



OVERDUE FINES:  
25¢ per day per item

RETURNING LIBRARY MATERIALS:  
Place in book return to remove  
charge from circulation records

|  |  |
|--|--|
|  |  |
|--|--|

© 1981

RICHARD IRWIN DIVELBISS

**All Rights Reserved**

THE GATEKEEPER FUNCTION OF AGRICULTURAL NEW EDITORS AND  
REPORTERS AT MIDWESTERN LAND GRANT UNIVERSITIES

By

Richard I. Divelbiss

A THESIS

Submitted to  
Michigan State University  
in partial fulfillment of the requirements  
for the degree of

MASTER OF ARTS

College of Communication Arts and Sciences  
School of Journalism

1981





## ABSTRACT

### THE GATEKEEPER FUNCTION OF AGRICULTURAL NEWS EDITORS AND REPORTERS AT MIDWESTERN LAND GRANT UNIVERSITIES

By

Richard I. Divelbiss

The purpose of this research study, funded by the Michigan State University Agricultural Experiment Station, was to examine agricultural news editors and reporters in an attempt to determine if (a) they have similar news value systems by which they judge the worth of news releases; (b) they have similar perceptions of the news value systems used by newspaper editors to select news releases for publication; and (c) their news value systems are similar to those of media professionals.

The study hinges on the belief that university journalists perform their duties in much the same way as do the editors who receive and judge university news releases: i.e. each individual must choose each story, for production in the former instance and use in the latter, from a wide variety of possibilities.

To quantitatively describe the systems of behavior involved in making these news judgments, a method is needed that closely reflects the perceived needs of the journalist and then provides a set of alternatives that he/she evaluates as possible solutions. The interaction of respondent X in the given situation Y constitutes a behavior segment. In a behavior segment the individual has a subjective criterion for measuring benefits and deficits as to their effect on perceived needs in a particular situation.

Subjects were chosen from the information staffs of six midwestern land grant universities on the basis of their job descriptions. (An attempt was made to include all those who produced, edited, or in some manner handled news releases, radio tapes or scripts, and television film or scripts.) Data were collected in two role-playing modes: (1) as senior agricultural information editor at a land grant university, and (2) as the news editor of a medium-sized daily newspaper in the same state.

Q-technique can be useful in measuring subjective behavior in "XY interactions" because it operationally divides the journalist respondents as they relate to a variety of news releases produced by land grant university information reporters.

Six factors emerged to characterize possible "XY interactions," or behavior segments, in the university editor mode. The following are descriptive shorthand names for each.

Factor 1-Y -- The Local Disaster Lover

Factor 2-Y -- The Timely One

Factor 3-Y -- The Home Towner

Factor 4-Y -- The Critical Rationalist

Factor 5-Y -- The Broad Generalist

Factor 6-Y -- The Timely Too

Three factors emerged to describe possible "XY interactions" in the newspaper editor mode. Their descriptive names follow:

Factor 1-Z -- The Local Colorist

Factor 2-Z -- The Hero Worshiper

Factor 3-Z -- The Clock Watcher

The results support the claim that land grant university news editors and reporters can, indeed, be categorized according to the news value systems they use on the job. The results further confirm that the university journalists use news value systems very similar to those previous researchers have found are used by newspaper editors. When asked to role-play as a newspaper editor, however, university journalists did not accurately predict the news value systems of newspaper editors. (Their perceptions did not match the results of previous researchers and were not confirmed by data from the small sample of newspaper and magazine editors and reporters who were also tested in this study.)

## ACKNOWLEDGMENTS

This study, and any benefits that may accrue from it, became a reality thanks to the following people.

Administrators in the Michigan Agricultural Experiment Station provided funding and facilities.

Eileen Lehnert provided advice on technical aspects of Q-method.

Christine O'Connor provided editorial services and encouragement.

Dr. Lawrence Sarbaugh provided counsel on the theoretical aspects of the study and critical reviews of the thesis manuscript.

Drs. Robert V. Hudson and Sylvan H. Wittwer served as thesis committee members.

