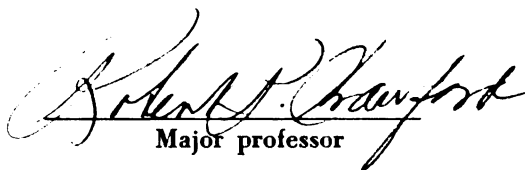


A SELECTIVE ANALYSIS
OF LABOR AND NON-LABOR
SPONSORED RADIO NEWS

THESIS FOR THE DEGREE OF M. A.
MICHIGAN STATE UNIVERSITY
RONALD RAY NICOSON
1955

THIS IS TO CERTIFY THAT THE
thesis entitled
A Selective Analysis
of Labor and Non-Labor
Sponsored Radio News
presented by
Ronald Ray Nicoson

has been accepted towards fulfillment
of the requirements for
M.A. degree in Speech


Major professor

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A SELECTIVE ANALYSIS OF LABOR AND
NON-LABOR SPONSORED RADIO NEWS

By

Ronald Ray Nicoson

AN ABSTRACT

Submitted to the School of Graduate Studies of Michigan
State University of Agriculture and Applied Science
in partial fulfillment of the requirements
for the degree of

MASTER OF ARTS

Department of Speech

1955

Approved by

A handwritten signature in dark ink, appearing to read "Robert P. Crawford", is written over a horizontal line.

ABSTRACT

The communication of news by radio is an important and influencing factor in the listener's understanding of current events. One major complaint against radio news has been the problem of news emphasis. The complaints expressed the opinion that the treatment of labor news items on labor-sponsored programs were particularly favorable to the views of labor; whereas, non-labor newscasts placed less emphasis on news items of interest to labor.

This study attempted to determine the treatment of news items (which were a portion of the UAW CIO labor policy of 1955) as offered by a selected group of commentators. This measurement and evaluation of the current situation in radio news, as qualified, served as evidence to justify the complaint against labor-sponsored newscasts.

The following process was utilized in obtaining an accurate analysis of the content of these two classes of programs:

- (1) Fourteen available programs appearing five times weekly, as a fifteen minute program each time, were studied before the final selection of three programs for this analysis. Availability of these programs was of prime importance in this selection.
- (2) The three programs chosen were: John W. Vandercook, Guy Nunn, and Morgan Beatty. These were chosen because they represented the totality of labor sponsored news of regional and national scope for the Lansing, Michigan area; and in the case of Beatty, represented the highest audience rated program for at least the year 1954 through June, 1955.

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- (3) The analysis included a total of 57 recorded programs. (Nineteen from each sponsor) The recording schedule began on January 3, 1955 and finished on April 25, 1955. Each program was typed into script form for content analysis.
- (4) All news items of interest to this study were classified into three basic categories of information: Attention, Subject Matter, and Direction. These three groups in turn were further sub-divided into fact, opinion, and quoted reference. The treatment of these news items in terms of the above classification and frequency of use formed the basis of recording the data used in this study.
- (5) After all data had been recorded, the tabulation of the facts was entered on Analysis Forms -- calculated to measure the content of news between the two basic programs.
- (6) A summary of the recorded information followed, using the Analysis Forms. The forms, which were divided into the basic categories of Fact, Opinion and Quoted Reference, offered a summary of facts from which the conclusions were drawn.

The conclusions of this study were:

- (1) On the Labor-sponsored programs (Vandercook and Nunn) labor news items appeared nearly twice as often as on the non-labor show of Morgan Beatty.
- (2) Labor-sponsored programs utilized more time per show to present the labor items than non-labor.
- (3) The number of different items offered by labor exceeded the number offered by non-labor.
- (4) At least two news items were emphasized by each of the labor programs while the non-labor show offered these items only once. The presentation of these items as offered

by Vandercook and Nunn, was consistently more favorable to the CIO policy than the presentation by Morgan Beatty.

(5) Vandercook consistently reported pro-labor items more frequently than did Morgan Beatty. However, when Beatty did present pro-labor items, they were treated favorably 80 percent of the time; Vandercook's treatment was only 50 percent favorable to the CIO policy. The difference in the comparison lay in the numerous times the items were repeated by Vandercook versus the consistently pro-labor treatment of a few items by Beatty.

(6) The general conclusion drawn from these facts was that the accusations against labor in the treatment of selected news items may have been justified.

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In sincere appreciation to my parents
this thesis is dedicated.

My thanks also to the committee members;
Dr. Robert Crawford, Dr. Max Nelson,
and Mr. Erling Jorgensen,
whose guidance made
this thesis
possible.

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CHAPTER I

THE PROBLEM AND DEFINITIONS OF TERMS

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THE PROBLEM AND DEFINITIONS OF TERMS

Introduction

Background. On November 28, 1951, one of the most revealing examinations concerning the use of American radio as a medium of personal propaganda was terminated. The Federal Communications Commission ended the longest series of investigations in radio history, placing on record the documented picture of bias and misrepresentation in the handling of news.¹

In 1945, Leila Sussmann reported in her analysis of the treatment of labor in radio news, that labor news presentation on most programs and networks was overwhelmingly unfavorable. Among other things, Sussmann found that "labor was presented as being morally wrong five times as often as it was morally right." (Morally wrong meant that the news was contrary to the ethics of public opinion.) Furthermore, labor was presented as being on the winning side of an issue just as many times as it was not. (Winning meant the side which prevailed in the final decision.)²

¹Lawrence, Edmund. "Radio and the Richards Case," Harper's Magazine, pp. 82-87, July, 1952.

²Sussmann, Leila. "Labor in the Radio News," Journalism Quarterly, 22:207, March, 1945.

An editorial, written by Gabriel S. Hauge, in 1951, charged one news commentator, who was sponsored by a labor union, with using "loose sneers and distortions."³

In August, 1954, a prominent news commentator claimed that his union sponsor attempted to impose censorship of his newscasts. In a memo to the commentator from the union, the following policies were set forth:⁴

Whenever the established policies and views of the _____ Union are pertinent to an issue in the news they should be brought to the attention of the public.

Background information, which helps to illuminate the bare facts and cast them in their true light is permissible, but opinions should be clearly labeled as opinions and interpretation.

Among the group of duties listed for the editor of the program were these statements:

To determine what news items must be covered in each program; to check the accuracy of the script; to check the opinions expressed to make certain they conform with the _____ Union policy; to exercise the usual final authority of an editor over the entire script in line with the principles herein stated.

The memo continued to state that all news and information the commentator wished to use for broadcast, be first channeled through the editor of the _____ Union radio news.

The commentator objected on the basis of his claim of censorship, and the union dismissed him from the position.

³ Hauge, Gabriel S. "Merchandising Verbal Poison," Business Week, New York: September. 29, 1951.

⁴ _____, Broadcasting and Telecasting, p. 33, August 16, 1954.

