2	5	17	3.6	1	4	14	47
Miscellaneous----	1	2	2.0	0	0	.0	0	0	1	2
Research-----	(41)	(443)	(10.8)	(10)	(135)	(13.5)	(12)	(300)	(63)	(878)
Experi. Station---	32	367	11.4	8	111	13.8	9	279	49	757
Other Research---	9	76	8.4	2	24	12.0	3	21	14	121
Extension-----	38	179	4.7	7	50	7.1	2	19	47	248
Plant and Equip.---	9	34	3.6	3	19	6.3	0	0	12	53
Alumni-----	6	30	5.0	5	43	8.6	4	26	15	99
Conv. & Visitors---	74	521	7.0	0	0	.0	5	35	79	556
News Features-----	6	74	12.3	2	7	3.5	5	63	13	144
Adm. of Inst.-----	0	0	.0	14	153	11.0	0	0	14	153
Aims and Policies--	3	10	3.3	1	46	46.0	0	0	4	56
Consol. & Unifica.	6	55	9.1	38	561	14.7	34	30	48	646
Farm, Range Notes--	96	1256	13.0	0	0	.0	0	0	96	1256
4-H Field Notes---	47	1026	21.7	0	0	.0	1	1	48	1026

Summary for Oregonian, 1931-32--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities---	(149)	(926)	(6.2)	(8)	(23)	(2.8)	(27)	(142)	(184)	(1091)
Social, Frat.----	48	600	12.4	1	3	3.0	3	24	52	627
Publications----	14	44	3.1	0	0	.0	4	4	18	48
Forensics, Drama---	21	54	2.5	4	9	2.2	5	8	30	71
Music-----	11	37	3.3	1	2	2.0	3	10	15	49
Religious-----	7	30	4.2	0	0	.0	2	19	9	49
Student Govt.----	6	25	4.1	0	0	.0	4	27	10	52
Honor Soc., Clubs---	15	42	2.8	0	0	.0	0	0	15	42
Military-----	13	41	3.1	0	0	.0	4	43	17	84
Judg. Teams, Exhib.	3	15	5.0	0	0	.0	0	0	3	15
Recreation, P.E.---	1	8	8.0	0	0	.0	1	6	2	14
Miscellaneous----	9	29	3.2	2	9	4.5	1	1	12	39
Women's Sports----	1	1	1.0	0	0	.0	0	0	1	1
Athletics-----	(201)	(1247)	(6.2)	(133)	(1221)	(9.1)	(95)	(806)	(429)	(3274)
Football-----	88	618	7.0	84	894	10.6	58	610	230	2122
Basketball-----	34	221	6.5	21	157	7.5	18	68	73	446
Baseball-----	17	70	4.1	5	26	5.2	1	1	23	97
Track-----	27	192	7.1	12	51	4.2	10	89	49	332
Minor Sports----	25	63	2.5	8	64	8.0	3	21	36	148
Gen. Athletics----	9	71	7.9	3	29	9.7	5	17	17	117
Intramural Spts.---	1	12	12.0	0	0	.0	0	0	1	12
Faculty By-Lines---				(1)	(50)	(50.0)	(1)	(42)	(2)	(92)
Agriculture-----				0	0	.0	0	0	0	0
Science & Misc.---				1	50	50.0	1	42	2	92
Editorials-----				35	243	6.9			35	243
Letters to Ed.---				(8)	(44)					
Clipped Editor.---				(2)	(23)					