## TABLE OF CONTENTS

|  | page |
|--|------|
| CHAPTER I: Problem and Objectives. . . . .     | 1    |
| Background. . . . .                            | 3    |
| Literature Review . . . . .                    | 6    |
| CHAPTER II: Method. . . . .                    | 13   |
| Summary . . . . .                              | 13   |
| Introduction. . . . .                          | 13   |
| Q-Rationale . . . . .                          | 14   |
| P-Sample Selection. . . . .                    | 15   |
| Selection of Q-Sort Items . . . . .            | 16   |
| Administration of the Instrument. . . . .      | 19   |
| Data Analysis . . . . .                        | 20   |
| CHAPTER III: Interpretation. . . . .           | 26   |
| Introduction. . . . .                          | 26   |
| Brief Sketches. . . . .                        | 29   |
| Factor 1-Y, The Local Disaster Lover . . . . . | 29   |
| Factor 2-Y, The Timely One . . . . .           | 30   |
| Factor 3-Y, The Home Towner. . . . .           | 30   |
| Factor 4-Y, The Critical Rationalist . . . . . | 30   |
| Factor 5-Y, The Broad Generalist . . . . .     | 31   |
| Factor 6-Y, The Timely Too . . . . .           | 31   |
| Factor 1-Z, The Local Colorist . . . . .       | 31   |
| Factor 2-Z, The Hero Worshiper . . . . .       | 31   |
| Factor 3-Z, The Clock Watcher. . . . .         | 32   |
| Consensus Items . . . . .                      | 32   |
| Y-Mode . . . . .                               | 33   |
| Z-Mode . . . . .                               | 33   |

|   | page |
|---|------|
| Factor 1-Y, The Local Disaster Lover. . . . . | 38   |
| Evidence: Demographics. . . . .               | 38   |
| Evidence: Attitude Statements . . . . .       | 39   |
| Evidence: Q-Sort Items. . . . .               | 43   |
| Factor 2-Y, The Timely One. . . . .           | 51   |
| Evidence: Demographics. . . . .               | 51   |
| Evidence: Attitude Statements . . . . .       | 52   |
| Evidence: Q-Sort Items. . . . .               | 56   |
| Factor 3-Y, The Home Towner . . . . .         | 66   |
| Evidence: Demographics. . . . .               | 66   |
| Evidence: Attitude Statements . . . . .       | 67   |
| Evidence: Q-Sort Items. . . . .               | 69   |
| Factor 4-Y, The Critical Rationalist. . . . . | 78   |
| Evidence: Demographics. . . . .               | 78   |
| Evidence: Attitude Statements . . . . .       | 79   |
| Evidence: Q-Sort Items. . . . .               | 82   |
| Factor 5-Y, The Broad Generalist. . . . .     | 90   |
| Evidence: Demographics. . . . .               | 90   |
| Evidence: Attitude Statements . . . . .       | 90   |
| Evidence: Q-Sort Items. . . . .               | 93   |
| Factor 6-Y, The Timely Too. . . . .           | 101  |
| Evidence: Demographics. . . . .               | 101  |
| Evidence: Attitude Statements . . . . .       | 102  |
| Evidence: Q-Sort Items. . . . .               | 106  |
| Factor 1-Z, The Local Colorist. . . . .       | 114  |
| Evidence: Demographics. . . . .               | 114  |
| Evidence: Attitude Statements . . . . .       | 116  |
| Evidence: Q-Sort Items. . . . .               | 118  |
| Factor 2-Z, The Hero Worshiper. . . . .       | 129  |
| Evidence: Demographics. . . . .               | 129  |
| Evidence: Attitude Statements . . . . .       | 130  |
| Evidence: Q-Sort Items. . . . .               | 133  |
| Factor 3-Z, The Clock Watcher . . . . .       | 143  |
| Evidence: Demographics. . . . .               | 143  |
| Evidence: Attitude Statements . . . . .       | 145  |
| Evidence: Q-Sort Items. . . . .               | 148  |