John Crosby reported in the State Journal (of Lansing, Michigan) that

There's probably not a news program on the air that doesn't strike somebody or other as viciously slanted, no matter how fair the newsmen try to be. No two guys view or report a news story exactly alike, and one must allow the boys to report the news as they see it.⁵

The issue of the treatment of news reached newspaper headlines on July 21, and 22, 1955. At that time the UAW (CIO) was indicted for alleged violation of the Federal Corrupt Practices Act. The union was accused of spending UAW treasury-appropriated funds for political purposes; specifically to purchase broadcast time over local radio and TV stations in the fall of 1954. Thus, in the words of Walter P. Reuther, the issue of presentation of news becomes:

...a test of the constitutional right of a labor union to express its points of view on political issues and other matters of broad public policy through the purchase and use of radio and television time.⁶

At the writing of this Thesis the outcome of this case had not been determined. Nevertheless, this served as another example of an accusation that labor-sponsored news may have treated selected news items in a manner favorable to their policy.

Review of the Literature. Throughout the history of content analysis almost every kind of verbal communication

⁵State Journal, November 8, 1954, p. 15.

⁶State Journal (Lansing, Michigan), p. 1, July 21, 1955 (as reported from the Associated Press Wire).

content has been studied. Increasing from an average of two studies a year during the early portion of the Twentieth Century, content analysis has grown to an average use of about 25 studies per year.

Early studies (which proved the reliability of careful planning with content analysis) were conducted by the Experimental Division for the Study of War-Time Communications, under the direction of Lasswell during the Second World War.⁷

As early as 1938, studies appeared on the content of radio programs.⁸ In 1945, two studies appeared which examined labor in the news. One was conducted under the direction of Sussmann⁹ and the other under the sponsorship of Fortune Magazine.¹⁰ Both were incomplete in their coverage of commentators and brief in the period of examination.

Since that time, little has been done to analyze the content of labor news items or the treatment of labor in the presentation of news.

⁷Lasswell and Nathan. Language of Politics, New York: George W. Stewart, Publisher, Inc., 1949.

⁸Albig, William. The Content of Radio Programs, 1925-1935, pp. 338, 339, 1938.

⁹Sussmann, Leila. "Labor in the Radio News", Journalism Quarterly, 22:207, March, 1945.

¹⁰_____, "Labor and the News", Fortune Magazine, October 1945.

The Problem

Statement of the Problem. It was the purpose of this study (1) to compare the treatment of news items presented by labor-sponsored broadcasts with a non-labor sponsored program; and (2) to show evidence either for or against the accusation that labor-sponsored news may have treated selected news items in a manner more favorable to the CIO union policy, than a non-labor sponsored program.

In view of this objective, the nature of the problem was twofold: (1) the selection and recording of the programs were necessary; and (2) the information so gathered had to be organized by a predetermined process into meaningful facts within the limitations of this study.

Importance of this Study. Specifically, this study would offer distinct information on the following points:

1. Present the total amount of time and emphasis spent on selected news items, by two sponsors --the CIO union and Alka-seltzer.
2. Show the directional influence (pro and con treatment) of the news as presented by three different commentators on 19 different broadcasts.
3. Produce the variations in content of news presented by the three sponsors.
4. Detect the presence of a trend in labor news items (selected items) emphasized by the sponsors, during the period of this study.

Definitions of Terms Used

Content Analysis: (Quantitative)	Content analysis is a research technique for the objective, systematic, and quantitative description of the manifest content of communication.
Bias Presentation: (Emphasis of news items)	The lack of impartial and responsible reporting on the part of the commentator or the sponsor. Distorted and non-objective.
Direction:	Direction refers to the "pro" and "con" treatment of an item.
Item:	Item is defined as one or a series of sentences about the same subject or events with a distinct pause before and after, indicating that the commentator is coming to something new.
Fact Item:	A fact item is an item which is purely descriptive of an event which has happened or is happening or which is predicted to happen - <u>calculated to be straight news.</u>
Opinion Item:	An opinion item contains a judgment or prediction whether explicit or implicit.
Quoted Reference Item:	A quoted reference item is a judgment or prediction attributed by the commentator to some other source, whether named or unnamed.
Favorable Item:	A favorable item presents labor as "right". The item is in agreement with the CIO labor policies.
Unfavorable Item:	An unfavorable item is news contrary to CIO policies.
Neutral Item:	A neutral item has a zero value in terms of CIO policies; "pro" and "con" are equally represented.

Items are further limited for the purposes of this study to the subjects or events listed below: they represent the policy of the CIO union, January, 1955.¹¹

1. Federal Housing Project
2. Federal aid to Education
3. Federal and State Health policies
4. Safe-Highway programs
5. Parking problem program
6. Federal aid to Resource Development and Flood Control
7. Fair Employment Practices Legislation (state, local and national)
8. Federal farm program
9. Increased and Extended Unemployment Compensation Benefits
10. Minimum Wage Laws and Coverage Extended
11. Increased Social Security and Extended Coverage
12. Tax Program Based on Ability to Pay
13. Debt Moratorium for Unemployed
14. Surplus Food, Aid to other Countries
15. United Nations leadership and Economic-Social Construction
16. International Fair Labor Standards (lowered tariffs)
17. Effective implementation of Employment Act of 1946

¹¹Publication 319, UAW-CIO Education Department, Detroit, Michigan, 1954.

Limitations of Previous Studies

All other efforts to study this problem from the quantitative view of the news were found to have been incomplete or brief surveys of the problem. None offered any concentrated effort at analyzing the news. The most recent thorough study was made by Leila Sussmann in an analysis of the treatment of labor in radio news in 1945.¹² Even this study offered no true conclusions in terms of this problem and was limited to a period four months.

Limitations of This Study

The obvious limitations placed on a study of this type were time and coverage. Analyzing 57 news programs represented far more facts than used in past studies of comparable length. In this case, the study period ranged from January 3, 1955 to April 25, 1955.

The problem of what to analyze and who to listen to was a grave consideration in terms of coverage. Needless to say, time available, expenses, and accuracy by the one person doing the analysis, all limited this investigation to three basic news programs. If all available news programs could have been analyzed the results might have been even more conclusive and directive.

¹²See page 1 of this Thesis.

CHAPTER II

METHODOLOGY

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METHODOLOGY

Selection of the Test Sample

Criteria for the selection. In order to guarantee the availability of the news programs over the entire period and to provide accurate news comparison, the following criteria were established.

1. The final test group of programs had to be evening programs appearing five times weekly, Monday through Friday, for a duration of 15 minutes each broadcast.

(This provided an opportunity to record the greatest number of consecutive programs in a brief four months.)

2. All programs in the test group had to occur as close to each other in the radius of time on air, in order to guarantee approximate equal access to the same news items by each commentator. That is, one news program at 7:30 in the evening could not be compared with another at 11:00 the same evening with justifiable results.
3. The programs were selected from the national and regional networks levels because of the increased guarantee that sponsorship of the program would continue. Another reason for this criteria, was the safety factor of being able to change to another station for the same program in case reception was distorted.

