

THE PROTESTANT CLERGY & THE PRESS
IN THE STATE OF MICHIGAN

Thesis for the Degree of M. A.
MICHIGAN STATE UNIVERSITY

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1958



THE PROTESTANT CLERGY & THE PRESS
IN
THE STATE OF MICHIGAN

BY
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A THESIS

Submitted to the College of Communication Arts of
Michigan State University of Agriculture and
Applied Science in partial fulfillment of
the requirements for the degree of

MASTER OF ARTS

School of Journalism

1958

ACKNOWLEDGMENTS

I wish to thank the numerous people whose cooperation has made the writing of this thesis possible.

My thanks are due to Dr. David Berlo of the College of Communication Arts at Michigan State University for the many hours he has spent giving assistance and guidance. Thanks are also due to Dr. Paul Deutschmann, head of the Communications Research Department of M.S.U., for his assistance, especially in the initial stages of research.

I am also grateful to Dr. Kenneth Hance of the Department of Speech; Dr. Michael McCleery of the Department of Political Science; and Prof. Ken Atkin of M.S.U. School of Journalism for serving on my committee.

Invaluable assistance was given by Harold McKinney, Jr., Director of Michigan Council of Churches, in making available the records of his organization. I also wish to thank all the members of the clergy in Michigan and Pennsylvania who took time to complete and return the questionnaires. And I wish to give appreciation to my wife and daughter for special patience shown during the time this project was in progress.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	iii
LIST OF TABLES	iv
INTRODUCTION	vi
Chapter	
I RATIONALE	1
II PROCEDURES	10
III RESULTS	12
IV DISCUSSION	46
APPENDIX	59
BIBLIOGRAPHY	64

LIST OF TABLES

Table	Page
1. Distribution of Ministers in the Three Types of Newspaper . Community.	13
2. Percentage Distribution of 16 Denominations represented by Protestant Ministers living in Three Types of Newspaper Community.	14
3. Reported Sizes of Congregation of Churches in Three Types of Newspaper Community.	15
4. Perceived Frequency of Reporter Contact.	15
5. Perceived Existence of Church Editor.	17
6. Perceived Completeness of Coverage.	18
7. Perceived Accuracy of Coverage.	19
8. Perceived Frequency of Church News Usage.	20
9. Perceived Change in the Amount of Church News Carried by Newspapers over the Past Five Years.	21
10. Perceived Amount of Supplied News Which is Actually Used.	22
11. Ministers' Observation of the Understanding of Church News by Church Editors on Local Newspapers, Radio and Television Stations.	23
12. Ranking of Media with Respect to Perceived Importance in Reach- ing the General Public.	24
13. Reported Frequency of Despatch of Church News.	26
14. Method of News Despatch.	26
15. Acquaintanceship with Editor, Church Editor, and Reporter.	28
16. Knowledge of Local Newspaper's Deadline.	29
17. Reported Journalism Training of Protestant Ministers in Church Workshop, Seminary, College, Newspaper, or "Other."	30
18. Perceived Value of Journalism Training to Ministers.	31
19. Ministers' Perception on Whether Journalism Training Should be Given in College or Seminary.	32
20. Perceived Effect of Advertising Purchase on Free Publicity.	33

LIST OF TABLES
(continued)

Table	Page
21. Perceived Effect of Advertising Purchase, as Related to Actual Purchase.	33
22. Denomination Perceived as Getting Most Publicity.	34
23. Ministers' Perception of Denomination of Local Editor, as Related to Perception of Denomination Which Gets Most Publicity.	36
24. Ministers' Perception of Largest Church, as Related to Denomination Which Gets Most Newspaper Publicity.	37
25. Reading of Daily and Weekly Newspapers.	38
26. Median of Books Read During the Past Thirty Days.	40
27. Median of Magazines Subscribed to.	41
28. Movie Viewing During the Past Thirty Days.	42
29. Median of Time in Minutes Spent on Media "Yesterday."	43
30. Effectiveness of Religion Programs on Radio and TV.	44
31. Ministers Who Indicated They Wish to Receive Copy of the Survey.	45

INTRODUCTION

This thesis is concerned with perceptions clergymen have of the press as an agent for publicizing the work of the church. More specifically, it is concerned with the following questions:

- (a) How do clergymen perceive the structure of the press in reporting church news?
- (b) Do clergymen consider coverage of church affairs as adequate?
- (c) How much cooperation do clergymen feel they give the press?
- (d) Do clergymen perceive themselves as being trained to maintain cooperation with the press?
- (e) What factors do clergymen feel determine the amount of press coverage they receive?
- (f) To what extent are clergymen consumers of the mass media?
- (g) What are the attitudes of clergymen toward the effectiveness of the various mass media in transmitting religious information?

It is a matter of record that more people attend church today than at any time in our country's history. The latest figures available for U. S. church membership show 103,224,954 persons recorded at the end of the church year ending September, 1956. This was an increase of 3,062,425 persons over the previous year, and showed a growth of 16,394,464 over the previous five years.¹ This suggests that there are more people interested in church news than ever before. It was thought, therefore, that

¹This figure was computed from records given in the National Council of Churches Year Books for 1952 and 1957.

it should be interesting to know how the chief sources of church news, the clergymen, evaluate the media for disseminating the news. It was thought that information regarding the relationship between the clergy and the press, as perceived by clergymen, would be of interest to both ministers and newspaper editors. Such information might show where the weak spots are in this relationship, and where they might be strengthened.

To the writer's knowledge, no studies have been conducted on the perceptions clergymen have of the press. Correspondence with a number of sources (See Appendix A), as well as a review of the research literature, revealed no such study. For example, Dr. Charles Y. Glock of the Bureau of Applied Social Research of Columbia University, who has done considerable research for the National Council of Churches, said:

I know of no research which has been done recently on the clergy and mass communications. I have talked with several other people here and have pretty much drawn a blank. . .

The writer realizes that there are several limitations inherent in this study. It is appreciated that the best possible population for such a study would be all clergymen of all faiths. Financial and administrative feasibility required a limitation of the population to ministers of churches which belong to the Michigan Council of Churches. This restricts the study to Protestants, and only those Protestants who are members of the Michigan Council. All Roman Catholics, Jews, and non-member Protestants have been excluded.

The study is also limited in that the results are based on the views of clergymen who responded to a mail questionnaire, and may not accurately represent the entire population. In addition, the results of this thesis should be evaluated against the answers to these questions which would be

given by members of the working press, and against the independent observations which could be recorded by a third party. The results reported in this thesis are not necessarily "true!" They are only the perceptions of clergy-press relations which are held by the clergy.

In spite of these limitations, the writer feels that this thesis can provide exploratory answers to some of the questions pertaining to clergy-press relations, and can uncover possibly fruitful areas for further research, and for administrative implementation.

The thesis is divided into four main chapters. Chapter I states the problem, and reviews the literature pertinent to each of the seven question areas. Chapter II discusses procedures used in the study. Chapter III presents the obtained results. Chapter IV discusses the results of the study, and suggests possible implications for further research and operational implication.

CHAPTER I

RATIONALE

This chapter is concerned with the rationale for each of the problem areas. The chapter also outlines the design for the collection of data.

The Problem

This section is concerned with a discussion of the rationale for the problem. To find out how Protestant clergymen in Michigan feel about the press in that state, questions were grouped into seven areas. Each area will be discussed separately.

Clergy Views on Press Structure With Respect to Church Reporting

The writer was not able to find anything in the literature that referred to clergymen's perceptions of the structure of the press with respect to reporting church news. An analogous study for school superintendents was reported by Carter in 1954 (3,pp. 175-185). Carter found that frequency of reporter contact of school superintendents in California ranged from three times daily to twice a year. The overall average was 2.4 times per week, although 71% of the educators reported that this contact was by phone rather than by personal visit.

The present study of clergymen, in addition to asking for frequency of reporter contact, asked subjects if their local newspaper, radio or TV station has a church editor. The 1957 Editor & Publisher Year Book lists over 500 newspapers as having church editors. Out of 46 newspapers

listed for the state of Michigan, 71.7% are reported as having a church editor. George Cornell, Religion Editor for the Associated Press, stated in a letter to the writer (See Appendix A):

The Religious Newswriters Association, made up of men and women regularly employed in covering news of religion for the secular press, came into being in 1949, and now has about 100 members. . . Many newspapers that never had church editors before now have them. . .

The question was extended to cover radio and TV stations. There is no listing for "church editor" in the trade guides for the electronic media. It was thought that information on this subject might permit comparison between radio, TV, and the newspaper with respect to the clergy's percept of the attention given to church news.

Clergy Views on Adequacy of Press Coverage of Church Affairs

Carter's California study found school superintendents registering strong approval of the completeness and accuracy of school news coverage. Similar questions on completeness and accuracy of news coverage were in the present study to find out if the clergy's percept is the same as that of school superintendents.

To further confirm or reject ministers' perception of the adequacy of the news coverage of their local newspapers, the clergymen were asked to state how frequently their newspaper carries church news, the percentage of news supplied which is used, and whether any change is perceived in the amount of news carried over the past five years.

No studies could be found showing the change in the amount of church news carried over the past five years; however, Cornell stated on this point: (See Appendix A)

News coverage of religion has gone up enormously in the past five years. I cannot give you any estimate of the percentage for newspapers generally, but in the case of the AP, I would say it has about tripled. . .

In order to obtain information on another dimension of press coverage of church news, the ministers were asked to state whether they feel that their local church editors on newspapers, radio, and television sufficiently understand church affairs. On this question, Stewart Harral, journalism professor at the University of Oklahoma, and himself a minister, states that the reason for poor relations between the church and the press is partly the fault of the church, and partly the fault of the press because "The editor or reporter lacked the initiative or imagination to look behind the 'services will be held at the regular time' announcement." (5,p. 49). Carter reported that the reason for incompleteness in news stories is perceived by school superintendents as being caused by reporters who do not understand school problems. The writer desired to know whether ministers feel that the media have a trained person to handle church coverage.

It was also desired to know how ministers rank the various media that are available for dissemination of church news. Carter's study reveals that educators rated "personal contacts of school people in the community" as most important for keeping the public informed about the schools. The daily newspaper and reports carried by the children were rated as next in importance, and perceived as least important were student publications and the radio station in the community. Educators also stated that they regard the latter media as those in which the public have least confidence. Extending Carter's study to clergymen, the subjects of the current study were asked to pick the three media most important in conveying news of the church to the general public.

Clergy Involvement in Press Coverage

It was desired to know whether clergymen are fulfilling their own

responsibility in obtaining good press coverage. In the writer's three years' experience as a weekly newspaper editor, clergymen were found to be lax in sending news to the office, several of them apparently had no idea of the time of the paper's deadline, and only one out of five in the town ever came near the office. It was thought that the following information would be useful: How frequently do ministers send news to the newspapers; do ministers know the day of their local newspaper's deadline; do clergymen know the various members of their local newspaper's staff?