Table 33. Summary of All Stories, Pictures and Space in the Oregonian for 1936-37.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(18)	(85)	(4.5)	(5)	(25)	(5.0)	(1)	(30)	(24)	(140)
Curricula-----	5	32	6.4	2	12	6.0	0	0	7	44
Short Courses-----	11	46	4.1	0	0	.0	1	30	12	76
Methods, Etc.-----	2	7	3.5	3	13	4.3	0	0	5	20
Faculty-----	(44)	(170)	(3.8)	(34)	(149)	(4.4)	(9)	(45)	(87)	(364)
Selection, Tenure-----	12	52	4.3	2	3	1.5	3	12	17	67
Honors, Recog.-----	8	23	4.0	5	16	3.2	4	24	17	63
Public Services-----	20	83	4.1	21	92	4.3	1	5	42	180
Other Activities-----	4	12	3.0	6	38	6.3	1	4	11	54
Students-----	(69)	(440)	(6.3)	(4)	(30)	(7.2)	(8)	(56)	(81)	(526)
Attend., Regist.-----	22	136	6.1	1	11	11.0	2	10	25	157
Finances, Loans-----	4	23	5.7	0	0	.0	0	0	4	23
Discipline-----	5	25	5.0	0	0	.0	0	0	5	25
Schol., Honors-----	23	199	8.6	3	19	6.3	5	42	31	260
Health, Accidents-----	12	46	3.8	0	0	.0	1	4	13	50
Miscellaneous-----	3	11	3.6	0	0	.0	0	0	3	11
Research-----	(58)	(395)	(6.8)	(11)	(90)	(8.1)	(2)	(59)	(71)	(544)
Experi. Station-----	41	250	6.1	7	61	8.7	1	14	49	325
Other Research-----	17	145	8.5	4	29	7.2	1	45	22	219
Extension-----	(114)	(602)	(5.2)	(17)	(95)	(5.5)	(3)	(45)	(134)	(742)
State-----	81	412	5.0	16	93	5.7	3	45	100	550
Federal-----	33	190	5.7	1	2	2.0	0	0	34	192
Plant and Equip.-----	13	45	3.4	2	14	7.0	2	35	17	94
Alumni-----	14	48	3.4	21	88	4.1	7	42	42	178
Conv. & Visitors-----	76	510	6.7	7	41	6.0	7	101	90	652
News Features-----	4	13	3.2	0	0	.0	4	211	8	224
Adm. of Inst.-----	4	17	4.2	25	228	9.0	1	5	30	250
Aims and Policies-----	3	24	8.0	1	3	3.0	0	0	4	27

Summary for Oregonian, 1936-37--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities-----	(96)	(877)	(9.1)	(16)	(123)	(7.7)	(18)	(300)	(130)	(1300)
Social, Frat.-----	35	598	17.0	7	28	4.0	2	20	44	646
Publications-----	2	5	2.5	0	0	.0	0	0	2	5
Forensics, Drama-----	2	4	2.0	3	9	3.0	4	39	9	52
Music-----	4	19	4.7	0	0	.0	0	0	4	19
Religious-----	0	0	.0	2	7	3.5	1	15	3	22
Student Govt.-----	10	55	5.5	1	64	64.0	3	48	14	167
Honor Soc., Clubs-----	20	71	3.5	0	0	.0	1	14	21	85
Military-----	6	31	5.1	2	13	6.5	2	105	10	149
Judg. Teams, Exhib.-----	3	18	6.0	1	2	2.0	2	15	6	35
Recreation, P.E.-----	1	5	5.0	0	0	.0	1	15	2	20
Miscellaneous-----	12	63	5.2	0	0	.0	1	14	13	77
Women's Sports-----	1	8	8.0	0	0	.0	1	15	2	23
Athletics-----	(305)	(2503)	(8.2)	(149)	(1292)	(8.6)	(26)	(899)	(480)	(4694)
Football-----	99	1050	10.6	70	779	11.1	18	712	187	2541
Basketball-----	68	629	9.2	37	263	7.1	3	53	108	935
Baseball-----	47	332	7.0	7	26	3.7	0	0	54	358
Track-----	16	118	7.3	2	24	12.0	0	0	18	142
Minor Sports-----	61	277	4.5	21	142	6.7	3	124	85	543
Gen. Athletics-----	13	89	6.8	12	68	5.6	2	10	27	167
Intramural Spts.-----	1	8	8.0	0	0	.0	0	0	1	8
Faculty By-Lines-----				(78)	(1229)	(15.7)	(2)	(32)	(80)	(1261)
Agriculture-----				76	1200	15.8	1	18	77	1218
Science and Misc.-----				2	29	14.5	1	4	3	43
Editorials-----				47	295	6.2			47	295