Following this list of criteria, seven different news commentators (or sixteen programs) qualified. They were:

Joseph Hainline	WJR	6:00 P.M.
Lowell Thomas	WJR	6.45 P.M.
Fulton Lewis	WGN	7:00 P.M.
	WKHM	7:00 P.M.
	CKLW	7:00 P.M.

John Vandercook	ABC	7:00 P.M.
Guy Nunn	WILS	7:15 P.M.
	CKLW	7:15 P.M.
Morgan Beatty	WWJ	7:30 P.M.
	WGN	7:30 P.M.
	WJIM	7:30 P.M.
	WFDF	7:30 P.M.
E. R. Murrow	WJR	7:45 P.M.
	WLAC	7:45 P.M.
John Vandercook	WXYZ	8:30 P.M.
	KXEL	8:30 P.M.

Labor-sponsored Programs. For the Lansing and East Lansing area, only two programs in the preceeding list were labor-sponsored. They were the John W. Vandercook and Guy Nunn programs. In order to be as complete as possible in this study, both programs were included throughout the analysis (wherever the conditions made this possible). Both of the programs were sponsored by CIO unions and the 7:00 P.M. and 7:15 P.M. programs were used.

Non-Labor Sponsored Programs. The selection of the non-labor program was not as limited. In consideration of the second criteria, Lowell Thomas and Morgan Beatty were the two logical remaining possibilities. Hainline appeared too early for comparison (or too late) and Lewis was aired at the same time as Vandercook. The problem of choosing between Beatty and Thomas was solved by examining the popularity rating of the two programs.

There were six basic program rating services in the nation at the time of this study -- of which only two offered positive

indication of audience preference. A. C. Neilson, which apparently did the biggest dollar volume in business service, showed that Morgan Beatty was the nation's choice in listening time week by week for any period during 1953, 1954, and 1955 up through April.¹³ Beatty was chosen on this basis. His sponsor was Alka-seltzer.

Tabulation of Facts

The pattern for recording the programs from day to day was largely determined by the conditions affecting reception of the shows. A total of 57 programs were recorded among Vandercook, Nunn and Beatty programs from January 3, through April 25, 1955. Recording without a break between these dates was unnecessary since the purpose of this study was to use a natural condition of listening or selection and needed only to be accurate in the final analysis of the content presented -- regardless of when the program occurred.

Recording Procedure. Preparation for the quantitative study began with individual recordings of each program. In order to assure accuracy in transferring this information from the tape to a written form, the first recording was transferred to a second tape recording but with pauses between

¹³ _____, Broadcasting and Telecasting, any issue in 1953, 1954, and 1955 through April (or the period of this study).

the phrases (or ideas) in the presentation of the news. The second tape then, contained the original speech (or news) broken into phrases spaced along the tape. This process enabled the analyst to turn the recorder on and then proceed to type the script without interruption. The artificial "pauses" on the tape allowed time to type as fast as the news was being presented.

This type of work is also performed professionally by the Tape Recording Inc., of New York City for a price of approximately \$15.00 per script.

Analyzation of the Content

By following the basic ideas of previous recognized quantitative studies (not necessarily on labor news) a set of analysis record sheets were drawn to collect the information.¹⁴ Page 13 represents samples of the Daily Record Sheets used in the analysis. The records were divided into three basic categories of information: Attention, Subject Matter, and Direction. The full explanation of the meaning of this classification of the information follows these forms on pages 14 through 18.

¹⁴See Appendix, Bibliography section.

DATE: _____
No: _____
Time: (1) 7:00 P.M.
(2) 7:15 P.M.
(3) 7:30 P.M.

Vandercook Nunn Beatty

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

DIRECTION	Item #			Item #			Item #			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT															
Favorable															
Unfavor.															
Neutral															
OPINION															
Favorable															
Unfavor.															
Neutral															
QUOTED REF.															
Favorable															
Unfavor.															
Neutral															
Source															
Quoted:															

Explanation of the Record Sheet. The following information explains each question appearing on the preceding form. Included are the possible directions for each answer insofar as this study is concerned.

QUESTION

I. Attention:

A. Total number of programs, to date, presenting news items:
 Vandercook _____ Nunn _____ Beatty _____

EXPLANATION

Attention A presents the total number of programs (out of 19 for each sponsor) which offered labor news items. There were three basic possible directions in the answer in relation to this study.

1. Equal number for all three
2. Non-labor had more (Beatty)
3. Labor group had more (Vandercook and Nunn)

QUESTION

I. Attention:

B. Percent of today's program time utilized in presenting these news items:

Vandercook _____ Nunn _____ Beatty _____

EXPLANATION

Attention B presents the percentage of time spent on labor news items on that date for each sponsor. These figures were then totaled for each of the sponsor's 19 programs to give the average percentage of time spent on labor news items over the entire period of this study. There were three possible directions in the answer.

1. Equal number for all three programs.
2. Non-labor program had greater time percentage.
3. Labor group had the greater time percentage.

QUESTION

I. Attention:

C. Number of different items offered, on this date,
by each sponsor:

Vandercook _____ Nunn _____ Beatty _____

EXPLANATION

Attention C presents the number of different items offered on this date by each sponsor. These figures were then totaled for each of the sponsor's 19 programs to give the average number of labor items offered by each sponsor during the entire study. There were three possible directions in the answer:

1. Equal number for all three.
2. Non-labor program had offered more items.
3. Labor group had offered more items.

QUESTION

II. Subject Matter:

A. News items offered by each program.

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

EXPLANATION

Subject Matter A named the news items appearing in each program analyzed. These figures were then totaled for each of the sponsor's 19 programs to give the items repeated by each sponsor during the total period of this study. There were three possible directions in the answer.

1. Items will or will not be repeated by each sponsor.
2. Labor group will repeat certain items.
3. Non-labor will repeat certain items.

QUESTION

Subject Matter:

- B. What news items were offered by all three sponsors on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

EXPLANATION

Subject Matter B named the news items covered by all three programs (or by both sponsors). Thus, a day by day record was available during the period of this study of all items repeated in common to all programs.

QUESTION

Subject Matter:

- C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

EXPLANATION

Subject Matter C named the news items not offered by the three sponsors but offered by the two labor programs only. This information was used to show the emphasis (if any) placed on certain items by more than one labor program in contrast to the single non-labor sponsored program.

QUESTION

Subject Matter:

- D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

EXPLANATION

Subject Matter D presented items which were considered important by only one sponsor - and then compared to the amount of time, the treatment and re-emphasis placed by that sponsor upon that item(s).

QUESTION

III. Direction:

DIRECTION	Item #			Item #			Item #			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT															
Favorable															
Unfavor.															
Neutral															
OPINION															
Favorable															
Unfavor.															
Neutral															
QUOTED REF.															
Favorable															
Unfavor.															
Neutral															
Sources															
Quoted:															

The Direction portion of the analysis sheets provided the following information and summaries of facts.