Clergy Training in Press Relations

Stewart Harral, in giving advice on church public relations, states that the church is partly to blame for poor relations with the press because "it doesn't train its ministers for such secular duties as co-operating with the newspaper editor in the proper presentation of news. . . ." (4, p. 49). It was decided to ask clergymen if they have had any form of journalism training, where they received this training, and whether they feel such training helps a clergyman in his work.

Clergy-Perceived Determinants of Press News Coverage

A search of the literature did not reveal any studies on perceived determinants of the amount of coverage given to a particular organization or event. The general idea seems to be that if an event is newsworthy, it will get coverage (8, p. 17). An attempt was made to find out if ministers perceive determinants other than newsworthiness as affecting the amount of news coverage they receive. Clergymen were asked if they thought the purchase of newspaper advertising affects the amount of free publicity they receive. They were also asked the religious affiliation

of their newspaper editor, the denomination of the church which receives the most publicity in their paper, and the denomination of the largest church in town. Answers to these questions were cross-analyzed in an attempt to isolate possible perceived determinants of the amount of news coverage received.

Consumption of the Media

Advertisers' Guide to Marketing for 1958 (1, p. 221) shows that 73% of the people in the United States watch TV at the average rate of one hour and 45 minutes each day. According to a survey by A. C. Nielsen Company, the average daily radio listening time is 2.4 hours (2, p. 107). A survey by Puck Survey in New York Metropolitan Area showed that 54% of the people read one or more magazines regularly (2, p. 127), and in Lexington, Kentucky, McGeehan and Maranville found that the average number of magazines subscribed to is 3.2 (1, p. 133). The Puck Survey also showed that 32% of the people interviewed had read at least one or more books in the previous month (2, p. 127). A survey made by the firm of Zorbaugh and Mills in the New York Metropolitan Area for the National Broadcasting Company showed that the average person spends 49 minutes a day reading newspapers (2, p. 144), and a study of the movie-going habits of TV owners in the same area showed that 45% of the people owning television sets, who also claimed to have had a college education, said that they see at least one movie a month. The typical (median) frequency of movie-going with the last-named group was 1.7 times a month. (2, p. 157)

From this evidence, it is clear that media consumption is high among the general public. As influencers of public opinion, clergymen might want to know what kinds of influences are attempted in the media. Also, the outpourings of the media might provide a ready fund of sermon

materials. For these reasons, it is tenable to argue that clergymen might be more than average consumers of the mass media.

A study of the media consumption habits of clergymen was done at Ohio State University in 1956 (6, pp. 90-91). While the results of this study as they affect clergymen have to be viewed with reservation, as this was part of a larger study, and there were only 17 subjects in the sample, the results are useful for purposes of comparison. The Ohio study reported 82.2% of its sample of clergymen as spending more than one hour daily watching TV, but 70.5% of the sample reported that they spend less than one hour daily listening to the radio. Eighty-two per cent of the clergymen in the Ohio State study reported that they read three or more magazines regularly; and 58.8% stated that they read two or more newspapers regularly.

Several questions were asked in the present study, in order to (1) confirm or reject the hypothesis that clergymen are more than average consumers of the mass media, and (2) compare the mass media behaviors of Michigan clergymen with that of their colleagues in Ohio. To do this, clergymen were asked to state how many weekly and daily newspapers they read regularly, and how many religious and secular magazines they subscribe to. They were also asked to state how much time they spent in listening to radio and watching television "yesterday." They were also asked to state the number of religious and non-religious books they have read during the past month, and the number of movies they have seen in the same period.

Attitudes Toward Effectiveness of Religious Radio-TV Programs

The writer found two studies which indicate that religious programs on radio and TV are not thought of as being too effective. In a report of a study made in New Haven, Connecticut, the authors state:

. . . The ministers, on the whole, did not seem to regard television and radio as a primary form of communication. . . Only ten ministers thought radio reached unchurched people. . . One of the ministers stated that he has a lack of confidence that his 15 minute broadcasts are reaching anyone, and if they do reach anyone, they only reach church members. . . (9, p. 89)

The opinion that radio-TV religious programs are ineffective is shared by managers of radio and television stations in Ohio, as shown by a study made by the Ohio Council of Churches last year. At the time of the survey, 59 radio stations were carrying 646 religious programs weekly in Ohio, and 16 television stations were carrying 86 weekly religious programs in that state. The managers of the radio stations stated that religious programs appeal mainly to older people and shut-ins. Television station managers stated that religious programs need to be tuned to the "non-churchgoer," and that there is a need for more professionalism and less amateurism by qualified people." (10, p. 3)

It was decided to ask the Protestant ministers what they think about the effectiveness of religious programs over radio and television. It was thought that this information might prove of value both to the Michigan Council of Churches and to the National Council of Churches. As already stated, the ministers were also asked to rank the media. It was thought that ranking given to radio and television also might indicate the ministers' opinions on the effectiveness of radio and TV.

Type of Newspaper Exposure

It was appreciated that the ministers' answers would vary according to the type of newspaper the minister was thinking of. So that this variable might be taken into consideration, the ministers were asked to state whether their community is served by a weekly newspaper, a daily, or by both a daily and a weekly newspaper. It was also desired to know

whether there is any difference accorded the treatment of church news by the daily and weekly newspaper. For example, it was thought that the large metropolitan daily, with its large circulation, is more likely to employ a specialist to handle church news than the small weekly. It was also thought that the city newspaper is more likely to be located in an area served by big churches. At big churches there are likely to be more activities than at small churches, and it was thought that this, too, would result in a bigger supply of news. It was also desired to know whether the presence of a daily and weekly newspaper serving the same area has any effect on the amount of church news carried by the respective newspapers, and on the way that news is handled.

The writer was unable to find any information re studies of the difference in coverage by the daily and weekly newspapers, and it was thought that the information as to whether the small newspaper or the large newspaper serves the church best in publicizing activities might be of value to people responsible for publicizing the work of the church. The ministers were therefore asked to state whether their community is served by a daily newspaper, a weekly newspaper, or both. All of the analyses compared answers among these three groups.

Miscellaneous Variables

Subjects also were asked to give the denomination of the church they serve, and the size of their congregation, to check the representativeness of the sample. As an inducement for them to return the completed questionnaire, and to find out whether ministers are interested in knowing what they as a group think of their relations with the press, subjects were asked to fill in their name and address at the end of the questionnaire, if they wished to receive the results of the survey.

DESIGN

This section is concerned with the design of the study.

In view of the sample size desired, a need for the geographical location of the subjects to be distributed throughout Michigan as widely as possible, and for them to represent as many Protestant denominations as possible, the membership list of the Michigan Council of Churches was used as a population.

The list showed 1,600 ministers representing 17 Protestant denominations scattered throughout the State of Michigan, but the list had to be revised as it contained the names of all ministers, including those who were retired, ministers employed solely in administrative work, assistant pastors, and ministers employed as teachers in educational institutions. It was decided to send the questionnaire only to ministers who were in the active pastorate at the time the questionnaire was despatched. Where two or more pastors were shown as serving one church, it was decided to send the questionnaire to the senior pastor.

The limitations of finance, time, and distance eliminated the possibility of personal interviews with the subjects. It was decided to send out a mail survey. A pre-test showed that the questionnaire, as originally organized, would take about 20-30 minutes of the minister's time to complete. Three of the pre-test subjects stated that the questionnaire was too long; however, at that time the questionnaire was contained on two sheets. Experimentation showed that the questions could be contained on two sides of one sheet of paper by compressing some of the questions. All the questions were designed so that they could be answered by either one word or a check mark.

CHAPTER II

PROCEDURES

Subjects

It was decided that a suitable sample for this study would be provided by the 1575 active pastors of churches belonging to the 17 Protestant denominations that constitute the Michigan Council of Churches.*

Measures

A tentative questionnaire was prepared and a pre-test given in person by the writer to 12 ministers in Pennsylvania and Michigan representing six Protestant denominations. Each subject took approximately 20 minutes to complete the questionnaire. Following a study of the answers to the pre-test, minor revisions were made to the questions, and the final questionnaire was prepared. It consisted of 35 questions, contained on two sides of an 8 X 10 sheet (See Appendix C).

Questions were divided into seven groups dealing with:

- (a) Clergy views on press structure, with respect to church reporting.
- (b) Clergy views on adequacy of press coverage of church affairs.
- (c) Clergy cooperation in press coverage.
- (d) Clergy training in press relations.

*African Methodist Episcopal, Baptist, Assembly of God, Baptist, Congregational, Christian Church, Church of Christ, Church of God, Church of Brethren, Episcopalian, Evangelical United Brethren, Evangelical and Reformed Church, Methodist, Moravian, North American Lutheran, Presbyterian, United Brethren, United Presbyterian.

- (e) Clergy-perceived determinants of coverage.
- (f) Clergy media consumption.
- (g) Clergy attitudes toward the effectiveness of religious programs on radio and television.
- (h) Personal data showing the type of newspaper community to which the clergyman is referring, and the denomination and size of his church.

Data Collection

Fifteen hundred and seventy-five questionnaires, each accompanied by a covering letter (See Appendix B) giving the approval of the Michigan Council of Churches and a stamped-addressed envelope, were mailed out to the Protestant ministers on Saturday, May 3.

Completed questionnaires began to be delivered on the third day after despatch, with the highest percentages, six and eight per cent respectively, being returned on the third and fourth days. Deliveries then decreased abruptly, and continued intermittently until the 24th day after despatch. By that time, 35% (575) had been returned. This was considered a fair enough sample with which to work.

As questionnaires were returned, they were coded and the answers punched on IBM cards. Tabulations and cross tabulations were done on an IBM sorting machine. In all cases where there was any doubt regarding the significance of results, statistical tests were compared.

CHAPTER III

RESULTS

This chapter is concerned with the presentation of the results obtained from administering the questionnaire. Answers are divided into the seven question areas. In each area, comparisons were made of the answers given by subjects exposed to daily newspapers, those exposed to weeklies, and those exposed to daily and weekly newspapers.

Personal Data

As stated above, comparison of answers was made from ministers in three different types of newspaper community. To enable this to be done, the clergymen were asked to state which type of newspaper serves their community. Five hundred and seventy-five replies were received, including 239 from ministers who stated that their community is served only by a daily, 237 who stated that they receive only a weekly, and 82 who stated that their community is served by both a daily and a weekly (See Table 1). Eighteen of the respondents did not complete the questionnaire. Their questionnaires were discarded.