|   | page |
|---|------|
| CHAPTER IV: Conclusions . . . . .                                     | 158  |
| Recommendations to Investigators. . . . .                             | 166  |
| Recommendations to Administrators . . . . .                           | 167  |
| APPENDICES  |      |
| A: Instructions for Q-Sort . . . . .                                  | 170  |
| B: Items in Q-Sort . . . . .  | 173  |
| C: Distribution Diagram. . . . .                                      | 178  |
| D: Q-Questionnaire . . . . .  | 179  |
| E: Demographics. . . . .  | 182  |
| Factor 1-Y, The Local Disaster Lover . . . . .                        | 182  |
| Factor 2-Y, The Timely One . . . . .                                  | 186  |
| Factor 3-Y, The Home Towner. . . . .                                  | 191  |
| Factor 4-Y, The Critical Rationalist . . . . .                        | 194  |
| Factor 5-Y, The Broad Generalist . . . . .                            | 196  |
| Factor 6-Y, The Timely Too . . . . .                                  | 198  |
| Factor 1-Z, The Local Colorist . . . . .                              | 200  |
| Factor 2-Z, The Hero Worshiper . . . . .                              | 205  |
| Factor 3-Z, The Clock Watcher. . . . .                                | 208  |
| F: Factor Loadings . . . . .  | 211  |
| Unrotated Factor Loadings (Y-Mode) . . . . .                          | 211  |
| Rotated Factor Loadings (Y-Mode) . . . . .                            | 214  |
| Unrotated Factor Loadings (Z-Mode) . . . . .                          | 217  |
| Rotated Factor Loadings (Z-Mode) . . . . .                            | 220  |
| G: Z-Scores of Items for All Factors . . . . .                        | 223  |
| H: Intrasample Similarities. . . . .                                  | 242  |
| I: Comparison of Attitude Statement<br>Responses (by Factor). . . . . | 243  |
| BIBLIOGRAPHY. . . . .   | 245  |

| Table  | Page |
|--|------|
| 28. Factor 1-Z -- Response to the statement<br>"I think that more emphasis should be<br>placed on the quality of releases, scripts,<br>etc. produced by land grant university ag-<br>ricultural information offices, and emphasis<br>on quantity of production should be<br>decreased." . . . . .                                    | 119  |
| 29. Factor 2-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on ed-<br>ucation (transmitting useful information<br>to an audience)." . . . . .   | 131  |
| 30. Factor 2-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on im-<br>proving the image of the institution so<br>that teaching, research and extension<br>programs will have public and government<br>support." . . . . .   | 132  |
| 31. Factor 2-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on news." .   | 132  |
| 32. Factor 2-Z -- Response to the statement<br>"I think that more emphasis should be<br>placed on the quality of releases, scripts,<br>etc. produced by land grant university<br>agricultural information offices, and em-<br>phasis on quantity of production should be<br>decreased." . . . . .                                    | 133  |
| 33. Factor 3-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on ed-<br>ucation (transmitting useful information<br>to an audience)." . . . . .   | 146  |
| 34. Factor 3-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on im-<br>proving the image of the institution so<br>that teaching, research and extension pro-<br>grams will have public and government<br>support." . . . . . | 146  |



| Table  | Page |
|--|------|
| 35. Factor 3-Z -- Response to the statement<br>"I think that releases from land grant<br>university agricultural information of-<br>fices should focus predominantly on news."   | 147  |
| 36. Factor 3-Z -- Response to the statement<br>"I think that more emphasis should be<br>placed on the quality of releases, scripts,<br>etc. produced by land grant university ag-<br>ricultural information offices and empha-<br>sis on quantity of production should be de-<br>creased." | 148  |
| 37. Representation on factors of respondents,<br>by state..  | 162  |
| 38. Factor 1-Y, Demographics   | 182  |
| 39. Factor 2-Y, Demographics   | 186  |
| 40. Factor 3-Y, Demographics   | 191  |
| 41. Factor 4-Y, Demographics   | 194  |
| 42. Factor 5-Y, Demographics   | 196  |
| 43. Factor 6-Y, Demographics   | 198  |
| 44. Factor 1-Z, Demographics   | 200  |
| 45. Factor 2-Z, Demographics   | 205  |
| 46. Factor 3-Z, Demographics   | 208  |
| 47. Unrotated factor loadings, Y-Mode.   | 211  |
| 48. Rotated factor loadings, Y-Mode.   | 214  |
| 49. Unrotated factor loadings, Z-Mode.   | 217  |
| 50. Rotated factor loadings, Z-Mode.   | 220  |
| 51. Z-scores of items for all factors.   | 223  |
| 52. Comparison of attitude statement scores,<br>by factor.   | 243  |