1. The DIRECTION question represented the total statistics of FACT, OPINION and QUOTED REFERENCE categories with each of their sub-divisions, Favorable, Unfavorable, and Neutral.
2. This DIRECTION portion presented the treatment of the news selected on each date, for each item, by each sponsor when common to both labor and non-labor programs in terms, of favorable, unfavorable, and neutral for each factor of FACT, OPINION, and/or QUOTED REFERENCE.

3. The question presented for each sponsor (V) Vandercook, (N) Nunn and (B) Beatty, the precise division of attention given by each sponsor on each item in terms of FACT, OPINION, and/or QUOTED REFERENCE. Precise division meant that the total amount of time for any given item was analyzed further into time fractions $1/3$, $2/3$, $3/3$ relative to the total categories. All 19 programs for each program were totaled to see if any emphasis was placed on any of the named Attention divisions.
4. The direction division presented the evidence showing the consistency or lack of it, in terms of Favorable, Unfavorable, or Neutral treatment of the news items by each sponsor.
5. It presented the names of the sources quoted and the type of evidence they presented. This also showed their consistency or lack of it in terms of the study.

Example Applied. The following is a portion of the script from the Vandercook, Nunn, and Beatty news programs of April 15, 1955. The complete program was recorded (and is available) and then the items specifically mentioned by each commentator were singled out for transfer to script form and analysis as previously outlined.

The analysis proceeded in this fashion. If the items were short (being only 30 seconds in length) it was possible to analyze the entire statement as one unit. Short items were easier to classify as FACT, OPINION, and/or QUOTED REFERENCE, without sub-dividing the item. Such items were immediately classified and entered on the Daily Analysis Record Sheets.

If, however, the item was longer than a minute in presentation, it became necessary to analyze the item in its own logical sub-divisions of emphasis. In other words, questions,

quoted information, personal interpretation, and recorded interviews were analyzed as a separate element within the specific item -- and then the total classification of the elements was reported on the final record sheets. Of course, the experiment was set up to correctly report any split of FACT, OPINION, and/or QUOTED REFERENCE within the same item. (Recall the 1/3, 2/3, and 3/3 method of recording the classification on page 18.)

Vandercook opened his program with a headline review. One of these headlines dealt specifically with a labor news item. He said:

Senator Douglas gains an admission that in many industries a dollar an hour minimum wage could be absorbed.

This item was marked as number 10 since it clearly referred to a minimum wage law. On the Daily Analysis Record Sheet, the Direction of the item was recorded first. This statement was a fact -- an event reported as having happened, or as straight news. Therefore, it was checked off in the V column as fact. Since the entire statement was reported as a fact, a 3/3 notation was entered on the sheet opposite the Fact column below V on Item # 10.

The next question: was the item favorable, unfavorable or neutral, in relation to the CIO policy defined previously? Since the obvious goal of the Union was to obtain at least a dollar minimum wage, and since the statement of fact is in

harmony with the aims of the policy this statement was marked as Favorable, under the V column of Item # 10.

A somewhat lengthier report on this same item (number 10) appeared later in the program. A separate analysis breakdown was entered for the second entry of number 10. The total time, however, was figured from both entries.

Today's witness before the Senate labor subcommittee which is holding hearings in Washington on the proposed increase in the basic minimum wage rate, was the administrator of the Labor Department wage and hour division, -- Mr. Stewart Rockman -- and committee chairman, Senator Douglas of Illinois, who seemed to have every relevant fact stored neatly in his head.

These were the opening statements on number 10 by Vandercook. It is rather obvious again that up to the phrase following Senator Douglas of Illinois, this was the reporting of straight news, -- an event of the past. It contained no direction either favorable or unfavorable to the Union proposed platform. Thus, it was checked as Fact, Neutral.

However, it is equally apparent that the qualifying phrase following Senator Douglas's name -- "who seemed to have every relevant fact stored neatly in his head" -- is a conclusion or opinion expressed about that event or fact. The phrase is not defined as "quoted Reference" since it was not expressed as such. By definition, then, the phrase was entered as an opinion presented through the mouth of the commentator.

The question as to further classification of this statement in the subsequent categories of favorable,

unfavorable or neutral was more involved. A background explanation of current events is necessary here. Rockman represented the Labor Department's bill for a proposed 90¢ an hour minimum wage. This was contrary to Union wishes for their employees. The job of Congress was to either accept or reject the administration's proposed bill. The cross-examination exposed Rockman in favor of a 90¢ an hour minimum wage, and in effect, with Senator Douglas on the opposite end of the issues. This opposite view comprised the question of why the higher minimum wage could not be absorbed by the industries.

Thus, the questions from Senator Douglas, (whether he intended to or not), parallel the policy of the Union for a higher minimum wage. This short statement of opinion was marked, then, as favorable. Since this was only a portion of the over-all item it was not recorded immediately on the record sheet; rather, each of these separate components were listed separately and totaled for a complete picture of this item (and all others) before being entered in the respective column of the record sheet.

The program continued:

Mr. Rockman encountered a formidable cross-examination. It was the job of the labor department's spokesman to defend the alleged peculiar writing of the base figure of 90¢ an hour which the administration has asked Congress to make the new minimum wage rate. Mr. Rockman performed his assigned task conscientiously but with difficulty.

This report was still a portion of the item number 10. Was the above paragraph Fact, Opinion, or Quoted Reference? Is it as fact that Mr. Rockman encountered a formidable cross-examination? This was a matter of interpretation. Was the wage rate of 90¢ an hour an alleged peculiar writing? This was also a matter of interpretation by somebody. Who was able to judge whether or not Mr. Rockman performed his assigned task "conscientiously but with difficulty"? Such statements may have been facts -- but also they were the opinion of the commentator (or at least his words were) and not a straight news report of the event.

The above paragraph was classified as an Opinion and checked as Favorable to labor views on the policy. Notice, the words "formidable", "alleged peculiar" and "conscientiously but with difficulty" which do not constitute straight news reporting nor neutral views.

Senator Douglas asked the witness if he was not a too fearful doctor -- in expressing the opinion that six industries might not be able to absorb an increase in a minimum wage of more than 90¢ an hour.

This statement was obviously to be classified as an indirect opinion (a reference) -- or as Quoted Reference. Thus it was checked. Although the question was about an item of great importance to the Union it could have envoked an answer in either direction on this item. At this point, the question remained neutral insofar as being favorable or contrary to Union beliefs. Thus, this question was classified as Neutral.

Mr. Rockman's reply to this question was:

Mr. Rockman reluctantly admitted that many industries might without being ruined be able to pay at least a dollar an hour minimum.

This answer by Mr. Rockman was qualified by the words of the commentator when he said, "reluctantly admitted" and then continued with an answer which favored the proposed Union policy. This was checked as Opinion, Favorable.