It was also desired to know the distribution of the various Protestant denominations represented by the respondents, and the size of the congregations they served. The clergymen were, therefore, asked to give the name of their denominations (i.e. whether Methodist, Episcopalian, Presbyterian, etc.). They were also asked to state the number of people currently registered in their congregations.

Table 1

DISTRIBUTION OF MINISTERS IN THE THREE TYPES OF NEWSPAPER COMMUNITY

<u>Type of Newspaper Community</u>	<u>Percentage of Ministers</u>
Daily	42.8%
Weekly	42.5%
Daily & Weekly	<u>14.7%</u>
Total	558

No Responses ■ 18

The answers showed the respondents representing 16 Protestant denominations (See Table 2). First come the Methodists with 35%. The Presbyterians were second, comprising 15% of the total number of respondents.

The sizes of the congregations ranged from "under 100" to "over 1,000," and the most frequent size lay between 100 and 500 members (See Table 3).

Clergy Views on Press Structure
With Respect to Church Reporting

In an effort to obtain information on how clergymen view the press's attitude toward the importance of church news, particular questions were designed which it was thought might indicate whether ministers feel that the press thinks of church news as important.

Frequency of Reporter Contact

It was thought that some indication of whether the press thinks of the church as an important news source might be revealed in the frequency with which ministers are contacted by reporters. Ministers were, therefore, asked to state how often reporters visit them to obtain church news. The replies (See Table 4) showed less than 1% reporting that they are

Table 2

PERCENTAGE DISTRIBUTION OF 16 DENOMINATIONS REPRESENTED BY PROTESTANT
LIVING IN THREE TYPES OF NEWSPAPER COMMUNITY

<u>Denomination</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Overall</u>	<u>National Percentage**</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>		
Methodist	25%	42%	35%	35%	40%
Presbyterian	15%	13%	17%	15%	9%
Protestant Episcopalian	8%	5%	2%	6%	9.5%
Evangelical United Brethren	6%	9%	11%	8%	2%
National Baptist Convention U S.A.	11%	5%	9%	8%	15%
United Lutheran Church in America	8%	2%	5%	5%	7%
Congregational Christian Church	7%	11%	8%	9%	4.6%
Evangelical & Reformed Church	6%	4%	8%	6%	2.6%
United Brethren	1%	*	1%	*	*
Christian Church	3%	2%	1%	2%	*
Interdenominational	2%	1%	1%	1%	*
Church of Brethren	3%	2%	2%	2%	*
Assembly of God	3%	3%	*	2%	1%
Church of Christ	2%	*	*	*	5.6%
Church of God	*	*	*	*	*
Moravian	<u>*</u>	<u>1%</u>	<u>*</u>	<u>*</u>	<u>*</u>
Total	239	237	82	558	29,914,266

* ■ Less than 1%

** National figures for churches in the population used for this survey,
as shown in 1958 National Council of Churches Year Book...Represents
reports as at end of 1956.

Table 3

REPORTED SIZES OF CONGREGATION OF CHURCHES IN THREE
TYPES OF NEWSPAPER COMMUNITY

<u>Size of Congregation</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Overall</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	
Under 100	10%	12%	15%	12%
100 - 500	59%	72%	67%	65%
500 - 1,000	23%	13%	15%	18%
Over 1,000	<u>8%</u>	<u>3%</u>	<u>3%</u>	<u>5%</u>
Total	234	225	82	541

No Responses = 17

Table 4

PERCEIVED FREQUENCY OF REPORTER CONTACT

<u>Frequency of Contact</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Overall</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	
More than once weekly	*	*	*	*
Weekly	4%	9%	20%	9%
Occasionally	<u>96%</u>	<u>91%</u>	<u>80%</u>	<u>91%</u>
Total	236	230	79	545

* = Less than 1%

No Responses = 13

χ^2 = 20.88 d.f. = 2 ($P < .001$)

contacted more than once weekly. Nine per cent stated that they are contacted weekly, and 91% said that reporters contact them occasionally.

A comparison of responses in each of the three kinds of communities ("daily", "weekly", "daily and weekly") revealed highly significant differences. Ministers in "daily" communities reported the least frequent contact; ministers in "daily and weekly" communities reported the most frequent contact.

Existence of Church Editor

It was also thought that the percentage of newspapers perceived to employ a church editor might index whether or not the press regard church news as important. And to provide a measure of comparison on this question between the three main mass media, the ministers were asked to state whether their local newspaper, radio, and/or television station employs a church editor.

The overall figures show considerable difference between the percentages of ministers who claimed no knowledge of this question. Less than 1% failed to answer regarding newspapers, 11% did not answer for radio stations, and there were 27% who failed to answer this question as it applied to television stations (See Table 5).

The type of newspaper community was not related to replies to this question for television, and it made little difference as the question affected radio. There was considerable difference between the percentage of ministers in the "daily", "weekly", and "daily and weekly" newspaper communities who stated that their local newspaper employs a church editor. The percentage was highest in "daily" areas, lowest in "weekly" areas.

Table 5

PERCEIVED EXISTENCE OF CHURCH EDITOR

Church Editor	TYPE OF NEWSPAPER COMMUNITY											
	Daily			Weekly			Daily & Weekly			Overall		
	News.	Rad.	TV	News.	Rad.	TV	News.	Rad.	TV	News.	Rad.	TV
Yes	81%	26%	8%	35%	16%	8%	66%	23%	7%	59%	22%	8%
No	11%	37%	32%	53%	34%	28%	22%	24%	14%	30%	34%	27%
Don't Know	8%	37%	60%	12%	50%	64%	12%	53%	79%	11%	44%	65%
Total	238	227	180	235	189	160	82	80	69	555	496	409
No response	*	5%	25%	*	20%	33%	*	2%	16%	*	11%	27%

* ■ Less than 1%

Clergy Views on Adequacy of
Press Coverage of Church Affairs

The answers to the questions in this section showed how ministers feel regarding the adequacy of press coverage of church affairs. To determine this, the clergymen were asked to comment on the completeness and accuracy of their local newspaper, the frequency of publication of church news, and whether they felt that there has been a change over the past five years in the amount of church news that is published. Ministers were also asked to estimate the percentage of news they supply that is actually published in the newspaper, and to evaluate the level of understanding of church news on the part of the church editor in the newspaper, radio, and TV media.

One final question asked the ministers to choose the three media which they considered to be most important in communicating with the public.

Completeness

Clergymen were asked to judge whether their press coverage was very complete, fairly complete, or incomplete (See Table 6).

Table 6

PERCEIVED COMPLETENESS OF COVERAGE

<u>Level of Completeness</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Overall</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	
Very Complete	25%	26%	22%	25%
Fairly Complete	62%	52%	67%	58%
Incomplete	<u>13%</u>	<u>22%</u>	<u>11%</u>	<u>17%</u>
Total	234	223	81	538

No responses = 20

$$\chi^2 = 13.34 \quad \text{d.f.} = 4 \quad (P < .01)$$

Overall results showed 25% of the clergymen stating that their newspaper gives very complete coverage, 58% stated that they receive fairly complete coverage of church affairs, and 17% felt that church news coverage is incomplete.

A chi square test shows a significant difference among the three types of newspaper community, in level of perceived completeness of coverage. Little difference in the category of "very complete" was found among ministers in the three areas; however, ministers in the "weekly" areas were least likely to indicate that their local newspaper church news coverage is "fairly complete," and most likely to feel that church news coverage is "incomplete."

Accuracy

The clergymen were also asked to state what they felt about the accuracy of their paper. As seen in Table 7, approximately 30% of the ministers in all areas indicated that they view their local newspaper's coverage as "very accurate," 66% said coverage is "fairly accurate," and 4% said it is "inaccurate."

Table 7

PERCEIVED ACCURACY OF COVERAGE

<u>Level of Accuracy</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Very Accurate	30%	31%	27%	30%
Fairly Accurate	69%	62%	72%	66%
Inaccurate	<u>1%</u>	<u>7%</u>	<u>1%</u>	<u>4%</u>
Total	182	191	70	443
No responses	24%	19%	15%	21%

$$\chi^2 = 10.64 \text{ d.f.} = 4 \text{ (} P < .05 \text{)}$$

A chi square test revealed statistically significant differences among the three types of newspaper communities. This is primarily attributable to the fact that clergymen served by weeklies are more likely to feel their coverage is "inaccurate."

News Usage

Frequency

It was desired to know how frequently church news is carried. Answers to this question (See Table 8) showed that six out of ten ministers in all areas felt that "once weekly" is their newspapers' normal practice for carrying church news. One out of four said "occasionally," and one out of seven said "more than once a week."

A chi square test revealed the expected highly significant difference among the three types of newspaper communities. This difference came from differences in frequency of response in the category "more than once a week." Clergymen in daily communities were most likely to answer this way (26%); clergymen in weekly communities were least likely to say

this (4%); and clergymen in communities served by both dailies and weeklies fell between the other two groups (11%). This is a quite understandable difference no doubt entirely attributable to the different frequencies of publication in the three types of communities.

Table 8

PERCEIVED FREQUENCY OF CHURCH NEWS USAGE

TYPE OF NEWSPAPER COMMUNITY

<u>Frequency of Usage</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
More than once a week	26%	4%	11%	15%
Once weekly	51%	69%	61%	61%
Occasionally	<u>23%</u>	<u>27%</u>	<u>28%</u>	<u>24%</u>
Total	237	234	82	553

No responses = 5

$\chi^2 = 143.99$ d.f. = 4 ($P < .001$)

Changes Over Time

It was also desired to know whether ministers had noticed any significant change in the amount of news of the church carried by their local newspapers over the past five years. Answers to this question are presented in Table 9.

Overall, 50% of the ministers stated that there had not been any change, 37% said coverage had increased, and 13% said it had decreased.

A chi-square test revealed highly significant differences among the three newspaper community groups. In the "daily" group, 69% felt that there had been no change, as compared with 42% of the "weeklies," and 37% of the "dailies and weeklies." On the other hand, only 10% of the "daily" group felt there had been an increase over the past five years,

as compared with 46% of the "weeklies," and 58% of the "dailies and weeklies." Finally, the clergymen served by both daily and weekly newspapers were least likely (5%) to feel that coverage had decreased, and clergymen served by dailies only were most likely (21%) to feel this way.

Table 9

PERCEIVED CHANGE IN THE AMOUNT OF CHURCH NEWS CARRIED BY
NEWSPAPERS OVER THE PAST FIVE YEARS

<u>Direction of Change</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Decrease	21%	12%	5%	13%
Increase	10%	46%	58%	37%
No change	<u>69%</u>	<u>42%</u>	<u>37%</u>	<u>50%</u>
Total	217	210	66	393
No responses	9%	11%	20%	16%
$\chi^2 = 56.12$ d.f. = 4 ($P < .001$)				

Percentage of News that is Printed

Respondents were asked to state how much of the news they send in is used by their local newspaper (See Table 10). Overall, 34% said the newspaper uses all of it, 55% said most of it is used, 7% said that about half of it is used, and 4% said that only a little is used.