## CHAPTER I

### THE PROBLEM AND OBJECTIVES

From the vast potential for news, the subjects chosen by reporters and editors define and limit the news that eventually reaches readers. These decisions constitute the news gates in the gatekeeper model.<sup>1</sup> Decisions made by agricultural editors and reporters, and the bases for them, are the subject of this study.<sup>2</sup>

Attention to the role of editors as gatekeepers has been confined largely to newspaper, television, and radio editors (see literature review). Little research has been conducted concerning similar decision making by agricultural information gatekeepers at land grant institutions of higher education. A major exception in Lassahn's study of judgments about agricultural science news by farmers, university information editors, county extension directors, university extension specialists, and editors of county weekly newspapers.<sup>3</sup>

This investigation encompasses a broader scope than Lassahn's. Hers was an intrasystem study of news facets within one Iowa university environment. Here, the range of testing includes reporters and editors from six land grant universities. Items used in testing news facets also have been expanded.

3



—

30

51.

三、

...

— — —

3

22

• • •

22.

—

2

2

•

•

2

—

They include the whole range of subjects common to agricultural news coverage at land grant institutions (i.e. science, agriculture, youth programs, natural resources, home economics).

Specific questions of this study are: (1) Do agricultural news gatekeepers at land grant universities hold similar values and attitudes toward the worth of news releases? (2) Do agricultural news gatekeepers hold in common opinions about the values and attitudes that newspaper news editors use in judging the worth of news releases? (3) Do agricultural news gatekeepers hold values and attitudes about the worth of news releases similar to those of newspaper editors and broadcast media editors?

An answer to the first question will confirm or deny the hypothesis that land grant gatekeepers have a similarity of news values that transcends institutional boundaries. An answer to the second question will confirm or deny the hypothesis that land grant gatekeepers have a similarity of opinion about the value system client editors use to select news releases for publication. Combining the results of the answers to the first two questions with data about client editors from this and other studies should answer the third question by comparing land grant gatekeepers to mass media gatekeepers who are known to hold uniform news values.<sup>4</sup> Resulting information may provide clues that could be used to improve the flow of information from land grant institutions to intended audiences.

### Background

Cutlip and Center say that public relations meets a vital need in democratic society by "the communication and interpretation of ideas and information to the publics of an institution; the communication and interpretation of information, ideas, and opinions from those publics to the institution in an effort to bring the two into harmonious adjustment."<sup>5</sup> Marston also points out that public relations is an integral part of democracy as a system of government and can only fully develop in democratic societies.<sup>6</sup> On this premise one can postulate that no organization or person can, for long, fly in the face of public opinion.<sup>7</sup>

American land grant universities were legislated into existence as a result of public need and have survived by adjusting to changing public interests. Their inception was based on a need to provide knowledge to a larger part of the populace than existing institutions were able or willing to serve. In addition these institutions were directed by law to provide reports of "improvements and experiments made, with their costs and results, and other such matters."<sup>8</sup>

This initial concern for reporting has continued to the present. In its modern form, it is manifested in many ways. A major means is through the use of mass media. A national survey of magazine, newspaper, and broadcasting editors indicates that these gatekeepers are bombarded with news releases from agricultural editors at land grant universities.

