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ABSTRACT

Michigan State University intercollegiate athletics has grown to a multi-million dollar business. As in most businesses, continued growth is to an extent contingent upon presenting the best possible image of that business to the public which pays the bills.

The sports information office is the public relations arm of the Michigan State athletic department. It is responsible for feeding information on the university's athletic program to members of the mass media.

One of the most important medias the sports information office serves is the daily press. The Michigan State sports information office spends more time in servicing requests from the Michigan daily newspapers than with any other media.

The objective of this study was to evaluate the interaction of the Michigan State sports information office with the Michigan daily newspapers as it appeared during the fall of 1965.

In order to make such an evaluation it was necessary to understand the basic philosophy of the sports information office as it evolved to its present level of operation. Furthermore, the function of the office, in terms of staff, budget, facilities and services, had to

be examined, particularly as it appeared in the fall of 1966, to clarify the manner in which the office attempts to fulfill its objectives.

Methods of research in the study included a content analysis of selected newspapers during a six-week period, interviews, questionnaires and personal correspondence.

The author first examined seven Michigan dailies from September 27 to November 5, 1966, to determine the quantity, source and character of news appearing on the Michigan State athletic teams. The results were compared with coverage afforded the University of Michigan athletic news.

Interviews were conducted with the sports editors of six of the seven newspapers in the content analysis to discuss the results of the study and to obtain suggestions for improving the sports information office at Michigan State.

Questionnaires were mailed to the sports editors of all 53 English language Michigan daily newspapers to determine their reactions to Michigan State athletics and the sports information office.

Major findings of the study include: Michigan State and University of Michigan are considered about equal "news value" by the participating sports editors; the sports information office is said to be held in high personal regard by many sports editors; the predominate criticism of the sports information office is its lack of

localized features distributed to the daily newspapers; the coverage of cross country and soccer teams are but a fraction of what appears on the MSU football team; the Monday MSU press luncheon produces more traceable articles in the daily newspapers than any other sports information office service; the bulk of most material appearing on Michigan State athletics is transmitted by the wire services; the sports information office appears to have more effect in determining the amount of daily newspaper coverage between games than it has on the amount of coverage of Saturday football games in Sunday papers; the sports information office economically, is a definite asset in the Michigan State athletic business operation.

All findings are based on data obtained from 23 of the 53 Michigan daily newspapers. Among the newspapers which contributed to the study are 14 of the 18 largest circulation dailies in the state.

AN EVALUATION OF THE MICHIGAN STATE UNIVERSITY SPORTS INFORMATION OFFICE INTERACTION WITH MICHIGAN DAILY NEWSPAPERS FALL - 1966

By

Donald W. Stewart

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Although the data was not used in this study, the author appreciates the questionnaires returned by sports information directors of Michigan colleges and Big Ten universities.

John Murray, thesis advisor, has been most helpful

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CHAPTER I

INTRODUCTION

A Growing Business

Intercollegiate athletics at Michigan State University[1] is a multi-million dollar business in terms of the operating budget and facilities. An athletic program of a major university may not be important in shaping the world's course, but it can, and at MSU does, involve a significant amount of money.

In 1897, MSU's only athletic team needed just an open field, a coach's salary of $50 and an annual budget of $254.[2]

During 1966-67, MSU sponsored 13 intercollegiate varsity sports with nearly 400 participating athletes. The athletic plant included a 76,000 seat steel and concrete football stadium; a 13,000 seat field house; a 5,000 seat baseball field; a 3,500 seat outdoor track; a 3,000 seat ice arena; a 2,000 seat soccer field; a Men's Intramural Building with 2,000 seats for swimming, wrestling, fencing and gymnastics; 40 tennis courts and

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[1]Hereinafter referred to as MSU.

[2]Gary Gildner, "A Century of Athletics at State: MAC's Babes Emerge From the Woods," The Michigan State University Magazine, V, No. 7 (March, 1968), 17.

a 150-acre golf course.

The initial estimated value of the MSU athletic complex, including the 4.5 million dollar Men's Intramural building and the million dollar Jenison Field House is 13.8 million dollars.[3] The estimate includes the price of land at the time of purchase, the original cost of construction and purchase price of equipment.

The Big Ten, an athletic union of ten midwestern universities including MSU, authorizes seventy new athletic scholarships a year for each member school. It is possible to have 280 scholarships operative annually during any four-year cycle. The present value of one MSU scholarship is $1,200 a year, which puts the cost of operating a complete scholarship program at about $300,000 a year.[4]

The Ralph Young Scholarship Fund, established in 1966 to "provide financial assistance in support of a grant-in-aid budget congruous to those of other major universities," listed 1,153 members who contributed $103,293.79 in 1966.[5] The fund has grown from 214 members who contributed $31,467.86 in 1963.[6]

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[3]Interview with Merrill Pierson, Assistant Treasurer MSU, July 27, 1967.

[4]Annual Report of the Ralph H. Young Scholarship Fund: 1966 (East Lansing: Department of Alumni Relations and Development Fund, MSU, 1967), p. 2.

[5]Ibid.

[6]Ibid.

For the year ending June 30, 1966, the MSU athletic department had a gross income of $1,633,549.67.[7] This included $1,236,789.67 receipts for individual sports, $62,500 from the Ralph Young Fund and $284,260 for allocation from student admissions.

Expenditures for the same period included $835,932.56 for the 13 varsity sports and $691,579.04 under general expenditures for a total disbursement of $1,527,511.60. The excess of receipts over disbursements was $106,038.07.[8]

In 1944-45, MSU spent $66,989.66 on its athletic program. Profit that year was $434.51.[9] In the intervening 21 years, athletic department expenditures have risen about 20 times while profit multiplied about 200 times.

1944-45 was the year MSU established its full time sports information office.[10] The above comparison is not to infer the SIO was the sole, or even major, cause of the athletic department's growth, but rather it was a participant in and contributor to the development.

The Problem

Harry E. Heath, former member of the Iowa State College Journalism Department and Lou Gelfand, former sports writer for the St. Paul Pioneer Press, assert:

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[7] Financial Report: 1965-66, (East Lansing: MSU, Nov., 1966), 166-67.

[8] Ibid.

[9] Financial Report of Michigan State College of Agriculture and Applied Science, (East Lansing: MSC, 1945), 67.

[10] Hereinafter referred to as SIO.

> Because the popularity of a team has a great deal to do with its financial condition, the sports publicity trade seems to be here to stay. And for another reason, too. The sports audience in America recruits more and more fans every season. As this sports interest increases, the public demand for information about the subject and its outstanding figures increases. . . .Some information can be compiled by the newspaper sports writers, but much of the task falls to the press relations expert.
>
> . . . . . .
>
> The rapid rise of certain major college sports to the status of big business brought solid competition for various professional promotions. Schools which committed themselves to major sports had to use all of the promotional tricks of other entertainment media to liquidate fieldhouse and stadium debts. The crowds had to be large, and they had to keep coming back.[11]

Essentially, Heath and Gelfand make three points: (1) there are an increasing number of sports fans who demand a greater volume of information, (2) for a team to prosper economically in the face of growing competition, it must communicate information to the public, (3) the newspaper, as one medium of communication, needs the assistance of a SIO to provide thorough coverage.

W. Lowell Treaster, Director of MSU's Department of Information Services and the general supervisor of the SIO, sees the function of the sports information unit as a combination of promotion, publicity and interpretation. In a statement of policy, Treaster asserted:

> 1) Without promotion the athletic program would be highly ineffective and it would not attract public interest as it should.

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[11] Harry E. Heath and Lou Gelfand, How to Cover, Write and Edit Sports, (Ames, Iowa: Iowa State College Press, 1951), p. 439.

> 2) Obviously publicity is the heart of sports information. The public, including students, faculty, alumni and fans in general, must be kept informed about all sports programs and the details concerning coaches and participants. Their appetites for spectator sports of many kinds must be whetted continually.
>
> 3) Intercollegiate athletics continually needs to be interpreted to the public. What are the wholesome aspects of athletics, why is it a part of a program of higher education, what efforts are being made to improve the programs, what is the importance of building bodies? These are just a few of the questions that must be answered loudly, clearly and constantly.[12]

The object of this study is to examine and evaluate the Michigan State sports information office's interaction with the Michigan daily press.

Scope of Study

By "examine and evaluate" I mean to analyze the content of the sports pages of a select sample of Michigan daily newspapers, to solicit subjective reactions of sports editors of Michigan dailies and to draw conclusions from the findings which should be meaningful to the SIO and the daily press. Method of selecting the daily newspapers will be discussed in the following section.

By "Michigan State sports information office" I mean the staff (director, assistant director, publications editor, two student aides, two secretaries and anyone else employed with funds from the Sports Publicity or Press Box budget), facilities and service of the MSU department

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[12] W. Lowell Treaster, Statement of Policy, September 9, 1966, (in files of SIO, Michigan State University).

primarily designed to promote athletics by working with the press.

By "interaction with" I mean the results of the content appearing on the sports pages of selected Michigan dailies and the subjective reaction of the sports editors to the SIO.

By "Michigan daily press" I mean the 25 of the 53 English language newspapers listed in the 1967 Ayer Director of Newspapers and Periodicals as "Michigan Dailies" which participated in this study.[13]

This study should not be construed as a total evaluation of the SIO or all reaction to it other than the Michigan daily press which is listed. The author recognizes the SIO provides services to daily newspapers outside of Michigan, to weeklies, bi-weeklies and other periodicals within and without Michigan, to individual radio and television stations as well as networks, to state and national magazines, to athletes and their families, coaches, alumni and fans. Any one of these publics could be the basis of further study.

Method of Research

Research in this study includes three techniques; a content analysis, written questionnaires and personal interviews. The author further relied on reading, correspondence and personal observation for background material

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[13] 1967 Ayer Directory of Newspapers and Periodicals (Philadelphia: N.W. Ayer and Son, Inc., 1967), p. 1276.

and to help focus the results.

Content Analysis

A six week day-by-day examination was conducted of the sports pages of seven Michigan daily newspapers. The study began Tuesday, September 27 and ended Monday, November 7, 1966.

Newspapers included in the content analysis were: The Ann Arbor News,[14] The Detroit News, Detroit Free Press, The Grand Rapids Press, The Iron Mountain News, Jackson Citizen Patriot, and The State Journal in Lansing. Five of the seven dailies have Sunday editions.

Results of the content analysis is presented in two parts. One section includes the qualitative and quantitative coverage of MSU news in Sunday editions.

Under "qualitative coverage" this study will consider headline size, page position, number of stories and pictures concerning MSU sports on the first sports page and total stories and pictures.

Under "quantitative coverage" this study will consider first page story and picture inches, total story and picture inches and total coverage, which is the sum of the total story and picture inches concerning MSU sports news.

The second section of the content analysis considers the Tuesday through Monday quantitative coverage of MSU

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[14]Selection of names of daily newspapers in the content analysis is based on how each appeared in its nameplate. Hereinafter, for consistency, "the" will be dropped when referring to each paper.

news in each of the seven dailies. Answers in this section includes how often during the 36 days of the content analysis a picture or story on MSU appeared in each of dailies, how many stories appeared, how many story and picture inches appeared and who originated the story or picture.

The reason for separate analysis is the content of the Sunday editions' Michigan State sports coverage was almost exclusively a report of Saturday's football game. As such, it represented spot coverage of a specific news event.

The bulk of the Tuesday through Monday coverage was feature, comment or news predominately pointing towards the following or preceding event.

By "Michigan State athletic news"[15] I include any article or picture wherein the predominate theme, subjectively ascertained, concerns the action, condition or performance of any athlete, coach or athletic official involved in the 1966 MSU athletic program; or the condition and performance of a team, facilities or playing conditions relating to any of the 13 varsity sports previously mentioned; or the condition or performance of a team or individual who next or previously opposed one of the MSU teams.

Tabulated results are compared with the athletic news coverage of the University of Michigan,[16] which appeared

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[15]Hereinafter referred to as MSU news.

[16]Hereinafter referred to as UM.

in the seven dailies. Basis for comparing the two schools is each belongs to the same athletic conference, both have similar enrollments, both have similar athletic budgets, both began the content analysis with identical football records and both are serviced by the newspapers which are analyzed.

Written Questionnaire

A single-page mimeographed questionnaire, containing 8 brief-answer questions, was mailed March 28, 1967, to each sports editor of the 53 English language daily newspapers in Michigan. See Appendix B.

The questionnaire was designed to obtain the subjective reaction of the sports editor to the MSU athletic program and SIO.

Each questionnaire was enclosed with a 250-word mimeographed letter explaining the object of the study, and a stamped, self-addressed envelope. See Appendix A.

Interview

A sports staff representative of each newspaper in the content analysis, except the Iron Mountain News, was interviewed. The questions asked were supplemental to the questionnaire and were designed to evaluate the SIO of MSU as viewed by the individual sports editor.

The sessions were informal, each lasting between 30 minutes and two hours.

Significance of Study

The significance of this study lies in its application to the members of the SIO of MSU and the sports editors of the Michigan daily press.

A study of the interaction between these groups should help each to a fuller understanding of the other's role and the working relationship between them. The subjective attitude of the sports editors identifies the interest, thinking and bias of the selected "gatekeepers" for the SIO.

The sports information director and his assistant have spent 19 and 13 years respectively in an effort to promote MSU athletics. The results of this study should identify for them the areas in which efforts should be maintained, improved or slackened in relation to the Michigan daily press.

Conversely, if the sports editors can communicate to the SIO those services which are not useful, both time and effort of the sports editor and the SIO can be more judiciously applied.

The MSU athletic budget is estimated at 1.6 million dollars for 1967-68. All indications from past growth points to a continually expanding athletic budget.[17] In addition, MSU spent over $100,000 in 1966-67 to promote athletics. With such an economic investment, this study

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[17]Interview with John Laetz, Athletic Business Manager, MSU, June 5, 1967.

could be significant to the university as an evaluation of the relations between the parties responsible for delivering MSU news to readers of Michigan daily newspapers.

The study should be significant to other sports information directors, particularly those with Michigan colleges. In this study the operation of the MSU office is explained with an evaluation of that office by the daily press. The data may suggest a different approach to some sports information directors and the sports editor's evaluation should enable the sports information directors to identify some values of the sports staffs on the Michigan daily newspapers.

Validity of Study

Content Analysis Length

The six-week September 27 to November 7, 1966 content analysis began following the first two football games and ended before the final two games. This period was selected to eliminate possible early or late season abnormal publicity which might result from the novelty of early weeks or the intensified interest of a winning season in the closing weeks.

The MSU soccer team began regular season competition September 24 and ended November 5. Eight of the nine scheduled soccer games were played during the period of the content analysis.

The regular cross country season began October 1 for MSU and ended November 5. All four cross country meets

were run during the period of the content analysis.

Newspaper Selection

The combined daily circulation of Michigan newspapers in the content analysis was 1,510,115 or 63 per cent of the state's 2,392,150 daily circulation.[18]

The combined circulation of the Michigan Sunday editions surveyed in the content analysis was 1,746,304 or about 80 per cent of the state's 2,093,080 total Sunday circulation.

The Detroit News (daily, 604,705; Sunday, 936,410) and the Detroit Free Press (daily, 537,203; Sunday, 580,412) were the largest circulated evening and morning daily newspapers published in Michigan respectively.

The State Journal (daily, 75,493; Sunday, 75,258) and the Ann Arbor News (daily, 33,133) were the hometown newspapers of MSU and UM respectively. The State Journal was the fifth largest daily in Michigan while the Ann Arbor News ranked 16th.

The Grand Rapids Press (daily, 130,139; Sunday, 118,870), third largest daily in Michigan, was the largest daily in Michigan published west of East Lansing. The Iron Mountain News (daily, 10,527) had the second largest circulation of any daily published in the Upper Peninsula. Both dailies were selected to test coverage in their

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[18] All newspaper circulation figures in this study were drawn from the 1967 Ayer Directory of Newspapers and Periodicals (Philadelphia: N.W. Ayer and Son, Inc., 1967), pp. 1276-1277. These figures were based on the September, 1966, ABC circulation report.

respective geographical areas.

The Jackson Citizen Patriot (daily, 38,915; Sunday, 38,354) was the 14th largest daily in Michigan. Jackson was chosen because it is located equidistant from Ann Arbor and East Lansing and because there is no state university located in that town.

The highway mileage from Lansing is to Jackson, 37; to Ann Arbor, 63; to Grand Rapids, 65; to Detroit, 85; to Iron Mountain, 423.

The highway mileage from Ann Arbor is to Jackson, 35; to Detroit, 38; to Grand Rapids, 128; to Iron Mountain, 479.[19]

Assets and Liabilities

In a study such as this, results will be more often conditional than conclusive. When evaluating a relationship, it would be more judicial to expect results in terms of preponderance of evidence rather than absolute proof.

An obvious shortcoming is 28 of the 53 English language daily newspapers in Michigan did not contribute data. All but seven of the dailies which did contribute are represented only by the subjective replies of its sports editor, which may or may not reflect his candid views.

The bulk of data, upon which conclusions must be drawn, centered on seven Michigan dailies. Although this group represented over half of the daily and Sunday

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[19] All highway mileage figures in this study were drawn from the Official Highway Map (East Lansing: Department of State Highways, 1967).

circulation, it represented only about one-eighth of the total daily newspapers in Michigan.

All dailies examined in the content analysis except the Iron Mountain News were among the 18 largest circulated newspapers in the state. Of the 24 responses to the questionnaire, 14 were from sports editors of dailies in the 18 top circulation group. All interviews were conducted with sports editors of dailies from the 18 top circulation group. Evidence of what appeared in the medium and smaller Michigan dailies is less clear.

Categories which must be designed in a content analysis are, at best, artificial. Classification is by its nature, subjective. Coverage was determined by the stories and pictures included.

For instance, some compilers might have included "You be the Quarterback," a daily feature ghost-written for football coach Duffy Daugherty[20] in the MSU coverage. This author did not, but had he, MSU would have received over 200 additional inches of coverage.

The content analysis was conducted during a period which was unusual in that the MSU football team won each of its games and was considered in the national wire service polls to be one of the two best college teams in the country. Another analysis during a period when the football team was not successful, could produce different results.

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[20]First names of coaches, players and sports editors are used as they commonly appeared in newspapers.

The possibility of discrepancy between what the sports editors replied in the questionnaire and what they believe also exists. An unclear memory could yield an incorrect answer. Lack of candor could have prompted the respondent to reply what was thought to be most discreet.

Organization of Study

This paper presents first the development of the SIO at MSU until the 1966-67 school year; then the reaction by seven Michigan daily newspapers to MSU athletic news during a six-week period; and finally the opinions and attitudes of Michigan daily newspaper's sports editors to MSU news and the SIO.

Chapter II traces the development of the SIO at MSU. An attempt will be made to show that an expanding athletic program precipitated the development of the SIO and to trace the genesis of the present staff, services and facilities of that office.

Chapter III presents the function of the SIO during 1966-67. Areas such as budget, publications, services, facilities and staff are considered.

Chapter IV contains an analysis of the coverage given MSU news in the Sunday editions of five dailies. Included is an evaluation of the quantative and qualitative presentation of the MSU news in these dailies.

Chapter V reviews the Tuesday through Monday coverage of MSU news in the previously mentioned newspapers. The object is to clarify the role the SIO of MSU had in

providing or facilitating access to the information which appeared in the news columns.

Chapter VI reviews the attitudes of the sports editors of Michigan daily newspapers towards the MSU athletic program and the SIO. Interviews with the sports editors of all daily newspapers in the content analysis except the Iron Mountain News is presented.

Chapter VII contains a summary of reactions by the Michigan daily press to the SIO and results of the data compiled in the content analysis. Finally, proposals are suggested to improve the interrelation between the SIO and the sports departments of the Michigan daily press.

CHAPTER II

HISTORY OF THE DEPARTMENT

19th Century

In 1865, three years after President Abraham Lincoln signed the Morrill Act, the "Star Baseball Club" organized as the first athletic team on the Michigan Agricultural College campus. Representing the eight-year old college, the "Stars" took the school's first athletic trip; a 16-mile journey to Mason on the newly-opened Jackson, Lansing and Saginaw Railroad.[1]

In 1877, seven years after women were first admitted to the college,[2] sophomore W. K. Prudden organized the "Nine Spots" baseball team. Prudden arranged the school's first sports schedule, planned summer trips, purchased brown-trim, white flannel uniforms and equipment. The Lansing Republican publicized the team's success and students urged the college for an athletic association.[3]

The Speculum, then the student magazine, editorialized in the April, 1882 issue:

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[1]Gary Gildner, "A Century of Athletics at State: MAC's Babes Emerge From the Woods," The Michigan State University Magazine, V, No. 7 (March, 1960), 15.

[2]This is Michigan State University: 1967 Facts Book (East Lansing: Michigan State University, 1967), 41.

[3]Gildner, The Michigan State University Magazine, V, No. 7, 15.

> Why can we not form a College Athletic Association? It is safe to say that every college of equal importance with ours has such an organization and that the students derive both pleasure and profit from it.[4]

Representatives of Michigan Agricultural College, Olivet, Albion and Hillsdale colleges met March 24, 1888 at Albion, agreed on a constitution and organized the Michigan Inter-Collegiate Athletic Association.[5] The association admitted Ypsilanti in 1889, Kalamazoo in 1894 and Adrian in 1900.

By the turn of the century, Michigan Agricultural College hired Detroit Tiger trainer Robert Gayle as the first salaried coach, played its first football schedule and cleared 13-acre Old College Field for baseball, track and football.

Information Service Birth

The Michigan Legislature in May, 1885, enacted Public Law No. 81 which authorized the State Board of Agriculture, the college governing body, to begin an agricultural information service program. The stated purpose was:

> To provide bulletins for dissemination among the people of the state and through the medium of the public press the results of experiments made by different departments of the Agricultural college.[6]

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[4] William James Beal, History of the Michigan Agricultural College (East Lansing: 1915), pp. 219-20.

[5] Ibid., 221.

[6] State Board of Agriculture Annual Report (East Lansing: Michigan Agricultural College, 1885), 28.

In 1889, the State Board of Agriculture reported, "bulletins now have a circulation of 4,500 copies. Some of the leading newspapers of Michigan and other states reprint the most important parts of our bulletins, and so give them a very wide circulation."[7]

The 1885 Act marked the beginning of what developed into a complete public information service program nearly a half century later. Shortly after the Cooperative Extension Service was established by the federal Smith-Lever Act in 1914,[8] Michigan Agricultural College began a varied information program.

As Frank S. Kedzie assumed duties as the college's eighth president in September, 1915, the college's first sports information director arrived on campus as instructor in English. James B. Hasselman, who later taught the first course in journalism offered at the college,[9] taught during the day and spent after-hour time doing "free-lance" press information work.

As a member of the English department, Hasselman organized an information service program to newspapers on April 1, 1917. Earl R. Trangmar, a student, assisted Hasselman by writing news releases.

Recalling the circumstances in a 1967 letter,

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[7] State Board of Agriculture Annual Report (East Lansing: Michigan Agricultural College, 1889), 35.

[8] Madison Kuhn, Michigan State: The First Hundred Years, (Michigan State University Press, 1955), p. 241.

[9] Ibid., 344.

Hasselman wrote:

> When I came to the then Michigan Agricultural College in 1915 as an instructor in the English Department, there was no sports information office. In fact, there was no public information office of any kind. The school was small---not much over a thousand students including girls.
>
> Athletic facilities were very limited. There was one general purpose athletic field, on the south bank of the Red Cedar. It served for football, baseball and track. The wooden bleachers would seat about 5,000 as I remember. The only indoor facility was a relatively small armory with a small row of showers and a basketball court with baskets flush against end walls, and steel beams cutting across the basket area.
>
> While there was a surprisingly good football team in the period just before World War I (MAC beat the University of Michigan in 1915), we were not in the big time. Our games were not of primary interest to the daily press.
>
> Things began to change for the better, athletically, with the completion of a new gymnasium in 1916, the construction of the first separate football stadium in 1923 and the strengthening of the athletic staff and a steady increase in student enrollment.[10]

Between 1915 and 1917, Trangmar handled correspondence with the Detroit and Grand Rapids newspapers. Since both Hasselman and Trangmar had an interest in athletics, they joined to expand sports coverage from East Lansing.[11]

Hasselman was assigned part-time to the Extension Services in 1919 while he continued to teach. The following year he was transferred permanently as Extension Editor. His assignment was to prepare "how-to-do-it" information

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[10]Letter from James B. Hasselman, April 6, 1967.