Again, a chi-square test, made after combining the "about half" and "a little" categories, revealed highly significant differences among the three newspaper community groups. Clergymen served by weeklies were most likely to feel that all of the news they supplied was actually used. No differences were found between the "daily" group and the "daily and weekly" group.

Table 10

PERCEIVED AMOUNT OF SUPPLIED NEWS WHICH IS ACTUALLY USED

TYPE OF NEWSPAPER COMMUNITY

<u>Amount Used</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
All of it	27%	42%	30%	34%
Most of it	60%	49%	59%	55%
About half of it	9%	5%	8%	7%
A little of it	<u>4%</u>	<u>4%</u>	<u>3%</u>	<u>4%</u>
Total	235	233	79	547

No responses = 11

$\chi^2 = 12.46$ d.f. = 4 (P < .02)

Church Editor's Understanding
of Church News

To supplement the information regarding the amount and frequency of church news carried by newspapers, it was desired to know whether ministers feel that the men employed to handle this type of news are qualified to do so by their understanding of church affairs. It was also desired to know whether ministers observe any difference among the people employed by their various media with respect to their understanding of church affairs. The answers to these questions (See Table 11) showed that in general, half the ministers feel that the church editor on the newspaper understands church affairs, about a quarter claimed such understanding for their radio church editor, but only 9% felt this way about their TV station church editor. A high percentage of the ministers, particularly with regard to radio and television stations, claimed that they did not know the answer to this question, or did not answer. There was comparatively little difference in the percentage of affirmative

replies regarding the understanding of the TV editor of church news received from the three types of newspaper community.

Table 11

MINISTERS' OBSERVATION OF THE UNDERSTANDING OF CHURCH NEWS BY CHURCH EDITORS ON LOCAL NEWSPAPERS, RADIO, AND TELEVISION STATIONS

TYPE OF NEWSPAPER COMMUNITY

Ch. Ed's Under- standing of Church News	<u>Daily</u>			<u>Weekly</u>			<u>Daily & Weekly</u>			<u>Overall</u>		
	<u>News.</u>	<u>Rad.</u>	<u>TV</u>	<u>News.</u>	<u>Rad.</u>	<u>TV</u>	<u>News.</u>	<u>Rad.</u>	<u>TV</u>	<u>News.</u>	<u>Rad.</u>	<u>TV</u>
Yes	57%	27%	8%	43%	18%	9%	47%	30%	9%	50%	24%	9%
No	21%	23%	23%	19%	15%	14%	15%	8%	11%	20%	18%	17%
Don't Know	<u>22%</u>	<u>50%</u>	<u>69%</u>	<u>38%</u>	<u>67%</u>	<u>77%</u>	<u>38%</u>	<u>62%</u>	<u>80%</u>	<u>30%</u>	<u>58%</u>	<u>74%</u>
Total	205	172	142	172	146	139	66	61	56	443	379	337
No responses	14%	28%	40%	27%	38%	41%	19%	25%	31%	20%	32%	41%
Newspapers: $\chi^2 = .479$	d.f. = 2 (P .80)											
Radio: $\chi^2 = 5.27$	d.f. = 2 (P < .10)											
Television: $\chi^2 = 1.77$	d.f. = 2 (P < .50)											

As might be expected from the above results, chi-square tests showed no significant difference among the three types of newspaper community in the number of ministers who felt that their local newspaper church editor or that their church editor at the local TV station has an understanding of church news. And although for radio church editors, a chi-square test showed a bigger difference in the number of ministers in the "weekly" communities than in the other two types of newspaper community, than showed in the ministers' answers regarding the other media, this difference was still not significant.

Ranking of Media

It was appreciated that ministers have a number of ways of communicating with the public. Eight of what might be regarded as the most popular ways were listed, and respondents were asked to rank those they considered to be the first three in order of importance.

The replies were tabulated, and the media were ranked by weighting and adding the number of first, second, or third choices they received.

Overall, newspapers were regarded as the most important medium. Church bulletins, members' conversation, and the newsletter came next, with no differences among the three. Direct mail and radio were ranked next. Television, followed by church magazines were ranked as least important.

The rank orders indicate high agreement among the ministers in all three types of communities. (See Table 12)

Table 12

RANKING OF MEDIA WITH RESPECT TO PERCEIVED IMPORTANCE IN REACHING THE GENERAL PUBLIC

<u>Media</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Newspapers	1	1	1	1
Ch. Bulletin	4	2	3	3
Members' Conversation	3	4	2	3
Newsletter	2	3	4	3
Direct Mail	6	5	5.5	5.5
Radio	5	6	5.5	5.5
Television	7	7	7	7
Church Mags.	8	8	8	8

Clergy Cooperation in Press Coverage

It was realized that good press relations with any section of society cannot be a one-sided matter. This also applies to relations between the press and the clergy. It was, therefore, decided to find out how the clergy see themselves as contributors to good press relations. The answers to the questions in this section show whether the ministers are aware of their responsibility, and how well they try to do their part in maintaining good relations with the press.

Frequency of News Despatch

The first question in this section asked ministers how often they send news of their churches to the newspapers. Common sense tells us that "news" is no longer news when it becomes old. It was desired to know whether ministers permitted news to become stale, or whether they despatched information to the newspapers as soon as possible. The answers re frequency of despatch (See Table 13) indicated that 12% of the ministers send news to the paper more than once weekly, 59% send news once a week, and 29% sent it only "occasionally."

As might be expected, the type of newspaper community affects the rate of news despatch. In "daily" communities, 22% send news in more than once weekly, as compared to 9% in "daily and weekly" communities, and only 1% in "weekly" communities. Other than this, no large differences were noted among the ministers in the three types of communities.

Method of Despatch

In addition to knowing how frequently ministers despatch news, it was thought that information on how they despatch news might give some indication of their interest in being efficient in dealing with newspaper

people. The ministers were, therefore, given three methods for despatching news, and were asked to state which method or combination of methods they use.

Table 13

REPORTED FREQUENCY OF DESPATCH OF CHURCH NEWS

TYPE OF NEWSPAPER COMMUNITY

<u>Rate of Despatch</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
More than once weekly	22%	1%	9%	12%
Weekly	54%	66%	55%	59%
Occasionally	<u>24%</u>	<u>33%</u>	<u>36%</u>	<u>29%</u>
Total	237	227	80	544

No responses = 14

As can be seen in Table 14, "personal delivery" was reported as being most frequently used (69%), followed by "mail" (41%) and "phone" (29%). Percentages add to more than 100% because many ministers reported that they used more than one method.

Table 14

METHOD OF NEWS DESPATCH

TYPE OF NEWSPAPER COMMUNITY*

<u>Method</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Phone	29%	24%	42%	29%
Mail	51%	29%	50%	41%
Personal Delivery	<u>66%</u>	<u>78%</u>	<u>43%</u>	<u>69%</u>
Total	204	204	72	479
No responses	14%	13%	12%	14%

* Percentages do not total 100 because of multiple responses.

The particular methods used varied according to the type of community. The telephone is used most by clergy in "daily and weekly" communities. News is forwarded by mail least often in "weekly" communities. Instead of using the mail, ministers in "weekly" communities are most likely to deliver their news in person.

Knowledge of Local Newspaper Staff

It was also thought that a minister who is really interested in building good relations with the press will take the trouble to get acquainted with his local newspaper's staff, and particularly with those who decide on the relative importance of different types of news. The ministers were, therefore, asked to state whether or not they are acquainted with the editor, the church editor, and a reporter on their local paper. These three staff members were chosen as the ones with whom the minister would most likely be brought into contact.

As can be seen in Table 15, overall there is little difference between the percentage of ministers who know the editor and those who know the other two members of the staff. Approximately 60% of the ministers claimed acquaintanceship with each individual.

As might be expected, chi-square tests revealed that significantly more of the ministers in the weekly newspaper communities claimed acquaintanceship with their newspaper's staff members than did the ministers in the other two areas.

Knowledge of Deadline

The bugbear of the newspaper editor is the deadline, and the sooner he can get hold of copy before the deadline strikes, the better chance he has of doing his job satisfactorily. It was, therefore, desired to

ACQUAINTANCESHIP WITH EDITOR, CHURCH EDITOR, AND REPORTER

28

know how much cooperation the minister feels he gives his local newspaper staff by keeping deadlines. It was realized that a minister can't keep a deadline if he doesn't know what it is; therefore, ministers were asked to state the day of their local newspaper's deadline.

As can be seen in Table 16, 94% of the ministers in all types of newspaper communities implied that they know when their local paper's deadline falls.

A chi-square test showed no significant difference between ministers in different types of communities with regard to knowledge of the local newspapers' deadlines.

Table 16

KNOWLEDGE OF LOCAL NEWSPAPER'S DEADLINE

<u>Knowledge of Deadline</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Know	90%	97%	93%	94%
Don't know	<u>10%</u>	<u>3%</u>	<u>7%</u>	<u>6%</u>
Total	230	235	80	545

No responses = 13

$\chi^2 = .80$ d.f. = 2 ($P < .70$)

Clergy Training in
Press Relations

It can be argued that a knowledge of the other person's problems is good preparation for dealing with that person. It is, therefore, suggested that ministers would be better equipped to deal with the press if they had knowledge of the problems involved in working with the mass media. It is further suggested that this knowledge could best be obtained by

having training in, or working in the field of journalism. In an attempt to find out what proportion of ministers have been trained in journalism, either in school or by working in the field, ministers were asked to state whether they had had such training. Five categories of training were listed: church workshop, seminary, college, newspaper, or "other."

The answers (See Table 17) showed that experience gained working on a newspaper was the most popular type of single training for the ministers in all three types of newspaper community. In general, about 50% of the ministers in all areas claimed to have had some type of journalism training, although comparatively few stated that they had received any journalism training when attending seminary.

No large differences were revealed among ministers in the three types of newspaper communities.

Table 17

REPORTED JOURNALISM TRAINING OF PROTESTANT MINISTERS IN CHURCH
WORKSHOP, SEMINARY, COLLEGE, NEWSPAPER, OR "OTHER."