Asked why the labor department estimate of a minimum subsistence income for a family of four was about twice the sum of a worker who was earning only 90¢ an hour could bring home. . . . The witness said that the subsistence figure was like justice in our court - a goal which we seek but do not always achieve.

This was another indirect quotation expressed here as a report of the event in the news. There was no opinion expressed and hence this was classified as Fact, Neutral.

Senator Douglas won the witness's agreement to his contention as probably most textile mills, in which 22% of the workers now get less than a dollar an hour in pay -- could manage to meet that scale? Senator Douglas also wondered out loud, why it seemed that only bankers and business men were worrying about a possible increase in the cost of work clothes, notably, blue-jeans, that were not ordinarily their attire.

The increased cost might result from increasing the minimum wage rate, when the people who'd wear those clothes were urging a minimum of \$1.25 per hour through their labor spokesmen?

The opening statement (above) by Vandercook would seem to indicate that the winning of the witness's agreement to the opposite contention of Senator Douglas was more or less

a triumph for labor views. All of the information as reported was given as Fact with some qualifying phrases. The facts were indirect statements of Douglas, but qualified by comments by Vandercook. This included such statements as "Senator Douglas won the witness's agreement to his contention", and "Senator Douglas also wondered out loud why --". Since there is a possibility that the news source did report the event with these comments, the item was recorded as Fact, Favorable (but there was some question as to how much of the item may have been spiced with Vandercook's own opinions).

This concluded the report on this particular item (number 10). The only other item reported which mentioned some subject close to the items (defined as a portion of the CIO policy) was the following statement.

"There is though, no actual sign that the month-long strike against the Southern Bell Telephone Company largely over welfare benefits was today any closer to a settlement," --was a brief statement classified as item number 9 since it dealt with Welfare Benefits. The item was given as a Fact and certainly had no bearing on labor policy (CIO) and therefore, was listed as neutral.

The final step in the Direction portion of the analysis was to total the facts (or data collected) and check the item or column which best classified the information. The total of these facts equalled a 2/3 figure entered opposite FACT

on the sheet with both Favorable and Neutral marked under this 2/3 entry. Opinion accounted for the other 1/3 of the total report on item number 10, which was sub-classified as Favorable.

Item number 9 was marked as FACT 3/3 of the total time, with the entire item being reported in a Neutral fashion. All items were classified in this manner.

With all of the information of Vandercook's program classified in terms of Direction the remaining portion of this analysis was a regular process of recording data in the respective section of the record sheets. Starting at the top of the sheet, the Attention section was filled out reviewing the previous analysis sheets and adding (or counting) the programs to give the information requested. (A, B, and C.)

Under Subject Matter, a specific notation of the item was made by circling the number of the item. In this case, items 9 and 10 were of importance to the questions under Subject Matter.

The Direction portion contained the 1/3, 2/3, or 3/3 notation of the way the news was treated. In this case, item 9 was 3/3 FACT and Neutral. Number 10 was 2/3 FACT, Favorable and Neutral; 1/3 OPINION, Favorable.

Each of the analysis sheets contained information of this nature. Following the completion of this study, the information was totaled according to the methods outlined on page 17.

The important fact was that all of this tabulation of items was merely a means to an end. The end, as such, was the question of this study; what was the comparative emphasis of labor items by non-labor and labor sponsored programs?

CHAPTER III

COLLECTED DATA FOR THE ANALYSIS

DATE: 1/3/55
No: 1
Time: (1) 7:00 P.M.
(2) 7:15 P.M.
(3) 7:30 P.M.

A. Total number of programs to date presenting news items:

Vandercook 0 Nunn 0 Beatty 0

Vandercook 0 Nunn 0 Beatty 0

Vandercook 0 Nunn 0 Beatty 0

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

DIRECTION	Item #			Item #			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B
FACT												
Favorable												
Unfavor.												
Neutral												
OPINION												
Favorable												
Unfavor.												
Neutral												
QUOTED REF.												
Favorable												
Unfavor.												
Neutral												
Source Quoted:												

DAILY ANALYSIS RECORD

<u>COMMENTATOR</u>	<u>NETWORK</u>	<u>SPONSOR</u>	<u>DATE: 1/5/55</u>
(1) Vandercook	ABC	CIO	No: <u>2</u>
(2) Guy Nunn	Regional	UAW-CIO	Time: (1) 7:00 P.M.
(3) M. Beatty	NBC	Alka-seltzer	(2) 7:15 P.M.
			(3) 7:30 P.M.

I. Attention:

A. Total number of programs to date presenting news items:

Vandercook 1 Nunn 0 Beatty 1

B. Percent of today's program time utilized in presenting these news items:

Vandercook 9% Nunn 0 Beatty 23%

C. Number of different items offered on this date by each sponsor:

Vandercook 4 Nunn 0 Beatty 1II. Subject Matter:

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

B. What news items were offered on all three programs?:
(on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

III. Direction:

DIRECTION	Item # 8			Item # 6			Item # 10			Item # 12			Item # 16		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT							2/3						3/3		
Favorable							x						x		
Unfavor.															
Neutral															
OPINION			2/3	2/3			1/3								
Favorable			x				x								
Unfavor.				x											
Neutral															
QUOTED REF.			1/3							1/3					
Favorable			x							x					
Unfavor.															
Neutral															
Source Quoted:			Ben	Sen.						Ben	Sen.				

[illegible]

DATE: 3/28/55
No: 4
Time: (1) 7:00 P.M.
(2) 7:15 P.M.
(3) 7:30 P.M.

A. Total number of programs to date presenting news items:
 Vandercook 2 Nunn 1 Beatty 3

Vandercook - Nunn 100% Beatty 8%

Sponsor: Vandercook - Nunn ¹ Beatty ²

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

[illegible]

DAILY ANALYSIS RECORD

	<u>COMMENTATOR</u>	<u>NETWORK</u>	<u>SPONSOR</u>
(1)	Vandercook	ABC	CIO
(2)	Guy Nunn	Regional	UAW-CIO
(3)	M. Beatty	NBC	Alka-seltzer

DATE: 3/29/55
 No: 5
 Time: (1) 7:00 P.M.
 (2) 7:15 P.M.
 (3) 7:30 P.M.