[11]Letter from James B. Hasselman to Earl C. Richardson, May 14, 1959.

on agricultural subjects for press and farm magazines, to edit farm bulletins, and to handle related jobs in the agricultural field. His salary was paid entirely by the Extension Services.[12]

Because there was no other office on campus servicing the press, side jobs included sports, general college news and student recruiting activities. Commenting on the circumstances, Hasselman wrote:

> At first it was strictly a one-man, one-stenographer job. We were expected to carry out whatever service could be furnished in connection with athletics, student recruiting, general college activities and any other public relations activities which seemed in order.[13]

The Engineering Department built a pioneer radio sending station which was used to broadcast on an irregular basis in 1921-22. The first official entrance of Michigan Agricultural College with a station into the radio field came on August 18, 1922, with the granting of a license for the 250 watt station.[14]

During the 1922-23 season, Hasselman broadcast from the gymnasium, home basketball games over campus station WKAR. A double-wall telephone booth was installed on the balcony to block out fan noise. The opening basketball broadcast is thought to be the first of its type ever attempted.[15]

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[12]Letter from James B. Hasselman, April 6, 1967.

[13]Letter from James B. Hasselman to Earl C. Richardson, May 14, 1959.

[14]*Ibid*.

[15]Kuhn, 315.

The first press box was built in 1923 at Macklin Field and dedicated in 1924. It was a counter covered by a tin roof, open from front and rear. The back was covered with canvas in ensuing years and slanting glass was installed to protect the typewriters. Eventually, the back bays were bricked up and the front was glassed in.[16]

For the UM football game of 1924, Hasselman had his radio-telephone booth placed atop the press box in the new 15,000 seat stadium. WKAR carried a play-by-play report, believed to be the first college football game directly broadcast from the playing field.[17]

Throughout the 1920's, Hasselman depended on students to handle sports correspondence with larger daily newspapers. Each aide was asked to sell advertising for the annual football programs in addition to reportorial assignments.

In the early 1920's, the Associated Press sent a reporter from Detroit once a week to collect feature stories. Later in the decade, both the Associated Press and the United Press assigned writers to the Lansing bureaus who worked with college athletic news.

Keith Himebaugh was the student director of sports information under Hasselman from 1924 to 1926. Himebaugh later was Director of Information for the United States

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[16]Press Box History Notes (in the files of W. Lowell Treaster, Department of Information Services, Michigan State University).

[17]Letter from James B. Hasselman, April 6, 1967.

Department of Agriculture.[18]

Dale Stafford, in the fall of 1926, resigned as sports editor of the Lansing Capital News to enter Michigan State College as a freshman. Athletic Director Ralph H. Young gave Stafford use of a typewriter, $10 a week and a corner desk in the office of the gymnasium and told him to produce athletic publicity.

Stafford recalled:

> At the time State's football stature was far removed from today's level. I recall inviting sports writers to come to games but it was rare indeed for one to show up. When one did, it was a real event.
>
> The Detroit papers covered games with student correspondents. I handled this chore for the Detroit Times. It was impossible to get relatives of the players to attend much less the sports editors from their home towns.[19]

Stafford, founder of the Football Writers Association of America, was the only student sports information director to work directly under the Athletic Director. His material was first edited by Ralph Young and then sent to Hasselman's Agricultural Hall office.

Theodore Smits, presently general sports editor of the Associated Press, was hired by Hasselman for $10 a week. Smits, who was student aide from 1926 to 1929, spent most of his office time writing sports releases. Smits recalled:

> The creation of an efficient sports publicity department, the handling of complicated press box

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[18] Ibid.

[19] Letter from Dale Stafford, March 25, 1967.

arrangements and so forth were all developments of the 1930's.

> There was no interaction between my job and the Michigan dailies because, to tell the truth, the Michigan dailies didn't give a damn for the Spartans. The only newspapermen who covered any of the games were those in Lansing, with occasionally a visitor from Detroit.[20]

Will Muller was the last of the student sports information directors to serve Michigan State College under Hasselman. Muller, a political writer for the Detroit News today, handled sports publicity in 1928-30.

In reviewing the period between 1915 and 1930, Hasselman commented:

> There was no sports information office as such. Our office, which by 1930 was known as the publications office, did what it could to service the daily press and the athletic department. I guess we spent a disproportionate amount of our time on sports activities, considering the fact that our basic funds came from the Agriculture and general college accounts.
>
> It was a period of trial and error experimenting, and feeling our way. But I like to think those early years served a useful purpose and helped lay the groundwork for these later years of great expansion.[21]

A New Sports Era

Most of the 1920's was a transition period in the Michigan State athletic program. Coaches Chester Brewer and John Macklin established a winning football tradition with the Aggies[22] between 1903 and 1915, compiling an

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[20]Letter from Theodore Smits, March 27, 1967.

[21]Letter from James B. Hasselman, April 6, 1967.

[22]MSU's name changes include: Agricultural College of the State of Michigan, 1855; State Agricultural College, 1861;

84-15-6 win-loss-tie record.[23]

In the first twenty years of the twentieth century, the Aggie football team won its first and second games from UM, registered its first unbeaten and untied season and had its first All-America selection in halfback Jerry DeFrato.[24]

Brewer and Macklin doubled as baseball coaches during the same period and compiled a 121-68-1 record.[25] During this period the basketball team compiled a 93-69-24 record, track captain Harry Moon finished second in the 1904 Olympic game 100 and 200 meter races, the school's first hockey team took the ice in 1906 and Ralph Carr won the two mile championship at the 1908 Western Conference meet.[26]

Before James Crowley was named coach in 1929, the Aggie football team compiled a 31-42-4 record in the 1920's. The college had grown too big for Michigan Inter-Collegiate Athletic Association opponents, but were not on a competitive level with larger schools.

Michigan Agricultural College, 1909; Michigan State College of Agriculture and Applied Science, 1925; Michigan State University of Agriculture and Applied Science, 1955 and Michigan State University, 1964. Before 1925, the school's athletic team nickname was "Aggies."

[23] Michigan State Football: 1966 (East Lansing: MSU, 1966), p. 59.

[24] Ibid., 48, 53, 60.

[25] Michigan State Basketball: 66-67 (East Lansing: MSU, 1966), p. 37.

[26] Gary Gildner, "A Century of Athletics at State: The Awkward Years," Michigan State University Magazine, V, No. 9 (May, 1960), 8-9.

George S. Alderton left the Grand Rapids Herald in 1923 to become sports editor of the State Journal. Alderton admitted he switched in order to watch the growth of the college and to promote its sports.[27]

As the local sports editor, Alderton soon cemented a friendship with Hasselman whom Alderton called:

> a true 'Boswell' for Michigan State. I think he somehow personally covered every newsworthy event on campus. I know he was at all sports events.
>
> One of my early experiences at East Lansing was completely forgetting about a home baseball game. That was my first spring season. I was in the middle of a golf round when I remembered the game. I went on with it, and on finally arriving at the State Journal I found Jim waiting on the steps with the box score and all the notes I needed.[28]

During 1925, the school's name was changed to Michigan State College of Agriculture and Applied Science. The college offered a $100 prize for an athletic team nickname to replace "Aggies". A faculty committee awarded the prize for "Staters" but Alderton used "Spartans" in his newspaper copy. Other newsmen followed Alderton's lead, adopting "Spartans" as the team nickname.[29]

In the face of the national economic depression, Michigan State athletics began flourishing. Crowley, one of the Notre Dame "Four Horsemen," was appointed head football coach in 1929.

Smits, who graduated in 1929, left for Paris as a free-lance writer. He recommended Alderton to Hasselman.

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[27] Letter from George S. Alderton, March 27, 1967.

[28] Ibid.

[29] Kuhn, 305.

Alderton, who accepted the responsibilities for $10 a week, recalled:

> I had no office. I wrote two news letters each week on the State Journal's typewriter, paper and time. I also served as an information source for writers who came to the campus; although those were few. I one time wrote a Michigan State-Penn State football game story at State College, Pa., for four wires: the State Journal, the Detroit Free Press, the Detroit News and the Pittsburgh Gazette-Times.[30]

In 1929, Michigan State College had an enrollment of 3,074 resident students. By 1939, enrollment doubled to 6,716. Robert S. Shaw, the school's eleventh president, served from 1928 to 1941.[31]

Crowley, and his successor Charles Bachman, reestablished winning football teams in the 1930's. Crowley's teams compiled a four-year 22-8-3 record. Bachman, another ex-Notre Dame football player, guided the Spartans to a 42-15-5 record in the 1930's, including a four-year domination of UM.[32]

Alderton relied on the football coaches' reputations to vault Michigan State athletic teams onto the state's sports pages. He recalled:

> Michigan State had no sports news standing in those early years. You wrote and wrote, dug and dug and could see little results.
>
> When Crowley came as football coach, I rode him real hard. I could get Michigan State mentioned along with his Notre Dame background. After four

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[30] Letter from George S. Alderton, March 27, 1967.

[31] This is Michigan State University: 1967 Facts Book, pp. 29, 55.

[32] Michigan State Football: 1966, pp. 50, 59.

years Bachman, former coach of a national championship team at Florida, moved in. He too, was good copy and combined with winning teams, we began to crack the press.[33]

In 1935, Macklin Field's seating capacity was increased from 14,000 to 25,000 seats. A two-deck press box, with seating arrangements for 30 reporters, was constructed on the west stands.

Sidney Wagner, co-captain of the 1935 Spartan football squad, was selected as an All-America guard by the United Press, International News Service, the New York Sun and Liberty Magazine. He was the second All-America selection in Michigan State history and the first since the beginning of the sports information service.[34] Three years later, 1938, halfback John Pingel was the first Spartan to be chosen in the Associated Press poll.

John A. Hannah, appointed secretary of the Board of Trustees in 1935, raised Alderton's salary to $100 a month in 1935. In addition, Hannah authorized a $2,000 budget for SIO use; an unprecedented expenditure at the college.[35]

Hannah set aside an office in the basement of Agricultural Hall for sports information use; another first. "During the football season," wrote Alderton,

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[33]Letter from George S. Alderton, March 27, 1967.

[34]Because of the many All-America football polls, it is often difficult to find agreement on what poll should be recognized. In this study, an All-America will be considered only the athletes who have been certified such by the National Collegiate Athletic Bureau.

[35]Letter from George S. Alderton, March 27, 1967.

"I worked all day at the State Journal and until midnight in my Ag Hall cubbyhole."[36]

For the fall of 1936, Alderton published Michigan State's first football publicity book. The book was 4¼ x 6½ inches and contained 20 pages. Previously, the football books had been mimeographed stitched sheets.[37]

In 1938, the football facts book was 24 pages at a 4 x 6¼ inch size. The following year, Alderton adopted a two-color cover for the first time and enlarged the book to 32 pages and a 4 3/4 x 7 inch size.

The 1938 football fact book explained the facilities available to members of the press:

> The press box (constructed in 1933) seats 88 working press men and telegraph operators, 38 in the lower deck and 50 in the upper deck. There are three radio booths available. Two of them are reserved, one each for WKAR, the college radio station, and WJIM of Lansing.
>
> There is a permanent installation for 24 wires and as many more can be added within a few hours notice. Working press is in a separate deck from the non-working press, cutting noise and other disturbances to a minimum. Writers who need spotters will be provided them without charge if the request is made a day before the game. No typewriters are provided unless arrangements are made with the telegraph companies who are always helpful in such cases.
>
> On entering the press box you will find a complete game information sheet at your position. This differs from the game program being strictly statistical and complete in every respect. Lineups will be checked five minutes or so before game time by someone on the field and will be announced in the press box. A loud speaker system will provide

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[36] Ibid.

[37] Ibid.

detailed information as the game progresses, giving yardage on runs, kicks, passes, identifications of players.

At halftime and at the conclusion of the game you will be provided with a copy of the statistics. Should you need something special in this line, please notify us in advance so that arrangements can be made to fill your wants. Also, you will be given a complete lineup and summary with substitutions after the game. This rids you of the job of making one up and at the same time standardizes the report.

A lunch will be served at halftime for those who desire it. The press box is electrically heated and lighted and enclosed. You can come in, hang up your hat and coat and work in home office surroundings. Your suggestions for improvement of the press box service will be welcomed.[38]

Among other firsts for the SIO at MSU during the 1930's was a national broadcast of a football game from Macklin Field; a pre-season photograph session with the football team for the press and advance visits by the sports information director to the press in areas of away from home football games.[39]

Alderton remained on a $100 a month salary until 1943 when MSU abandoned intercollegiate football for a year due to World War II. In 1944, Hannah, then president of the college, offered Alderton a full time position. Alderton declined to continue his position as sports editor of the State Journal.

Full Time Position

By 1944, Michigan State College's athletic facilities

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[38] Michigan State Football Information: 1938 (East Lansing: MSU, 1938), pp. 2-3.

[39] Letter from George S. Alderton, March 27, 1967.

and team success had been substantially established. Macklin Field, the football stadium, had a seating capacity of 26,000. Jenison Field House could hold 12,500. Demonstration Hall could seat 3,000 for ice hockey games and Old College Field could seat 5,000 for baseball.[40]

The first college athletic team had flown to an away from home game; Michigan State College had appeared in a post-season football bowl game and the National Collegiate Athletic Association[41] cross country championships had been inaugurated at East Lansing.

Fred Alderman became the first Spartan to win an Olympic Games gold medal; Walter Jacobs won the 160-pound NCAA wrestling crown to be the first Spartan national champion in any sport and the Spartans won their first NCAA cross country title.[42]

In August, 1944, W. N. Kerbawy was given a starting salary of $3,600 a year and the title of "Sports Editor of the Department of Information Services."[43] Kerbawy, a former public school Spanish teacher, was a graduate of Hillsdale College.

Kerbawy was given two office locations, one in the basement of Agricultural Hall and the other at Jenison

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[40] This is Michigan State University: 1967 Facts Book, 8, 9.

[41] Hereinafter referred to as NCAA.

[42] "Significant Dates and Events in Michigan State Sports History" (in the files of Sports Information Office, MSU), p. 1. (Mimeographed)

[43] Letter from W. N. Kerbawy, March 29, 1967.

Gymnasium. He admitted he intentionally concentrated efforts in the public relations quarters because:

> I was afraid that had I stayed in Jenison, I would have become a glorified errand boy for the athletic director and the coaches, thus defeating the purpose of my office.[44]

This decision, in effect, determined whether the SIO should fall under the auspices of the athletic department or the public relations office. The decision affirmed an unwritten policy and permitted the SIO at MSU to operate independently of the athletic department.

During his first year, Kerbawy spent $1,764.18 to print football game programs for the three home games. Profit from the sale of the programs was $484.51.[45]

Kerbawy did most of his own office work and typing, although he had occasional access to the services of the news bureau secretary. Miss Gerri King, Kerbawy's first and only student aide, began working on an hourly basis in 1945.[46]

Individual and teams continued to earn the college recognition with winning performances. Dave Seibold won the 200 meter breaststroke and 400 meter individual medley as the Spartans won the 1945 National Amateur Athletic

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[44] Ibid.

[45] Financial Report of Michigan State College of Agriculture and Applied Science for the Year ending June 30, 1945 (East Lansing: Office of Comptroller, 1945), 67-69.

[46] Letter from W. N. Kerbawy, March 29, 1967.

Union's outdoor swimming team championship.[47]

A 17-year old Chuck Davey won the first of an unprecedented four NCAA boxing championships in 1943. Davey was awarded the John S. Rowe trophy with each of his last three titles as the outstanding fighter in the tournament.[48]

Clarence L. Munn succeeded the retiring Charles Bachman as head football coach in 1947. Munn's teams won 54, lost 9 and tied 2 over the next seven seasons to boost the college in national prominence.

In 1948, Kerbawy left the SIO for a public relations position with the Detroit Lions of the National Professional Football League.

National Prominence

When the University of Chicago resigned as the tenth member of the Big Ten on May 8, 1946, Michigan State College's chances of entering the conference improved.[49] Fall enrollment for 1947 was 15,208, comparable to the top five schools in the league.[50]

In addition, the college had one of the largest gymnasiums-field houses in the Middle West and would have

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[47] Gary Gildner, "A Century of Athletics at State: Spartans Flex Their Muscles," The Michigan State University Magazine, V, No. 10 (June, 1960), 10.

[48] Ibid.

[49] Big Ten Records Book: 1966-1967, (Chicago: Big Ten Service Bureau, 1966), 178.

[50] This is Michigan State University: 1967 Facts Book, 29.

a football stadium with a 51,000 seating capacity by 1948. Spartan athletes, individually and collectively, had been successful in the field.[51]

Certification of league membership was received on May 20, 1949.[52] Michigan State College began conference competition in all sports except football with the 1949-1950 school year. The Big Ten football schedule would begin in the fall of 1953.[53]

Whether or not identification with the Big Ten was a deciding factor, Michigan State College nearly doubled its All-America list in 1949. Until 1948, the Spartans had three All-America selections. In 1949, halfback Lynn Chandnois and guard Ed Bagdon were selected on recognized All-America polls although the team finished with a 6-3 record.[54]

Big Ten-Big Time

Fred W. Stabley succeeded Kerbawy as sports information director in August, 1948. Stabley came to Michigan State College as News Editor on September 1, 1947, from the York (Pa.) Gazette and Daily where he was city editor for two years.[55]

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[51] Kuhn, 462.

[52] Big Ten Records Book: 1966-1967, p. 178.

[53] Ibid., 179.

[54] Michigan State Football: 1966, p. 60.

[55] "Biographical Data of Fred W. Stabley," (in files of Sports Information Office, MSU), p. 1. (Mimeographed)

A former editor with an Associated Press bureau in Baltimore, Md., Stabley received a bachelor of arts degree from Pennsylvania State University in 1937 and a master of arts degree from MSU in 1938.[56]

Stabley appointed Edward Erickson, former captain of the Spartan baseball team, the first full-time assistant in the SIO.

The SIO was moved to its present office location on the first floor of Agricultural Hall. Gerri King, the student aide who handled office affairs in the interim between Kerbawy's departure and Stabley's arrival, continued on a part-time basis. A second student assistant was added in the winter of 1948.[57]

A $1.5 million addition to Macklin Field, completed in 1948, increased the stadium seating capacity to over 50,000. The press box was remodeled to include a lounge and snack bar beneath the lower deck and an elevator between the press gate and decks.[58]

In addition, the lower deck of the press box was reserved exclusively for newsmen. The top deck was converted into eight radio booths and stations for scouts, spotters and photographers.

In 1949, Stabley arranged for hot pre-game lunches

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[56] Ibid.

[57] Interview with Fred W. Stabley, Sports Information Director, MSU, June 5, 1967.

[58] Michigan State Football Facts: 1948 (East Lansing: MSU, 1947), 11.

to be served to reporters in the press box lounge.[59]

During his first year, Stabley had 55,246 football game programs printed for the five home games at $15,106.07. A profit of $3,050.12 was realized from the 54,123 football game programs sold.[60]

A combination of championship individual and team performances, an expanding student body and association with other major universities substantially increased the amount of news coverage alloted MSU. These factors are reflected in sports editors' comments in this study.

The 1951 Notre Dame football game drew extensive coverage and registered press corp numbering 428. Four national radio networks---the National, American, Mutual and Columbia---were among the 12 originating outlets for the game. Two Michigan networks, along with WJR, Detroit; WBEM and WIAQ of Chicago also originated a game broadcast.[61]

Four emplacements for television cameras were utilized by the National Broadcasting Company's "Game of the Week" crew. More than 600 radio stations in the United States carried the game while short-wave radio sent the broadcast beyond the borders. Every major newsreel---Fox Movietone, Pathe, Paramount, Universal Telenews and the National Broadcasting Company television newsreel---

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[59] Michigan State Football Facts: 1949 (East Lansing: MSU, 1949), 7.

[60] "Football Program Records," (in the files of the Sports Information Office, MSU).

[61] Press Box History Notes, (in the files of W. Lowell Treaster, Department of Information Services, MSU).

had representatives at Macklin Field.[62]

Stabley said the concept of his job changed markedly by 1951. He summarized:

> When I began in 1948, most sports editors did not consider Michigan State the same 'news value' as the University of Michigan. Consequently, we were very promotion conscious. Often I would make trips to different sports departments, particularly those in Detroit, with pictures, stories or ideas. Then, our football success, coupled with our association with the Big Ten and our growing student body, made us newsworthy. Since that time, we find our job as one of filling requests. Instead of promoting, we now must spend most of our energies supplying information.[63]

In June of 1952, Erickson resigned as assistant sports information director to accept a position as a broadcaster with the Detroit Tigers. He was succeeded by Theodore Emery who, in turn, resigned in August of 1954.[64]

Nicholas Vista, who earned a bachelor of arts degree at MSU in 1953, joined the SIO as the third full-time assistant in June, 1954.[65] Vista worked as a student aide in the SIO from 1951 to 1953.

In the summer of 1953, Vista worked as a general assignment reporter for the United Press's Detroit bureau. He joined the information services as assistant news editor in the fall of that year.

The first full-time secretary was added to the sports

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[62] Ibid.

[63] Interview with Fred W. Stabley, June 5, 1967.

[64] Ibid.

[65] "Biographical Data of Nick Vista," (in the files of Sports Information Office, MSU), p. 1. (Mimeographed)

information staff in 1953. A second secretary has been borrowed from the news bureau's processing unit during the football season since 1965.[66]

MSU ranked fifth among the nation's top major college football teams in won-lost percentage during the 25-year period, 1940 to 1965. During that period the Spartans compiled a 152-59-9 record for a .720 winning percentage to trail the universities of Oklahoma, Texas, Notre Dame and Ohio State.[67]

In 1966, MSU won the Big Ten all-sports trophy for overall athletic excellence. The football, indoor track, wrestling and outdoor track teams won conference titles while the cross country, gymnastics, tennis, basketball and ice hockey teams finished second in the Big Ten and the golf, fencing, swimming and baseball teams were third in the conference.

Again the Spartans won the all-sports trophy in 1967. The football, basketball, ice hockey, wrestling and tennis teams won league championships while the indoor track, outdoor track, cross country teams were second and the gymnastics, golf, swimming and fencing teams place third in the Big Ten.

Prior to 1948, MSU had three football All-America selections. From 1948 to 1967, MSU has had 31 football All-Americas, 9 in soccer; 5 in hockey; 2 in basketball

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[66] Interview with Fred W. Stabley, June 5, 1967.

[67] Michigan State Football Facts: 1966, p. 54.

and one in baseball.[68]

From 1950 to 1966, the MSU football team appeared on the television network NCAA "Game of the Week" 26 times. Sixteen of the telecasts were on the national networks while 10 were sent to regional audiences.[69]

In 1966, the majority of the 53 English language Michigan daily newspapers had a representative at each MSU football game played in East Lansing.[70] The State Journal, Detroit Free Press, Detroit News, and Associate Press sent a reporter to each Spartan football game away from home.

Representatives of 82 daily newspapers from 24 states, excluding Michigan and the District of Columbia, attended at least one Spartan home football game. At least one newspaper located in each of the 11 largest cities in the nation were represented.[71]

To keep pace with the growing athletic program and the increased media interest in the success of the MSU teams, the SIO expanded its staff, facilities and services. These elements of the 1966 sports information function will be examined in the following chapters.

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[68] "MSU All-Americas," (in the files of the Sports Information Office, MSU).

[69] Michigan State Football Facts: 1966, p. 54.

[70] "Working Press Football Ticket Book," (in the files of the Sports Information Office, MSU).

[71] Ibid.

CHAPTER III

OFFICE FUNCTION

Chapter Plan

The purpose of this chapter is to explain the function of the SIO at MSU as it existed in the fall of 1966. An understanding of the SIO work is necessary before an evaluation can be made of its effectiveness.

Areas discussed in this chapter include the organizational structure, budget, facilities, publications and services.

Organizational Structure

The MSU central administration is organized in 12 subdivisions. The Department of Information Services and the Michigan State Press is under the authority of James H. Denison, Assistant to the President and Director of University Relations.[1]

W. Lowell Treaster is director of the Department of Information Services, which includes seven subdivisions. The Sports Information Office, the News Bureau, the University Editor's Office and the Photographic Laboratory are among the departments under Treaster's direction.[2]

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[1] Faculty and Staff Directory (East Lansing: MSU, 1966), pp. 155-57.