Kind of Training	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
No training	44%	52%	51%	46%
Newspaper	15%	12%	9%	13%
College	11%	11%	9%	11%
Church Wkshp.	11%	8%	6%	9%
Seminary	6%	5%	2%	5%
"Other"	<u>13%</u>	<u>12%</u>	<u>23%</u>	<u>16%</u>
Total	239	237	82	558

Attitude Toward Journalism Training

In addition to wanting to know how many ministers had had some form of journalism training, it was desired to know what proportion of the clergymen felt that such training would be valuable in their work. Although, as stated in the previous section, only about 50% of the ministers claimed to have had journalism training, more than 90% of the ministers overall stated that such training would be valuable to a minister. (See Table 18).

A chi-square analysis revealed no differences among ministers in the three types of newspaper communities.

Table 18

PERCEIVED VALUE OF JOURNALISM TRAINING TO MINISTERS

<u>Degree of Value</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Valuable	92%	92%	85%	91%
Not valuable	<u>8%</u>	<u>8%</u>	<u>15%</u>	<u>9%</u>
Total	235	227	80	542

No responses = 16

$\chi^2 = 4.07$ d.f. = 2 ($P < .20$)

Attitude Toward Availability of Journalism Training

It was felt that the ministers who regarded journalism training as valuable in their work would also have definite opinions where such training should be given. They were, therefore, asked to state whether they thought the training should be given in college or seminary. As seen in Table 19, approximately 60% of the ministers felt that this training

should be given in college, and 49% felt that it should be included in the seminary curriculum.

No large differences were observed among ministers in the three types of newspaper communities with regard to their answers to this question.

Table 19

MINISTERS' PERCEPTION ON WHETHER JOURNALISM TRAINING SHOULD BE GIVEN IN COLLEGE OR SEMINARY

<u>Place of Training</u>	<u>TYPE OF NEWSPAPER COMMUNITY*</u>			
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
College	59%	61%	59%	60%
Seminary	<u>54%</u>	<u>45%</u>	<u>43%</u>	<u>49%</u>
Total	239	237	82	558

* Percentages total more than 100 because some of the subjects checked both college and seminary.

Clergy Perceived Determinants of Amount of Newspaper Coverage

In an attempt to find out whether clergymen felt that specific conditions affect the amount of publicity given by newspapers to churches, analyses were performed relating to the effects of (1) advertising purchase; (2) denomination of church; (3) denomination of editor; and (4) size of church.

Effect of Advertising Purchase

Ministers were asked to state whether they felt that the amount of newspaper advertising purchased had any effect on the amount of free publicity they received from the newspapers (See Table 20).

Table 20

PERCEIVED EFFECT OF ADVERTISING PURCHASE ON FREE PUBLICITY

TYPE OF NEWSPAPER COMMUNITY

<u>Effect</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>
Has effect	15%	13%	16%	14%
Has no effect	<u>85%</u>	<u>87%</u>	<u>84%</u>	<u>86%</u>
Total	198	183	64	445
No responses	17%	23%	22%	20%

$$\chi^2 = .677 \quad \text{d.f.} = 2 \quad (P < .80)$$

Fourteen per cent of the ministers who answered the question said that they thought advertising purchasing did have an effect on the amount of free publicity. The other 86% said that they did not feel it had an effect. A chi-square test showed no significant differences among the three types of newspaper communities.

In Table 21, further analysis is made by relating statements of the effect of advertising on publicity to the answer to another question, "How often do you buy advertising?"

Table 21

PERCEIVED EFFECT OF ADVERTISING PURCHASE, AS RELATED TO ACTUAL PURCHASE

STATEMENT OF EFFECT

<u>Frequency of Purchase</u>	<u>Has Effect</u>	<u>Has No Effect</u>	<u>Total</u>
Weekly	29%	16%	18%
Less than weekly	57%	53%	54%
Never	<u>14%</u>	<u>31%</u>	<u>28%</u>
Total	63	382	445

No responses = 113

$$\chi^2 = 12.82 \quad \text{d.f.} = 2 \quad (P < .01)$$

The results of a chi-square analysis (See Table 21) indicate a significant relationship between frequency of purchase of advertising and perceived effect of advertising. In other words, those ministers who feel that advertising has an effect on free publicity are significantly more likely to purchase advertising than are those ministers who do not feel that advertising has an effect on free publicity.

Denomination of Church

Ministers were asked to give the name of the church in town that they perceive as getting most publicity. The answers to this question are presented in Table 22.

Table 22

DENOMINATION PERCEIVED AS GETTING MOST PUBLICITY

<u>Denomination</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Total</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	
Protestant	38%	55%	38%	45%
Roman Catholic	29%	14%	20%	21%
All Equal	<u>33%</u>	<u>31%</u>	<u>42%</u>	<u>34%</u>
Total	204	199	68	471

$$\chi^2 = 14.94 \quad \text{d.f.} = 4 \quad (P < .01)$$

Overall, about 45% of the ministers felt that the Protestants get the most publicity; 21% stated that the Roman Catholics receive most; the other 34% felt that all denominations get equal publicity.

From a chi-square analysis of responses broken down by the type of newspaper community, we find a significant relationship between the type of community and the way this question was answered. Ministers in "weekly"

communities are most likely to say that the Protestants get the most publicity, and least likely to feel that the Roman Catholics get the most.

Denomination of Editor

It was desired to find out whether there might be any relationship between ministers' perceptions as to the denomination of the local newspaper editors and the denomination which receives the most publicity. Accordingly, the clergymen were asked to state the denomination of their local editor. Answers to this question were cross tabulated with those of the preceding question concerning the denomination which gets most publicity (See Table 23).

Ignoring possible differences among the types of newspaper community for the moment, and concentrating on the overall results, we found a significant relationship between ministers' perceptions of the denominations of the local editor, and of the church which gets most publicity. Ministers who perceive their local editor as a Protestant are more likely to feel that the Protestant denominations get the most publicity. Ministers who perceive their local editor as a Roman Catholic are more likely to feel that the Roman Catholic church gets most publicity. Ministers who said that their local editor does not belong to a church were more likely to feel that the Protestant denominations get the most publicity.

In an attempt to further analyze these results, chi-squares were computed separately for each of the three types of newspaper communities. The only significant relationship that was found was in the communities served by a daily paper. In both "weekly" and "daily-weekly" communities, no relationship was observed between answers to these two questions.

Table 23

MINISTERS' PERCEPTION OF DENOMINATION OF LOCAL EDITOR, AS RELATED TO PERCEPTION
OF DENOMINATION WHICH GETS MOST PUBLICITY

TYPE OF NEWSPAPER COMMUNITY

Den. getting most publicity	Daily				Weekly				Daily & Weekly				Overall			
	Pr.		RC		NC		O/all		Pr.		RC		NC		O/all	
Protestant	43%	27%	58%	39%	53%	40%	58%	53%	53%	18%	75%	44%	49%	28%	60%	46%
R. C.	22%	44%	42%	31%	10%	33%	16%	14%	26%	27%	-	24%	16%	40%	21%	22%
All Equal	25%	29%	-	30%	37%	27%	26%	33%	21%	55%	25%	32%	35%	32%	19%	32%
Total	74	45	12	131	108	15	31	154	19	11	4	34	201	71	47	319
Pr. = Protestant	RC = Roman Catholic				NC = No church											
Overall χ^2 =	23.41	d.f. = 4		(P < .001)												
Daily χ^2 =	12.66	d.f. = 4		(P < .02)												
Weekly χ^2 =	7.13	d.f. = 4		(P < .20)												
Daily & Weekly	= 6.42	d.f. = 4		(P < .20)												

Size of Church

A final question asked the ministers to state which church in town they thought was the largest. It was thought that the size of church might affect the perception of the amount of publicity given to a particular church. Answers to this question were cross tabulated with those of the original question concerning the denomination which gets most publicity (See Table 24).

Table 24

MINISTERS' PERCEPTIONS OF LARGEST CHURCH, AS RELATED TO DENOMINATION
WHICH GETS MOST NEWSPAPER PUBLICITY

Den. get- ting most publicity	TYPE OF NEWSPAPER COMMUNITY											
	Daily			Weekly			Daily-Weekly			Overall		
	Pr.	RC	O/all	Pr.	RC	O/all	Pr.	RC	O/all	Pr.	RC	O/all
Protestant	46%	26%	40%	56%	50%	55%	37%	43%	36%	49%	38%	46%
R. C.	19%	44%	27%	13%	20%	15%	20%	43%	23%	16%	33%	21%
All Equal	35%	30%	33%	31%	30%	30%	43%	14%	41%	35%	29%	33%
Total	113	54	167	126	50	176	41	7	48	280	111	391
Pr. = Protestant RC = Roman Catholic												
Overall	$\chi^2 = 23.31$			d.f. = 2			(P < .001)					
Daily	$\chi^2 = 13.16$			d.f. = 2			(P < .01)					
Weekly	$\chi^2 = 1.57$			d.f. = 2			(P < .50)					

Ignoring possible differences among the types of newspaper community for the moment, and concentrating on the over-all results, we found a significant positive relationship between ministers' perceptions of the largest church, and of the church which gets most publicity.

In an attempt to further analyze these results, chi-squares were computed separately for two of the three types of newspaper communities (the frequencies in the "daily-weekly" communities were too small to

permit a statistical test). A significant relationship was observed in the "daily" communities; however, there was not a significant relationship in the "weekly" communities.

Consumption of Mass Media

The ministers' need for a constant supply of material to compose sermons that will help their parishioners face today's demands suggests that the clergy should be more-than-average consumers of the mass media. Seven of the most popular mass media were listed, and the ministers were asked to answer specific questions regarding their consumption habits of these media.

Reading Newspapers

Ministers were asked to state how many daily papers and how many weekly papers they read. Answers to this question are presented in Table 25.

Table 25

READING OF DAILY AND WEEKLY NEWSPAPERS

TYPE OF NEWSPAPER COMMUNITY

<u>No. of Newspapers</u>	<u>Daily</u>		<u>Weekly</u>		<u>Daily-Weekly</u>		<u>Overall *</u>	
	<u>Read Daily</u>	<u>Read Weekly</u>	<u>Read Daily</u>	<u>Read Weekly</u>	<u>Read Daily</u>	<u>Read Weekly</u>	<u>Read Daily</u>	<u>Read Weekly</u>
No Response	3%	78%	11%	52%	2%	20%	6%	57%
One	70%	15%	72%	28%	77%	48%	72%	26%
Two	25%	3%	15%	17%	18%	23%	20%	12%
Three	<u>2%</u>	<u>4%</u>	<u>2%</u>	<u>3%</u>	<u>3%</u>	<u>9%</u>	<u>2%</u>	<u>5%</u>
Total	239	239	237	237	82	82	558	558

* Proportion of adult population reading one or more newspapers a day = 82% (7, p. 238)

Overall, 94% of the ministers said that they read one or more dailies, and 43% reported readership of one or more weeklies. Figures for multiple readership are much lower. Only 22% of the ministers reported reading two or more dailies, and 17% reported reading two or more weeklies.