Table 34. Summary of All Stories, Pictures and Space in the Journal for 1921-22.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(74)	(200)	(2.7)	(5)	(19)	(4.0)	(2)	(41)	(81)	(260)
Curricula-----	24	49	2.0	0	0	.0	0	0	24	49
Short Courses-----	12	55	4.5	2	7	3.5	0	0	14	62
Methods, Etc.-----	38	96	2.5	3	12	4.0	2	41	43	149
Faculty-----	(89)	(223)	(2.5)	(40)	(99)	(2.4)	(5)	(16)	(134)	(338)
Selection, Tenure-----	42	99	2.3	0	0	.0	3	6	45	105
Honors, Recog.-----	15	22	1.5	2	6	3.0	1	5	18	33
Public Services-----	11	45	4.0	36	90	2.5	0	0	47	135
Other Activities-----	21	57	2.7	2	3	1.5	1	5	24	65
Students-----	(123)	(348)	(2.8)	(3)	(5)	(1.6)	(4)	(17)	(130)	(370)
Attend., Regist.-----	44	143	3.2	1	2	2.0	1	1	46	146
Finances, Loans-----	19	56	3.0	0	0	.0	0	0	19	56
Discipline-----	3	11	3.6	0	0	.0	0	0	3	11
Schol., Honors-----	32	94	3.0	2	3	1.5	3	16	37	113
Health, Accidents-----	14	25	1.8	0	0	.0	0	0	14	25
Miscellaneous-----	11	19	1.7	0	0	.0	0	0	11	19
Research-----	(65)	(238)	(3.6)	(9)	(40)	(4.5)	(1)	(12)	(75)	(290)
Experi. Station-----	63	226	3.5	8	37	4.6	1	12	72	275
Other Research-----	2	12	6.0	1	3	3.0	0	0	3	15
Extension (State)-----	48	157	3.2	36*	383*	10.6	2	31	86	571
Plant and Equip.-----	17	37	2.2	1	1	1.0	2	26	20	64
Alumni-----	49	105	2.1	6	10	1.6	3	5	58	120
Conv. and Visitors-----	65	172	2.6	2	9	4.5	0	0	67	181
News Features-----	25	138	5.5	1	4	4.0	3	46	29	188
Adm. of Inst.-----	6	17	3.0	3	18	6.0	1	4	10	39
Aims and Policies-----	7	39	5.4	1	24	24.0	2	50	10	113

*Includes 14 stories and 296 inches of 4-H club material.

Summary for Journal, 1921-22---Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities---	(317)	(706)	(2.2)	(15)	(46)	(3.0)	(7)	(89)	(339)	(841)
Social, Frat.-----	49	113	2.3	6	15	2.5	2	24	57	152
Publications-----	23	50	2.2	0	0	.0	1	8	24	58
Forensics, Drama---	40	93	2.3	3	5	1.6	1	7	44	105
Music-----	8	16	2.0	3	11	3.6	2	30	13	57
Religious-----	9	12	1.3	0	0	.0	0	0	9	12
Student Govt.-----	14	44	3.0	1	6	6.0	1	20	16	70
Honor Soc., Clubs---	39	51	1.3	0	0	.0	0	0	39	51
Military-----	55	152	2.7	0	0	.0	0	0	55	152
Judg. Teams, Exhib.	17	39	2.2	1	6	6.0	0	0	18	45
Recreation, P.E.---	23	38	1.6	0	0	.0	0	0	23	38
Miscellaneous-----	10	40	4.0	1	3	3.0	0	0	11	43
Women's Sports---	30	58	2.0	0	0	.0	0	0	30	58
Athletics-----	(182)	(607)	(3.3)	(75)	(463)	(6.1)	(5)	(151)	(262)	(1221)
Football-----	44	270	6.1	44	332	7.5	2	118	90	720
Basketball-----	29	80	2.8	15	56	3.7	0	0	44	136
Baseball-----	21	41	2.0	4	12	3.0	0	0	25	53
Track-----	14	41	3.0	1	5	5.0	1	16	16	62
Minor Sports-----	45	104	2.3	8	39	5.0	0	0	53	143
Gen. Athletics---	7	27	4.0	3	19	6.3	2	17	12	63
Intramural Spts.---	22	44	2.0	0	0	.0	0	0	22	44
Faculty By-Lines---				(2)	(24)	(12.0)			(2)	(24)
Agriculture-----				2	24	12.0			2	24
Editorials-----				(14)	(92)	(6.5)			(14)	(92)