I. Attention:

A. Total number of programs to date presenting news items:
 Vandercook 3 Nunn 2 Beatty 4

B. Percent of today's program time utilized in presenting these news items:
 Vandercook 100% Nunn 100% Beatty 1%

C. Number of different items offered on this date by each sponsor:
 Vandercook 2 Nunn 1 Beatty 1

II. Subject Matter:

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

B. What news items were offered on all three programs?:
 (on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

III. Direction:

DIRECTION	Item # 9			Item # 2			Item #			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT	1/3		3/3	3/3											
Favorable															
Unfavor.															
Neutral	x		x	x											
OPINION															
Favorable															
Unfavor.															
Neutral															
QUOTED REF.	2/3	3/3													
Favorable	x	x													
Unfavor.															
Neutral															
Source Quoted:															

DAILY ANALYSIS RECORD

COMMENTATOR	NETWORK	SPONSOR
(1) Vandercook	ABC	CIO
(2) Guy Nunn	Regional	UAW-CIO
(3) M. Beatty	NBC	Alka-seltzer

DATE: 3/30/55

No: 6

 Time: (1) 7:00 P.M.
 (2) 7:15 P.M.
 (3) 7:30 P.M.
I. Attention:

A. Total number of programs to date presenting news items:

Vandercook 4 Nunn 3 Beatty 5

B. Percent of today's program time utilized in presenting these news items:

Vandercook 9% Nunn 100% Beatty 1%

C. Number of different items offered on this date by each sponsor:

Vandercook 2 Nunn 2 Beatty 1II. Subject Matter:

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

B. What news items were offered on all three programs?:
(on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

III. Direction:

DIRECTION	Item # 9			Item # 12			Item # 10			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT				3/3		3/3									
Favorable				x		x									
Unfavor.															
Neutral															
OPINION															
Favorable															
Unfavor.															
Neutral															
QUOTED REF.	3/3	3/3					3/3								
Favorable	x	x					x								
Unfavor.															
Neutral															
Source Quoted:	conf.	co	conf	co			conf	co							

I. Attention:

Vandercook 0 Nunn 3 Beatty 0

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

DIRECTION	Item # 9			Item # 10			Item # 11			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT															
Favorable															
Unfavor.															
Neutral															
OPINION		3/3						3/3							
Favorable		x						x							
Unfavor.															
Neutral															
QUOTED REF.					3/3										
Favorable					x										
Unfavor.															
Neutral															
Source Quoted:															

1

DATE: 4/5/55
No: 9
Time: (1) 7:00 P.M.
(2) 7:15 P.M.
(3) 7:30 P.M.

A. Total number of programs to date presenting news items:
 Vandercook 5 Nunn 6 Beatty 5

B. Percent of today's program time utilized in presenting these news items:

Vandercook 0 Nunn 4% Beatty 0

C. Number of different items offered on this date by each sponsor:

Vandercook 0 Nunn 1 Beatty 0

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

B. What news items were offered on all three programs?:
(on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

[illegible]

DAILY ANALYSIS RECORD

<u>COMMENTATOR</u>	<u>NETWORK</u>	<u>SPONSOR</u>	DATE: <u>4/6/55</u>
(1) Vandercook	ABC	CIO	No: <u>10</u>
(2) Guy Nunn	Regional	UAW-CIO	Time: (1) 7:00 P.M.
(3) M. Beatty	NBC	Alka-seltzer	(2) 7:15 P.M.
			(3) 7:30 P.M.

I. Attention:

A. Total number of programs to date presenting news items:
 Vandercook 6 Nunn 7 Beatty 5

B. Percent of today's program time utilized in presenting these news items:
 Vandercook 23% Nunn 10% Beatty 0

C. Number of different items offered on this date by each sponsor:
 Vandercook 2 Nunn 3 Beatty 0

II. Subject Matter:

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

B. What news items were offered on all three programs?:
 (on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

III. Direction:

DIRECTION	Item # 9			Item # 10			Item # 4			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT	2/3			2/3											
Favorable															
Unfavor.															
Neutral	x			x											
OPINION		3/3		1/3	3/3		2/3								
Favorable		x			x		x								
Unfavor.															
Neutral				x											
QUOTED REF.	1/3						1/3								
Favorable							x								
Unfavor.															
Neutral	x														
Source Quoted:	Labor			Journal			Wall St.								

[illegible]

[illegible]

DAILY ANALYSIS RECORD

	<u>COMMENTATOR</u>	<u>NETWORK</u>	<u>SPONSOR</u>
(1)	Vandercook	ABC	CIO
(2)	Guy Nunn	Regional	UAW-CIO
(3)	M. Beatty	NBC	Alka-seltzer

DATE: 4/19/55No: 16
 Time: (1) 7:00 P.M.
(2) 7:15 P.M.
(3) 7:30 P.M.
I. Attention:
 A. Total number of programs to date presenting news items:
 Vandercook 11 Nunn 12 Beatty 6

 B. Percent of today's program time utilized in presenting these news items:
 Vandercook 18% Nunn 29% Beatty 35%

 C. Number of different items offered on this date by each sponsor:
 Vandercook 1 Nunn 1 Beatty 2
II. Subject Matter:

A. News items offered by each program:

Vandercook	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Nunn	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Beatty	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17

 B. What news items were offered on all three programs?:
 (on this date)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

C. What news items were offered by both labor programs and not by non-labor?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

D. What news items were offered by only one sponsor on this date?

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

III. Direction:

DIRECTION	Item #10			Item #1			Item #8			Item #			Item #		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT	1/3	1/3				3/3			3/3						
Favorable	x	x				x			x						
Unfavor.															
Neutral															
OPINION		1/3													
Favorable		x													
Unfavor.															
Neutral															
QUOTED REF.	2/3	1/3													
Favorable	x	x													
Unfavor.															
Neutral															
Source Quoted:	p2 p2 p2			p2 p2 p2			p2 p2 p2			p2 p2 p2			p2 p2 p2		

[illegible]

DIRECTION	Item # 10			Item # 13			Item # 17			Item # 12			Item # 4		
	V	N	B	V	N	B	V	N	B	V	N	B	V	N	B
FACT															
Favorable															
Unfavor.															
Neutral															
OPINION				3/3			3/3			3/3					
Favorable				x			x								
Unfavor.										x					
Neutral															
QUOTED REF.		3/3												3/3	
Favorable		x												x	
Unfavor.															
Neutral															
Source Quoted:															

[illegible]

CHAPTER IV

SUMMARY AND CONCLUSIONS

CHAPTER IV

SUMMARY AND CONCLUSIONS

The Summary

The facts contained in the Daily Analysis Record sheets were tabulated into the following totals.

Under I. Attention:

A. Total number of programs presenting news items:
 Vandercook 12 Nunn 14 Beatty 6

B. The average percent of program time utilized in presenting these news items during the period of this study:
 Vandercook 16.8% Nunn 33.4% Beatty 8.8%

C. Average number of items offered by each sponsor during the period of this study:
 Vandercook 1.5 Nunn 1.3 Beatty .7

Under II. Subject Matter:

A. News items repeated by each sponsor:

Vandercook	Number 10	nine times
	number 9	six times
	number 12	three times
	numbers 2, 6, 17	twice
	numbers 1, 3, 4	once
	numbers 5, 7, 8,	
	11, 13, 14, zero	
	16	

Nunn	number 10	eleven times
	number 9	six times
	number 4	twice
	numbers 2, 7, 11,	
	12, 13, 17	once
	numbers 1, 3, 5, 6,	
	8, 14, 15, zero	
	16	

Beatty	number 8	three times
	numbers 1, 10,	
	12	twice
	numbers 2, 3, 9	once
	numbers 4, 5, 6,	
	7, 11,	
	13, 14, 15,	
	16, 17	zero

Numbers 5, 14, 15, 16, did not appear at any time on any of the programs and therefore, they were eliminated from further consideration in this study. Numbers 6, 7, 8, 11, 13, appeared on only one program and never by more than one sponsor. There was no basis for comparison (except through negation) and, therefore, these numbers were eliminated from the summary of information. They were entered on the daily records for reference only. This left numbers 1, 2, 3, 4, 9, 10, 12, 17 for complete analysis.