Although a review of the literature failed to produce figures for the average person's reading broken down into dailies and weeklies, or into the number of newspapers read by individuals, i.e. whether one, two, or three; a survey made by the Survey Research Center at the University of Michigan showed that 82% of the adult population in the U.S. reads one or more newspapers a day. As can be seen, 94% of the ministers stated that they read one or more newspapers daily.

A breakdown by the three types of newspaper communities revealed some large differences in newspaper readership. As would be expected, a large percentage (78%) of ministers in daily communities reported that they don't read a weekly newspaper; however, better than half (52%) of the ministers in the weekly communities also reported that they do not read a weekly newspaper. On the other hand, in communities served by both a daily and a weekly, non-readership of each type of newspaper was lowest.

Reading Books

It appeared reasonable to suggest that ministers would read more books than the average person, especially books in the field of religion. The clergymen were, therefore, asked to state how many books they had read during the past thirty days, and to divide their answer into the number of religious books and the number of non-religious books. The overall results from the answers to this question (See Table 26) showed a median of three for each type of book. And there was no significant difference in the answers to this question from the three types of newspaper communities.

Table 26

MEDIAN OF BOOKS READ DURING THE PAST THIRTY DAYS

TYPE OF NEWSPAPER COMMUNITY

<u>Type of Book</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>	<u>Average Person</u>
Religious	3	3	3	3	*
Non-Religious	3	4	3	3	*
Total	6	7	6	6	*

* = Less than one book

A search of the literature did not reveal any study of book reading broken down into religious and non-religious books for the average person. However, according to Bernard Berelson, if the definition "book-reader" means reading at least one book a month, only 25 to 30 per cent of the U.S. adult population would qualify (11, p.120). Based on Berelson's statement, the median of books read over the past thirty days by the average person would be "less than one." A study by Puck Survey in the New York Metropolitan Area appears to confirm Berelson's opinion, as it showed that only 32% of the people interviewed had read at least one book in the previous month (2, p.127).

Reading Magazines

As with books, it was thought that ministers would read more magazines than the average person, especially if religious publications were included. The clergymen were, therefore, asked to give separately the number of religious and non-religious magazines subscribed to. As can be seen in Table 27, overall figures show the median of magazines read as four religious magazines and three not dealing with religion. No significant difference was shown in the number of magazines subscribed to by ministers in the three types of newspaper communities.

Table 27

MEDIAN OF MAGAZINES SUBSCRIBED TO

TYPE OF NEWSPAPER COMMUNITY

<u>Type of Magazine</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>	<u>Average Person</u>
Religious	4	4	3	4	*
Non-Religious	3	3	3	3	*
Total	7	7	6	7	*

* Figures not available for average person. Average number of magazines read, according to Nationwide Magazine Audience Survey = 3.1 (12, p. 231)

A survey made in Lexington, Kentucky by McGeehan and Maranville found that the average number of magazines subscribed to is 3.2 (1, p. 133); and a Nationwide Magazine Audience Survey showed that the average number of magazines read is 3.1 (12, p. 231). However, the writer could not find any magazine reading study broken down into religious and non-religious publications.

Movie Viewing

Contrary to the expectation re ministers' consumption of books and magazines, it was thought their consumption of movies might be less than that of the average person. The clergymen were, therefore, asked to state how many movies they had seen during the past thirty days. In all areas the median number of movies seen was one. As can be seen in Table 28, there was no significant difference in the percentage of moviegoers in the different types of newspaper communities.

A survey made by the Survey Research Center at the University of Michigan showed that 63% of the adult population had seen one or more movies during the past month; although the surveyors pointed out that a big percentage of the adults were young people. (7, p. 238)

Table 28

MOVIE VIEWING DURING THE PAST THIRTY DAYS

TYPE OF NEWSPAPER COMMUNITY

<u>Have Seen Movies *</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>	<u>Average Person</u>
Yes	29%	29%	33%	30%	63%
No	71%	71%	67%	70%	37%
Total	239	237	82	558	

* Median of movies seen = one for all areas.

Time Spent on Media

In addition to wanting to know how the ministers perceived themselves as media consumers, it was decided that information should be obtained on how much time they spent on the media. So that a basis of comparison might be established, the ministers were asked to state how many minutes they spent "yesterday" reading newspapers, listening to the radio, and watching television. As can be seen in Table 29, overall figures show that the ministers claimed to spend a median of twenty minutes longer listening to the radio than reading newspapers or watching television. While the time spent reading newspapers or watching television varied little among the three types of communities, the ministers in the communities served by a daily newspaper stated that they spend much less time listening to the radio than their colleagues in the "weekly" areas, or those in the communities served by both a daily and a weekly newspaper.

A survey made by the firm of Zorbaugh and Mills in the New York Metropolitan Area for the National Broadcasting Company showed that the average person spends 49 minutes a day reading newspapers (2, p. 144). And according to an A. C. Nielson Company survey, the average daily

radio listening time is 184 minutes (2, p. 107). The current Advertisers' Guide to Marketing shows that 73% of the people in the United States watch TV at the average rate of 105 minutes each day. (1, p. 221).

Table 29

MEDIAN OF TIME IN MINUTES SPENT ON MEDIA "YESTERDAY"

<u>Media</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>				<u>Average Person</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	<u>Overall</u>	
Newspapers	48	51	50	50	49
Radio	38	113	87	79	184
Television	50	56	59	57	105
Total	136	220	196	186	338

Attitudes Toward Effectiveness
of Radio-Television Programs

It was thought that ministers' opinions regarding the effectiveness of religion programs on radio and television would be interesting. They were, therefore, asked to state whether they perceived these programs as effective or non-effective. As can be seen in Table 30, 41% of the ministers overall claimed to perceive radio and television religion programs as effective, 43% stated that they are non-effective, and 16% said that they don't know.

Media Ranking

As mentioned in an earlier section of this chapter, the ministers were given the names of eight mass media and asked to rank them in order of importance in reaching the general public. Based on the answers to that question (See Table 12, p. 29) the clergy do not regard radio and television too highly in effectiveness in reaching the public. Radio

placed for fifth place overall, and television was ranked seventh in the eight media listed. There was no significant difference between the opinion of ministers in one type of newspaper community, and the opinions of those in the other two.

Table 30

EFFECTIVENESS OF RELIGION PROGRAMS ON RADIO AND TV

<u>How Perceived</u>	<u>TYPE OF NEWSPAPER COMMUNITY</u>			<u>Overall</u>
	<u>Daily</u>	<u>Weekly</u>	<u>Daily & Weekly</u>	
Effective	41%	41%	40%	41%
Non-Effective	46%	42%	41%	43%
Don't Know	13%	17%	19%	16%
Total	235	233	81	549

No Responses = 9

Indication of Interest
in Present Study

The writer realized that ministers are busy people. As an inducement for them to complete the questionnaire, they were told that they might receive a copy of the results of this survey by entering their name and address at the end of the questionnaire.

As can be seen in Table 31, there was little difference between the percentages of ministers in the three areas who stated that they want a copy of the results of this survey.

Table 31

MINISTERS WHO INDICATED THEY WISH TO RECEIVE A COPY OF THE SURVEY

TYPE OF NEWSPAPER COMMUNITY

<u>Desire to receive copy</u>	<u>Daily</u>	<u>Weekly</u>	<u>Daily & weekly</u>	<u>Overall</u>
Yes	82%	82%	78%	82%
No	-	-	-	-
No reply	18%	18%	22%	18%
Total	239	237	82	558

CHAPTER IV

DISCUSSION

This chapter discusses the results of the study and suggests possible implications for further research and operational implications.

As mentioned earlier, when considering the results, it is important to remember the limitations inherent in this study. Specifically, the results are based only on the views of Protestant clergymen whose churches are members of the Michigan Council, and these views were expressed in a mail questionnaire. These ministers may not represent the entire population, and their answers are not necessarily "true." The answers are only the perceptions of clergy-press relations held by the clergy, and should be evaluated against the answers to these questions which would be given by members of the working press, and against the independent observations which could be recorded by a third party.

Taking into account the above limitations, the writer feels that the thesis provides exploratory answers to some of the questions pertaining to clergy-press relations. The answers also suggest possibly fruitful areas for further research and for administrative implementation.

Answers were received from ministers in three types of newspaper community. Almost the same number of replies came from the "daily" areas as from the "weekly" areas, and approximately one-third the number of ministers replied from the "daily-weekly" areas as from each of the other two types of newspaper community.

The ministers represented sixteen Protestant denominations, the biggest percentage being Methodist, and the next biggest Presbyterians. The most frequent size of congregation represented was between 100 and 500 members.

The thesis was concerned specifically with seven major question areas as follows:

1. How Do Clergymen Perceive the Structure of the Press in Reporting Church Affairs?

An attempt was made to find answers to this question on the basis of ministers' replies on reporter contact and their perception of how many newspapers employ a church editor.

Very few ministers reported being contacted by newspaper reporters more than occasionally, and less than one per cent said they are contacted more than once weekly. There appeared to be a much bigger frequency of reporter contact reported from ministers in the "daily-weekly" areas than in the other two types of newspaper community. This difference might be because of the presence of two types of newspaper in the "daily-weekly" areas which causes a competitive situation for obtaining all types of news. Further research might reveal whether location in one or another type of newspaper community shows any difference in the frequency of reporter contact for other types of news, e.g. news of education.

In general, more than half the ministers said that their local newspaper employs a church editor, but considerably less said that they perceived a church editor at their local radio or TV station. The type of newspaper community did not seem to be related to this question as it affected radio. There was, however, considerable difference in the percentage of ministers from the three types of newspaper community who said that their local newspaper has a church editor. The percentage was highest in the "daily" areas, lowest in the "weekly" areas.

The difference in the percentage of church editors perceived on newspapers and on the other two media is probably because news programs are only a minor part of the operation at radio and television stations. As a result, the newer media do not use enough of any one type of news to justify the employment of a person to specialize.

Few ministers failed to answer this question for newspapers, but a significant percentage did not answer for radio and television. This difference could be because ministers are more familiar with the working of their local newspapers than with the operation of their radio or television station. It is also reasonable to suppose that "weekly" areas do not have local radio and television stations. Another factor that might cause ministers in the "weekly" areas to be more familiar with their local newspapers is that many of the smaller newspapers do job printing work. The ministers would be likely to visit such newspaper offices in connection with having printing done for the churches.

It would also be interesting to know how many of the church editors perceived handle church news only. The current Editor & Publisher Yearbook lists more than 500 church editors, but the writer knows from personal experience that many of the people who carry the title of church editor handle a combination of church and other news. A common practice on many newspapers is for a staffer to handle a combination such as church and education news. Such a person might be called the church editor, but it would be equally appropriate to call him education editor.