[2] Ibid.

As sports information director, Fred Stabley is immediately responsible to Treaster. However, decisions of policy and daily operation of the SIO are nearly exclusively determined by the sports information director.[3]

Division of Labor

In addition to administrative duties, Stabley is the predominate liaison between the SIO and the public. He handles all office correspondence, acts as host for office visitors and edits all office material sent from the SIO to the mass media.[4]

Vista handles Stabley's duties when the director is unavailable. In addition, Vista supervises the office athletic records and prepares the bulk of editorial copy for office publications.

The two student aides are responsible for maintaining records, preparing mimeographed booklets and writing releases for each minor sport. At least one aide is present at every home athletic event to service reporter's requests.

During the football season, one secretary is responsible mainly for receiving guests, processing correspondence and releases and answering the telephone.

A second secretary concentrates on processing contractual relations with radio and television station personnel during the football season. She also organizes and

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[3]Interview with Fred W. Stabley, June 5, 1967.

[4]Ibid.

distributes working press passes and parking credentials to members of the media, complimentary football tickets, makes hotel reservations for members of the media and travel arrangements for the SIO staff.

Additional personnel is recruited for specific tasks throughout the year. Jerry Fischer of the University Editor's Office, a former SIO student aide, handles the economics and printer relations for the SIO publications.

Barbara Brown, director of Artist-Design Service in the University Editor's Office, handles the layout and designs the covers of all football game programs.

Gene Rietfors, associate editor of the News Bureau, contributes articles in the football game program and edits all news concerning the MSU marching band. Rietfors also sends articles on MSU to other sports information directors for use in their football game programs.

An eight-member Photographic Laboratory cameraman staff is available for assignment by the SIO upon reservation. A minimum of two photographers works each home football game.

Jack Ostrander, assistant manager of the MSU Student Union, supervises 28 workers in the football press box who prepare and serve the pre-game lunch and distribute refreshments.[5]

For each home football game, 24 press box workers

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[5]Interview with Jack Ostrander, assistant manager, Student Union, MSU, July 5, 1967.

are employed, including statisticians, spotters, typists, public address announcers, press box announcer, elevator operator, telephone switchboard operator, sideline reporters, picture caption writers and door guards.[6]

Budget

Funds for operating the SIO are drawn from various accounts. Subsequently, it is nearly impossible to determine the exact figure spent in operating the SIO program.

Stabley draws his salary from the university's academic payroll while Vista is paid from the administrative-professional payroll of the university. Both secretaries are paid from the clerical-technical payroll. None of the four are paid with funds from the SIO budget.

Expenditures for SIO printing will be examined with greater detail under "publications" in this chapter. However, the University Editor's Office administers funds for the football game programs and printed material for each individual sport. None of this printing, which represents the bulk of SIO publications, is a part of the SIO budget.[7]

Office supplies are absorbed from the Department of Information Service supply room. This expenditure is not a part of the SIO budget.

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[6]"1966 Football Press Box Payroll," (in the files of the Sports Information Office, MSU).

[7]Interview with Jerry Fischer, managing editor of athletic publications, MSU, June 8, 1967.

Press Box Account

The basic fund of the SIO is the press box account, which includes revenue from radio and television rights sold for home athletic contests. However, this fund is controlled by the Vice President for Business and Finance of the university, not by the sports information director.

Since the major interest of this study is focused on the fall of 1966, the following budget figures pertain to the period of July 1, 1966 to February 28, 1967 inclusive. Lawrence A. Jennings, university staff auditor, certified the report on April 12, 1967.[8]

As of July 1, 1966, the press box account had a $163,794.38 balance. During the next eight months, $584,137.20 was added in receipts. The income included $437,500 from the American Broadcasting Company for television rights to two football games and $19,970 in radio privilege fees.

Of the $747,931.58 balance, $427,111.63 was disbursed for contract services including $4,083.20 payment to the Big Ten. Another $50,000 was transferred to the Athletic Department and $20,000 was transferred to the Sports Publicity Account.

Money spent for food totaled $12,594.87, including $11,436.50 for the pre-game lunch and refreshments in the football press box. Physical plant services, including a

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[8]Auditor Report: July 1, 1966 to February 28, 1967, (in the files of the Sports Information Office, MSU).

$4,441.23 bill for press box repairs and maintenance, amounted to $9,176.27.

Other disbursements included: $9,176.27, personal services; $2,280.50, refunds; $1,622.02, supplies and materials; $1,073.50, telephone, postage and telegraph; $266.89, printing; and $26, rentals. The February 28, 1967 balance was $219,125.25.

Under the university classification system, personal services includes wages and salaries; travel includes transportation, lodging and subsistence; postage, telephone and telegraph includes the installation of Western Union stations in the football press box; contractual services includes repair of equipment, photography and prints, and mimeographing; supplies and materials includes press clippings and entertainment; equipment includes desks, tables, chairs and typewriters.[9]

Sports Publicity Account

The Sports Publicity account is supported by an appropriation from the Press Box account each year. The bulk of daily operational funds, including salaries of the student aides, are drawn from the Sports Publicity account.

As of July 1, 1966, the Sports Publicity account had a $19,563.34 balance.[10] This amount included the $20,000 allocation from the Press Box account, minus a $436.66

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[9] Michigan State University Manual of Business Procedures, (East Lansing: MSU, July 1, 1965), pp. C1 1-5.

[10] Auditor Report: July 1, 1966 to February 28, 1967.

deficit from the preceding year.

In the eight month span, $14,796.84 was spent, leaving a balance of $4,766.50. The disbursements included: $2,692.12, personal services; $1,288.88, travel; $.55, freight; $2,969.46, postage, telephone and telegraph; $156.90, printing; $64.80, printing (not published); $276, physical plant services; $6,726.57, contractual services; $258.96, supplies and materials; $210.38, intangibles and $162.22, books, magazines and subscriptions.

Including salaries, Press Box funds spent on SIO services, publications edited by the SIO, materials absorbed from the Department of Information Services and funds of the sports publicity account, the total expenditure of operating the SIO for the year was around $100,000.

Publications

The SIO is responsible for all editorial and pictorial content in athletic brochures and game programs. Printed brochures, handled in 1966 by the Hartley Printing Co., Lansing, are prepared for the major sports: football, basketball and baseball.[11]

Mimeographed brochures are assembled in the SIO for cross country, soccer, fencing, gymnastics, ice hockey, swimming, wrestling, golf, track and tennis. Student aides design and write all material in the minor sport brochures.

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[11] Interview with Jerry Fischer, June 8, 1967.

More time and money are spent on producing football publications than on any other sport.[12] Although the football facts books and game programs are the major items, other productions designed primarily for football include flip cards, team schedules, Spartan Huddle, parking and game passes and special mailing envelopes.

Spartan Huddle, a four-page ticket promotion issue, is the first completed publication for the upcoming school year. Hartley Printing Co., Lansing printed 90,000 copies in 1966 at a cost of $12,000.[13] These are mailed in early summer to alumni and football season ticket holders.

The Michigan State Football: 1966, also printed by Hartley, was ready for distribution in late August. Exactly 3,500 copies of the 6 x 9 inch book was printed at a cost of $950.[14] Nearly half, 1,500 copies, was allotted for contributors to the Ralph Young Scholarship Fund.

This 72-page facts book was designed with a two-color fold out cover. Overprinted on the solid green front was a negative print positive dropout halftone of MSU football team co-captain Clint Jones.

The MSU total number of football game programs sold exceeded any other Big Ten school.[15] About 123,000 copies were sold for an estimated profit of $32,000. In 1948,

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[12] Ibid.

[13] Sports Information Publications Report: 1966-67 (in the files of University Editor's Office, MSU).

[14] Ibid.

[15] Interview with Jerry Fischer, June 8, 1967.

the 54,125 programs sold profited $3,050.12.[16]

Speaker-Hines & Thomas Inc., Lansing, printed 131,000 football game programs in 1966 for MSU. For the six home games, 4,450 were distributed in the press box, 1,200 were distributed among members of the competing teams and 2,332 were distributed complimentary to non-press personnel.[17]

Cost of printing the game programs was $20,000. Two railroad cars of No. 2 offset paper were purchased for an additional $12,000 for program use. This included 52,000 pounds of text and 18,000 pounds of cover paper.[18]

The 60-page game program, which sold for fifty cents, had a four-color cover designed by Barbara Brown. Twenty-five and a half pages in each issue were devoted to local and national advertising.[19]

Sixteen signatures were standard in each program. Fresh material could be inserted until Wednesday before the Saturday game.

The 2,500 basketball facts books, 48-pages, cost $850 while the 1,000 baseball facts books, 32-pages, were printed for $750.[20]

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[16]Football Program Records (in files of Sports Information Office, MSU).

[17]Sports Information Publications Report: 1966-67.

[18]*Ibid*.

[19]*Ibid*.

[20]*Ibid*.

Other major publications in 1966 of the SIO were 16,500 basketball game programs, 10,000 hockey game programs, and 3,000 baseball game programs. Special event publications in 1966 included a 22-page MSU Relays track program and a 16-page program for both the Big Ten and the NCAA swimming championships which were held at MSU.[21]

Logan Brothers Printing, Lansing handled 15,000 football, 10,000 basketball and 10,000 winter and spring sports schedule cards.[22]

Jerry Fischer, managing editor of athletic publications, estimates he helps develop 50 to 65 different publications for the SIO a year.

Facilities

Football Press Box

Located under the second deck of the west stands, the football press box was completed in 1957 with the enlargement of Spartan Stadium to 76,000 seats.

The largest physical press box in the Big Ten, the three deck facility extends 94 yards; from one three-yard line to the other.[23]

A central feature of the press box communication system is a telephone switchboard, which a SIO mimeographed

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[21] *Ibid.*

[22] *Ibid.*

[23] The MSU press box was judged the largest physical structure of its type in the Big Ten by all seven sports writers interviewed in this study.

statement asserts is the only such system in existence.[24] Press box telephones enable communication between radio booths, photo areas, press deck, dressing rooms, sidelines, press entrance, stadium business office, press box administration headquarters and the outside.[25]

Beneath the stadium stands are six three-room suites for photo processing and wire transmitting. The first picture ever sent directly from a sports site over the national Associated Press wire photo network was transmitted in 1953 from Spartan Stadium.[26]

The top level of the press box houses 19 separate booths. In addition to stations for the field public address team, film crews for game movies, coaches, scouts and guests of the athletic director, 13 radio booths are located on the top level.[27]

In addition to 140 fixed seats for the working press, the middle deck contains 30 wired Western Union positions, two snack bars, toilets and the operational headquarters for the press box. The telephone switchboard, press box public address team, statisticians, play-by-play crew and mimeograph operator are stationed in the headquarters area.

The bottom level of the press box can accommodate 100 movie, television, newsreel or newspaper cameramen

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[24] To Our Press Box Guests, (in the files of the Sports Information Office, MSU), p. 1. (Mimeographed)

[25] Ibid.

[26] Ibid.

[27] Ibid.

during a game. MSU's official guest booth, with a capacity for 40 people, is on this deck.

Parking spaces for the press are reserved in the lot behind the west stands of Spartan Stadium, adjacent to the press ticket window. A hydra-lift elevator transports press and equipment to the photo darkroom complex, the press lounge and any press box deck.

Mobile Press Box

A mobile press box is used to accommodate newsmen at football practice sessions and soccer games. Located beside a fence which separates the football practice and soccer fields during the fall, the 35 x 8 foot aluminum converted house trailer with a covered deck on top provides working space for 20 reporters.[28]

Purchased in 1961 from MSU campus television station WKAR-TV, the trailer was bought and renovated for less than $4,000.[29] A press conference area, counters for typewriters and teletype machines, a sound proofed combination radio and telephone booth and storage cabinets are inside the trailer.

An interior stair lift connects the enclosed area with the roof viewing platform. Canvas draped over three sides and an aluminum sheeting roof partially encloses the viewing deck.

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[28] "Michigan State's Unique Press Box" (in the files of the Sports Information Office, MSU), p. 1. (Mimeographed)

[29] Ibid.

During the 1966 fall pre-season football practice, an average of 10 people a day used the facility.[30]

Services

The SIO provides services not only to representatives of the press, radio and television, but also to athletes, coaches, fans, parents and other sports information directors. These services include these items:

1) Prepare and distribute to press, radio, television and other outlets an annual brochure prior to each new season.
2) State an extensive pre-season picture-taking session, shooting squad, small group, feature, hometown and individual photos.
3) Send to the hometown paper of each varsity athlete at least once each year a picture with caption or story.
4) Send to the general news media at least one story prior to every event at home or away.
5) Prepare printed programs as desired.
6) Prepare schedule cards and folders and ticket application forms as needed.
7) Send brochures, special releases, pictures and other materials to sports information directors and press outlets at sites of away events.
8) To same service to Michigan outlets with opponents' materials prior to our home events.
9) Maintain up-to-date records on all events and individual athletes as the current season progresses.
10) Serve as host to the visiting press and staff press box at all home events. This press box service includes providing brochures, program and summary box. Post meet telephone calls are made to wire service, newspaper, radio and television outlets if they have not covered directly, and mimeographed results are sent to Big Ten headquarters, NCAA, opponents and other outlets as required.
11) Handle contractual relations and provide facilities for radio and television. See that working press and parking credentials are extended then and the working newsmen.
12) Handle extensive correspondence, an average of better than two dozen letters a day, relating to all sports.
13) Answer voluminous special requests for materials which come daily by letter, wire and telephone.

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[30] Interview with Fred W. Stabley, June 5, 1967.

14) Maintain separate file on every past athlete for whom pictures, clippings, biographical sketches and other materials are available. These files are virtually 100 per cent complete back to World War II.
15) Maintain separate file on every current varsity athlete of consequence.
16) Maintain separate files on all present and past coaches, complete with biographical sketches, pictures, news clippings and team records.
17) Maintain files of past athletic events, results, statistics, clippings, pictures, etc.[31]

Releases

The SIO utilized two main types of press releases in 1966, the weekly newsletter and a spot sports release. The newsletter was mailed Tuesday afternoon to every Michigan daily newspaper. The spot sports release, mailed usually at least two days in advance of a minor sports competition involving a MSU team, was distributed to the State Journal, both Detroit dailies and the Grand Rapids Press of the newspapers in the content analysis. The Lansing bureaus of the Associated Press and the United Press International were also on the spot sports mailing list.[32]

Newsletter - During the content analysis, 41 different mimeographed pages of newsletter copy were mailed by the SIO. The number of pages in any one newsletter ranged from five to nine. There were more pages in the newsletter before every home than any from home football games. For an example of a newsletter, see Appendices C,D,E,F,G and H.

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[31]"Basic Services" (in the files of the Sports Information Office, MSU), pp. 1-2. (Mimeographed)

[32]Interview with Margaret Wilson, staff secretary, Sports Information Office, MSU, June 7, 1967.

Over a fourth of the newsletter pages during the content analysis, 11 pages, was a preview story on MSU's next football game. These articles contain a brief history of the series between the schools and the performance and conditions of the teams. See Appendix E.

A page of five sports shorts and a football advance along with individual and team statistics were included in each newsletter. A sport short is a "timeless, unusual and newsworthy fact about the MSU athletic program which can be expressed in one or two sentences."[33] See Appendix C for an example of sport shorts.

The football advance story, marked for release on the following Sunday, previewed a football game nearly two weeks in advance of the writing. See Appendix G for an example of a football advance.

The nine pages of football statistics issued during the content analysis took more newsletter pages than any item except the game preview stories. See Appendix H for an example of a statistic page.

In the newsletter prior to each home football game there was a page containing the offensive and defensive starting lineups for each team, the starting time, the estimated attendance figure and a list of the radio and television stations covering the game. See Appendix D for an example of the lineup page.

A page of game notes, a list of 10 or 12 unusual

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[33]Interview with Fred W. Stabley, June 5, 1967.

facts about the game, was included in the newsletter for the week of the UM and the Purdue University games. For an example of game notes, see Appendix F.

Four one-page feature stories appeared in the newsletter during the content analysis. The first, on October 11, described the defensive efforts of three MSU football players. On October 18, there was a preview of the first basketball practice and a team roster. This was the only page in the newsletter during the six weeks of the content analysis which did not pertain to football.

A third feature, October 25, promoted Charles Thornhill as the "unsung hero" of the football team and the fourth feature, November 1, reviewed the individual records set by MSU football players during 1966. Each of the four features appeared in full or in part, in at least one of the dailies examined in the content analysis.

Spot Sports - Ten one-page spot sports releases were mailed during the six weeks. One pre-meet report was mailed prior to each of the four cross country meets run during the content analysis.

Six pre-game stories were mailed before the MSU soccer games. Releases prior to the Calvin College and the Denison University games on October 5 and October 8 respectively, were missed when one student aide handling soccer developed mononucleosis.[34]

See Appendix I for an example of a spot sports release.

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[34] Ibid.

Monday Press Luncheon

An oral invitation is extended at the beginning of each football season to interested newsmen to attend a luncheon each Monday noon at the Crossroads Cafeteria in the International Center on the MSU campus. An informal press conference with football coach Daugherty follows the meal.

An average of 15 radio and television broadcasters and newspaper reporters attended the Monday luncheon during the six weeks of the content analysis.[35] A representative of the State Journal, both Detroit dailies, the Associated Press and the United Press International were present at all six meetings. No one from the other four dailies considered in the content analysis was present at any of the six meetings.

Photography Service

At each home football game, the SIO has a MSU staff photographer take game action pictures during the first half of the game. Four prints, in either 5 x 7 inch or 8 x 10 inch sizes, are processed, given captions, and distributed among the press at the conclusion of the game.

None of the newspapers in the content analysis used the game action photo service. However, 15 other Michigan daily newspapers requested the service for each of the

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[35]Interview with Nick Vista, assistant sports information director, MSU, June 7, 1967.

MSU 1966 home football games.[36]

Every Monday during the content analysis period, Vista and an MSU photographer held a feature photo session. Two to four different feature ideas were photographed each week, all involved members of the football team.[37]

Prints and/or negatives were supplied to the Associated Press, United Press International and the State Journal. Feature photographs were supplied to any newspaper on request.

Other Services

Each Tuesday, prior to an away from home football game, Stabley travels to the opponent's campus to supply information on the MSU team to news media in that area. In his traveling kit, Stabley carries 25 facts books, numerical, alphabetical and three-deep roster sheets; 12 flip cards; 6 copies of the Spartan sheet music and three phonograph records; 4 sets of slides on football players; binoculars; photographs of players, coaches and MSU athletic officials; feature pictures and story material; statistics; pre-season feature movie and script; film clips of top individual players; Big Ten and NCAA record books; football game programs and play-by-play results of last year's game with the opponent and all games of the current season; and token gifts for the press such as

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[36]"Game Photo Request List" (in the files of the Sports Information Office, MSU).

[37]Interview with Nick Vista, June 7, 1967.

leather wallets and ball-point pens.[38]

Vista travels to the away from home football games with the MSU team, usually on the Friday before the game.

On the Friday night before each home football game, Stabley and Vista act as host to a pre-game press reception. The football coaching staff and other MSU athletic officials are present at these receptions and are available for interviews.

Most of the mass distributed materials sent from the SIO office are reproduced by mimeograph process. Two office machines are used to reproduce the spot sports releases.

The weekly newsletters are mimeographed at Central Services, the campus duplicating center. Newspaper clippings are reproduced on the office Kodak Verifax and the Thermo-Fax copying machines and sent to sports editors who might use the information.

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[38]"Football Trip Materials for Brief Case" (in the files of the Sports Information Office, MSU).

CHAPTER IV

SUNDAY EDITION CONTENT ANALYSIS OF FIVE MICHIGAN DAILIES

Football: Major Sport

Using economics and attendance as criteria, football is the major sport at MSU. An expenditure of $402,757.95 is listed for football in the Athletic Department budget for the year ending June 30, 1966, nearly half of the $835,932.56 spent on all teams. Basketball, the second most expensive team, spent $104,293.09.[1]

Receipts for football totaled $1,031,054.32 of the $1,286,739.67 collected from all sports. Basketball, again second, shows receipts of $68,161.85.[2]

Not included in the above figures is $13,628.73 spent for repairing the Spartan Stadium seats.[3]

If one's criteria is the number of athletes participating, there were 68 members on the 1966 varsity football roster compared to runnerup baseball with 42 on its roster. There were seven full-time varsity football

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[1] Financial Report: 1965-66 (East Lansing: MSU, November, 1966), 166-67.

[2] Ibid.

[3] Ibid.

coaches compared to three for second place basketball.

Jerry Fischer, managing editor of athletic publications, said he directs more football publications at more expense, time and profit than all other sports combined.[4]

Stabley said he and his staff spend considerably more hours in servicing football requests than any other sport.[5]

Quite obviously, the football game is the major underwriting factor of the entire athletic program. Revenues from the games sustain the football program at its present level. Income from television and radio rights to the football game form the bulk of the press box account income.

Not only are the games the economic justification of the football program at its present level, but they are the primary news events of the football season. For this reason, the manner in which newspapers reported the specific football games in this content analysis is presented separately from the newspaper coverage of the Tuesday through Monday MSU news.

Dailies Covering Football Games

An all-time press box attendance record was set in 1966 when 3,008 working press passes were turned in at

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[4]Interview with Jerry Fischer, June 8, 1967.

[5]Interview with Fred W. Stabley, June 7, 1967.

the Stadium press box gate for the six home football games. In 1965, press passes were issued to 2,030 for the five home games.[6] These passes included all media representatives and press box guests.

The 1965 press box high was 469 passes for the Ohio State game. In 1966, this was surpassed three times: 523 for Purdue, 553 for Michigan and 745 for Notre Dame.

Representatives of 82 daily newspapers outside of Michigan attended at least one home football game. The District of Columbia, 24 states, excluding Michigan, and the 11 most populated cities were represented.[7]

Twenty-six out-of-Michigan dailies attended more than one football game in East Lansing. The Toledo (Ohio) Blade, the Chicago Tribune and the Chicago Sun-Times sent a reporter to all six home games.

Of Michigan's 53 daily newspapers, 27 sent a reporter to all six East Lansing football games. The Associated Press, the State Journal, the Detroit Free Press, and the Detroit News sent a reporter to each away from home game.[8]

Of the 26 Michigan daily newspapers not sending a reporter to all home games, two dailies covered four games; three dailies covered three games; four dailies covered

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[6]"Press Box Attendance" (in the files of Nick Vista, Sports Information Office, MSU).

[7]Working Press Football Ticket Book: 1966 (in the files of Sports Information Office, MSU).

[8]Interview with Fred W. Stabley, June 7, 1967.

two games and two dailies covered one game.[9]

All eleven Michigan newspapers which have Sunday editions covered every MSU home game. Of the 18 dailies which have over 20,000 circulation, all but the Ann Arbor News sent a reporter to all MSU home football games.

Of the 15 dailies which failed to send a reporter to any MSU home football games, 10 are located in towns north of a line from Bad Axe to Ludington. Seven of these dailies are in the Upper Peninsula.

No daily south of that geographical line with a circulation of 10,000 or above failed to send a reporter to at least one MSU home football game in 1966.

Sunday Coverage of MSU for October 1, 1966

Background

Entering this weekend, MSU and UM had identical 2-0 football records. MSU had defeated North Carolina State University, 28-10, and Pennsylvania State University, 42-8. UM had defeated Oregon State University, 41-0, and the University of California, 17-7.

MSU defeated the University of Illinois, 26-10, at Champaign, Ill., on October 1. This was the first Big Ten football game of the 1966 season for each school. The University of Illinois entered the game with a 0-2 record.

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[9] Working Press Football Ticket Book: 1966 (in the files of Sports Information Office, MSU).

UM lost, 21-7, to the University of North Carolina at Ann Arbor. The winners entered the game with a 1-1 record.

Another major competing sports news event was the winning of the National League baseball championship by the Los Angeles Dodgers on Saturday.

Detroit Newspapers

The Detroit News equally divided an eight-column banner on the two football games. Directly beneath the banner was a five-inch by eight-column picture of the UM game.[10] See Table 1.

The Detroit News gave UM 222 inches in total coverage and MSU 142 inches. The major difference was picture coverage where UM had a 155 to 53 inch advantage.

The Detroit Free Press used baseball for the lead story and gave a four-column head to each football game. Total picture coverage was less extensive and about equally divided; UM, 29 inches and MSU, 20 inches.[11]

MSU received 40 total first page[12] inches and 86 inches of total coverage. UM received 47 first page inches and 83 inches of total coverage.