Table 35. Summary of All Stories, Pictures and Space in the Journal for 1926-27.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(35)	(132)	(3.7)	(4)	(8)	(2.0)	(2)	(17)	(41)	(157)
Curricula-----	9	40	4.4	1	1	1.0	0	0	10	41
Short Courses----	4	17	4.2	0	0	.0	0	0	4	17
Methods, Etc.----	22	75	3.4	3	7	2.3	2	17	27	99
Faculty-----	(73)	(197)	(2.7)	(61)	(169)	(2.7)	(9)	(52)	(143)	(418)
Selection, Tenure--	19	65	3.4	6	15	2.5	5	29	30	109
Honors, Recog.----	17	40	2.3	7	20	2.8	1	1	25	61
Public Services----	11	25	2.2	37	109	3.0	1	14	49	148
Other Activities----	26	67	2.5	11	25	2.2	2	8	39	100
Students-----	(90)	(365)	(4.0)	(23)	(65)	(2.8)	(8)	(82)	(121)	(512)
Attend., Regist.---	26	124	4.7	5	7	1.4	2	27	33	158
Finances, Loans----	6	30	5.0	0	0	.0	0	0	6	30
Discipline-----	9	34	3.7	1	3	3.0	0	0	10	37
Schol., Honors----	34	144	4.2	5	10	2.0	2	29	41	183
Health, Accidents----	10	27	2.7	3	12	4.0	2	5	15	44
Miscellaneous-----	5	6	1.2	9	33	3.6	2	21	16	60
Research-----	(32)	(128)	(4.0)	(5)	(20)	(4.0)	(2)	(35)	(39)	(183)
Experi. Station----	25	111	4.4	5	20	4.0	2	35	32	166
Other Research----	7	17	2.5	0	0	.0	0	0	7	17
Extension (State)---	19	80	4.2	18	120	6.8	6	55	43	255
Plant and Equip.---	29	113	3.9	11	49	4.4	4	47	44	209
Alumni-----	18	49	2.7	28	67	2.4	2	5	48	121
Conv. & Visitors----	79	372	4.7	9	29	3.2	7	79	95	480
News Features-----	26	116	4.4	0	0	.0	4	39	30	155
Adm. of Inst.-----	6	54	9.0	21	114	5.4	0	0	27	168
Aims and Policies----	2	16	8.0	5	49	9.8	0	0	7	65

Summary for Journal, 1926-27--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities---	(301)	(880)	(2.9)	(39)	(102)	(2.6)	(24)	(306)	(364)	(1288)
Social, Frat.----	56	169	3.0	12	36	3.0	4	42	72	247
Publications-----	19	40	2.1	0	0	.0	0	0	19	40
Forensics, Drama---	29	81	2.7	2	5	2.5	1	6	32	92
Music-----	16	49	3.0	7	18	2.5	4	37	27	104
Religious-----	10	21	2.1	0	0	.0	2	19	12	40
Student Govt.----	35	98	2.8	0	0	.0	2	21	37	119
Honor Soc., Clubs---	78	151	2.0	1	1	1.0	1	8	80	160
Military-----	19	84	4.4	6	20	3.3	5	88	30	192
Judg. Teams, Exhib.	14	107	7.6	9	15	1.6	1	25	24	147
Recreation, P.E.---	4	7	1.8	0	0	.0	0	0	4	7
Miscellaneous-----	15	63	4.2	2	7	3.5	3	55	20	125
Women's Sports----	6	10	1.6	0	0	.0	1	5	7	15
Athletics-----	(282)	(1619)	(5.7)	(153)	(1043)	(6.8)	(22)	(405)	(457)	(3067)
Football-----	88	700	7.9	90	731	8.1	17	305	195	1736
Basketball-----	50	226	4.5	19	104	5.4	2	39	71	369
Baseball-----	23	77	3.4	16	53	3.3	0	0	39	130
Track-----	46	364	7.9	10	55	5.5	1	44	57	463
Minor Sports-----	51	166	3.2	14	86	6.1	2	17	67	269
Gen. Athletics----	11	63	5.7	4	14	3.5	0	0	15	77
Intramural Spts.---	13	23	1.7	0	0	.0	0	0	13	23
Faculty By-Lines---				(2)	(76)	(38.0)			(2)	(76)
Science and Misc.				2	76	38.0			2	76
Editorials-----				32	232	7.2			32	232
Letters to Ed.----				(1)	(7)					
Clipped Editor.---				(8)	(46)					