Another question in this area that suggests itself as worth further research is the relative importance of local religion news to news of religion from outside the local area. Each of the three major wire services, the Associated Press, the United Press, and the International News

Service has a religion editor; and another organization, Religious News Service, handles only news of religion. It could be, therefore, that many newspapers employ a church editor to handle the volume of news of religion from outside the local area rather than because of the importance given to news from local churches.

2. Do Clergymen Consider Coverage of Church Affairs as Adequate?

The questions in this area dealt with ministers' perception of the completeness, accuracy, frequency and quality of news published. The clergymen were also asked to state whether or not church editors sufficiently understand church news. It was thought that the ministers' answers to these questions might indicate whether or not the clergymen felt press coverage of church affairs to be accurate. Additionally, the ministers were asked to choose the three media they considered most important in communicating with the general public.

In general, ministers felt that their local newspapers' coverage of church affairs was "complete" and "accurate," and more than three-quarters of the ministers stated that their newspapers carry church news once a week or better. However, although there has been a 19% increase in church membership over the past five years (See page vii), little more than one-third of the ministers stated that they perceive an increase in the amount of church news carried by newspapers over the past five years. However, this figure did differ significantly, according to the newspaper community in which the ministers were located. The biggest percentage of ministers who said there had been an increase in church news carried was in the "daily-weekly" areas; the lowest was in the "daily" areas. Overall, half the ministers stated that they perceived no change.

Most of the ministers felt that the newspapers use most of the news the churches send in. Further research might be worthwhile on this question to determine whether the ministers could increase the amount of church news used if they were to send more news into the media.

Church Editors' Understanding of Church News

Overall, half the ministers stated that church editors on newspapers have an understanding of church news. Only 24% of the ministers felt this way about church editors at radio stations, and only 9% said that TV church editors understand church news. These percentages, as with the replies regarding the employment of a church editor, suggest that ministers know more about their local newspapers' operation than about the working of the other media. There was a comparatively high percentage of no responses for all the media on this question. This failure to respond might have been because ministers did not feel themselves competent enough to answer. It would be interesting to know why the ministers who did answer felt themselves competent to judge church editors, and what criteria they used in making their decisions.

Ranking of Media

The ministers' ranking of media proved surprising in their choices after the first choice. It is understandable that there should be unanimous choice of newspapers as first, but the question stated "for communicating with the general public," and it is difficult to see how church bulletins can be effective in reaching the general public. A probable explanation for the ministers placing church bulletins second is that they misinterpreted "general public" to mean the members of their own congregation.

It is also interesting to note that the ministers ranked church magazines last. This ranking is understandable if the general public is thought of as being people outside the church, but it is difficult to understand why ministers should think of television as second to the last in importance in reaching the general public.

3. How Much Cooperation Do Clergymen Feel They Give the Press?

The writer's experience as an editor and reporter suggests that the clergy are not always cooperative with the press; although this is not so much because of unwillingness to cooperate as a lack of thoughtfulness or ignorance on how to cooperate. An attempt was made to evaluate ministers' own views of how well they cooperate with the press. Questions were asked re frequency of news despatch, method of despatch, knowledge of newspaper deadline, and acquaintance with local staff.

Most of the ministers appear to cooperate well in despatching news. Almost three-quarters of the respondents said that they send news at least once a week to their local newspaper office. However, the answers did vary according to the type of newspaper community. A bigger percentage of ministers in the "daily" areas than in the other two types of community said that they send news in regularly at least once a week. Perhaps an explanation for the lesser percentage of ministers from the "daily and weekly" areas is that those areas have a bigger frequency of reporter contact (See page 20).

A majority of the ministers stated that they prefer to personally deliver their news. The next most popular method was mail delivery, and telephone came last. It is reasonable to suppose that personal delivery is preferred because that method enables the minister to clear up immediately any question that the newspaper staff member might have. As

might be expected, the particular methods varied according to the type of community. The ministers' answers suggested that the telephone is most popular with the clergy in the "daily and weekly" communities, and mail despatch was shown as least popular with the men in the "weekly" areas. The "weekly" people indicated that they are most likely to deliver their news in person, and this is understandable, as most of the smaller newspapers will be located in small towns where the churches are located near to the newspaper office. Further research seems to be needed to show why the "daily and weekly" ministers should use telephone despatch more frequently than their colleagues in the other areas.

Most of the ministers claimed acquaintanceship with the editor, church editor, and a local reporter. However, there was a significant difference between the number of ministers in the "weekly" areas who claimed this acquaintanceship and those in the other two areas. As suggested in the discussion re the existence of a church editor (See page 21), in the "weekly" communities it is probable that one person might fulfill all three functions of editor, church editor, and reporter. Where such is the case, some ministers may have checked all three persons, whereas they actually only know one person. Further research might also obtain more specific information regarding the degree of acquaintanceship. Some of the ministers who indicated that they "know" these people may interpret "know" as meaning simply "know who he is."

The ministers' replies naming their newspapers' deadline contradicts the writer's opinion gained from dealing with the clergy. Almost all of them were able to give the day of their newspaper's deadline. It could be that many of the ministers think they know their newspaper's deadline, and others, even though they have this knowledge, forget it, or don't bother to observe it.

According to the ministers' answers on the questions in the area of clergy cooperation, the majority of the ministers feel that they do cooperate with the press. However, as applies with all these answers, no conclusion can be drawn without evaluating the ministers' replies against replies to these questions from newsmen and from an independent source.

4. Do Clergymen Perceive Themselves as Being Trained to Maintain Cooperation With The Press?

Based on the reasoning that knowledge of the other person's problems provides a better chance of dealing successfully with that person, it was decided to ask how many clergymen in the study had received journalism training. The five categories of church workshop, seminary, college, newspapers, or "other" were listed, and half the ministers stated that they had had some form of journalism training. However, almost all of them said that such training would be valuable to a minister.

The answers showed that newspaper experience was the most frequent type of single training the ministers said they had had. Few said that they had received journalism training in seminary. More than half the ministers said that journalism training should be given in college, and just under half said it should be offered in seminary.

Further research in this area might clarify what the ministers understand by "journalism training," and how much such training they consider would be valuable for their job. It would also be interesting to know what they mean by "valuable." Do they mean "valuable in dealing with the press," or are their other areas of a minister's work in which journalism training would prove to be of value?

5. What Factors Do Clergymen Feel Determine the Amount of Press Coverage They Receive?

Four determinants of the amount of newspaper publicity given to a particular church were suggested to the ministers. The determinants were: (1) Advertising purchase; (2) Denomination of church; (3) Denomination of editor; and (4) Size of church. The ministers were asked to state whether they agreed that these determinants affect the amount of free publicity given to their church.

In general, a big majority said that they did not feel that the amount of advertising bought had anything to do with the amount of free publicity received. And there was no significant difference among the three types of newspaper community in the number of ministers who stated this. However, a significant relationship was revealed between frequency of advertising purchase and perceived effect of advertising. This suggests that the ministers who felt that advertising has an effect on free publicity are significantly more likely to buy advertising than those who do not feel that there is any connection between these factors. It would be interesting to compare the ministers' answers on this question with the opinions of merchants and advertising buyers in industry.

There appeared to be a significant relationship between the type of community and the way the question on the effect of church denomination and amount of free publicity was answered. Ministers in the "weekly" communities appeared to be most likely to say that the Protestants get most publicity, and these ministers are least likely to say that the Roman Catholics get the most publicity. These answers appear to correspond with what might be expected as far as distribution of Roman Catholics and Protestants is concerned. It is reasonable to suppose that bigger concentrations of Roman Catholics will be found in the "daily" or industrial

communities than in the other areas. This will mean that there will be considerably more readers who are Roman Catholic in the "daily" areas than is the case in the "weekly" communities.

The overall answers suggested that there is a significant relationship between ministers' perceptions of the denominations of local editors and of the church which gets the most publicity. Ministers who perceive their local editor as Protestant are more likely to feel that the Protestant denominations get the most publicity. The Protestant ministers who perceive their editor as a Roman Catholic are more likely to feel that the Roman Catholic church gets the most publicity. It was also noticed that the ministers who perceive their local editor as a non-church member felt that the Protestant denominations get the most publicity. It would have been reasonable to suppose that the editors perceived as not belonging to any church would also have been perceived as giving equal publicity to all denominations. However, only in the "daily" areas was any significant relationship shown between the denomination of the editor and the denomination of the church getting the most publicity.

Cross-tabulation of the answers regarding the size of church with the answers regarding the denomination perceived as getting most publicity suggested that there is a significant positive relationship between the ministers' perception of the largest church and of the church which gets most publicity. Again, however, a significant relationship could be observed on this question only in the communities served by a daily newspaper.

6. To What Extent Are Clergymen Consumers of the Mass Media?

Because of ministers' need for a constant supply of sermon material, it was thought reasonable to suppose that they might be "more-than-average"

consumers of the mass media. Seven of the most popular media were listed, and the clergymen were asked to answer specific questions regarding their consumption habits of these. Because of the way the questions were worded to apply specifically to the respondents in this study, e.g. books and magazines were broken down into religious and non-religious, and newspapers were broken down into dailies and weeklies, it was difficult to find comparative figures for the "average" person. However, comparison with the information obtainable about the "average" person's media consumption habits, suggests that the ministers' answers show them to be about "average" newspaper readers in point of time, but "more-than-average" consumers in the number of newspapers read. The ministers also perceive themselves as "more-than-average" consumers of books and magazines. Their answers show them as "less-than-average" consumers of radio, television, and movies.

The answers revealed big differences in newspaper readership, when broken down by types of newspaper community. Overall, 94% of the ministers said they read one or more daily newspapers, and 43% said they read one or more weeklies. But better than half the ministers in the "weekly" communities said that they do not read a weekly newspaper. It would be interesting to know why such a big proportion of ministers in the "weekly" areas do not read a weekly newspaper.

According to the ministers' answers on book reading, they read a median of three religious and three non-religious books over the past thirty days. This figure did not differ significantly according to the type of newspaper community. Bernard Berelson says that only 25 to 30% of the U.S. adult population reads a minimum of one book a month and 70 to 75% do not read as much as that on any subject. And this opinion

appears to be confirmed by a Puck Survey in the New York Metropolitan Area which showed only 32% of the people interviewed as having read at least one book during the previous month (2, p. 127).

The ministers in all three types of newspaper community stated that they subscribe to a median of four religious and three non-religious magazines. This is much higher than the only figure available to the writer for the "average" person's magazine reading which is 3.1 magazines (12, p. 231). It was assumed, in formulating this question, that the ministers would subscribe only to the magazines they wished to read. However, it would be interesting to know the relationship between the number of magazines read and the number subscribed to.