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[10] Detroit News, October 2, 1966, p. D-1.

[11] Detroit Free Press, October 2, 1966, p. D-1.

[12] First page in this study refers to the first sports page. Front page will be used for the front news page of the newspaper.

TABLE 1

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAMES OF OCTOBER 1, 1966

	DN[a]	DFP	GRP	JCP	SJ	Tl.
1st Page Story[b]						
MSU.....	33	20	11	34	23	131
UM.....	13	28	27	35	11	114
1st Page Picture						
MSU.....	3	20	17	21	53	114
UM.....	44	19	40	20	12	135
1st Page Total						
MSU.....	41	40	23	55	81	245
UM.....	57	47	67	55	23	247
Total Story						
MSU.....	89	66	41	39	77	312
UM.....	67	54	60	47	44	272
Total Picture						
MSU.....	53	20	30	21	73	197
UM.....	155	29	64	32	44	324
Total Coverage						
MSU.....	142	86	71	60	150	509
UM.....	222	83	124	79	88	596

[a]Abbreviations for all tables in this chapter include: DN, Detroit News; DFP, Detroit Free Press; GRP, Grand Rapids Press; JCP, Jackson Citizen Patriot; SJ, State Journal; Tl., combined total of the five newspapers.

[b]Story inches are used for all non-pictorial inches including headlines and statistical material.

Each newspaper sent a reporter to both football games, each sent a photographer to Ann Arbor and each used wire service photographs of the MSU game.

Grand Rapids Press

The Grand Rapids Press split equally an eight-column banner on the football games, but ran a two-column, staff-written UM game report down the right side of the page. Beneath the banner was an Associated Press wirephoto of

the UM game five columns by seven and a half inches deep.[13]

The MSU game story was an Associated Press report, placed down the extreme left column. UM received 67 first page inches compared to MSU's 28 inches.

UM received 19 more story inches and 34 more picture inches to lead MSU 124-71 inches in total coverage.

Jackson Citizen Patriot

Like the Grand Rapids Press, the Jackson Citizen Patriot split an eight column banner equally, staff wrote the UM game and carried an Associated Press story on the MSU game. However, the first page was equally divided; 55 total inches for each game.[14]

UM received 11 more picture inches and topped MSU in total coverage, 79 to 60 inches.

State Journal

The State Journal gave MSU a seven-column banner and 81 total first page inches. Beneath the banner was a five-column, six and a half inch Associated Press wire-photo of the MSU game.[15]

UM received a six-column banner beneath the MSU game photo and 23 total first page inches. Staff reports and wire service photographs were used for both games.

MSU received 150 inches of total coverage to UM's

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[13] Grand Rapids Press, October 2, 1966, p. 23.

[14] Jackson Citizen Patriot, October 2, 1966, p. 47.

[15] State Journal, October 2, 1966, p. E-1.

88 inches.

Summary

Excluding the State Journal, total coverage was weighed slightly in favor of UM, mainly because of the picture usage. UM had 508 total inches to MSU's 359 and 280 picture inches to MSU's 124 inches. UM had 224 first page inches to MSU's 164 inches, due mainly to the combined 64 inch UM advantage in the Detroit News and the Grand Rapids Press.

Sunday Coverage of MSU for October 8, 1966

Background

MSU defeated UM, 20-7, in the 59th football meeting between the two schools. A Spartan Stadium record attendance crowd of 78,833 watched the game in East Lansing.

The major competing sports news event was the third game of baseball's World Series, won by the American League's Baltimore Orioles.

Newspaper coverage of this game was awarded equally to MSU and UM in this study. To suggest any report was predominately slanted in favor of one of the schools is a judgement too subjective for this study.

Detroit Newspapers

The Detroit News gave the football game an eight-column banner and 109 total inches on the first page.[16] See Table 2.

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[16] Detroit News, October 9, 1966, p. D-1.

TABLE 2

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAME OF OCTOBER 8, 1966

	DN	DFP	GRP	JCP	SJ	Tl.
1st Page Story						
MSU.....	43	32	47	42	69	233
UM.....	43	32	47	42	69	233
1st Page Picture						
MSU.....	66	52	53	56	56	283
UM.....	66	52	53	56	56	283
1st Page Total						
MSU.....	109	84	100	98	125	516
UM.....	109	84	100	98	125	516
Total Story						
MSU.....	111	114	88	63	113	489
UM.....	111	114	88	63	113	489
Total Picture						
MSU.....	167	78	90	94	148	577
UM.....	167	78	90	94	148	577
Total Coverage						
MSU.....	278	192	178	157	261	1066
UM.....	278	192	178	157	261	1066

Just 12 inches of a staff-written World Series report appeared in the bottom left quarter of the first page.

The Detroit News used four staff photograph and one wire service photograph for 167 picture inches, the most of any of the five newspapers. They also carried the most total coverage with 278 inches.

The Detroit Free Press skylined[17] a staff-written World Series game report and gave the football game a

[17] Skyline is a newspaper term defined by George C. Bastian, Leland D. Case and Floyd K. Baskette in Editing The Day's News, (New York: The Macmillan Company, 1956), p. 336, as "headline across top of page over nameplate." A single story set in eight columns of type across the top of a page under the headline is also considered a skyline in this study.

six-column headline beneath.[18] The Detroit Free Press started three MSU-UM game reports on the first page, the most of any paper in the content analysis.

Of the 192 total inches appearing on the football game in the Detroit Free Press, 84 inches appeared on the first page. The Detroit Free Press used just 78 picture inches, fewest of any paper in the content analysis.

Grand Rapids Press

The Grand Rapids Press used an eight-column banner and began two staff-written game reports on the first page. Occupying most of the upper right quarter of the first page was a five column, nine-inch deep Associated Press wirephoto of the game.[19]

The Grand Rapids Press ran 100 total inches on the first page to 45 inches for the World Series. They ran three staff and two wire service photographs for a total of 90 picture inches.

Jackson Citizen Patriot

Like the Grand Rapids Press, the Jackson Citizen Patriot ran an eight-column banner on the football game and 98 total inches on the first page.[20]

The Jackson Citizen Patriot ran 56 staff-taken

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[18] Detroit Free Press, October 9, 1966, p. C-1.

[19] Grand Rapids Press, October 9, 1966, p. 37.

[20] Jackson Citizen Patriot, October 9, 1966, p. 35.

photograph inches on the first page, the most of any paper except the Detroit News. Total coverage of the game was 157 inches compared to a 51-inch total for the World Series.

State Journal

In addition to an eight-column banner, the State Journal gave the football game 125 of a possible 176 first page inches.[21] A wire service report of the World Series occupied an additional 27 first page inches.

The State Journal ran nine staff pictures for a total of 148 inches. Total coverage was 261 inches or just over two full pages.

Summary

All papers in this chapter devoted at least half of their first sports page to coverage of the MSU-UM game.

The Detroit News, again with a heavy emphasis on space devoted to pictures, led all papers to total coverage.

All papers of the content analysis except the Detroit Free Press used an eight-column banner for the story. Of the 28 pictures which appeared in the papers, all but three were taken by staff photographers of the newspaper.

The combined total of 516 first page inches was the

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[21] State Journal, October 9, 1966, p. G-1.

largest of any in the six-week study and more than the combined total of both UM and MSU in the first week of the study.

Sunday Coverage of MSU for October 15, 1966

Background

MSU scored in the last seven minutes of the game to defeat Ohio State University, 11-8, at Columbus, Ohio. The decision gave MSU a 4-0 record and Ohio State University a 1-3 record.

UM lost 22-21 to Purdue University at Ann Arbor. The loss gave UM an 0-2 record in the Big Ten and a 2-3 record overall. Purdue University's victory gave them a 2-0 record in the conference and 4-1 overall.

Other college football games were the major sports news competing for newspaper space.

Detroit Newspapers

The Detroit News gave MSU six columns and UM two of the eight-column banner.[22] Again large pictures were prominent on the first page; a four-column, eight-and-a-half inch Associated Press wirephoto of the UM game blanketed the upper right quarter of the page while a three-column, seven-and-a-half inch Associated Press wirephoto of the MSU game occupied the lower left corner.

The Detroit News gave UM 221 total inches to MSU's 166, but the first page was more evenly balanced at UM,

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[22] Detroit News, October 16, 1966, p. D-1.

74 inches and 59 inches. UM had more picture inches, 127 to 81, than MSU. See Table 3.

TABLE 3

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAMES OF OCTOBER 15, 1966

	DN	DFP	GRP	JCP	SJ	Tl.
1st Page Story						
MSU.....	33	33	20	25	50	161
UM.....	36	24	38	33	18	149
1st Page Picture						
MSU.....	26	22	21	27	60	156
UM.....	38	51	54	28	0	171
1st Page Total						
MSU.....	59	55	41	52	110	317
UM.....	74	75	92	61	18	320
Total Story						
MSU.....	85	74	84	40	74	357
UM.....	94	94	67	48	40	353
Total Picture						
MSU.....	81	22	21	46	60	230
UM.....	127	68	57	44	18	314
Total Coverage						
MSU.....	166	96	105	86	134	587
UM.....	221	162	124	92	58	657

The Detroit Free Press gave both MSU and UM a four-column head. UM received 75 first page inches and MSU received 55 inches, almost identical to the proportion in the Detroit News.[23]

MSU again suffered in picture coverage, receiving only 22 picture inches in the 96-inch total coverage. UM had 68 inches of picture in the 162-inch total coverage.

Grand Rapids Press

The Grand Rapids Press equally split an eight-column

[23] Detroit Free Press, October 16, 1966, p. C-1.

banner between the games, but the most noticeable feature of the first page was an eight-and-a-half inch picture of the UM game in the middle six columns below the banner.[24]

A staff-written report on each game was broken off the end columns of the banner. The Grand Rapids Press gave UM 92 first-page inches, more than twice MSU's 41 inches.

Jackson Citizen Patriot

The Jackson Citizen Patriot carried a staff-written report of the UM game and an Associated Press dispatch of the MSU game under a shared eight-column banner.[25] The first page was nearly balanced with MSU receiving 52 inches and UM getting 61 inches.

The Jackson Citizen Patriot carried 46 inches of MSU game pictures, surpassed only by the State Journal and the Detroit News.

State Journal

The State Journal had the greatest imbalance on the first page of any of the five papers with 110 inches to MSU and 18 inches to UM. The State Journal was the only paper to give MSU a full eight-column banner.[26]

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[24] Grand Rapids Press, October 16, 1966, p. 37.

[25] Jackson Citizen Patriot, October 16, 1966, p. 49.

[26] State Journal, October 16, 1966, p. G-1.

The State Journal was the only paper to give MSU more total coverage than UM in this game. MSU received 134 inches to UM's 58 inches. Both games had a staff-written report.

Summary

Excluding the State Journal from the survey, UM received a combined total of 302 first page inches to MSU's 207 inches. UM led MSU in picture inches 296 to 170 and in total coverage 599 to 453.

The major factor of the imbalance this week was the coverage of the Detroit newspapers. The Detroit News, which gave UM 80 more inches than MSU on October 1, gave UM 55 more inches of total coverage than MSU this week.

The Detroit Free Press, which gave MSU three more inches than UM on October 1, this time gave UM 66 more total inches.

Sunday Coverage of MSU for October 22, 1966

Background

The winner of the MSU 1966 homecoming game would occupy first place in the Big Ten standings. MSU and Purdue University were the only undefeated teams in the conference on the day they met. Purdue University had won four of five games during the season, losing only to Notre Dame University which had replaced MSU as the top college football team in the Associated Press and the United Press International poll the previous Monday.

MSU defeated Purdue University, 41-20. UM, in its homecoming game, defeated the University of Minnesota, 49-0. The decision gave UM its first conference victory and an overall 3-3 record. The University of Minnesota's record dropped to 2-3-1.

Notre Dame University's 38-0 football victory over the University of Oklahoma was the major sports news competing for newspaper space.

Detroit Newspapers

Again the first page of the Detroit News gave unequal coverage of the two football games, giving MSU the advantage for the first time in the content analysis. See Table 4.

TABLE 4

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAMES OF OCTOBER 22, 1966

	DN	DFP	GRP	JCP	SJ	Tl.
1st Page Story						
MSU.....	38	45	49	45	41	218
UM.....	18	19	46	19	25	127
1st Page Picture						
MSU.....	50	23	39	23	80	215
UM.....	25	32	8	17	0	82
1st Page Total						
MSU.....	88	68	88	68	121	433
UM.....	43	51	54	36	25	209
Total Story						
MSU.....	121	124	94	61	96	496
UM.....	78	52	64	38	49	281
Total Picture						
MSU.....	85	71	43	53	154	406
UM.....	89	32	12	36	11	180
Total Coverage						
MSU.....	206	195	137	114	250	902
UM.....	167	84	76	74	60	461

The Detroit News gave MSU an eight-column banner, three pictures and 88 inches of total first page coverage. UM received a five-column head, one picture and 43 total inches.[27]

The Detroit News still gave UM more total picture inches, 89 to 85, but MSU was given more total coverage for the first time in the content analysis, 206 to 157 inches.

The Detroit Free Press gave MSU a six-column semi-banner in 72 point type. A panel, containing college football scores prevented a full banner. UM received a two-column head below the MSU story.[28]

The Detroit Free Press gave MSU 63 inches on the first page to 51 for UM. MSU received more than double UM's total picture inches, 71 to 32 and total coverage, 195 to 84 inches.

Grand Rapids Press

All but eight inches of the Grand Rapids Press's first page was given to the two football games.[29] MSU received 88 first page inches beneath a six-column head. UM received 54 first page inches beneath a four-column head.

The Grand Rapids Press gave MSU 49 first page story inches, the most of any paper in the content analysis.

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[27] Detroit News, October 23, 1966, p. D-1.

[28] Detroit Free Press, October 23, 1966, p. C-1.

[29] Grand Rapids Press, October 23, 1966, p. 37.

MSU received 137 inches of total coverage to UM's 76.

Jackson Citizen Patriot

The Jackson Citizen Patriot gave MSU an eight-column banner with a four-inch deep, skylined, staff-written game report.[30] A five-column head was placed over an Associated Press game story from Ann Arbor.

The Jackson Citizen Patriot gave MSU 68 first page inches, same as the Detroit Free Press. UM received 36 first page inches, 15 less than the Detroit Free Press. MSU led in total coverage, 114 to 74 inches.

State Journal

Including a six-inch deep picture skyline, the State Journal gave MSU 121 first page inches.[31] UM received 25 first page inches, nearly 1/5th of MSU's total.

The State Journal gave MSU 154 picture inches, 80 of which were on the first page. UM received only 11 total picture inches and trailed in total coverage 250 to 60 inches.

Summary

For the first time in the content analysis, MSU received more than UM in first page inches, 312 to 184 in picture inches, 252 to 169 and in total coverage, 652 to 401 inches. This is excluding the State Journal from

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[30] Jackson Citizen Patriot, October 23, 1966, p. 47.

[31] State Journal, October 23, 1966, p. G-1.

the comparison.

Excluding the coverage of the MSU-UM game, a week when the two schools were not competing for column space, MSU received its top coverage this week of the entire survey. Totaling all five papers, and comparing from the preceding week, MSU gained 116 more first page inches and 315 more inches of total coverage.

Each newspaper increased MSU's first page and total coverage considerably from the preceding week, while every paper except the State Journal decreased the amount of UM first page and total coverage inches considerably.

It would appear the past 1966 performances of both teams was beginning to affect coverage for the first time this week. Both MSU and UM played their homecoming games and both won by substantial margins. But MSU, with a 4-0 record, was the only undefeated team in the Big Ten and had defeated the next two teams in the league's standings. UM was 1-2 and along with Ohio State University and the University of Iowa had the worst record in the league.

The winning record of MSU apparently switched the balance of coverage in these five newspapers.

Sunday Coverage of MSU for October 29, 1966

Background

MSU defeated Northwestern University, 22-0, in the homecoming game at Evanston, Illinois. Northwestern University entered the game with a 2-3-1 record, but was

one of three Big Ten team's with only one conference loss.

UM defeated the University of Wisconsin, 23-17, at Madison, Wisconsin and moved into a fourth place tie with the University of Illinois in the Big Ten standings with a 2-2 record. The decision dropped the University of Wisconsin's record to 2-4-1.

Other competing major sports news stories included Notre Dame University's sixth straight victory and Purdue University's 25-21 victory over the University of Illinois. The decision gave Purdue University second place in the Big Ten and two more victories would give them a trip to the Rose Bowl.

Detroit Newspapers

The Detroit News included the MSU, UM and Notre Dame University game decisions in an eight-column banner.[32] See Table 5. Beneath the banner on the upper right quarter of the first page was a three-column, eight-inch game photograph of the MSU game.

Nevertheless, UM received 12 more inches of pictures and 14 more inches of total coverage on the first page of the Detroit News. MSU received nine more inches of total coverage, mainly on 33 more inches of story coverage. The Detroit News used wire service pictures of both games, but gave UM 24 more picture inches.

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[32] Detroit News, October 30, 1966, p. D-1.

TABLE 5

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAMES OF OCTOBER 29, 1966

	DN	DFP	GRP	JOP	SJ	Tl.
1st Page Story						
MSU.....	14	21	38	55	29	157
UM.....	16	16	36	24	19	111
1st Page Picture						
MSU.....	26	46	21	30	77	200
UM.....	38	0	26	20	0	84
1st Page Total						
MSU.....	40	67	59	85	106	357
UM.....	54	16	62	44	19	195
Total Story						
MSU.....	88	82	39	56	61	326
UM.....	55	35	72	36	54	252
Total Picture						
MSU.....	50	46	21	45	77	239
UM.....	74	18	26	48	32	198
Total Coverage						
MSU.....	138	128	60	101	138	565
UM.....	129	53	98	84	86	450

The Detroit Free Press bannered MSU's game story and ran a five-column, five-inch deep MSU picture beneath an eight-column head.[33] They gave MSU 46 first page inches and UM no first page pictures which boosted MSU's first page advantage to 51 total inches.

UM received a two-column head and 16 inches of the game story in the lower left quarter of the first page while Notre Dame University received a two-column head above the fold in the upper right quarter of the first page and 13 first page inches in the Detroit Free Press.

From the preceding week, the Detroit News decreased

[33] Detroit Free Press, October 30, 1966, p. C-1.

MSU's first page coverage from the preceding week, but decreased UM's same coverage by 35 inches.

The Detroit News gave both MSU and UM their least total coverage in the survey. The Detroit Free Press gave UM the lowest total coverage of any paper, any week of the survey except one week of the State Journal.

Grand Rapids Press

The Grand Rapids Press bannered the UM game and carried a staff-written game story from Madison, Wisconsin.[34] The UM report was carried in four columns of two-column wide type across the top of the page and a four-column, six-inch UM picture appeared.

An Associated Press game report from Evanston, Illinois was carried on the MSU game beneath a four-column head. The Grand Rapids Press gave UM more first pages inches this week than MSU, the only paper in the content analysis to do so.

The Grand Rapids Press gave MSU 60 inches of total coverage, fewest of any paper in the content analysis this week and 41 inches less than the Jackson Citizen Patriot which was fifth. The Grand Rapids Press gave UM more total coverage than any paper except the Detroit News.

Jackson Citizen Patriot

Except for a six-column head on the UM game story just above the fold, the top half of the Jackson Citizen

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[34] Grand Rapids Press, October 30, 1966, p. 25.

Patriot's first page was filled with a MSU report. Two Associated Press stories appeared on the MSU game, one a three-inch deep skyline beneath an eight-column banner.[35]

Wire service photographs and stories were used for both games, and a five-column, five-inch picture on the MSU game appeared in the upper half of the first page. The Jackson Citizen Patriot gave MSU 55 more first page story inches than UM.

The Jackson Citizen Patriot was second only to the State Journal in total first page coverage given to MSU and gave more than twice the first page coverage than the Detroit News.

State Journal

For the fourth straight week, the State Journal gave MSU more than 100 inches of first page coverage.[36] The State Journal used 77 inches of first page wire service pictures, more than double any other paper except the Detroit Free Press's 46 inches. Neither the Detroit Free Press or the State Journal used a UM photograph on the first page.

Notre Dame University received a five-column head and 14 inches of wire service copy placed above UM's four-column head and 19 inches of staff-written story. Notre Dame University also received a five-inch, three-column wirephoto on the first page.

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[35] Jackson Citizen Patriot, October 30, 1966, p. 45.

[36] State Journal, October 30, 1966, p. E-1.

The State Journal gave UM 54 inches of story which was one behind the Detroit News and 13 behind the Grand Rapids Press. The State Journal's coverage of UM was surpassed only by the Detroit News and the Grand Rapids Press.

Summary

MSU received more total coverage than UM in every paper of the survey except the Grand Rapids Press. Excluding the State Journal, MSU received 427 inches of total coverage to 364 for UM.

UM received its fewest first page story inches, picture inches and total coverage of the entire content analysis. Except for the picture coverage in the Detroit News, UM would have received its lowest total coverage of the content analysis.

UM's decline in first page news coverage appears to be the result of at least three factors. MSU is approaching the Big Ten championship; Notre Dame University's winning streak is focusing attention of the showdown with MSU on November 19 and UM played its only game during this content analysis outside the state of Michigan.

Sunday Coverage of MSU for November 5, 1966

Background

MSU needed a victory over the University of Iowa, the last place team in the Big Ten at that time, to clinch at least a tie for the conference championship.

MSU recorded a 56-7 triumph in East Lansing, the most lopsided margin of victory for MSU since 1952.

UM lost to the University of Illinois, 28-21, in Ann Arbor to drop to a fifth place tie in the Big Ten with Ohio State University with a 2-3 record. The victory put the University of Illinois' conference record at 3-2.

Other major competing sports news was Notre Dame University's seventh straight victory, a 40-0 rout of the University of Pittsburgh.

Detroit Newspapers

The Detroit News gave MSU an eight-column banner and UM a six-column sub-banner beneath.[37] See Table 6.

TABLE 6

NEWSPAPER COLUMN INCHES OF MSU AND UM
FOR GAMES OF NOVEMBER 5, 1966

	DN	DFP	GRP	JCP	SJ	Tl.
1st Page Story						
MSU.....	19	34	17	34	50	154
UM.....	28	14	17	27	13	99
1st Page Picture						
MSU.....	23	50	75	22	58	228
UM.....	55	0	24	18	0	97
1st Page Total						
MSU.....	42	84	92	56	108	382
UM.....	83	14	41	45	13	196
Total Story						
MSU.....	77	77	60	49	74	337
UM.....	100	49	97	46	42	334
Total Picture						
MSU.....	78	68	117	42	104	409
UM.....	121	18	31	18	0	188
Total Coverage						
MSU.....	155	145	177	91	178	746
UM.....	221	67	128	64	42	522

[37] Detroit News, November 6, 1966, p. D-1.

Predominate on the first page was a six-column, six-inch deep staff photograph of the UM game. The Detroit News gave UM 83 first page inches, nearly double the 42 inches alloted to MSU. The Detroit News was the only paper in the content analysis to give UM more first page coverage than MSU.

The Detroit News gave UM 221 inches of total coverage, 66 inches more than MSU. No other paper in the content analysis, except the Grand Rapids Press, gave UM more than 67 inches of total coverage.

The Detroit Free Press bannered the MSU story in 72 point type, ran four, two-column wide type under the banner and ran a five-column, five-inch staff photograph on the MSU game above the fold.[38] UM received a two-column head below the fold and for the second straight week, no first page pictures.

The Detroit Free Press gave MSU 84 first page inches, double that of the Detroit News and alloted only 14 first page inches to UM, the lowest of any paper in the content analysis except the State Journal.

The Detroit Free Press gave UM only 13 total picture inches, 60 less than it gave MSU and about 1/7th of what the Detroit News gave UM. The Detroit Free Press gave UM 67 inches of total coverage; 154 inches less than the Detroit News.

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[38] Detroit Free Press, November 6, 1966, p. C-1.

Grand Rapids Press

Except for the MSU-UM game, when the school's were not competing for space, the Grand Rapids Press gave each school its highest total coverage this week.[39] MSU was given 173 inches by the Grand Rapids Press, the most of any paper except the State Journal. UM received 123 inches, the most of any paper except the Detroit News.

The Grand Rapids Press split a banner between the football games and gave MSU a 92-41 first page advantage. The difference was MSU's 51 additional picture inches.