Table 36 . Summary of All Stories, Pictures and Space in the Journal for 1931-32.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(8)	(33)	(4.1)	(0)	(0)	(.0)	(0)	(0)	(8)	(33)
Curricula-----	1	2	2.0	0	0	.0	0	0	1	2
Short Courses----	4	21	5.2	0	0	.0	0	0	4	21
Methods, Etc.----	3	10	3.3	0	0	.0	0	0	3	10
Faculty-----	(53)	(190)	(3.5)	(17)	(68)	(4.0)	(12)	(45)	(82)	(303)
Selection, Tenure--	10	38	3.8	1	3	3.0	6	26	17	67
Honors, Recog.----	22	71	3.2	4	9	2.2	2	9	28	89
Public Services----	7	35	5.0	8	32	4.0	1	1	16	68
Other Activities----	14	46	3.2	4	24	6.0	3	9	21	79
Students-----	(55)	(309)	(5.6)	(5)	(9)	(1.8)	(7)	(118)	(67)	(436)
Attend., Regist.---	19	129	6.7	0	0	.0	3	53	22	182
Finances, Loans----	5	28	5.6	0	0	.0	1	11	6	39
Discipline-----	5	15	3.0	0	0	.0	0	0	5	15
Schol., Honors----	22	111	5.0	1	3	3.0	1	22	24	136
Health, Accidents----	3	22	7.3	2	2	1.0	0	0	5	24
Miscellaneous-----	1	4	4.0	2	4	2.0	2	32	5	40
Research-----	(55)	(286)	(5.2)	(3)	(19)	(6.3)	(1)	(9)	(59)	(314)
Experi. Station----	50	270	5.4	2	9	4.5	1	9	53	288
Other Research----	5	16	3.2	1	10	10.0	0	0	6	26
Extension (State)---	59	329	5.5	5	20	4.0	4	64	68	413
Plant and Equip.---	7	32	4.5	3	15	5.0	3	20	13	67
Alumni-----	8	30	3.7	3	14	4.7	2	10	13	54
Conv. and Visitors---	87	479	5.5	2	6	3.0	4	37	93	522
News Features-----	6	33	5.5	1	8	8.0	1	6	8	47
Adm. of Inst.-----	4	39	9.7	8	53	6.6	0	0	12	92
Aims and Policies----	2	15	7.5	0	0	.0	0	0	2	15
Consol. and Unifi.---	4	39	9.7	45	500	11.1	1	22	50	561

Summary for Journal, 1931-32--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities----	(138)	(541)	(3.9)	(10)	(23)	(2.3)	(21)	(201)	(169)	(765)
Social, Frat.-----	19	151	7.9	3	7	2.3	3	43	25	201
Publications-----	12	25	2.0	0	0	.0	0	0	12	25
Forensics, Drama----	28	77	2.7	3	6	2.0	2	15	33	98
Music-----	11	33	3.0	1	3	3.0	4	13	16	49
Religious-----	3	8	2.7	0	0	.0	0	0	3	8
Student Govt.-----	14	42	3.0	1	2	2.0	4	31	19	75
Honor Soc., Clubs----	22	51	2.3	0	0	.0	0	0	22	51
Military-----	7	26	3.7	2	5	2.5	3	15	12	46
Judg. Teams, Exhib.---	1	7	7.0	0	0	.0	1	34	2	41
Recreation, P.E.-----	2	15	7.5	0	0	.0	2	19	4	34
Miscellaneous-----	17	102	6.0	0	0	.0	1	16	18	118
Women's Sports-----	2	4	2.0	0	0	.0	1	15	3	19
Athletics-----	(198)	(1347)	(6.8)	(122)	(912)	(7.4)	(41)	(501)	(361)	(2760)
Football-----	89	697	7.8	82	730	8.9	33	474	204	1901
Basketball-----	37	198	5.3	17	88	5.1	2	2	56	288
Baseball-----	20	76	3.8	7	17	2.5	2	9	29	102
Track-----	30	276	9.2	6	43	7.1	4	16	40	335
Minor Sports-----	19	76	4.0	8	20	2.5	0	0	27	96
Gen. Athletics-----	3	24	8.0	2	14	7.0	0	0	5	38
Intramural Spts.-----	0	0	.0	0	0	.0	0	0	0	0
Faculty By-Lines-----	0	0	.0	0	0	.0	0	0	0	0
Editorials-----				45	348	7.7			45	348
Letters to Ed.-----				(3)	(15)					
Clipped Editori.-----				(10)	(33)					