Under II. Subject Matter:

- B. News items offered in common with all three sponsors: Number 9 was the item which appeared only once on all three programs.
- C. News items offered by both labor programs and not by non-labor:
 Number 9 which appeared in this manner four times.
 Number 10 which appeared in this manner six times.
- D. The news items which were offered by only one sponsor during the entire study.
 Numbers 7, 11, 13 were offered by Nunn.

SUMMARY (Cont.)

	J. W. Vandercook		Guy Nunn		Morgan Beatty	
	Treatment		Treatment		Treatment	
	general	specific	general	specific	general	specific
	(%)	(%)	(%)	(%)	(%)	(%)

Item 2:

"Federal Aid
to Education"

FAVORABLE	50		100		100	
Fact						50
Opinion				100		
Quoted Reference		100				50
UNFAVORABLE	0		0		0	
Fact						
Opinion						
Quoted Reference						
NEUTRAL	50		0		0	
Fact		100				
Opinion						
Quoted Reference						

Item 3:

"Federal and
State Health
Policies"

FAVORABLE	100		-		100	
Fact						
Opinion		50				
Quoted Reference		50				100
UNFAVORABLE	0		-		0	
Fact						
Opinion						
Quoted Reference						
NEUTRAL	0		-		0	
Fact						
Opinion						
Quoted Reference						

SUMMARY (Cont.)

	J. W. Vandercook		Guy Nunn		Morgan Beatty	
	Treatment		Treatment		Treatment	
	general	specific	general	specific	general	specific
	(%)	(%)	(%)	(%)	(%)	(%)
Item 4:						
"Safe Highway Program"						
FAVORABLE	100		100		-	
Fact						
Opinion				33		
Quoted Reference		100		67		
UNFAVORABLE	0		0		-	
Fact						
Opinion						
Quoted Reference						
NEUTRAL	0		0		-	
Fact						
Opinion						
Quoted Reference						

Item 17:						
"Effective Implementation of Employment Act of 1946"						
FAVORABLE	0		100			
Fact						
Opinion				100		
Quoted Reference						
UNFAVORABLE	50		0		-	
Fact						
Opinion						
Quoted Reference		100				
NEUTRAL	50		0		-	
Fact		100				
Opinion						
Quoted Reference						

Conclusions

General. Recall, that the purpose of this study was, (1) to compare the treatment of news items presented by labor-sponsored broadcasts with a non-labor sponsored program; and (2) to show evidence either for or against the accusation that labor-sponsored news may have treated selected news items in a manner more favorable to the CIO union policy, than a non-labor sponsored program.

Under ATTENTION of the analysis sheets, the following conclusions were drawn:

1. The two labor-sponsored programs (Vandercook and Nunn) presented nearly twice as many programs with labor-items as the Beatty programs. This was the first fact indicating that there was a tendency for these two labor programs to report labor-news items more frequently than the non-labor sponsored show.

2. Labor-sponsored programs utilized more time per show to present the labor items than non-labor. The time spent on news items as such was roughly a ratio of one to two to four. That is, Beatty represented 8.8% averaged time on these news items; Vandercook, 16.8%; and Nunn, 33.4%. There was evidence that the two national programs (Beatty and Vandercook) showed less tendency than Nunn, to elaborate on labor news items.

3. The number of different items offered by labor exceeded the number offered by non-labor. Labor sponsored shows

each contained an average of twice the number of items presented by the Beatty program.

Under SUBJECT MATTER of the analysis sheets, the following conclusions were drawn:

1. At least two news items were emphasized by each of the labor programs while the non-labor show offered these items only once. The presentation of these items as offered by Vandercook and Nunn, was consistently favorable to the CIO union policy.

This conclusion was based on: repetition of number 10 by Vandercook -- nine times; Nunn -- eleven times; and Beatty -- twice. Vandercook repeated number (item) 9 -- six times; Nunn -- also six times; but Beatty only once.

The fact that Beatty treated item number 10 Favorably 100% of the time (Vandercook equaled 74%, Nunn - 100%) is misleading unless the number of times these items were repeated is taken into consideration.

Under DIRECTION of the analysis sheets, the following conclusions were drawn:

1. Vandercook spent 50% of his time reporting news items favorable to the labor policy. Beatty reported such items favorably to labor 80% of the time, and Nunn an average of 96%. The major consideration in the interpretation of these figures lay in the number of times these items were so repeated by each sponsor. Even though Beatty reported more favorably a given item, than Vandercook, Beatty presented only one-half

as many items for consideration. Thus, the treatment of these items is an important factor when viewed from the number of items offered.

2. Specific treatment of these items (favorable, unfavorable and neutral) showed evidence of Vandercook and Nunn to present the Favorable news items from a "quoted reference", or from "opinion", in the case of Nunn. Beatty based most of his material on "fact" or "quoted reference" and never during this study qualified his own opinion as such. Out of this group of facts came the conclusion that Vandercook and Nunn used fact and quoted reference to support most of the items reported as favorable, or at least they did not openly qualify their statements as other than straight news reporting.

Items reported as such were nearly all favorable to the union policy, by Vandercook and Nunn. Thus, these selected news items were presented in a manner which supports the accusation placed against the union-sponsored news programs.

Specific. As a result of this study, the following specific conclusions were drawn:

1. The labor news items appeared nearly twice as often on the Vandercook and Nunn shows as on the non-labor program of Morgan Beatty.

2. Labor-sponsored programs utilized more time per show to present the labor items than non-labor.

3. The number of different items offered by labor exceeded the number offered by non-labor, a fact which tends to support the accusation that labor presented selected news items at least more frequently than non-labor.

4. At least two news items were emphasized by each of the labor shows while the non-labor program offered this same item only once. The presentations of these items as offered by Vandercook and Nunn, was consistently favorable to the CIO union policy. This was true also for Beatty -- however, he reported these items one-half as often as the labor groups. This shows evidence which supports the accusation against the treatment of selected news items of labor-sponsored news shows.

This study has shown in a systematic fashion the focusing of attention and treatment of selected news items by two sponsors, labor and non-labor. Two specific thoughts remain:

(1) evidence has been collected which shows a more favorable treatment of selected news items by labor than by non-labor, and

(2) this evidence stands only in relation to the limitations of this study.¹⁵

¹⁵See page 8 of this Study for the "Limitations of This Study."