The Grand Rapids Press used three staff and two wire service pictures of MSU game on the first page. Overall, the Grand Rapids Press gave MSU 86 more picture inches than UM and did not send a staff photographer to Ann Arbor.

A staff reporter attended each game, with sports editor Clank Stoppels going to Ann Arbor. UM received 37 more story inches.

Jackson Citizen Patriot

The Jackson Citizen Patriot skylined the staff-written MSU game report beneath an eight-column banner.[40] An Associated Press dispatch was used for the UM game under a four-column head. The Jackson Citizen Patriot used wire service photographs of both games.

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[39] Grand Rapids Press, November 6, 1966, p. 27.

[40] Jackson Citizen Patriot, November 6, 1966, p. 53.

MSU received 11 more first page total inches and 27 total inches than UM.

State Journal

Everything above the fold of the first sports page of the State Journal concerned the MSU game.[41] UM was given a three-column head above a staff-written story and 13 first page inches; the lowest in the content analysis by the State Journal.

MSU received 103 first page inches, the most of any paper in the content analysis. For the fourth straight week, UM was not given a first page picture and for the first time the State Journal did not carry any pictures on the UM games.

The State Journal gave MSU 173 total inches, the most of any paper in the content analysis. UM received 42 total inches, the fewest of any paper in the content analysis.

Summary

Excluding the State Journal, MSU averaged 22 inches more total coverage per paper than UM. MSU received 563 total coverage to UM's 430 inches.

Every paper in the content analysis except the Detroit News gave MSU more total coverage. MSU received its most combined total first page picture coverage of any week in the content analysis except the MSU-UM game.

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[41] State Journal, November 6, 1966, p. F-1.

Results of Sunday Coverage for MSU

Both UM and MSU had 2-0 records at the start of this survey. In the intervening six weeks, MSU won all six games and clinched at least a tie for the Big Ten championship. UM won 2, lost 4 during this period and were tied for fifth in the Big Ten with Ohio State University with 2-3 records.

MSU played three of the games in this survey at East Lansing and three outside of Michigan. UM played five of its six games in Michigan.

MSU received 4,375 inches of coverage in the survey period or about 142 column inches per paper per Sunday. This represents an average of about 85 per cent of a full page of coverage each Sunday.

Excluding the State Journal from the comparison, MSU received 3,264 inches of total coverage; 107 more than UM. MSU received 1,509 of first page coverage or 137 more inches than UM.

MSU's first page and total coverage expanded throughout the survey, peaking at the UM and Purdue University games. UM's first page and total coverage dropped sharply the last half of the survey compared to the first three weeks.

Individual Newspaper Summary

The Detroit News was the only newspaper in the content analysis to give UM more total coverage than MSU and one of two newspapers to give UM more total first

page coverage. See Table 7. The difference was largely due to the usage of pictures. The Detroit News gave UM 219 more picture inches and 72 more first page picture inches than MSU.

TABLE 7

TOTAL NEWSPAPER COLUMN INCHES OF MSU AND UM FOR GAMES OCTOBER 1 TO NOVEMBER 5, 1966

	DN	DFP	GRP	JCP	SJ	Tl.
1st Page Story						
MSU.....	185	185	182	235	267	1054
UM.....	154	133	211	180	155	833
1st Page Picture						
MSU.....	194	213	226	179	384	1196
UM.....	266	154	205	159	68	852
1st Page Total						
MSU.....	379	398	408	414	651	2250
UM.....	420	287	416	339	223	1685
Total Story						
MSU.....	571	537	406	308	495	2317
UM.....	505	398	448	278	342	1971
Total Picture						
MSU.....	514	305	322	301	616	2058
UM.....	733	243	280	272	253	1781
Total Coverage						
MSU.....	1085	842	728	609	1111	4375
UM.....	1238	641	728	550	595	3752

The Detroit News gave UM 220 inches of total coverage four of the six weeks. The only time the Detroit News gave MSU more than 220 inches of total coverage was the week of the UM game.

No newspaper gave MSU less first page inches than the Detroit News. Nevertheless, the Detroit News total coverage of MSU ranked second only to the State Journal.

The Detroit Free Press shifted its emphasis from UM

to MSU at the midway point of the content analysis. After three weeks, the Detroit Free Press had given UM 437 inches of total coverage and 206 first page inches to MSU's 374 total coverage and 179 first page inches.

Over the last half of the content analysis, the Detroit Free Press did not give UM over 84 inches of total coverage. During the last two weeks, the Detroit Free Press did not give UM a first page picture.

As a result, for the content analysis, the Detroit Free Press gave MSU 201 more inches of total coverage and 111 additional first page inches than UM. The Detroit Free Press gave UM less total picture inches than any paper in the survey.

The Grand Rapids Press gave exactly the same total coverage to MSU and UM but along with the Detroit News was the only paper to give UM more total first page inches.

The Grand Rapids Press gave MSU one full banner, the fewest of the five papers. They began two MSU game reports and two MSU game photographs in the upper right quarter of the first page; both the fewest of the five papers.

The Grand Rapids Press began three UM game reports and four UM photographs in the upper right quarter of the first page, the most of any of the five papers.

The Grand Rapids Press was the only paper to give more first page story inches and more editorial column inches to UM than MSU.

The Grand Rapids Press gave the most UM total coverage of any paper except the Detroit News and the least MSU coverage of any paper except the Jackson Citizen Patriot.

The Jackson Citizen Patriot, which has less than half the circulation of any other paper in the content analysis, gave MSU coverage advantage in all six categories. They gave the most closely balanced coverage each week of any paper. Although MSU received 59 more inches in total coverage during the content analysis, neither school received more than 40 total coverage than the other any week.

The Jackson Citizen Patriot did give MSU the upper right quarter story position all six weeks and four full banners. MSU received nine first page pictures above the fold, more than any paper except the State Journal.

The State Journal, as might be expected, heavily slanted the balance in favor of MSU. The State Journal gave MSU nearly double UM's total coverage and almost tripled the first page coverage. The State Journal gave the most MSU coverage in five of the six areas measured (first page story, first page picture, first page total, total picture and total coverage). The exception was total story inches.

Nevertheless, the State Journal's UM total coverage was comparable with any paper in the content analysis except the Detroit News and the Grand Rapids Press.

Conclusions

The results of this content analysis indicates the Detroit News and the Grand Rapids Press favored UM in its coverage, the Jackson Citizen Patriot was fairly balanced in its coverage, the Detroit Free Press fluctuated in its coverage and the State Journal was heavily balanced coverage in MSU's favor.

In view of the teams' respective records during this survey, it would appear there is a bias for UM within the Detroit News and Grand Rapids Press sports department. Each paper, both in quality and quantity, favored UM in its coverage.

The State Journal, which obviously favored MSU gave them 113 more story inches than UM, but 363 more picture inches. On the first page, the State Journal gave MSU 112 more story inches, but 316 more picture inches.

The Detroit News gave UM 31 less first page story inches but 72 more first page picture inches, and 66 less story inches overall and 219 more picture inches. The Grand Rapids Press gave UM 42 less inches of pictures and 42 more inches of story. However, this difference was largely due to 86 additional MSU picture inches given the last week of the survey.

The Jackson Citizen Patriot presented a fairly even balance on the first page and total coverage. MSU received the bulk of coverage from the paper, but this could be explained as a result of the game performance

of each team. It could be expected that in reverse circumstances, the Jackson Citizen Patriot would balance its coverage in favor of UM by about the same margin.

The Detroit Free Press apparently had an initial bias for UM but was willing to shift its coverage according to how well the teams perform. Whether UM's losing record was the reason, UM was nearly eliminated from the first page of the Detroit Free Press during the last three weeks of the content analysis.

The State Journal was mainly concerned with covering MSU. We could assume this would be true despite the team's record although obviously this content analysis could not provide such evidence as proof.

However, the State Journal did not entirely neglect UM, providing staff coverage of each game.

Considering the circulation of the papers involved in this content analysis, and the amount of coverage each paper gave to MSU, considerable information on the MSU football game was available to the majority of people living in central western and southern Michigan.

CHAPTER V

DAILY EDITION CONTENT ANALYSIS OF SEVEN MICHIGAN NEWSPAPERS

Chapter Plan

This chapter is designed to examine the amount, character and source of MSU news appearing in seven Michigan daily newspapers.

The period examined includes Tuesday, September 27 to November 7, 1966. Excluding the Sunday editions, which were considered in the preceding chapter, 36 issues of each of the seven newspapers in this content analysis are examined.

A week, in this chapter, is considered the six-day period from Tuesday to the following Monday, excluding Sunday. Six of these periods are included in the content analysis.

This span is used because the bulk of material which appeared in the Monday sports pages of the seven dailies about MSU athletics reflected on events which occurred the preceding week.

In addition to the five newspapers considered in Chapter IV, this chapter includes an examination of the Ann Arbor News and the Iron Mountain News sports pages. Neither the Ann Arbor or the Iron Mountain daily has a

Sunday edition or regularly sends staff reporters to the MSU football games. The Ann Arbor News sent a representative to the 1966 MSU-UM football game. Otherwise, both dailies used a Monday weekend review story[1] from a wire service as their coverage of the MSU games.

Each newspaper in the content analysis is evaluated individually in the first part of this chapter. Results show how much and what kind of MSU coverage appeared each week in each of the seven newspapers and how the coverage varied between weeks of the content analysis.

Individual articles and pictures are enumerated which can be traced to an activity of the SIO. This group includes stories written about topics discussed at the MSU Monday press luncheon; profile stories on individual MSU athletes and coaches; feature pictures and stories originated by the SIO and material issued in SIO releases prior to publication in the newspapers.

Editorialized sports columns of comment are discussed in order to evaluate the written attitudes of the newspapers towards the MSU athletic program.

The purpose of this chapter is to evaluate how much MSU news appeared, what kind of news appeared, how the newspapers treated the news and what role the SIO had in supplying the news. Again, coverage of UM's athletic

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[1]Hereinafter referred to as weekend review. Each Monday during the content analysis the Associated Press transmitted a story which recapitulated the results of the football game played the previous Saturday.

news is used for comparison.

Daily Coverage of MSU between September 27-November 7

Detroit News

Unlike its Sunday coverage which gave MSU and UM more total picture inches than any daily in the content analysis, the Detroit News did not run any pictures on MSU or UM during the first two weeks of the daily survey.

For the entire six weeks, the Detroit News gave UM 29 total picture inches; less column inches than the one UM-Purdue University game picture which occupied the first sports page on October 16, 1966.[2] See Table 8.

TABLE 8

COLUMN INCHES OF MSU AND UM IN DETROIT NEWS FROM DAILY EDITIONS, EXCLUDING SUNDAY, FROM SEPTEMBER 27 to NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	65	116	99	119	144	138	681
UM.....	65	90	80	70	85	98	488
Total Picture Inches							
MSU.....	0	0	28	30	28	36	122
UM.....	0	0	8	6	9	6	29
Total Coverage							
MSU.....	65	116	127	149	172	174	803
UM.....	65	90	88	76	94	104	517

[2] Detroit News, October 16, 1966, p. D-1.

First Week - From September 27 to October 3, the Detroit News ran a total of five stories about MSU on four different days. Of the seven dailies in the content analysis, only the Jackson, Ann Arbor and Iron Mountain newspapers carried less MSU total coverage this week than the Detroit News.

On Tuesday, Wednesday and Friday, preview stories on the MSU-University of Illinois football game appeared. The three stories, written by staff writer Ben Dunn, occupied 53 of the 65 total inches allotted MSU this week and concerned topics discussed at the Monday press luncheon in East Lansing.

Second Week - From October 4 to October 10, the Detroit News carried a total of six stories on four days. The MSU coverage was nearly double the previous week, but still ranked fourth among the seven dailies in the content analysis.

Larry Middelmas, staff writer, wrote a 30-inch column of comment for the Wednesday issue comparing MSU's end Gene Washington with UM's end Jack Clancy.[3] Articles concerning topics discussed at the MSU Monday press luncheon appeared Tuesday and Wednesday.

Third Week - From October 11 to October 17, the Detroit News carried eight total stories of five different days. For the remaining three weeks of the content analysis, a MSU article appeared five of the six days, excluding Saturdays.

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[3]Detroit News, October 5, 1966, p. D-1.

Although it decreased the total MSU story inches from the previous week, the Detroit News carried three articles, representing 76 inches, on topics discussed at the MSU Monday press luncheon.

On Tuesday, the first MSU picture of the content analysis in this newspaper appeared. It was a four-column, seven-inch photograph of MSU halfback Clint Jones, taken by a Detroit News cameraman.[4]

Fourth Week - From October 18 to October 24, the Detroit News carried six MSU articles. However, MSU total coverage was increased to 149 inches, nearly double that given to UM. UM's total coverage in the newspaper decreased for the third consecutive week, yet remained second only to the Detroit Free Press among dailies of the content analysis.

On Wednesday, the Detroit News ran a 38-inch profile on MSU roverback George Webster and accompanied the article with a three-column, nine-inch picture of him on the first sports page.[5] Biographical material of Webster which appeared in the article was partially supplied by SIO files at MSU.

Fifth Week - During the week of October 25 to October 31, the Detroit News carried nine stories on MSU for 144 inches. Both figures were the highest totals this paper registered during the content analysis.

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[4]Detroit News, October 11, 1966, p. C-1.

[5]Detroit News, October 19, 1966, p. C-1.

Sports editor Pete Waldmeir wrote a laudatory column of comment, 36 inches, titled "Coach Keeps '65 Champions Up" on Tuesday.[6] A 22-inch article on a topic discussed at the MSU Monday press luncheon appeared in the same issue. Other articles based on discussions at the Monday press luncheon appeared Wednesday, Thursday and Friday in this newspaper.

Sixth Week - During November 1 to November 7, MSU total coverage in the Detroit News increased for the sixth consecutive week.

MSU coach Daugherty proposed at the Monday press luncheon the NCAA should hold a post season playoff among the 16 top collegiate teams to determine the national collegiate football champion. The Detroit News carried a combined three articles and 34 inches in the Tuesday and Thursday issues on the Daugherty playoff idea.

Evaluation - The Detroit News increased MSU's total coverage as its winning streak continued while UM's total coverage remained at relatively the same level throughout the period. Neither in consistency or total inches did the paper match MSU's coverage in the Detroit Free Press or the State Journal.

Of the 41 articles which appeared about MSU, 14 were staff-written by the newspaper. Dunn, who attended each Monday press luncheon during the content analysis, wrote 19 articles on subjects discussed at those sessions,

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[6]Detroit News, October 25, 1966, p. C-1.

accounting for 351 of the 681 story inches allotted to MSU by his newspaper.

The Detroit News ran seven pictures of MSU athletes during the content analysis, one-third as many as appeared in the Detroit Free Press. Only the Jackson, Iron Mountain and Ann Arbor dailies, of newspapers in the content analysis, ran fewer pictures on MSU than the Detroit News.

Supplying background information for the newspaper's staff writers was the SIO's chief role in its interaction with the Detroit News. The MSU office's major service was sponsoring the Monday press luncheons and providing biographical data on the MSU football players.

Detroit Free Press

The Detroit Free Press was the only daily in the content analysis to run an article on MSU each of the 36 days examined. See Table 9.

TABLE 9

COLUMN INCHES OF MSU AND UM IN DETROIT FREE PRESS
FROM DAILY EDITIONS, EXCLUDING SUNDAY,
FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	115	142	133	120	182	253	945
UM.....	75	102	81	77	70	122	527
Total Picture Inches							
MSU.....	45	42	33	54	35	36	245
UM.....	0	11	13	17	0	29	70
Total Coverage							
MSU.....	160	184	166	174	217	289	1190
UM.....	75	113	94	94	70	151	597

First Week - From September 27 to October 3, the Detroit Free Press carried eight MSU stories and three pictures for 160 inches of total coverage. The newspaper gave MSU over twice the total coverage this week as the Detroit News and was second only to the State Journal among the seven dailies in the content analysis. UM received 75 total inches, less than half of MSU's coverage in the Detroit Free Press.

In addition to four articles on topics discussed at the MSU Monday press luncheon, the Detroit Free Press carried a profile on Spartan quarterback Jim Raye. The profile and a picture of Raye occupied 45 inches in the Wednesday issue.[7]

Second Week - During October 4 to October 10, the Detroit Free Press gave MSU 68 more inches of total coverage than the Detroit News. Although the 139 staff-written story inches were the most of any paper of the content analysis, the Detroit Free Press dropped to third in total coverage of MSU behind the Lansing and Ann Arbor dailies.

In addition to four articles written around a theme discussed at the MSU Monday press luncheon, the Detroit Free Press carried a story and picture about the MSU marching band on Wednesday.[8] Both the picture and the substance of the article was supplied to the newspaper's reporter upon his request.

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[7] Detroit Free Press, September 28, 1966, p. D-1.

[8] Detroit Free Press, October 5, 1966, p. D-1.

Third Week - During October 11 to October 17, the Detroit Free Press carried its lowest MSU picture coverage of the content analysis, 33 inches. Yet it ranked ahead of all other newspapers of the content analysis for this week except the State Journal.

Again the bulk of the week's total MSU story inches was represented by four articles occupying 90 inches dealing with topics discussed at the Monday luncheon. A brief story on the MSU basketball team appeared in Thursday and Friday issues.

Fourth Week - During October 18 to October 24, the Detroit Free Press used 54 MSU picture inches, the most it ran any week of the content analysis.

On Friday, the Detroit Free Press ran a feature article with a picture on the MSU soccer team and a SIO cross country spot sports release verbatim. Information for the soccer article and the accompanying picture were supplied by the SIO.[9] The soccer story and picture, which occupied 28 inches, was the only feature on that MSU sport which appeared in any of the newspapers during the content analysis.

Fifth Week - From October 25 to October 31, the Detroit Free Press carried 182 story inches on MSU to rank second only to the State Journal among papers of the content analysis during the week.

A wire service soccer story was used in the Tuesday

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[9]Detroit Free Press, October 21, 1966, p. D-4.

and Friday issues while a 34-inch combination feature and picture of MSU cross country runner Dick Sharkey appeared Thursday.[10] Both information and the picture for the cross country article was supplied by the SIO and was the only feature on that MSU sport to appear in any of the content analysis' dailies during the survey.

Sixth Week - During November 1 to November 7, the Detroit Free Press carried 114 more inches of total coverage than the Detroit News and 17 more inches than the State Journal during the week. The 253 story inches which appeared was the most on MSU for any week of any newspaper in the content analysis.

Daugherty's NCAA football playoff idea was broken by the Detroit Free Press with a 38-inch staff-written story on Tuesday.[11] An additional 22-inch article on other items discussed at the MSU Monday press luncheon was carried in the same issue.

Background information for MSU football players was supplied to reporter Hal McCoy by the SIO and appeared in profile articles on Thursday and Friday.

Evaluation - The Detroit Free Press carried 887 staff-written story inches on MSU during the content analysis, the most of any newspaper examined. The total MSU story inches was 221 more than what appeared in the State Journal, which ranked second among the newspapers

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[10] Detroit Free Press, October 27, 1966, p. D-1.

[11] Detroit Free Press, November 1, 1966, p. D-1.

during the content analysis. Only the State Journal provided more MSU total coverage during the content analysis.

The Detroit Free Press carried more MSU total inches every week than the Detroit News and 387 more inches of MSU total coverage during the content analysis. Yet, for the same period, the Detroit Free Press edged the Detroit News by only 80 inches of UM total coverage.

Grand Rapids Press

Over half of the pictures and stories on MSU which appeared in the Grand Rapids Press during the content analysis was transmitted by the wire services. Wire service participation in MSU coverage for this period is examined later in this chapter.

The Grand Rapids Press ranked fourth among newspapers of the content analysis in total MSU daily coverage. See Table 10.

TABLE 10

COLUMN INCHES OF MSU AND UM IN GRAND RAPIDS PRESS FROM DAILY EDITIONS, EXCLUDING SUNDAY, FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	78	73	113	100	73	100	537
UM.....	60	70	95	47	60	78	410
Total Picture Inches							
MSU.....	23	26	13	38	32	59	191
UM.....	9	0	13	22	28	24	96
Total Coverage							
MSU.....	101	99	126	138	105	159	728
UM.....	69	70	108	69	88	102	506

First Week - During September 27 to October 3, the Grand Rapids Press carried a total of seven MSU stories on five different days. Its MSU total inches of coverage ranked only behind the State Journal and the Detroit Free Press during the week.

On Wednesday, the Grand Rapids Press carried 52 of its 78 story inches allotted to MSU for the week.[12] Sports editor Clank Stoppels previewed the University Illinois-MSU football game in a sports column of comment entitled "Illinois Could be Tough."

Second Week - From October 4 to October 10, the Grand Rapids Press was the only newspaper of the content analysis to decrease MSU's total coverage from the previous week.

On Wednesday the Grand Rapids Press ran a staff-written preview story of the MSU-UM football game, a report of the MSU-Calvin College soccer game and a picture of MSU end Al Brenner holding his infant son.[13] The picture of Brenner, transmitted by the Associated Press, was taken by the SIO feature service.

Third Week - From October 11 to October 17, the Grand Rapids Press gave UM 95 story inches and 108 inches of total coverage. This was the most inches UM received for the week from any daily in the content analysis except the Ann Arbor News. MSU received 18 more total inches,

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[12] Grand Rapids Press, September 28, 1966, p. 73.

[13] Grand Rapids Press, October 5, 1966, p. 57.

the same amount of total coverage this week as appeared in the Jackson Citizen Patriot.

Stoppels took his only road trip with the MSU football team during the content analysis this week. From Columbus, Ohio, Stoppels wrote a 26-inch pre-game news story which appeared Wednesday and a 31-inch sports column of comment entitled "Watch Out for Woody," on Thursday. The column suggested that Ohio State University football coach Woody Hayes could have his team in a spirit to defeat MSU.[14]

Fourth Week - During October 18 to October 24, the Grand Rapids Press increased MSU's total coverage by 12 inches, but remained fourth among dailies of the content analysis in MSU total inches for the week.

On Wednesday, Stoppels wrote a 33-inch sports column of comment which previewed the MSU-Purdue University football game. The theme of the column was Purdue University's incentive of a Rose Bowl trip if they defeated MSU.[15] On Thursday, the Grand Rapids Press ran an Associated Press feature and picture on the MSU defensive backfield.[16] The information and picture was supplied by the SIO.

Fifth Week - During October 25 to October 31, the MSU total coverage in the Grand Rapids Press decreased 33 inches. UM's total coverage increased 19 inches during the same period.

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[14] Grand Rapids Press, October 12, 1966, p. 35.

[15] Grand Rapids Press, October 19, 1966, p. 85.

[16] Grand Rapids Press, October 20, 1966, p. 43.

On Friday, a SIO release on MSU football player Charles Thornhill was used verbatim along with an SIO picture.[17] The article was the feature included in the MSU newsletter of October 25. In the same issue, a United Press International wirephoto of MSU tackle Jerry West and family, supplied by the SIO, occupied 17 inches.

Sixth Week - From November 1 to November 7, the 159 inches of total coverage was the most space the Grand Rapids Press gave to MSU during any week of the content analysis. Nevertheless, for the week the MSU coverage ranked fourth to the Detroit dailies and the State Journal among papers examined.

On Tuesday, a 30-inch Associated Press report on the Daugherty NCAA football playoff idea was carried, and on Friday the announcement the MSU-University of Iowa cross country meet had been canceled due to snow appeared. Both wire services were notified by telephone by the SIO of the cross country meet cancellation.

Evaluation - Only the Jackson and the Iron Mountain dailies gave MSU fewer story inches than the Grand Rapids Press during the content analysis. Although the Grand Rapids Press had over three times the circulation of the Jackson Citizen Patriot, it gave MSU only 34 more story inches than the Jackson daily.

The Grand Rapids daily ranked third in the use of MSU picture and picture inches in the content analysis.

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[17] Grand Rapids Press, October 28, 1966, p. 43.

State Journal

The State Journal gave MSU the most complete coverage of any daily in the content analysis, 331 total inches more than the second ranking Detroit Free Press. See Table 11.