Magazine editors reported receiving an average of thirty releases per week, newspaper editors eleven, and broadcast editors eight.<sup>9</sup>

Writers in the Extension/Research Division of the Michigan State University Department of Information Services produce more than 1,000 news releases each year.<sup>10</sup> They are intended for state and national print outlets. This function is carried out by a staff of nine. Of the present divisions of the Michigan State University Department of Information Services, this staff is the largest and has the longest history. It was formed while the parent institution was still an agricultural college and before curriculum expansion brought diversification in the public relations/information arm of the university.

This information staff deals with material generated by two groups - the Michigan Agricultural Experiment Station and the Michigan Cooperative Extension Service.

These organizations were brought into being by federal legislation. They were intended to generate knowledge that will benefit the public in a range of areas (research) and to transmit this knowledge to the users (extension).<sup>11</sup> The two units receive federal and state funding separate from the rest of the university. This system has been so effective it has been cited as a major reason for the U.S. dominant position in agriculture.<sup>12</sup> In Michigan alone, cash receipts for farm marketings exceed \$1.8 billion annually. The total worth (receipts plus earnings from distribution, processing,

and marketing) of the agricultural industry to the state economy ranks second only to the economic impact of the automotive industry.<sup>13</sup>

Personnel in land grant university information units have a large potential influence since they are a part of this industry. Their efforts to provide new information, promote programs, and improve the public image of their organizations affect society. Their success, however, depends on their ability to get their information used by the media. Marston says, "'Thinking like the editor' is the key to success in writing news and feature stories for American newspapers."<sup>14</sup>

The literature indicates land grant university reporters and editors have some intuitive ability to do this.<sup>15</sup> Other investigations, however, indicate there is considerable room for improvement.<sup>16</sup>

Within each land grant institution there is some system, either formal or informal, for determining the validity of each news item and choosing the specific media outlet(s) which will receive the news item. Since little is known about how the responsible individuals make these decisions, correlations between news gatekeepers at land grant universities and gatekeepers in the mass media cannot be made effectively.

In terms of news distribution, gatekeeper studies have almost exclusively been done within the mass media (that is, wire services, newspapers, television, and radio). A search of the literature shows only a very few studies of gatekeeper roles played by university-based agricultural writers and



editors. This despite the fact that their reason for existence is to funnel information into media channels so as to ensure its exposure to the general, or a selected, public. Variations in methodology and scope further limit the usefulness of these investigations.

Fortunately, one can assume that university based agricultural information gatekeepers operate under some constraints held in common with mass media gatekeepers. Each must select, from a mass of detailed information, a few items important enough to be worthy of production under such limiting factors as budget, available labor, and time.<sup>17</sup> Other similarities may be assumed on the basis of commonalities in educational experience, basic job skills, and broad objectives (serving the public by providing news and information).

With these premises, a study of land grant gatekeepers becomes possible. With proper methodological structure, such a study can give clues as to whether the movement of news from land grant institutions can be facilitated in the channels controlled by mass media gatekeepers.

## Literature Review

### The Gatekeeper Concept

Roots of the gatekeeper concept lie in the social psychological research of Kurt Lewin during World War II. Lewin wanted to be able to manipulate cultural habits, particularly food buying patterns. He developed a "channel theory," based on his own research that considered the patterns and paths each food item followed from its source to the home.

Lewin noted, "Food does not move by its own impetus. Entering or not entering a channel and moving from one section of a channel is effected by a 'gatekeeper.'"<sup>18</sup> David Manning White was the first to apply Lewin's theory to the field of mass communications.<sup>19</sup> White's application of the gatekeeper concept led to a continuing series of communications studies of gatekeepers and their functions. The gatekeeper concept has been so widely applied that the term has become a common part of communication jargon in the relatively short period of twenty-nine years.