Suggestions for Further Study

The problems of news presentation on radio cannot be analyzed completely in any one content analysis study. This thesis, "A Selective Analysis of Labor and Non-Labor Sponsored Radio News" was limited by the total area analyzed, as well as the time spent conducting the analysis.

Therefore, recommendations for further study of this problem (the comparison of labor sponsor's treatment and emphasis of selected news items on radio, with non-labor sponsored programs) is recommended:

1. A comparison of several (as many as practical) labor-sponsored news programs with several non-labor sponsored news shows should be conducted. An investigation of this scope would have to include recording facilities and a staff for the analysis much larger than in this study. The results, however, would be a more complete indication of the true nature of news presentation.

2. The analysis of this problem need not be limited to radio alone. Television programs and newspapers, lend themselves easily to this type of study. Investigation should be performed including other media than radio.

3. This thesis pointed out (or at least suggested) that within the single area of labor-sponsored radio news, the treatment of news varied. This presents the possibility of comparing the treatment of news items by several labor-sponsored programs. This would exclude non-labor sponsors.

4. Another area of this Study which has presented itself for consideration is the possibility that non-labor sponsors are selective in their treatment of news items. A separate study, not involving labor, could be conducted to determine the objectivity (of straight news reporting) by a group of non-labor sponsors. This would exclude labor sponsors.

Suggestions for any future study using content analysis are of little value unless a complete understanding of what has been accomplished in the area is reviewed. It is therefore recommended that the bibliography section of Bernard Berelson's "Content Analysis", be studied.¹⁶ His bibliography contains most of the content analyses published through 1950.

¹⁶Berelson, Bernard. Content Analysis in Communication Research, pp. 199-220, 1952.

APPENDIX

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Sample Radio Script Used in This Study

April 15, 1955 (Friday) VANDERCOOK reporting:

Senator Douglas gains an admission that in many industries a dollar an hour minimum wage could be absorbed.

Today's witness before the Senate Labor Sub-committee which holding hearings in Washington on the proposed increase in the basic minimum wage rate, was the administrator of the Labor Department Wage and Hour Division -- Mr. Stewart Rockman -- and Committee Chairman, Senator Douglas of Illinois who seemed to have every relevant fact stored neatly in his head. Mr. Rockman encountered a formidable cross-examination. It was the job of the Labor Department's spokesman to defend the alleged peculiar writing of the base figure of 90¢ an hour which the Administration has asked Congress to make the new minimum wage rate. Mr. Rockman performed his assigned task conscientiously but with difficulty.

Senator Douglas asked the witness if he was not a too fearful doctor -- in expressing the opinion that six industries might not be able to absorb an increase in minimum wage of more than 90¢ an hour. Mr. Rockman reluctantly admitted that many industries might without being ruined be able to pay at least a dollar an hour minimum.

Asked why the Labor Department estimate of a minimum subsistence income for a family of four was about twice the sum a worker

who was earning only 90¢ an hour could bring home.

The witness said that the substance figure was like justice in our court -- a goal which we seek but do not always achieve.

Senator Douglas won the witness's agreement to his contention as probably most textile mills, in which 22% workers now get less than a dollar an hour in pay -- could manage to meet that scale.

Senator Douglas also wondered out loud why it seemed that only bankers and business men were worrying about a possible increase in the cost of work clothes -- notably -- blue jeans, that were not ordinary attire. The increased cost might result from increasing the minimum wage rate, when the people who'd wear those clothes were urging a minimum of \$1.25 per hour through their labor spokesman.

There is, though, no actual sign that the month-long strike against the Southern Bell Telephone Co. largely over welfare benefits was today any closer to settlement.

April 15, 1955 (Friday) NUNN reporting:

The Senate Labor committee held its second day of hearings on the minimum wage. Several bills are under consideration.

They range from emasculation of even the feasible wage control exercised over a limited sector or the economy by the Department of Labor to a CIO and AFL proposal that the Federal Minimum wage be increased to \$1.25 an hour. The Labor Department was still testifying today, through Stewart Rockman, Department Solicitor who picked up today where Secretary of Labor Mitchell left off yesterday in attempting to defend the Eisenhower Administration's contention that the minimum wage should go no higher than 90¢ an hour.

Committee Chairman Paul Douglas of Illinois who obviously knew his subject better than the Department Solicitor, Douglas drew from Rockman the admission that many industries -- most industries, even those industries allegedly sick can absorb at least a minimum of \$1.25. "What will the head of a family do if your proposal becomes law?" Douglas asked.

He noted the Administration proposed minimum law would provide a gross annual salary of \$1800.00 a year. "This," he said, "is only 40% of the income which the Department of Labor itself says is essential for bare subsistence for a family of four. Well, to this Mr. Rockman replied slickly that, "I believe that the legislative policy in the Fair Labor Standards Act, like justice in our courts, is a goal we seek but do not achieve."

He admitted under pressure that a minimum of \$1.25 would help to achieve the goal of the act.

There is no way of knowing just how much attention the foreign press will be paying to these hearings but one thing is certain and that is, those persons active in picturing the U. S. abroad as a land of guilded economic opportunity, the least of its citizens must be hoping that the attention is the bare medium.

The testimony has brought out that today deep in what Secretary of Commerce, Sinclair Weeks, has announced as the best economy year in this country's history -- an announcement which is still more than 8 months short of proof. Six and one-half percent of all the workers employed with a manufacturing industry are paid less than 90¢ an hour. Twenty-one percent of all such workers are paid less than \$1.25 an hour.

A striking thing about the debate on the higher minimum wage is that the "say lengths" of industrialists and the political spokesmen of industrialists has sounded off practically without exception against raising it to a livable level and that it has been the representatives of working people who have agreed hardest for raising it.

The industrialist argument is generally coated with a deep gloss of concern about the impact of raising the wage on prices on consumer prices.

Well, at one point this afternoon, Senator Douglas asked if a higher minimum wage in textiles might result in increased

prices for -- say -- overalls and coveralls in whose production labor cost amount to about 20% of the price.

"Oh, yes," he was assured, "very probably."

"Well, then," said Douglas, "we could hardly expect any justifiable complaints from bank presidents since overalls and coveralls are not their usual mode of attire."

"The group most affected would be working people yet the representatives of a great number of working people have urged a \$1.25 minimum."

The discussion then went to the shoe industry -- another so-called side industry.

"Do you think", asked the Senator, "that it would increase the number of barefoot boys in the canyons of Wall Street if we raised the minimum wage by about 3% which is what it would mean to this industry?"

There was no answer from the Republican Department of Labor.

April 15, 1955 (Friday) BEATTY reporting:

No items reported in common with this study.

Mar 7 '57
Nov 25 '58

Jan 10 '59

NOV 4 1959

NOV 18 1959
DEC 2 1959

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