TABLE 11

COLUMN INCHES OF MSU AND UM IN STATE JOURNAL FROM DAILY EDITIONS, EXCLUDING SUNDAY, FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	135	135	222	183	182	191	1048
UM.....	31	83	69	31	61	46	321
Total Picture Inches							
MSU.....	71	100	75	73	74	80	473
UM.....	0	62	12	0	25	9	108
Total Coverage							
MSU.....	206	235	297	256	256	271	1521
UM.....	31	145	81	31	86	55	429

The State Journal gave MSU an average of over 42 inches a day for the six weeks or about two full newspaper columns daily.

First Week - From September 27 to October 3, the State Journal gave MSU more than twice the total inches for the week as any other daily in the content analysis except the Detroit Free Press.

Of the five MSU pictures used during the week, three were products of the SIO. In addition, a spot sports soccer release was revised and used Friday.[18]

[18] State Journal, September 30, 1966, p. D-1.

Second Week - During October 4 to October 10, the State Journal gave UM 145 inches of total coverage, 59 more inches than it gave UM for any other week of the content analysis. MSU coverage remained at about the same level as the previous week.

During the week the State Journal used verbatim a SIO spot sports soccer release on Tuesday, a cross country release on Thursday and two SIO feature pictures including the picture of Brenner and his son.

On Friday, the State Journal used the starting lineups for the MSU-UM football game as a part of a montage with each school's pennants over the top half of the first sports page.[19] The lineups were released in the October 4 newsletter by the SIO.

Third Week - From October 11 to October 17, the State Journal's total MSU coverage, 296 inches, was the highest of any week in the content analysis for any week. This coverage was 130 more inches than the second ranking Detroit Free Press gave MSU this week.

Four of the five pictures used this week were issued by the SIO, including a feature picture on tackle Jerry West. Player profile articles were carried on MSU football players Charles Smith, Wednesday; Mitch Pruitt, Thursday and West, Friday.

On Friday, the State Journal used a spot sports

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[19] State Journal, October 7, 1966, p. C-1.

soccer release verbatim for the Akron University-MSU game.[20] Sports editor Bob Hoerner wrote a sports column of comment commending MSU center Keith Redd in the same issue.

Fourth Week - From October 18 to October 24, MSU's total coverage in the State Journal dropped 39 inches from the previous week. UM's coverage during the same span decreased more than in half. The State Journal gave MSU 256 inches of total coverage for the week, almost eight times the amount accorded to UM.

Three of the six pictures used by the State Journal during the week were supplied by the SIO. Thursday's issue carried a cross country meet spot sports release and a box of MSU football statistics, both released by the SIO.[21] A verbatim soccer release and the football starting lineups appeared Friday and the results of the MSU-Notre Dame University-Eastern Michigan University cross country meet appeared Saturday. The results of the cross country meet was telephoned to the State Journal by the SIO.

Fifth Week - From October 25 to October 31, the State Journal carried the exact same total MSU coverage as the previous week. UM's total coverage went to 86 inches, the most of any week in the State Journal for the survey except the week of the MSU-UM football game.

A SIO spot sports soccer release was revised and used on Wednesday and Friday while a cross country release

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[20] State Journal, October 14, 1966, p. C-1.

[21] State Journal, October 20, 1966, p. F-1.

appeared verbatim Friday. Results of the cross country meet, telephoned to the newspaper by the SIO, appeared Monday.

Sixth Week - During November 1 to November 7, the State Journal boosted MSU's total coverage to 271 inches. Only during the third week of the content analysis did the Lansing daily give MSU more story and picture inches.

The State Journal carried two wire service stories on Daugherty's NCAA football playoff idea, but did not comment editorially on the subject during the week. For the third week of the content analysis, the State Journal used an Associated Press report on a topic discussed at the MSU Monday press luncheon in the Tuesday issue even though a staff reporter had attended the same luncheon.[22]

A verbatim spot sports soccer release and the football game starting lineups, released by the SIO, appeared Friday.[23]

Evaluation - The State Journal carried the most stories, 78, and the most pictures, 32, of MSU during the six weeks of any newspaper examined. An article or picture of MSU appeared 33 of the 36 days.

The State Journal did not depend on the SIO's Monday luncheon as a source of news as much as the Detroit dailies. Rather, the services of the SIO used most were the feature pictures and the minor sports releases.

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[22] State Journal, November 1, 1966, p. E-1.

[23] State Journal, November 4, 1966, p. D-1.

Jackson Citizen Patriot

The Jackson Citizen Patriot ran an article on MSU 24 of the 36 days of the survey, fewest of any newspaper examined, but carried more total MSU stories, 44, than the Detroit News. For the six week period, the Jackson daily carried only 32 less MSU story inches than the Grand Rapids Press. See Table 12.

TABLE 12

COLUMN INCHES OF MSU AND UM IN JACKSON CITIZEN PATRIOT
FROM DAILY EDITIONS, EXCLUDING SUNDAY,
FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	63	79	126	92	46	99	505
UM.....	37	59	56	31	32	25	240
Total Picture Inches							
MSU.....	0	19	0	18	0	0	37
UM.....	0	0	0	0	0	0	0
Total Coverage							
MSU.....	63	98	126	110	46	99	542
UM.....	37	59	56	31	32	25	240

The Jackson Citizen Patriot's picture coverage of MSU was the second lowest total of any daily examined. Only three MSU pictures were used for 37 picture inches while UM did not have a single picture appear during the content analysis.

First Week - From September 27 to October 3, the Jackson daily ran a total of five MSU articles which appeared on three different days. Five Associated Press articles made up the MSU story budget for the week.

On Tuesday, a 20-inch article on topics discussed at the MSU Monday press luncheon and an 18-inch report about the University of Illinois losing injured halfback Cyril Pinder appeared.[24]

Second Week - During October 4 to October 10, the Jackson Citizen Patriot gave UM 59 total inches, the most coverage it gave UM any week of the survey. MSU received its first picture of the content analysis from this newspaper, a 3IC photograph of MSU end Gene Washington.

A 19-inch staff-written football game preview article appeared Thursday.[25] An Associated Press profile feature on Tody Smith, freshman brother of MSU end Charles Smith, appeared Friday.[26]

Third Week - From October 11 to October 17, the Jackson daily gave MSU 126 story inches, the most for the paper any week of the survey. The total ranked the paper third among dailies examined this week behind the State Journal and Detroit Free Press.

Sports editor Al Cotton wrote a column of comment Wednesday which supported Daugherty's claim that MSU had a strong offense and a column Thursday which examined the pressure on the MSU football team.

Fourth Week - During October 18 to October 24, the Jackson Citizen Patriot gave MSU 110 inches of total

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[24] Jackson Citizen Patriot, September 27, 1966, p. 15.

[25] Jackson Citizen Patriot, October 6, 1966, p. 28.

[26] Jackson Citizen Patriot, October 7, 1966, p. 19.

coverage, which was over three times the total UM received.

An 18-inch Associated Press wirephoto of the MSU football defensive backfield appeared Thursday.[27] The photograph, which was originally supplied as a SIO feature, was accompanied by a 25-inch wire service article.

On Saturday, the Jackson Citizen Patriot carried a United Press International report on MSU's cross country victories.[28]

Fifth Week - From October 25 to October 31, coverage of MSU dropped to 46 total inches, the lowest of any week in this analysis for the Jackson Citizen Patriot.

A 23-inch Associated Press article on topics discussed at the Monday MSU press luncheon appeared Tuesday and a 16-inch wire service pre-game story of the MSU-Northwestern University game was used Thursday.

Sixth Week - During November 1 to November 7, the Jackson Citizen Patriot's MSU total coverage rose to 99 inches while UM's coverage fell to 25 inches, its lowest of the content analysis in the Jackson daily.

Associated Press reports were used for the Daugherty NCAA football playoff idea and an article about topics discussed at the MSU press luncheon in the Tuesday issue.[29]

Evaluation - The Jackson Citizen Patriot ran only two staff-written stories on MSU during the six weeks, yet

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[27] Jackson Citizen Patriot, October 20, 1966, p. 27.

[28] Jackson Citizen Patriot, October 22, 1966, p. 10.

[29] Jackson Citizen Patriot, November 1, 1966, p. 14.

averaged only seven inches a day less story coverage than the Detroit News.

MSU received over twice the total coverage in the Jackson daily during the content analysis as UM. Only the Iron Mountain News gave UM less total inches during the content analysis than the Jackson daily.

The distinction in the coverage of both school's was the lack of pictures.

Ann Arbor News

Table summaries for the Ann Arbor News and the Iron Mountain News cannot be accurately compared to other dailies in this content analysis. Both the Ann Arbor and Iron Mountain dailies ran MSU and UM football game stories in the Monday issues. This game coverage was considered separately in the other five dailies of the content analysis in the previous chapter.

Ann Arbor News coverage of UM was not computed because that school is not the central concern of this study. Figures of UM coverage are used to make the MSU data more meaningful and to possibly uncover a bias among the newspapers involved. As the State Journal favored MSU, the Ann Arbor daily favored UM.

When comparison of coverage between MSU and UM are made in this study, the newspapers with obvious bias will be excluded. Thus, the State Journal's MSU coverage and the Ann Arbor News' UM coverage will not be included in comparing total coverage of all newspapers examined.

First Week - From September 27 to October 3, the Ann Arbor News ran six MSU articles on five days. See Table 13.

TABLE 13

COLUMN INCHES OF MSU IN THE ANN ARBOR NEWS FROM DAILY EDITIONS, EXCLUDING SUNDAY, FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches....	60	174	112	82	66	70	564
Total Picture Inches..	0	93	0	0	11	0	89
Total Coverage.....	60	252	112	82	77	70	653

The Ann Arbor News used four wire service MSU pre-game stories during the week and one Associated Press article of a MSU football practice session. An Associated Press weekend review article, unaccompanied by any MSU game pictures, occupied 11 inches.[30]

Second Week - During October 4 to October 10, over a third of MSU's total coverage in the Ann Arbor News for the six weeks appeared. All but 8 inches of the staff-written MSU articles during the content analysis appeared this week, including a 15 and 36 inch pre-game story on Thursday and Friday respectively.

Six MSU pictures, three issued by the SIO, appeared in the Ann Arbor News this week.

On Monday, the Ann Arbor News carried a 44-inch staff-written report of the MSU-UM football game, 16 inches

[30] Ann Arbor News, October 3, 1966, p. 23.

of statistics on the game and an 18-inch sidebar.[31] Two game pictures, occupying 34 inches, boosted the total sports page game coverage to 112 inches.[32] This was the only MSU football game during the content analysis which the Ann Arbor News covered with a staff reporter.

Third Week - During October 11 to October 17, MSU's total coverage in the Ann Arbor News was 155 inches less than the previous week. However, the 112 total inches was the second most space MSU received from the Ann Arbor daily during the six weeks.

In addition to five MSU preview football game stories, the Ann Arbor newspaper ran an eight-inch wire service story on the opening of MSU basketball practice. An 18-inch wire service report the MSU-Ohio State University football game, unaccompanied by a picture, was used Monday.[33]

Fourth Week - During October 18 to October 24, the Ann Arbor News total coverage of MSU dropped 20 inches from the previous week.

The Ann Arbor daily carried an Associated Press pregame football story on MSU, Tuesday through Friday, including Thursday's feature on MSU's defensive backfield.

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[31] Sidebar is a journalistic term defined by Curtis D. MacDougall, Interpretative Reporting (4th ed.; New York: The Macmillan Co., 1963), p. 514, as "A complete article on one phase of a longer story, run separately."

[32] Ann Arbor News, October 10, 1966, p. 23.

[33] Ann Arbor News, October 17, 1966, p. 23.

Fifth Week - From October 25 to October 31, the MSU total coverage dropped to 77 inches in the Ann Arbor News.

An Associated Press wirephoto of MSU football player Mike Bradley occupied 11 inches Wednesday.[34] The picture, the last on MSU to appear in the Ann Arbor News during the content analysis, was supplied to the wire service by the SIO.

Sixth Week - During November 1 to November 7, the Ann Arbor News' total coverage of MSU, including a 13-inch football game review article on Monday, was the fewest inches of any paper examined except the Iron Mountain News. The Ann Arbor daily was the only newspaper in the content analysis which gave MSU less total coverage this week than last week.

A SIO soccer release was used verbatim Friday and a newsletter sport shorts appeared Monday. For the fourth consecutive week, MSU's total coverage in the Ann Arbor News decreased.

Evaluation - Unless two factors are considered, the MSU total coverage, as it is represented in Table 13, may be deceiving. Of the 653 inches of total coverage allotted MSU, 267 inches appeared during the week of the MSU-UM football game and 186 of those inches were used as game coverage.

The tables indicate the Ann Arbor daily gave MSU 111 more inches of total coverage during the six weeks of the

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[34] Ann Arbor News, October 26, 1966, p. 24.

content analysis than the Jackson Citizen Patriot, a daily of about the same circulation. However, the Jackson newspaper gave MSU 600 inches of football game coverage in its Sunday issues.

Coverage presented as MSU news during the week of October 4 to October 10 in the Ann Arbor News could have been counted as UM news. The atypical MSU volume that week indicates the paper's chief consideration of MSU in that coverage was as an opponent of UM. The Ann Arbor News was the only newspaper examined whose total MSU coverage decreased each week following the UM game.

Iron Mountain News

Of the dailies included in the content analysis, the Iron Mountain News was geographically the farthest away from both schools, had the smallest circulation and had only one page for sports usage daily. Subsequently, the total inches devoted to MSU and UM news were considerably fewer than the other dailies studied.

Nevertheless, the Iron Mountain daily carried an MSU story 27 of the 36 days and only nine less MSU total stories than the Detroit News. See Table 14.

First Week - During September 27 to October 3, the Iron Mountain News carried six stories on MSU, none of which were longer than 10 inches.

A staff-written report on MSU halfback Dick Berlinski, based on information supplied in the SIO newsletter, was used on Wednesday and Saturday. Berlinski

played high school football at Kingsford, which is two miles from Iron Mountain.

TABLE 14

COLUMN INCHES OF MSU AND UM IN IRON MOUNTAIN NEWS FROM DAILY EDITIONS, EXCLUDING SUNDAY, FROM SEPTEMBER 27 TO NOVEMBER 7, 1966

	1st week	2nd week	3rd week	4th week	5th week	6th week	Tl.
Total Story Inches							
MSU.....	28	36	43	55	17	31	210
UM.....	13	16	11	19	0	13	72
Total Picture Inches							
MSU.....	0	0	0	15	0	0	15
UM.....	0	0	0	0	0	0	0
Total Coverage							
MSU.....	28	36	43	70	17	31	225
UM.....	13	16	11	19	0	13	72

Second Week - During October 4 and October 10, the Iron Mountain News used a total of four MSU articles on four different days.

A MSU football practice report, filed by a campus stringer, appeared on Tuesday and Thursday.

Third Week - During October 11 to October 17, the Iron Mountain News gave MSU nearly four times the total coverage it accorded UM.

On Friday, a seven-inch Associated Press article on MSU's opening basketball practice and a staff article on Berlinski appeared.[35] The Berlinski article was based on information released by the SIO.

[35] Iron Mountain News, October 14, 1966, p. 8.

Fourth Week - During October 18 to October 24, the Iron Mountain News gave MSU its most total coverage for any week in the content analysis. The 70 inches of total coverage was only 12 inches less than what appeared in the Ann Arbor News.

Both of the two MSU pictures which the Iron Mountain paper used during the survey appeared this week. A newspaper staff photograph of Berlinski was used Wednesday and a SIO feature picture of MSU football player George Webster appeared Thursday. The Webster photograph was transmitted by the Associated Press and received 11 inches of space.[36]

An article on Berlinski appeared Wednesday and Friday. The longest MSU story of the week was a 15-inch Associated Press feature on the MSU defensive backfield which appeared Thursday.[37]

Fifth Week - From October 25 to October 31, the Iron Mountain News gave MSU its lowest total coverage of the content analysis, 17 inches. UM did not receive a picture or article during this period.

An MSU football practice story, filed by the campus wire service stringer, was used Wednesday, a sport short from the newsletter was used Friday and a two-inch weekend review by the Associated Press appeared Monday.

Sixth Week - During November 1 to November 7, the MSU total coverage in the Iron Mountain News nearly doubled

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[36] Iron Mountain News, October 20, 1966, p. 15.

[37] Ibid.

from the previous week.

An Associated Press report appeared Wednesday on MSU's upcoming basketball clinic along with a football practice story featuring Berlinski's promotion to first string halfback and a preview article on the MSU-St. Louis University soccer game.[33]

Evaluation - The Iron Mountain News appeared most interested in their local boy on the MSU football team. Five of the articles and one of the two pictures used concerning MSU during the six weeks was primarily about Berlinski.

Although both schools received sparce coverage, the Iron Mountain News was the only paper examined, beside the State Journal which gave MSU at least twice the total coverage as UM every week.

Conclusions of Daily MSU Coverage September 27-November 7

For the six weeks, MSU received 5,662 inches of total coverage. This averaged for each of the seven dailies, about 135 inches a week or 22½ inches a day.

Every daily in the content analysis gave MSU more total inches of coverage than UM for the six weeks, except the Ann Arbor News. The State Journal, Detroit Free Press, Jackson Citizen Patriot and Iron Mountain News gave MSU at least twice the total inches as each gave UM.

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[33] Iron Mountain News, November 2, 1966, p. 8.

Excluding the State Journal's MSU coverage and the Ann Arbor News' UM coverage, MSU received 4,141 total inches to 2,361 for UM. MSU received 1,780 more inches than UM in the six dailies during the six weeks or an average of 50 additional inches a newspaper a week.

A MSU article appeared, on the average, about five of every six days for all seven dailies. Saturday, the day of a football game, was the most frequent time when a MSU article did not appear.

Wire Service Role In
MSU Daily Coverage

For the six week daily survey, a significant amount of coverage afforded MSU was moved by the wire services. See Table 15.

At least one Associated Press article appeared in one of the dailies 30 of the 36 days surveyed. A United Press International dispatch appeared in at least one newspaper on 16 different days, about half the frequency of the Associated Press.

The Iron Mountain News was the only newspaper of the content analysis which did not have the United Press International service. Although it was available, the Detroit News did not use any United Press International copy of MSU during the six weeks.

In the dailies examined, five times as many stories and pictures by the Associated Press of MSU were carried as the United Press International. Over 87 per cent of

the total wire service inch coverage of MSU for the six weeks in the dailies examined was transmitted by the Associated Press.

TABLE 15

WIRE SERVICE ROLE IN MSU DAILY COVERAGE
FOR SEVEN MICHIGAN NEWSPAPERS
SEPTEMBER 27-NOVEMBER 7, 1966

	DN[a]	DFP	GRP	JCP	SJ	AAN	IMN	Tl.
Days Running Story								
AP....	5	7	19	19	11	25	23	30
UPI...	0	2	2	7	4	5	..	16
Total Stories								
AP....	6	8	27	29	15	34	29	148
UPI	0	3	2	8	5	6	..	24
Total Pictures								
AP....	1	3	5	1	2	3	1	17
UPI...	0	0	3	1	0	0	..	4
Total Story Inches								
AP....	39	36	234	396	209	386	199	1549
UPI...	0	14	11	70	50	58	..	203
Picture Inches								
AP....	36	29	79	18	51	38	11	262
UPI...	0	0	38	15	0	0	..	53
Total Coverage								
AP....	75	65	363	414	260	424	210	1811
UPI...	0	14	49	85	50	58	..	256

[a]Abbreviations for the table headings include: DN, Detroit News; DFP, Detroit Free Press; GRP, Grand Rapids Press; JCP, Jackson Citizen Patriot; SJ, State Journal; AAN, Ann Arbor News; IMN, Iron Mountain News, Tl., Total of all newspapers.

Generally, the smaller the dailies' circulation in this content analysis, the higher proportion of wire-to-staff coverage was used. Only the Grand Rapids Press among the large circulation dailies carried a high percentage of wire copy on MSU. Of that newspaper's total MSU coverage for the six weeks, nearly half was supplied by

the Associated Press and over half was supplied by both wire services.

Jackson Citizen Patriot used 499 inches of wire service copy among its 542 inches of total MSU coverage. Despite the 91 inches of staff-written copy during the week of the MSU-UM football game, the Ann Arbor News used 482 inches of wire service copy among its 653 inches of total MSU coverage.

All but five of the 34 MSU sports stories appearing in the Iron Mountain News were transmitted by the Associated Press. Of the 225 MSU total inches during the six weeks, 210 inches were taken from the Associated Press wire.

The combined inch usage of wire service copy about MSU in the seven dailies examined increased markedly from 216 and 197 inch coverage for the first two weeks of the content analysis respectively. Every other week, more than 250 inches were used from the wire services with peaks of 415 inches for October 11 to October 17 and 373 inches for November 1 to November 7.

For the six weeks, the following totals indicate the amount of wire service coverage compared to overall total inches: 172 of 350 stories; 21 of 84 pictures; 315 of 1235 picture inches and 1,752 of 4,461 story inches. Except for the number of stories, which is about half of the total, wire service material represents about a fourth of the MSU total coverage.

A stringer,[39] usually a MSU undergraduate student, is recommended by the SIO upon request for the wire services. The stringers are expected to file stories about practice sessions during the football season and to telephone results of the MSU home minor sports contests. In addition, each stringer is invited to the Monday press luncheon.

Minor Sports Percentage
In MSU Daily Coverage

During the content analysis, the MSU soccer team compiled a 7-0-1 record, winning all five games played at home. The cross country team compiled a 4-1 record during the same period, winning all three home meets.

Despite the winning records, the soccer and cross country teams were virtually ignored in the seven dailies examined. See Table 16.

The total coverage of the MSU soccer and cross country team includes material which appeared in both the daily and Sunday issues of the newspapers in the content analysis. The few inches on the MSU minor sports which appeared in Sunday issues, were not counted with the total MSU football coverage. Consequently, that data is recorded in this chapter.

Neither the Ann Arbor News or the Iron Mountain News

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[39]Stringer is a journalistic term defined by Chilton R. Bush, Newswriting and Reporting Public Affairs (New York: Chilton Book Co., 1965), p. 553 as "a part-time correspondent for a newspaper or news agency."

carried an article on the MSU cross country team during the six weeks although each used a two-inch game report of the MSU-St. Louis University tie.

The State Journal provided over 60 per cent of the total coverage of both MSU minor sports. Of the 237 inches which appeared on both sports during the six weeks, the State Journal used a combined 144 inches on the two sports.

TABLE 16

MSU MINOR SPORTS COVERAGE IN
SEVEN MICHIGAN NEWSPAPERS
SEPTEMBER 27-NOVEMBER 7, 1966

	Cross Country				Soccer			
Daily	Stories and Inches		Pictures and Inches		Stories and Inches		Pictures and Inches	
SJ[a]	8	31	0	0	14	84	2	29
DFP	2	28	1	9	4	28	1	10
GRP	1	2	0	0	1	4	0	0
JCP	1	3	0	0	1	1	0	0
DN	1	3	0	0	1	1	0	0
AAN	0	0	0	0	1	2	0	0
IMN	0	0	0	0	1	2	0	0
Total..	13	67	1	9	23	122	3	39
Source								
AP	1	2	0	0	5	11	0	0
UPI	1	3	0	0	2	6	0	0
SIO	5	20	1	9	8	39	2	25
Staff	6	42	0	0	8	66	1	14
Total..	13	67	1	9	23	122	3	39

[a]Abbreviations for this table include: SJ, State Journal; DFP, Detroit Free Press; GRP, Grand Rapids Press; JCP, Jackson Citizen Patriot; DN, Detroit News; AAN, Ann Arbor News; IMN, Iron Mountain News; AP, Associated Press; UPI, United Press International; SIO, Michigan State University Sports Information Office; Staff; a representative of each individual newspaper in the table.

About 33 per cent of the total inches which appeared in the seven dailies examined on both MSU minor sports were SIO releases, used verbatim or slightly revised by the newspaper. A photograph of the MSU soccer team, taken by the State Journal was the only picture on either sports which appeared during the six weeks that was not a product of the SIO.

The Detroit Free Press was the only daily examined which carried a feature story on both MSU minor sports teams during the six weeks. No feature wire service stories on either MSU team appeared in the seven dailies during the same period.

All dailies examined except the Detroit News shared 83 inches of MSU pre-season basketball copy. Both the State Journal and the Grand Rapids Press gave the most MSU basketball coverage with two articles for 16 inches and one picture for 13 inches. Of the 11 basketball stories which appeared, 6, representing 42 inches, were transmitted by the Associated Press.