#### Mass Media Gatekeepers

Validity of the gatekeeper concept in mass communications has been argued almost since White developed the idea from Lewin's work. One major deviation from White's theory is reflected by Abraham Z. Bass who feels that "...attention should be focused on the news gatherer, for it is he who makes the significant decisions."<sup>20</sup> Another school takes the gatekeeper concept to task for ignoring the organizational context that gatekeepers work in. "In order to understand the process by which news organizations transform events in the environment into the content of newspapers and news broadcasts, it is necessary to shift the level of analysis from the gate-keeper to the gate-keeping organization."<sup>21</sup>

More recently, journalism watchers have become concerned with role conflicts within gatekeepers, as individuals or groups. Morris Janowitz maintains that conflict between roles

of journalists as "gatekeepers" or as "advocates" may compromise professionalism<sup>22</sup> and has caused concern about the ability of social scientists to observe journalists objectively.<sup>23</sup>

The social psychology research technique (Q-methodology) developed by William Stephenson,<sup>24</sup> and later applied to mass communications by Stephenson and others, holds promise for resolving these problems to a major extent.<sup>25</sup> On this premise, a number of researchers, including James K. Buckalew, have used Q-methodology to examine the decision making process used by media gatekeepers. Buckalew's original project studied the decisions of television news editors.<sup>26</sup> In later studies he compared decision making on the part of newspaper editors<sup>27</sup> and radio news editors.<sup>28</sup>

#### Related Studies in Higher Education

Literature searches in this sub-area have yielded only a very few research reports that can be related to decision making by land grant gatekeepers. Verification of this lack of information has been received.<sup>29</sup> Extant studies that do have relevance include research by Hatch, Johnson, Lassahn, and Tichenor. These studies, unfortunately, provide conflicting conclusions and do not deal in depth with professional editors and reporters at land grant universities.

Hatch's study was a rudimentary mail survey that was subjected only to the development of percentages of certain replies as statistical analysis. He found that mass media editors felt college editors were too institution oriented and not audience oriented enough.<sup>30</sup> This contrasts with Lassahn's findings

that land grant editors and weekly newspaper editors closely agreed on news values.<sup>31</sup> Tichenor, et al., like Lassahn, found a close correlation in news values between land grant institution representatives (county extension agents in this case) and newspaper editors.<sup>32</sup> Johnson's findings, however, agree with those of Hatch (that is, the dimensions of judgment used in judging science news stories were found to be unlike those of science writer-editors).<sup>33</sup>

Hatch's work suffers from poor methodology. His aims in conducting the survey were not purely research oriented. Lassahn's research leaves something to be desired. It was conducted only within the Iowa State University information system, and the editors used were from rural weekly newspapers. Her study is of interest, however, because she used Q-methodology.

The Tichenor study gave broad consideration to newspaper editors in rural and urban settings, but was restricted to county extension agents on the university side of the communications flow model. Johnson's work also skirts the central problem under consideration here (the key relationship between land grant gatekeepers and news gatekeepers). He included college public relations personnel in his sample of science writers; however, these reporters were not all from college information staffs, and the writing evaluated involved science only.

Social scientists are just turning to the college or university information/public relations staff as a suitable

subject for investigation. Until recently, the literature consisted of "how to" pieces or historical works. One thing that may increase the effectiveness of the college editor/reporter is to learn more about the basis of their news judgments, as proposed in the present study.

---

<sup>1</sup>James K. Buckalew, "A Q-Analysis of Television News Editors' Decisions," Journalism Quarterly, XLVI (Spring 1969), p. 135.

<sup>2</sup>Characteristics of editors are discussed in detail in Appendix H.

<sup>3</sup>Pamela Henry Lassahn, "Comparison of Judgments About Agricultural Science News," Journalism Quarterly, XLIV (Winter 1969), pp. 702-07.

<sup>4</sup>Buckalew, "Television News Editors' Decisions," p. 137.

<sup>5</sup>Scott M. Cutlip and Allen H. Center, Effective Public Relations (Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1952), pp. 15-16.

<sup>6</sup>John E. Marston, The Nature of Public Relations (New York: McGraw-Hill Book Company, Inc., 1963), p. 15.

<sup>7</sup>Cutlip and Center, Effective Public Relations, p. 10.

<sup>8</sup>Organic Act of 1862 (Morrill Act), ch. 130, 12 Stat. 503.

<sup>9</sup>J. Cordell Harch, "Mass Media Gatekeepers for Colleges of Agriculture," ACE Quarterly, LIV, No. 4 (1971), p. 33.