In all three types of newspaper community only about one-third of the ministers said that they had seen a movie over the past thirty days. This is only about one-half the frequency of movie-going for the "average" person revealed by a University of Michigan survey (7, p. 238).

The ministers were also asked to give the time they spent "yesterday" on reading newspapers, listening to the radio, and watching television. Their answers suggest that they spend about the same time as the "average" person reading newspapers, but they only spend about half the time spent by the "average" person listening to the radio and watching television. And only the time spent listening to the radio appeared to be affected by the ministers' newspaper community location. Those in the "weekly" areas spent considerably more time listening to the radio than their colleagues in the other two areas. Further research in the area of time spent on media might show whether the radio listening time referred to car or house radios. If it referred to car radios, the greater time spent listening

by ministers in "weekly" areas might be explained by their having to travel further than their colleagues in other areas.

7. What Are the Attitudes of Clergymen Toward the Effectiveness of the Various Mass Media in Transmitting Religious Information?

The ministers were almost equally divided in their opinions on whether religion programs on radio and television are effective or non-effective, and type of newspaper community did not appear to affect the answers to this question. However, further research appears to be needed in this area to show what is meant by "effective." Information is also needed here to show what type of programs the ministers are referring to.

A big majority of the ministers from all three types of newspaper community indicated an interest in the results of this study. Eighty-two per cent said they would like to receive a copy of the results. This, and the willingness of a comparatively high percentage of ministers who took the time to answer and send in the questionnaire suggests that there might be considerable interest among the clergy in receiving information that might enable them to improve their relations with the press.

The effect of editors' church affiliation on the amount of church news carried by newspapers was discussed to some extent in this thesis. This area of research could be further extended to see whether an editor's membership in a particular congregation makes any difference with respect to the amount of news carried about that congregation.

Social status of the members of a particular church might also be investigated as a possible determinant of the amount of church news carried by the press. Based on the theory that "names make news" the question might be asked whether the church which has prominent socialites amongst its members gets more publicity than the church which has a congregation composed mainly of manual workers.

The press has been much criticized for the amount of space it gives to negative behavior in society, e.g. crime and divorce. Further research might reveal whether the press is guilty of playing up negative news, and might answer the question on whether the press gives fair recognition to the church in trying to combat these negative elements.

The constant increase in church membership suggests that interest in church news will grow. It is, therefore, reasonable to suppose that there will be an increasing need for knowledge about church-press relationships. The above questions are suggested as the type of research that might contribute to the knowledge of relations between the press and the clergy.

Suggested Areas for Further Research

As already mentioned, the present thesis is limited in scope owing to financial and administrative restrictions. However, to obtain a clearer picture of Clergy-Press and Church-Press relations, this study might be extended to include the Roman Catholic church in Michigan, and other denominations that are not members of the Michigan Council of Churches.

The subject of church news would also lend itself to further research. What is meant by "news" of the church; how much news refers to the local church and how much news is about the church as a whole? It would be interesting to know, too, how the press treats church news in comparison with news from other segments of society. For example, do nationally-known figures in the church, e.g. Billy Graham or Bishop Sheen, get as much press coverage as political leaders, movie stars, or professional athletes?

It might also be helpful to the clergy to have definite information on whether professionally-prepared copy gets better treatment by the media than copy written by a non-professional news writer. And further light on the press's interest in church news might be revealed by the frequency of coverage of local ministerial associations.

Little information appears to be available on whether the political affiliation of newspapers affects the amount of church news carried by this medium. It would be interesting to know whether there is any difference in the amount of Roman Catholic church news versus news of the Protestant church carried by Republican newspapers compared with the news of these two churches carried by newspapers which support the Democrat party. The question might also be asked whether the fact that a newspaper has a liberal or a conservative policy affects the amount of church news carried.

APPENDIX A COPIES OF CORRESPONDENCE

Copy of letter from Roy E. Carter, Jr., Professor of Journalism, Research Professor, Institute for Research in Social Science, The University of North Carolina, Chapel Hill, N. C.

April 11, 1957

Dear Mr. Wanty:

Dr. Charles Glock of the Bureau of Applied Social Research at Columbia might be able to answer your question about studies of the U. S. clergy.

We have not yet published anything concerning our press-medical study, but a program report and journal articles are forthcoming.

Roy E. Carter, Jr.

Copy of letter from Charles Y. Glock, Director of the Bureau of Applied Social Research, Columbia University.

May 9, 1957

Dear Mr. Wanty:

In answer to your inquiry of April 16, I know of no research which has been done recently on the clergy and mass communications. I have talked with several other people here and have pretty much drawn a blank. The only positive suggestion that I would make is that you might write to the Broadcasting and Film Commission of the National Council of Churches to see whether or not they might have a bibliography which might be helpful.

While it is not related directly to what you are doing, you might want to look at a book entitled "The Television-Radio Audience and Religion," published in 1955 by Harper and Brothers and authored by Everett C. Parker, David W. Barry and Dallas W. Smythe.

I am sorry not to be of more help in this. I would be interested to hear how your study proceeds.

Charles Y. Glock
Director

Copy of letter from George Cornell, Religion Editor, The Associated Press.

June 15, 1957

Mr. Wanty:

News coverage of religion has gone up enormously in the past five years. I cannot give you any estimate of the percentage for newspapers generally, but in the case of the Ap, I would say it has about tripled. Besides increased spot coverage, we now service two weekly religion columns--one for am and one for pm papers, plus weekly mailers of religion shorts. None of these things did we do prior to 1950, and most of it has come along in the past five years. I started the weekly am column in 1951. UP came along with something to match a couple of years later I believe, and also designated a special religion editor, Lou Cassels, about that time. The field of religion has been virtually ignored for many years past in the news business, except for routine announcements on church pages, but newspapers and news services are now beginning to give the subject more thorough and penetrating coverage. This is particularly true of national conventions of religious bodies. Many attract a large corps of newsmen from across the country.

The Religious Newswriters Association, made up of men and women regularly employed in covering news of religion for the secular press, came into being in 1949, and now has about 100 members. Its president is Caspar Nannes of the Washington Evening Star. This association will be holding its annual convention in Cleveland June 23-25. It presents an annual award for outstanding religion reporting. Many newspapers that never had church editors have them. I think you'll find Editor and Publisher lists more than 500 in this category.

George Cornell,
AP Religion Editor

Copy of letter from Helen F. Spaulding, Director of Christian Education Research, National Council of Churches of Christ in the U.S.A. New York.

May 17, 1957

Dear Mr. Wanty:

I have received your inquiry in connection with your study of Church-Press relationship. We are very much interested in this work and would like to see your final report.

I am referring your request for information on church attendance and church membership to Dr. Benson Y. Landis; and your inquiry regarding religious news run to Don Bolles and Wendell Kellogg. You will be hearing directly from these persons.

Helen F. Spaulding

Copy of letter from W. Henry Shillington, Executive Secretary, The Ohio Council of Churches, Columbus, Ohio

Dear Mr. Wanty:

Thank you for sending us a copy of the questionnaire which you are sending to Michigan clergymen for information concerning their relationship with the press. You will find enclosed a copy of a study which we made in 1956 in the interest of religious radio and television in Ohio which I hope you will find helpful. I would be most grateful to you for sending me a copy of your report when it is completed.

W. Henry Shillington

M I C H I G A N S T A T E U N I V E R S I T Y

of Agriculture and Applied Science . East Lansing

College of Communication Arts - School of Journalism

Dear Pastor,

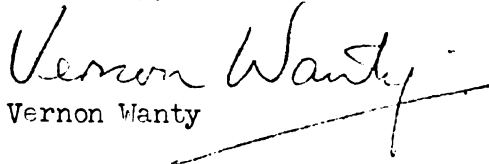
As a member of the journalism faculty of a church-related college (Westminster), I am interested in improving the press coverage of Protestant Churches. In order to do this successfully, I need your help and cooperation.

With the approval of Mr. Harold McKinney, Director of the Michigan Council of Churches, I am studying this problem as a graduate student in journalism at Michigan State University.

If you would complete the enclosed questionnaire and return it to me in the enclosed addressed, postage-paid envelope, I would deeply appreciate it. Your answers will be used for research purposes only, and no names will be made public.

Thank you very much for your cooperation. I hope to hear from you at your convenience. If you would like to know the results of this survey, I would be happy to send them to you.

Sincerely,


Vernon Wanty

SAMPLE QUESTIONNAIRE

- (PLEASE TURN OVER THIS PAGE)

21. Does your local TV station have a specific person who handles church news?
☐ Yes ☐ No ☐ Don't know
22. In 19, 20, 21 above, do you think these people sufficiently understand church affairs?
 Newspaper ☐ Yes ☐ No ☐ Don't know
 Radio ☐ Yes ☐ No ☐ Don't know
 TV ☐ Yes ☐ No ☐ Don't know
23. Which denomination, including Protestants, Roman Catholics, and Jews, gets most publicity in your local newspaper?

24. Which church in your town has the biggest membership?

☐ I don't know the answer to the above.
25. When is your local newspaper's deadline for accepting church news?

☐ I don't know the answer to the above.
26. Please rank 1,2,3, the three media most valuable in informing the general public about your church:
☐ Radio ☐ TV ☐ Newspapers
☐ Bulletin ☐ Church mags.
☐ Members' conversation ☐ Direct mail ☐ Church newsletter or news paper
27. How effective do you consider religious radio & TV programs in reaching non-churchgoers, other than shut-ins?
☐ Very effective ☐ Fairly effective
☐ Slightly effective ☐ Ineffective
☐ Don't know
28. I have participated in:
☐ (a) Church workshop or summer course in journalism
☐ (b) Seminary course in journalism
☐ (c) College course in journalism
☐ (d) Work on a newspaper
☐ (e) Practical journalism, other than newspaper
☐ (f) No training in journalism
29. I would evaluate journalism training for a minister as:
☐ Very valuable ☐ Fairly valuable
☐ Of little value ☐ Unnecessary
30. I think journalism training should be available to ministerial candidates in:
☐ Seminary ☐ College
31. How many religious books have you read during the past 30 days, not including the Bible?
☐ One ☐ Two ☐ Three ☐ Four
☐ Five ☐ More than five ☐ None
32. How many non-religious books have you read in the past 30 days?
☐ One ☐ Two ☐ Three ☐ Four
☐ Five ☐ More than five ☐ None
33. How many movies have you attended in the past 30 days?
☐ One ☐ Two ☐ Three ☐ Four
☐ More than four ☐ None
34. How many magazines do you subscribe to?
☐ Religious ☐ Secular
35. I would like to receive the results of this survey, when completed.
 Name
 Address

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