Including a three-inch State Journal article on the MSU fall intrasquad golf tournament, 43 total stories, six pictures and a combined 323 inches of total coverage appeared in the seven Michigan dailies for the six weeks on MSU athletics other than football.

CHAPTER VI

MICHIGAN DAILY SPORT EDITOR'S REACTION TO SIO AND MSU ATHLETICS

Chapter Plan

This chapter is designed to examine the personal views of Michigan daily newspaper sports editors toward MSU athletics and the SIO. The presentation of the study thus far has been a concentrated view of selected newspapers during a specific period. To evaluate the SIO fully, it is necessary to consider as many different dailies in the state as possible.

Since a content analysis of the 53 English language dailies in Michigan over an extended period would be impractical, the author utilized a written questionnaire as the basic measure device of those newspaper not examined.

As has been noted, a single page questionnaire and a self-addressed, stamped envelope was mailed with an explanatory letter to the sports editor of the 53 newspapers. See Appendices A and B.

The aim of the questionnaire was to obtain each editor's subjective appraisal of the coverage his paper gave MSU, his estimate of the services offered by the SIO and his evaluation of the SIO.

Quantitative and qualitative results of the returned

questionnaires is presented in three sections. For clarity, each Michigan daily is grouped by circulation as large, medium or small. These categories consist of large, 20,000 and above daily circulation; medium, between 7,000 and 20,000 daily circulation and small, up to 7,000 daily circulation.

In-depth interviews were conducted with representatives of each newspaper considered in the content analysis except the Iron Mountain News. The purpose of the interviews was to amplify results of the questionnaire and to obtain suggestions for improvement of the SIO.

Questionnaire Results
Large Dailies

Of the 13 daily newspapers in Michigan with circulation over 20,000 daily, 14 sports editors replied to the questionnaire. Included among the respondents were the six largest circulated dailies in the state.

The dailies which participated include: Detroit News, Detroit Free Press, Grand Rapids Press, Flint Journal, State Journal, Pontiac Press, Royal Oak Tribune, Muskegon Chronicle, Macomb Daily, Battle Creek Enquirer, Bay City Times and Ann Arbor News. The Royal Oak Tribune returned a partially completed questionnaire while others failed to answer one or two questions.

Reaction to Coverage

Of the 11 replies, seven editors reported his paper regularly covered MSU athletics before the university

entered the Big Ten in 1948.

Each of the 13 sports editors who answered said his paper's coverage of MSU sports has increased since he has been sports editor. Unanimously, the sports editors said "readership interest" was a cause of the increase. Of those who chose a combination of factors, seven editors added "success of Spartan teams," five said "increased page space," and four added "local athletes on the MSU team."

During a typical year, all 13 sports editors who answered said they write at least one sports column of comment of MSU athletics. Five editors replied that each writes at least 20 such columns during a typical year.

Each of the 13 who replied agreed his paper gave football more complete coverage than any other MSU sport because he said football was the major collegiate sports interest of readers in his circulation area.

Reaction to SIO Services

Except for the Port Huron Times, the 13 respondents said the SIO should not increase in number or frequency the mimeographed releases. The Port Huron paper requested more feature stories on MSU athletes from its area.

Asked if he thought he would use SIO features on all athletes from his circulation area, 12 replied "yes." The Detroit Free Press and Grand Rapids Press replied that their only interest is in those athletes who make a significant contribution to the team's success.

Only the Grand Rapids and Pontiac dailies said they ever print the SIO releases verbatim. (The results of the previous chapters indicate the releases are used verbatim occasionally in other newspapers.) Of the 12 remaining responses, three said they changed releases slightly to agree with the paper's style while nine said they use releases exclusively for background information.

The Detroit News, Jackson Citizen Patriot, Battle Creek Enquirer and Port Huron Times requested more information on the MSU minor sports teams. The remaining 10 editors said they did not want additional information on those teams. Five qualified their answers with "except if there is a local athlete on the team."

Asked if they thought the SIO gave preferred treatment to large dailies, eight said no; three said yes and three said "no comment."

Information on local athletes was listed by four of the 12 respondents as to what is the SIO's most helpful service. Other items mentioned included: team brochures, press box service, team statistics, column ideas and baseball game reports filed during the spring southern tour.

Suggestion for the SIO

Asked how the MSU office ranked with others in Michigan, four said it is the best SIO in the nation and five others said it is the best in the state. Of the five who did not specifically rank MSU as the best in Michigan,

the answers included: "topflight," "very high," "one of the best," and "topnotch except in area of localized features."

Half of the 14 respondents replied "nothing" when asked how the SIO at MSU could be improved.

One of the satisfied sports editors was Doug Mintline, Flint Journal, who wrote:

> The MSU sports information director has set a pace second to none in the country. What isn't offered quickly is taken care of on request. The press box operation is and always has been super. It is true that MSU has been blessed with many 'news' personalities among its coaching staff and it's also true outstanding Spartan records make news more useable. Still, the personalities and records are enhanced by an SIO staff with imagination and initiative. Stabley and Vista in particular have made my job easy.

Bruno Kearns, sports editor of the Pontiac Press, said he could recommend no improvements for the SIO and commented:

> It has always been my opinion that MSU's sports information department is the best to be found locally, statewide or nationally. Every newspaper or sports staffer, regardless of size of paper, is treated fairly and any request for sports information or assistance is given first class consideration. Unlike many other institutions or teams, Fred Stabley has made the entire state of Michigan his 'circulation area' and not just given locales such as Lansing or Detroit preference.

Of the seven editors who recommended changes, five suggested changes in SIO releases and two suggested changes in picture service.

The Bay City, Jackson, Royal Oak and Macomb newspapers said SIO should increase the number of localized individual athlete stories. Mike Sturn, sports editor of

the Bay City Times, suggested a notation should be included at the top of all releases which includes information on an athlete from his area.

The Muskegon Chronicle suggested the greatest improvement would be to reduce the number of SIO releases, while the State Journal suggested a different mailing time for the releases. Bob Hoerner of the State Journal commented:

> Releases are now sent out in the afternoon after we have gone to press. This means that all radio, television and morning papers get first crack at it. There is only one morning paper in the state. This should be rotated, and, if not rotated, the afternoon papers should get first shot at it.

The Bay City and Battle Creek dailies recommended an improved photograph service. The Battle Creek sports editor did not elaborate, but Sturm recommended an "area-personalized photo service."

Questionnaire Results
Medium Dailies

Only four of the 17 Michigan newspapers with circulations between 7,000 and 20,000 daily, responded to the questionnaire. The response represents only 11 per cent of the papers in the category, which make knowledge of this group less complete and the results less valid.

Six of the dailies which did not respond are published in the Upper Peninsula. Of the 13 which did not reply, eight of the dailies did not send a representative to any of the MSU home football games during the 1966 season.

These two factors suggest the Marquette, Hancock, Iron Mountain, Escanaba, Sault St. Marie, Ironwood, and Sturgis dailies have not demonstrated as much interest in MSU sports as the other medium dailies.

The newspapers which responded to the questionnaire include: Traverse City Record Eagle, Owosso Argus-Press, Ypsilanti Press and Grand Haven Tribune.

Reaction to Coverage

Each of the four responses indicated his paper began regular coverage of MSU athletics around 1952. This was about three years after MSU entered the Big Ten.

The Ypsilanti Press is the only reply in the survey which indicated the MSU coverage decreased since the present sports editor began his duties. Basil Stevens, the Ypsilanti Press sports editor, said this was a result of decreased space.

Success of the MSU teams is the only common factor presented for increased coverage in the Owosso, Traverse City and Grand Haven dailies. Grand Haven and Owosso each gave "local athletes on MSU teams" and "increased page space" as combining factors for the increase. The Grand Haven and Traverse City papers each added "readership interest" as a factor.

None of the four sports editors said he wrote more than three sports column of comments on MSU during a typical year.

The four sports editors said they give football more

coverage than any other MSU sport because of "readership interest." The Owosso sports editor added the most influential factor in its coverage is the success of the team, which in his judgement, reflects readership interest.

Four different answers were given to the question whether the SIO gives special treatment to larger newspapers; "yes," "no," "sometimes," and "don't know." This compares to the eight "no" responses of the larger papers to the same question.

Reactions to SIO Services

All four sports editors said the number of MSU releases should not be increased although each said he would use feature stories on all MSU athletes from his circulation area.

Only the Owosso daily said he uses the MSU releases verbatim. The other three said he uses the releases for background information.

Each sports editor reported a different attitude as to the value of the SIO releases on minor sports. The Traverse City sports editor said he wants more releases while the Owosso sports editor said he would "possibly" use more. The other two sports editors said they do not want additional releases, although the Ypsilanti Press said he would use any story on a minor sport which features a local athlete.

Asked which SIO service is most helpful, three answered "information and pictures on local athletes." The

Owosso daily did not answer this question. Don Badcon, Grand Haven Tribune sports editor, elaborated:

> All are helpful in some way. Perhaps the least helpful is the statistics when you don't have any local athlete to follow on the team. The information MSU has sent me on the hometown boys or my area coverage has been the most helpful.
>
> The sports editor knows his limitations as to space. The newspaper is paying for wire services--they cover much the same ground as the sports information office of MSU. This I must use first. Then I may glean a feature story---some detailed statistic or information on a local athlete at MSU from the weekly handouts---something that the wire service will not give us. Information on the local athlete I will use above all else---including the wire service. A small town paper covers the local angle to its utmost.

Suggestions for the SIO

Asked to rank the SIO at MSU with others within the state, two sports editors said it is the best while the others replied "excellent," and "good."

All but one of the sports editors had no specific recommendations to improve the SIO operation.

Lucky Gadd, Owosso Argus-Press, commented, "I feel that the MSU office does an excellent job now---but, of course, even the best can be improved. The treatment of the press box meal, etc., is outstanding."

Badcon concluded:

> In the 15 years we have covered MSU, the sports information program has constantly been improved. I am satisfied that they have been and are the best sports information department in the United States. The attitude is always 'what can we do for you; not what can you do for us.' The MSU attitude all down the line is one of sincere helpfulness.

Questionnaire Results
Small Dailies

A third of the 18 daily newspapers in Michigan with circulations less than 7,000 daily replied to the questionnaire. Of the 12 who did not respond, five--the Greenville, Manistee, Menominee, Cheyboygan and Big Rapids dailies--did not send a representative to any of the MSU home football games during the 1966 season.

The six newspapers which responded to the questionnaire include: Petoskey News-Review, Ludington Daily News, Huron Daily Tribune, Ionia Daily Sentinel-Standard, Albion Evening Recorder and the Dowagiac Daily News.

Reaction to Coverage

Generally, the large dailies began coverage of MSU athletics before the university entered the Big Ten while the medium dailies began coverage immediately afterwards. Results of the questionnaires indicate there was little unity among the small dailies.

Sports editors of the Albion Evening Recorder and the Ionia Daily Sentinel-Standard asserted their papers began regular coverage of MSU sports before 1940. The Huron Daily Tribune and Petoskey News-Review began MSU coverage, according to the sports editors, just after MSU entered the Big Ten. The Dowagiac Daily News began complete MSU coverage in 1964 while the sports editor of the Ludington Daily News said his paper has not or does not cover MSU sports regularly.

Of the four replies, all said coverage of MSU in his paper increased since he began. As combination reasons for the increase, three said "readership interest," and two each said "local athletes on MSU team," "success of MSU teams," and "increased page space."

Asked how many sports columns of comment he wrote during a typical year, two sports editors said "none" and two did not answer. The others, Dick Dancz of the Ludington Daily News said he had written "three in my six months on the job" and Fred Lovelace of the Petoskey daily, estimated he writes 52 during a typical year.

Four sports editors said they give football more complete coverage than any other MSU sport because of "readership interest." Only the Ionia and Ludington sports editors, among the 24 respondents, listed a sport other than football as top MSU coverage. Fred Kidd, Ionia Daily Sentinel-Standard, said his paper's MSU coverage by season is about equal. Dancz said basketball is given more coverage because of local athletes involved.

Asked if he felt the SIO at MSU gave preferred treatment to large newspapers, three sports editors said "no," two "yes."

Reaction to SIO Services

All six sports editors said the number of SIO releases should not be increased and that they would use feature stories on all MSU athletes from their areas,

regardless of that athlete's contribution to the team.

Five of the sports editors said they never use office releases verbatim. Lovelace, of the Petoskey News-Review, said he does. Asked what is the most important part of the weekly newsletter, three sports editors did not answer, two said "none" and one said the "statistics."

All but one of the six sports editors said they are not interested in additional releases on minor sports. The Albion Evening Recorder sports editor said he would use no more than two paragraphs on the minor sports.

The most frequent requests of the MSU sports information office by the four sports editors was for pictures and stories on local athletes. Two editors said they seldom made any requests.

Suggestions for the SIO

Sports editors of the six small dailies were more restrained in comparing the MSU SIO with others in Michigan. Only the Dowagiac daily ranked MSU office the best in the state. The other replies included: "equal to Michigan", "better than most except for Central Michigan", "among the best", "above average", and "about on a par".

Only one of the six responding sports editors had no recommendations for improving the SIO of MSU. The Petoskey News-Review recommended a "Monday report on Saturday games and a general news package for Thursday or

Friday releases." The other four editors recommended improvement of local features.

Dancz, of the Ludington daily, wrote:

> It is probably a monumental undertaking, but since we have limited space, most of the news we use from the sports information office would be on area athletes--we would like to see pictures and information on our athletes mailed to papers concerned without requesting. Also, the freshman teams are not well represented.

The sports editor of the Dowagiac Daily News wrote, "as is the case with most dailies, we use wire service reports for MSU sports coverage. The only useful function of the MSU sports information office to us is its handling of news of area students involved in the MSU athletic program."

Results of Interviews with Sports Editors of Six Michigan Daily Newspapers

Detroit News

Bob Sieger, sports editor of the Detroit News said he and his staff make a constant effort to quantitatively and qualitatively balance sports coverage of MSU and UM.[1]

"I do not think of the schools in terms of Ann Arbor or East Lansing," said Sieger. "I consider both as Michigan schools, each of equal importance to our readers."

Sieger said a winning or losing season is a minimum factor in the volume or consistency of coverage. "We give

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[1]Interview with Bob Sieger, Sports Editor, Detroit News, June 19, 1967.

each school about the same coverage each year," said Sieger, "no matter what record they have."

MSU's total coverage in the Detroit News has increased steadily over the past quarter-century, according to Sieger, "This is not primarily because of the winning records," he said, "but because of entrance into the Big Ten and the increase in our page space."

Recommendations - Sieger sees football, and to a lesser degree basketball, as the only MSU sports which interest a significant segment of the Detroit News' readers. He thinks the SIO at MSU provides all the services which his staff requires for these sports.

"Fred and Nick are always dependable and available," Sieger said. "Those are the most important qualities as far as we are concerned. Our requests must be filled promptly, and they have been."

Sieger rates the mimeographed releases equal to any other major university's and thinks the main value is as background information for the writers. Asked if he thought game notes could be substituted for the preview story form, Sieger replied "yes." He added he is not interested in the advance stories on the minor sports except in "very unusual circumstances."

This author asked Sieger if the Detroit News would use feature pictures or stories on the minor sports should they be presented to a staff writer at the MSU Monday football press luncheon. He said a good feature picture

would definitely be used and this was probably the best way he knew of promoting the minor sports. A story angle and background information would stand a good chance of being developed for a Thursday or Friday edition, which is usually open to college sports, he said.

Detroit Free Press

The operating philosophy of the Detroit Free Press sports staff, as stated by executive sports editor George Puscas, is opposite that of the Detroit News. Puscas said:

> We never try to achieve any type of balance in coverage between Michigan State and Michigan or any other competing teams. A winning team will get more coverage both in volume and consistency than the loser. The success or failure of a team determines in our eyes that team's news value. About the only time you would see a balance between Michigan and Michigan State in the Free Press is when both schools have about the same kind of year.[2]

The results of the content analysis indicated the Detroit Free Press is guided by this philosophy. MSU's coverage increased with each victory while UM's coverage decreased with defeat.

Puscas said MSU's coverage in the Detroit Free Press has increased since the university entered the Big Ten, but "primarily because of the winning records."

Recommendations - Hal McCoy, who covered MSU for the Detroit Free Press in 1966, said the SIO at MSU is the most

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[2]Interview with George Puscas, Executive Sports Editor, Detroit Free Press, July 6, 1967.

efficient he has had contact with.[3] McCoy said:

> I have always had outstanding cooperation from the sports information office. All my requests have been filled promptly. The football press box operation is the best in the country. I have never seen a larger press box or better services than at Michigan State.

McCoy said the SIO releases are used as background material or as ideas for feature stories. He thought releases prepared in note form would be more valuable to him than the present game story releases.

With winning records such as MSU produced, McCoy said the minor sports were legitimate copy. He said coverage of the minor sports could be increased with feature pictures and article ideas delivered to the reporter at the Monday press luncheon.

Grand Rapids Press

Clank Stoppels, sports editor of the Grand Rapids Press, said his paper attempts to give equal coverage to UM and MSU consistently.[4] Stoppels said:

> I feel an equal number of my readers are interested in both Michigan State and Michigan. In a sense, most of the people are interested in both schools. Michigan people identify with the universities much as they do with the professional teams of Detroit. The Detroit Lions may lose, but sports fans in Grand Rapids want to read about them.

Stoppels said a winning record might give one school primary space in his paper, but the quantity would be

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[3]Interview with Hal McCoy, sports writer, Detroit Free Press, July 6, 1967.

[4]Interview with Clank Stoppels, Sports Editor, Grand Rapids Press, July 6, 1967.

pretty much the same.

Recommendations - Stoppels said the SIO releases from MSU are usually a "good succinct report of what is happening." He added:

> I do not believe in making changes for changes sake. Most of the releases sent by the Michigan State sports information office are professional in every respect. If the story is of interest to my readers, I have no qualms of printing it verbatim. However, the bulk of our material on Michigan State will be taken from the wire services.

Stoppels said he feels the MSU minor sports are generally of little interest to his readers. The local angle, he said, is about the only justification for coverage of the minor sports. However, he added, "a good feature picture or story, no matter what the sport, would probably be used."

State Journal

Bob Hoerner, sports editor of the State Journal, said MSU news is the major interest of Lansing sports fans.[5] Hoerner concludes:

> People in Lansing are interested in Michigan State even more than the Detroit Lions. The winning tradition, the exceptional athletes and reputation of the coaches have made MSU big news. No matter what type of season the team has, people are interested in knowing all the inside dope on the university. Of course when they win, there is more to write about.

Although the State Journal uses SIO releases basically for background material, Hoerner said an occasional

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[5]Interview with Bob Hoerner, Sports Editor, State Journal, July 9, 1967.

MSU release is used verbatim, most often the material is rewritten, he added.

Recommendations - Hoerner said the SIO at MSU is the best operation he has ever seen and that he sees little room for improvement. "We do not use the SIO services as much as some other papers," said Hoerner, "but we can count on what we might need."

Hoerner said a feature picture or article idea on a minor sport would be used. However, he said, during the football season there is not much space for much more than the spot news coverage of the minor sports.

Jackson Citizen Patriot

Al Cotton, sports editor of the Jackson Citizen Patriot, said a winning record probably would influence the amount of daily coverage, but generally his paper attempts to give UM and MSU equal coverage.[6] Cotton said:

> A winning team is an important factor and in itself creates readership interest. Nevertheless, our paper serves readers who are interested in both MSU and UM, no matter how the teams perform. Both schools are of about equal news value to me and I try to give each a fair amount of space. But, with limited manpower and space, there are times when you have an either-or choice. In that situation, you have to go with the winner.

Recommendations - Cotton said the MSU football press box operation is the most efficient in the Big Ten and the general SIO services are the best he has seen. He

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[6]Interview with Al Cotton, Sports Editor, Jackson Citizen Patriot, July 5, 1967.

said the SIO releases, although well written, have little value to him except as background material.

Cotton said he believes the key to minor sports coverage is the wire services. He said:

> Most newspapers in the state do not have the staff, time or money to cover a university daily with a staff writer. The bulk of our football coverage is wire service copy. If we do not use a staff writer for daily football coverage, then it is less likely we would use a staff writer for the minor sport teams. A winning team, however, creates a certain amount of excitement, no matter what the sport. If the wire service transmitted a good cross country or soccer picture or a feature story, we would use it.

Ann Arbor News

Wayne DeNeff, sports editor of the Ann Arbor News said he makes no effort to balance the MSU-UM coverage, no matter what success each team experiences.[7]

"Our readers are basically interested in Michigan's athletic news," said DeNeff. "Our limited space and three-man staff is devoted to providing as much UM news as possible. If Michigan is winning, there is less space available to MSU, no matter how successful they are."

According to DeNeff, MSU's coverage in his paper is swayed greatly by the number and performance of Ann Arbor area athletes at MSU and the effect MSU's performance may have on a UM team.

The bulk of MSU news in the Ann Arbor daily is supplied by the wire services, according to DeNeff. "We do

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[7]Interview with Wayne DeNeff, Sport Editor, Ann Arbor News, June 19, 1967.

not have enough staffmen or space to justify sending a reporter to East Lansing," said DeNeff, "unless the story has an equal interest to Michigan fans.

Recommendations - DeNeff said his paper gives football more coverage than any other MSU sport. He said he relies on the wire service for most of the coverage during the football season, but interjects paragraphs of the SIO news releases into wire service reports as occasion demands.

DeNeff said he is not interested in the minor sports preview stories and would use feature stories or pictures of MSU minor sports teams only if there was a local angle.

Interaction of the SIO at MSU and the Ann Arbor News is limited, according to DeNeff, to requests for information on local athletes and phoned results of a minor sports contest between MSU and UM.

Because of the limited contact, DeNeff can offer no recommendations to improve the SIO. He said:

> Fred and Nick have always been most helpful in any request I have made. As far as I am concerned, they need not make any changes to satisfy me. They have one of the best such operations I have had contact with and I think it would serve as a good model for other sports information offices.

Summary of 24 Michigan Sports Editor's Reactions To the SIO and MSU Athletics

Questionnaires

Of the 53 daily newspapers in Michigan, 24 sports editors returned questionnaires. About 45 per cent of the daily newspapers responded.

Of the 29 dailies which did not respond to the questionnaire, 12 did not send a representative to any of the 1966 MSU home football games. Eight of these dailies are published on the Upper Peninsula.

Over half of the sports editors who responded, 14, worked for the large Michigan newspapers. Thus, results obtained for this group are more representative than those of the smaller papers.

Results of the questionnaire study tend to indicate:

1) Although a few of the larger dailies covered MSU athletics regularly before World War II, most newspapers have increased their coverage significantly since the university entered the Big Ten. All but two of the 24 sports editors said they give football more total coverage than any other MSU sport because of "readership interest."

2) Most sports editors do not want additional newsletter or minor sports releases. They feel, as they have said, the main value in the releases is as background information. All but two sports editors said they would use feature articles and stories on all athletes from their circulation area, not just those who have contributed significantly to a MSU team's success.

3) All of the 24 sports editors said the SIO at MSU performed services responsive to most of their present needs. Interestingly, the sports editors of the smaller dailies were more restrained in their evaluation of the SIO. The predominate criticism was of a lack of localized

feature pictures and articles on individual athletes.

4) The larger dailies appear to have more personal contact with the SIO at MSU. The dailies with smaller circulation, staff and page space available, appear affected indirectly by the SIO. To these papers, the SIO's major service is supplying the wire services with information.

Interviews

Generally, the sports editors said they felt the SIO at MSU met all of their needs. Each said the SIO was one of the most efficient and cooperative operations they had seen. Some additional conclusions from the interviews include:

1) Information on an upcoming event would be more helpful and easier to use in note form, rather than the present story form.

2) The football advance story and the preview spot sports stories on minor sports events are not, and in most cases, would not be used.

3) The best method of promoting the minor sports, which most sports editors said they have little interest in, is to provide feature pictures or article idea material. This could be handed to reporters at the Monday press luncheon or presented to a wire service reporter.

CHAPTER VII

CONCLUSIONS

Operational Level of SIO

Over a million and a half dollars was spent during the year ending June 10, 1966 on the MSU athletic program.

Including sources from various budgets, the SIO at MSU used over $100,000 for the year ending July 1, 1967 to operate its complete program.

Almost a half million dollars was paid to MSU in 1966 for the television and radio rights to broadcast the football games from East Lansing.

In less than a century, the MSU athletic department and the SIO evolved from a rather frivolous diversion to a substantial business. All evidence indicates each operation will continue to expand.