Table 37. Summary of All Stories, Pictures and Space in the Journal for 1936-37.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number	Total Inch.	No. Stories & Pictures	Space In Inches
Instruction-----	(9)	(30)	(3.3)	(5)	(29)	(5.8)	(0)	(0)	(14)	(59)
Curricula-----	4	12	3.0	2	20	10.0	0	0	6	32
Short Courses----	2	6	3.0	0	0	.0	0	0	2	6
Methods, Etc.----	3	12	4.0	3	9	3.0	0	0	6	21
Faculty-----	(39)	(186)	(4.7)	(49)	(225)	(4.5)	(5)	(55)	(93)	(466)
Selection, Tenure--	13	50	3.8	2	15	7.5	1	22	16	87
Honors, Recogn.---	9	28	3.1	4	12	3.0	1	5	14	45
Public Services---	5	44	8.8	31	110	3.5	3	28	39	182
Other Activities---	12	64	5.3	12	88	7.3	0	0	24	152
Students-----	(61)	(372)	(6.1)	(27)	(97)	(3.5)	(10)	(136)	(98)	(605)
Attend., Regist.---	17	130	8.2	3	15	5.0	3	74	23	219
Finances, Loans---	6	36	6.0	1	3	3.0	1	12	8	51
Discipline-----	7	38	5.4	2	7	3.5	0	0	9	45
Schol., Honors---	22	135	6.1	18	64	3.6	3	19	43	218
Health, Accidents--	7	25	3.5	2	4	2.0	1	8	10	37
Miscellaneous----	2	8	4.0	1	4	4.0	2	23	5	35
Research-----	(18)	(85)	(4.6)	(12)	(56)	(4.7)	(1)	(28)	(31)	(169)
Experi. Station---	7	23	3.2	9	38	4.2	1	28	17	89
Other Research---	11	62	5.6	3	18	6.0	0	0	14	80
Extension-----	(50)	(292)	(5.8)	(9)	(42)	(4.6)	(6)	(57)	(65)	(391)
State-----	35	203	5.7	8	32	4.0	6	57	49	292
Federal-----	15	89	6.0	1	10	10.0	0	0	16	99
Plant and Equip.---	12	48	4.0	2	5	2.5	7	98	21	151
Alumni-----	14	52	3.7	31	109	3.5	10	46	55	207
Conv. and Visitors	72	442	6.1	6	25	4.1	6	83	84	550
News Features----	10	42	4.2	0	0	.0	3	33	13	75
Adm. of Inst.-----	8	83	10.3	23	262	11.4	1	4	32	349
Aims and Policies--	5	38	7.6	4	18	4.2	0	0	9	56

Summary for Journal, 1936-37--Continued.

	Datelined			About			Pictures		Totals	
	Number Stories	Total Inch.	Aver. Length	Number Stories	Total Inch.	Aver. Length	Number Inch.	Total Inch.	No. Stories & Pictures	Space In Inches
Campus Activities---	(117)	(846)	(7.2)	(23)	(106)	(4.6)	(16)	(201)	(156)	(1153)
Social, Frat.----	47	525	11.1	15	73	5.0	4	46	66	644
Publications-----	6	27	4.5	0	0	.0	0	0	6	27
Forensics, Drama---	9	30	3.3	3	9	3.0	2	38	14	77
Music-----	6	33	5.5	1	7	7.0	1	9	8	49
Religious-----	1	6	6.0	1	7	7.0	1	1	3	14
Student Govt.-----	9	36	4.0	0	0	.0	3	50	12	86
Honor Soc., Clubs---	16	50	3.1	1	5	5.0	1	5	18	60
Military-----	7	30	4.2	1	2	2.0	1	24	9	56
Judg. Teams, Exhib.	2	8	4.0	0	0	.0	0	0	2	8
Recreation, P.E.---	0	0	.0	0	0	.0	0	0	0	0
Miscellaneous-----	14	101	7.2	1	3	3.0	3	28	18	132
Women's Sports---	0	0	.0	0	0	.0	0	0	0	0
Athletics-----	(214)	(1557)	(7.2)	(130)	(910)	(7.0)	(27)	(563)	(371)	(3030)
Football-----	74	718	9.7	60	567	9.4	22	523	156	1808
Basketball-----	55	436	8.0	32	170	5.3	3	21	90	627
Baseball-----	24	117	4.9	6	13	2.1	0	0	30	130
Track-----	11	63	5.7	9	42	4.6	0	0	20	105
Minor Sports-----	36	145	4.0	9	48	5.3	1	18	46	211
Gen. Athletics-----	13	74	5.7	14	70	5.0	1	1	28	145
Intramural Spts.---	1	4	4.0	0	0	.0	0	0	1	4
Faculty By-Lines---				(5)	(80)	(16.0)	(1)	(28)	(6)	(108)
Science and Misc.---				5	80	16.0	1	28	6	108
Editorials-----				141	879	6.2			141	879
Letters to Ed.---				(4)	(23)					
Clipped Editor.---				(3)	(17)					