The concept of the SIO changed from one of service to Lansing newspapers and radio stations, to interaction with most daily and weekly Michigan newspapers and many state and national radio and television networks and magazines; fans and other SIOs.

Although the staff, budget, facilities and services have expanded from its embryo operation, the basic philosophy and direction has remained a part of the public relations structure. Only two other Big Ten SIOs operate

independently of their athletic departments.

Content Analysis

Results of the content analysis must be considered a reflection of what appeared, not what always has or always will appear. It is not a predictive measurement and only reflects the attitudes of the dailies involved towards MSU athletic news at a defined period.

Thus, the conclusions of the survey, may only be validly applied to each daily as it valued MSU athletic news during the six weeks. The findings suggest:

1) MSU football games were a major news event in the Sunday editions, receiving an average total coverage of 142 column inches in each newspaper, each week.

2) Football game coverage generally increased as the winning streak was extended, but appeared to be affected more by who the opponent was and where the game was played. The decreased coverage of UM as its losing streak continued possibly indicates the newspapers give space priority to the more affirmative sports news of the area.

3) A nearly equal total football game coverage balance was achieved during the time examined between MSU and UM. This indicates the newspapers regarded each football game as about equal "news value" to its readers.

4) There is no evidence that the SIO was a significant factor in determining the quantity of the Sunday football game report of the preceding Saturday. The SIO

can make the reporters job easier in covering the event, but the amount of coverage the game receives, appears determined by how significant the sports editor feels the game is to his newspaper's readers.

In most cases, it is not possible to show a cause-effect ratio of the SIO's role in placing stories of his school in newspaper columns. Information provided by the SIO often blends with the work of an enterprising reporter. The MSU feature stories on the soccer and cross country teams which appeared in the Detroit Free Press are an example of such cooperation.

The good will and personal friendships between the SIO staff and sports writers is an inestimable quantity in evaluating such an interaction. How can one measure in terms of inches the esteem which sports editors have expressed towards the SIO at MSU.

However, results of the daily content analysis indicate:

1) The Monday football press luncheon is one of the most effective services offered by the SIO. Reporters of the large dailies and both wire services obtain information and ideas at the luncheon which are manifested in articles which appear the rest of the week.

2) On the average for all dailies in the content analysis, a MSU article appeared on five days of each six day week. Overall, MSU received an average of over a full newspaper column of coverage per day, per newspaper.

3) There was a significant difference between the amount of MSU and UM total coverage during the daily survey. All of the seven dailies except the Detroit News, Grand Rapids Press and Ann Arbor News, gave MSU twice the total inches during the survey as UM.

4) Wire service articles and pictures represented the majority of MSU material which appeared, except in the Detroit dailies and the State Journal. The Associated Press copy was used much more often than the United Press International copy among papers surveyed.

5) Cross country and soccer, despite winning seasons, were virtually ignored by all papers of the survey except the State Journal and the Detroit Free Press. Total coverage of the minor sports represented a fraction of what appeared on the MSU football team. This finding might suggest to sports information directors of smaller colleges that some newspapers are not interested in the minor sports and an effort to push these sports will no doubt prove futile.

6) Occasionally a SIO release appeared verbatim in the newspapers, particularly a minor sports preview story in the State Journal. The SIO feature stories did appear. However, basically the papers examined used the SIO releases in a way which could not be traced directly in a content analysis.

7) The difference in MSU-UM daily coverage and the type of MSU news which appeared, suggests the SIO played

a greater role in determining the amount of daily coverage which appeared than was evidenced by football game coverage.

3) Economically, the SIO was a definite asset in the MSU athletic business operation. For the survey, MSU received 10,037 inches of total coverage, about 1,434 inches per newspaper for six weeks. See Table 17.

TABLE 17

TOTAL COLUMN INCHES OF MSU AND UM SPORTS NEWS
IN SEVEN MICHIGAN DAILY NEWSPAPERS
SEPTEMBER 27 TO NOVEMBER 7, 1966

Newspaper	Sunday	Daily	Total
State Journal			
MSU.....	1111	1521	2632
UM.....	595	429	1024
Detroit Free Press			
MSU.....	842	1190	2032
UM.....	641	597	1238
Detroit News			
MSU.....	1085	803	1888
UM.....	1238	517	1755
Grand Rapids Press			
MSU.....	723	723	1456
UM.....	728	506	1234
Jackson Citizen Patriot			
MSU.....	609	542	1151
UM.....	550	240	790
Ann Arbor News			
MSU.....	...	653	653
Iron Mountain News			
MSU.....	...	225	225
UM.....	...	72	72

The State Journal gave MSU the most total inches, 100 more per week than the second ranking Detroit Free Press. Every daily in the content analysis gave MSU more total inches during the survey than UM.

The value of the publicity which appeared during

the six weeks can in no way be accurately estimated. If one considers the MSU athletic program a business, then publicity would be worth at least the equivalent to the same amount of advertising space.

If a Michigan business man had purchased the same number of column inches for advertising during the six weeks in the seven dailies, he would have paid $108,238.48.[1] The amount of space given to MSU's athletic program, if transferred into advertising space, was worth about $18,000 a week.

Sports Editor's Reactions

Generally, the sports editors of the Michigan daily newspapers who responded to the questionnaire or interview considered the MSU athletic news of major interest to their readers. Furthermore, the sports editors appeared satisfied with the current operation of the SIO in supplying them with needed services. The consensus of sports editors reactions to the SIO indicated:

1) Coverage of MSU athletics, particularly football, has increased since the university entered the Big Ten.

2) Articles on minor sports have little chance of being used unless the material relates in some way to a local athlete on the MSU team.

3) SIO releases are usually well written, but that the sports editors use the material mostly as background

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[1] Michigan Newspaper Directory and Datebook, (East Lansing: Michigan Press Association, 1966), pp. 37-39.

information. Either the newspaper staff writer prepares a story from the release or a wire service article is used. Seldom does the release appear in print.

4) A basic reliance on the wire service coverage among most daily newspapers for their entire budget of MSU athletic news.

5) The predominate single criticism of the SIO at MSU is the level of information distributed to newspapers on its area athletes.

6) Editors said they feel the SIO at MSU is one of the most efficient operations of its type they have had contact with.

7) The SIO attitude and services such as the pre-football game lunch appears to have had an ingratiating effect among many of the sports editors.

Recommendations

The sports editors of the Michigan daily newspapers who supplied data for this study appeared satisfied with the SIO as it operated at MSU during 1966. Recommendations for improvement of the operation relate to the areas about which a significant total of sports editors returned critical replies. This author recommends:

1) That more effort be concentrated on supplying the home daily of each Michigan athlete information on that athlete's performance. At the beginning of each school year, the SIO should group the Michigan athletes according

to geographical regions. For example, in the fall all athletes of the football, cross country and soccer teams who lived on the Upper Peninsula would be placed in one category. One weekly statistical report would be sent to all sports editors of the so designated geographical region on all athletes from that area.

2) Recognization that spot sport news stories on the minor sports are of little interest to almost all of the Michigan daily sports editors. Efforts should be concentrated on local athletes on the minor sports teams with articles sent directly to individual papers. General feature stories and pictures on the minor sports should be presented to staff writers of the dailies and wire services who attend the Monday press luncheon. A wire service feature, either article or picture, would appear to be the best method of getting minor sports news in the Michigan daily newspapers.

3) That the football preview releases should be written in note rather than story form. See Appendices E and F for an example of each. The majority of preview football game articles used were either staff-written by larger newspapers or wire service copy in the smaller newspapers. There is no evidence any significant number of dailies used the SIO preview release verbatim or rewrote the releases at the office as pre-game stories. Editors used the releases mainly as background material, for editorial columns or their own personal information.

Those who actually wrote the articles which appeared, preferred the note to the story form.

4) That the staff or the SIO should work with individual sports editors to solve particular problems. For example, efforts should be made to improve, if possible the photo transmitting facilities from Spartan Stadium. Faulty transmission is the reason given by Detroit News sports editor Bob Sieger why his newspaper carried far more game picture inches on UM than MSU.

It is the belief of this author that the above suggestions be considered for immediate implementation. If they are adopted, at least in part, he feels the results will further improve the interaction between the SIO and the Michigan daily press.

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APPENDIX A

1231 Wolf Court
East Lansing, Mich. 48823
March 24, 1967

Dear Sports Editor:

I hope you will excuse me if this letter appears impersonal, but think this is the most expedient method of contacting all of the sports editors in the state. As a part of my Masters thesis I would like to have your reaction to the Michigan State sports information office.

Enclosed you will find a one-page questionnaire which can be answered, for the most part, in a few words. The answers sought are purposely subjective so that you will be able to complete the form within a few minutes.

The purpose of my study is to discover how a sports information office - particularly Michigan State's - can most efficiently help you in your work. It is generally recognized by those within the field that many of the releases which flood your desk daily often accomplish nothing but to waste your time. I hope this study will be able to pinpoint what service you feel should be increased and what is a waste of your time.

The data which you supply will be both quantitatively and qualitatively considered in preparing recommendations. For this reason and so the answers will be most candid I will respect all confidential requests. If you do not want an answer to be attributed to you just place an X over the number of the question.

If you wish, you may make any additional comment such as your appraisal of the Michigan State football press box, the pre-game lunch or other press box services. The results of this survey may influence sports information directors at other colleges so do not fail to mention any service which you have found helpful.

Since you and I both work within a tight time schedule, I can appreciate your cooperation. Thank you in advance.

Sincerely,

Don Stewart

Encl.

APPENDIX B

NAME_____

PAPER_____

Don Stewart
1231 Wolf Court
East Lansing, Mich.
48823

1. ____ How many years have you covered Michigan State athletics regularly?

2. _____ Has the coverage increased or decreased during this period?

3. ____ Has this change been, in your opinion, because of: (a) readership interest (b) local athletes on team (c) success or failure of Spartan teams (d) increased page space (e) increased competition from other sports.

4. ____ Should the number of releases of the sports information office be increased?

5. _____ What purpose do you feel the sports information office ought to serve?

6. _____ Which specific service of the MSU office have you found most helpful?

7. _____ Which service least helpful?

8. _____ What do you feel has been the biggest improvement or the biggest backward step in the MSU sports information program?

9. _____ Do you ever print releases verbatim? What type of changes do you usually make?

10. Will you run stories on all athletes from your circulation area or just those who make a significant contribution to the team? _____

11. How do you rank MSU's sports information program with others in Michigan? _____

12. Do you feel MSU gives special treatment to larger newspapers? _____

13. ____ Would you use more news stories on the minor sports (soccer, golf, etc.)

14. _____ What do you most often request from the sports information office?

15. ____ How many columns a year do you usually write on MSU sports?

16. _____ To you, what is the most important part of the weekly newsletter?

17. Which MSU sport do you give the most complete coverage? Why?

18. What would you recommend to improve the MSU sports information office?

APPENDIX C

Spartan Sports Service
Telephone: 355-2272
(Area Code: 517)

Department of Information Services
Michigan State University
East Lansing
10/4/66

FOR USE AT WILL

SPARTAN SPORTS SHORTS

Michigan State sophomore Allen Brenner set a Big Ten record when he returned a punt 95 yards for a touchdown in the Spartans' 26-10 victory over Illinois in 1966.

####

Michigan State sophomore Tony Keyes equalled an all-time Spartan soccer record by getting five assists in his initial collegiate game in 1966.

####

Michigan State's Duffy Daugherty has been a head coach in four different post-season all-star football games.

####

Michigan State has met three Atlantic Coast Conference teams in football a dozen times over the years and has won nine of the games.

####

#ds-nv#

APPENDIX D

Spartan Sports Service
Telephone: 355-2272
(Area Code: 517)

Department of Information Services
Michigan State University,
East Lansing
10/4/66

MICHIGAN STATE VS. MICHIGAN

OFFENSE

MICHIGAN STATE				MICHIGAN		
86	Allen Brenner	(196, So.)	LE	88	Warren Sipp	(216, So.)
77	Jerry West	(214, Sr.)	LT	72	Ray Phillips	(228, Jr.)
67	Tony Conti	(219, Jr.)	LG	64	Henry Hanna	(220, Sr.)
52	Larry Smith	(194, Jr.)	C	58	Joe Dayton	(220, Jr.)
68	Dave Techlin	(201, Jr.)	RG	55	Don Bailey	(214, Sr.)
79	Joe Przybycki	(239, Jr.)	RT	71	Jim Hribal	(220, Sr.)
84	Gene Washington	(219, Sr.)	RE	24	Jack Clancy	(192, Sr.)
16	Jimmy Raye	(171, Jr.)	QB	27	Dick Vidmer	(185, Jr.)
34	Dwight Lee	(192, Jr.)	LH	17	Ernie Sharpe	(191, Jr.)
26	Clinton Jones	(201, Sr.)	RH	19	Carl Ward	(178, Sr.)
45	Bob Apisa	(218, Jr.)	FB	33	Dave Fisher	(210, Sr.)

DEFENSE

MICHIGAN STATE				MICHIGAN		
95	Bubba Smith	(283, Sr.)	LE	84	Jon Kramer	(213, So.)
61	Charles Bailey	(208, So.)	LT	75	Dick Williamson	(275, Jr.)
55	Pat Gallinagh	(214, Sr.)	LG/MG	63	Bob Mielke	(223, Sr.)
62	Jeff Richardson	(205, Sr.)	RG/RT	70	Dave Porter	(237, Jr.)
72	Nick Jordan	(228, Jr.)	RT/RE	90	Tom Stincic	(217, So.)
36	Phil Hoag	(208, Sr.)	RE/LB	34	Dennis Morgan	(230, Jr.)
41	Charles Thornhill	(201, Sr.)	LB/LB	59	Frank Nunley	(218, Sr.)
90	George Webster	(212, Sr.)	RB/LH	43	John Rowser	(183, Sr.)
20	Jim Summers	(172, Sr.)	LH/RH	15	Mike Bass	(180, Sr.)
29	Jerry Jones	(155, Sr.)	RH/LS	18	Rick Sygar	(185, Sr.)
38	Jesse Phillips	(197, Jr.)	S/RS	49	Rick Volk	(192, Sr.)

LOCATION: Spartan Stadium, East Lansing, Mich.

DATE AND TIME: Saturday, October 8, 1:30 p.m. E.S.T.

ESTIMATED CROWD: 76,000 plus

RADIO COVERAGE: (The SIO includes here a total list of radio stations by call letters and cities, and the names of the game announcers if known.)

APPENDIX E

East Lansing, Mich. -- Round 59 in the nation's most prestigious intra-state football battle will be fought in Spartan Stadium this Saturday afternoon.

It's Michigan vs. Michigan State, and for the overflow throng expected to jam the double-decked arena and for college gridiron followers everywhere, no more need be said.

Game time is 1:30 p.m., EST. The stadium's listed capacity of 76,000 is sure to be exceeded, and the all-time record crowd of 78,234 which shoe-horned in for the 1964 contest between the same two teams, could be approached.

Michigan won most of the early rounds, but State has come on strong in the later ones. The Wolverines had accumulated 33 of its current 36 victories by 1950, while the Spartans have out-belted their favorite rivals 11 times since then. They currently have 17 victories. Five games, the last in 1963, have been ties.

State brings a 3-0 season's mark and the No. 1 national ranking into the game. Michigan had two straight victories and a top ten rating prior to last Saturday's upset at the hands of North Carolina.

Michigan's prime offensive thrust thus far has been the quarterback Dick Vidmer to end Jack Clancy passing combination. Twenty six of Vidmer's 33 pass completions in three games were to Clancy. They netted 381 yards for a flossy average of 127 per game.

The Wolverines also have potent runners in halfback Carl Ward and fullback Dave Fisher, and just last week received a welcome lift from the return of ace halfback Jim Detwiler. He seems ready to go again after knee surgery. Defense is there, too, the Wolverines having permitted just 28 points in three games.

"Good pass, good run, lots of speed and good defense" is the way Michigan State Coach Duffy Daugherty sums up the Michigan team. "They have all the ingredients of a fine team."

APPENDIX F

Spartan Sports Service
Telephone: 355-2272
(Area Code: 517)

Department of Information Services
Michigan State University
East Lansing
10/4/66

FOR USE AT WILL

SPARTAN-WOLVERINE GAME NOTES

East Lansing, Mich. -- Michigan State and Michigan battle in football Saturday at Spartan Stadium in one of the nation's great intra-state rivalries. Following are game notes and highlights.

... It'll be the 59th meeting in the series that started in 1898. Michigan leads, 36-17-5, over all games. Since 1950 State has held the upper hand, 11-3-2.

... A capacity house of 76,000-plus is assured, marking the 19th straight sellout in the series.

... It will be the 13th time a Duffy Daugherty-coached Spartan team will meet Michigan. Duffy's mark in 12 games is 7-3-2.

... Michigan's Bump Elliott will direct a team for the eighth time against State. His record in seven games is 1-5-1.

... The two rivals have been Big Ten foes 13 times. State leads in league victories with eight to three for Michigan, and there have been two ties.

... The series has been a home-and-home affair since 1958. But prior to that time Michigan had appeared in East Lansing only six times in the history of the rivalry.

... The Paul Bunyan-Governor of Michigan Trophy goes to the winner ofthe game. It has been a part of the rivalry since 1953.

APPENDIX G

Spartan Sports Service
Telephone: 355-2272
(Area Code: 517)

Department of Information Services
Michigan State University
East Lansing
10/4/66

ADVANCE FOR RELEASE, SUNDAY, OCT. 9

SPARTANS V. OHIO STATE

East Lansing, Mich. -- Michigan State and Ohio State, the Big Ten's two most successful teams over the past 15 years, will lock horns Saturday (Oct. 15) before a sellout crowd in Columbus.

The teams rank one-two for the past decade and a half in the won-lost department of the conference. Since 1951, Woody Hayes' chargers have won 70, dropped 21 and tied 6 for a .743 percentage. The Spartans have played at a .633 clip, winning 49, losing 28 and tying 2, since joining the league in 1953.

In addition to the home-field advantage, Ohio State is expected to utilize last season's defeat as an added incentive. The 1965 Buckeye-Spartan battle resulted in a 32-7 Michigan State victory. It was Ohio State's only conference loss. For the first time in Ohio State football history, the Buckeyes were held to minus yardage rushing. The Spartans limited the Ohioans to -22 yards overland.

Directed by sophomore quarterback Bill Long, the Buckeyes bring one of the loop's most dangerous offenses into the fray. Long tied an OSU record by completing 12 of 14 passes against Texas Christian in his intercollegiate debut.

Prime receiver and ace runner for the Buckeyes is senior halfback Bo Rein.

APPENDIX H

SPARTAN YARDSTICK
(3-Game Totals)

INDIVIDUAL STATISTICS

RUSHING	TO	YG	YL	NET	AVG	TD
C. Jones, rh....	39	226	32	194	4.9	2
Raye, qb.....	34	186	19	167	4.9	2
Apisa, fb.....	31	162	4	158	5.1	3
Lee, lh.....	22	138	0	138	6.2	1
Wedemeyer, qb...	4	29	1	28	7.0	1
Marshall, qb....	3	24	6	18	6.0	0
Cavender, fb....	5	16	0	16	3.2	1
Feraco, qb.....	3	11	0	11	3.6	0
Mullen, qb.....	1	2	0	2	2.0	0
Waters, lh.....	4	4	3	1	.2	1

PASSING	PA	PC	PI	YDS	PCT	TD
Raye, qb.....	27	15	3	229	55%	2
Wedemeyer, qb...	7	3	0	61	42%	0
Feraco, qb.....	2	1	0	3	50%	0
Apisa, fb.....	1	0	0	0	---	0

RECEIVING	PR	YDS	AVG	TD
Washington, e...	6	211	35.1	2
Brenner, e.....	3	39	13.0	0
Apisa, fb.....	3	16	5.3	0
Lee, lh.....	3	11	3.6	0
Waters, lh.....	2	11	5.5	0
C. Jones, rh....	2	5	2.5	0

PUNTING	TP	YDS	AVG
Kenney, k.....	14	472	33.7

PUNT RETURNS	PR	YDS	AVG	TD
Brenner, e.....	7	151	21.5	1
Phillips, s.....	1	14	14.0	0
J. Jones, rh....	1	9	9.0	0
Garrett, s.....	2	-2	---	0

KICKOFF RETURNS	KR	YDS	AVG	TD
C. Jones, rh....	4	72	18	0
Berlinski, rh...	1	23	23	0
Haynes, e.....	1	12	12	0

INTERCEPTION RETURNS	IR	YDS	AVG	TD
Gallinagh, g....	1	40	40	1
Phillips, s.....	1	11	11	0
J. Jones, rh....	1	6	6	0
Chatlos, e.....	1	0	0	0

SCORING	TD	CK	CP	CR	FG	TP
Apisa, fb.....	3	0-0	0	0	0-0	18
C. Jones, rh....	2	0-0	0	0	0-0	12
Washington, e...	2	0-0	0	0	0-0	12
Raye, qb.....	2	0-0	0	0	0-0	12
Kenney, k.....	0	12-13	0	0	0-1	12
Waters, lh.....	1	0-0	0	0	0-0	6
Cavender, fb....	1	0-0	0	0	0-0	6
Lee, lh.....	1	0-0	0	0	0-0	6
Brenner, e.....	1	0-0	0	0	0-0	6
Gallinagh, g....	1	0-0	0	0	0-0	6

TEAM STATISTICS

RUSHING	MSU	OPP
No. of Rushing Plays....	146	121
Net Yardage Rushing.....	733	119
Avg. Gain per Play.....	5.0	0.9
Avg. Gain per Game.....	244.3	39.6
Touchdowns by Rushing...	10	1
PASSING		
Passes Attempted.....	37	58
Passes Completed.....	19	28
Passes Had Intercepted..	3	3
Net Yardage Passing.....	293	419
Avg. Gain per Compl.....	15.4	14.9
Avg. Gain per Game.....	97.6	139.6
Touchdown Passes.....	2	2
TOTAL OFFENSE		
No. of Offensive Plays..	183	179
Total Net Yardage.....	1,026	538
Avg. Gain per Play.....	5.6	3.0
Avg. Gain per Game.....	342	179.3
FIRST DOWNS		
Total First downs.....	50	33
First Downs Rushing.....	41	12
First Downs Passing.....	8	21
First Downs Penalties...	1	0
RETURNS		
Interception Ret./Yards	4/57	3/1
Punt Returns/Yards..	11/172	4/22
Kickoff Returns/Yards	6/107	18/31
PUNTS		
No. of Punts.....	14	25
Punting Average.....	33.7	35.2
FUMBLES		
Total Fumbles.....	7	12
Ball Lost on Fumbles	3	7
PENALTIES		
No. of Penalties/Yards	16/159	3/21
SCORING		
Touchdowns.....	14	3
Conversions by Kick.	12	3
Field Goals.....	0	1
Total Points.....	96	28

GAME SCORES

MSU 28, No. Carolina State 10
MSU 42, Penn State 8
MSU 26, Illinois 10

Record -- 3-0-0

NEXT GAME: Oct. 8, Michigan, home

APPENDIX I

Spartan Sports Service
Telephone: 355-2272
(Area Code: 517)

Department of Information Services
Michigan State University
East Lansing
10/19/66

FOR IMMEDIATE RELEASE

SOCCERMEN FACE MARQUETTE

East Lansing, Mich. -- Michigan State's undefeated but injury-riddled soccer team will face Marquette University in a 2 p.m. game Saturday (Oct. 22) at Milwaukee.

The Spartans downed Akron 4-1 last Saturday without All-American center forward Guy Busch and only the part-time services of goalie Kevin O'Connell. Forward Gary McBrady injured his foot in the victory. None of the three have been able to work at full speed during practice this week, leaving their starting status in question.

Marquette battled Platteville State to a 3-3 tie last week to bring the Warriors' record to 1-1-2. Marquette owns a victory over Northern Illinois and dropped a 3-2 decision to Northwestern.

Heading the Warriors' attack is playmaker Dennis Ward and center forward Helmut Bolk. Bolk leads the squad in scoring with four goals. Bolstering Marquette's defense is center halfback Jim Clark.

Busch tops all Spartan scorers with 19 points on 11 goals and eight assists. Sophomore Tony Keyes also owns 11 goals and has added six assists. Each Spartan goalie--O'Connell and Joe Baum--has surrendered one goal during the Spartan's first five victories.