<sup>10</sup>Eldon E. Fredericks, "Annual Report of Extension/Research Information," (Department of Information Services, Michigan State University, 1977), p. 1.

<sup>11</sup>Hatch Act.  
Smith-Lever Act.

<sup>12</sup>Sylvan H. Wittwer and Richard I. Divelbiss, "Successful Cooperative Research -- Bringing People Together," (paper presented at the 174th meeting of the American Chemical Society, Chicago, Ill., 29 Aug. 1977), p. 3.

<sup>13</sup>David I. Verway and William Greer, eds., Michigan Statistical Abstract (12th ed.; East Lansing, Mich.: Division of Research, Graduate School of Business Administration, Michigan State University, 1977), p. 714.

- <sup>14</sup>Marston, Nature of Public Relations, p. 123. Underlined portion in quotes indicates quoted author's italics.
- <sup>15</sup>Lassahn, "Comparison of Judgments," pp. 702-07.
- <sup>16</sup>Hatch, "Mass Media Gatekeepers," pp. 31-40.
- <sup>17</sup>John Dimmick, "The Gate-Keeper: An Uncertainty Theory," Journalism Monographs, No. 37 (November 1974), p. 4.
- <sup>18</sup>Kurt Lewin, "Psychological Ecology," in Field Theory in Social Science, (New York: Harper, 1951), p. 170.
- <sup>19</sup>David Manning White, "The 'Gate Keeper': A Case Study in the Selection of News," Journalism Quarterly, XXXVI (1950), pp. 383-90.
- <sup>20</sup>Abraham Z. Bass, "Refining the 'Gatekeeper' Concept: A UN Radio Case Study," Journalism Quarterly, XL (Spring 1969), p. 69.
- <sup>21</sup>Dimmick, "Uncertainty Theory," pp. 1-2.
- <sup>22</sup>Morris Janowitz, "Professional Models in Journalism: The Gatekeeper and the Advocate," Journalism Quarterly, LII (Winter 1975), pp. 818-19.
- <sup>23</sup>Gaye Tuchman, "Objectivity as a Strategic Ritual: An Examination of Newsmen's Notions of Objectivity," American Journal of Sociology, LXXVII (January 1972), pp. 660-79.
- <sup>24</sup>William Stephenson, The Study of Behavior: Q-Technique and Its Methodology (Chicago: The University of Chicago Press, 1953).
- <sup>25</sup>William Stephenson, The Play Theory of Mass Communication, (Chicago: The University of Chicago Press, 1967).
- <sup>26</sup>James K. Buckalew, "The Television News Editor as a Gate Keeper," (unpublished Ph.D. dissertation, University of Iowa, 1967).
- <sup>27</sup>Robert W. Clyde and James K. Buckalew, "Inter-Media Standardization: A Q-Analysis of News Editors," Journalism Quarterly, XLVI (Summer 1969), pp. 349-51.
- <sup>28</sup>James K. Buckalew, "The Radio News Gatekeeper and His Sources," Journalism Quarterly, LI (Winter 1974), pp. 602-06.
- <sup>29</sup>Clay Schoenfeld, Professor of Journalism, University of Wisconsin/Madison, personal communication, May 1978.
- <sup>30</sup>Hatch, "Mass Media Gatekeepers," pp. 31-40.

<sup>31</sup>Lassahn, "Comparison of Judgments," pp. 702-07.

<sup>32</sup>Phillip J. Tichenor, Clarice N. Olien, and George A. Donohue, "Predicting a Source's Success in Placing News in the Media," Journalism Quarterly, XLIV (Spring 1967), pp. 32-42.

<sup>33</sup>Kenneth G. Johnson, "Dimensions of Judgment of Science News Stories," Journalism Quarterly, XL (Summer 1963), pp. 315-22.

## CHAPTER II

### METHOD

#### Summary

Fifty-one respondents (all writers and/or editors) performed a Q-sort made up of forty items. The items were news release leads produced by a land grant university agricultural information staff. The items were selected on the basis of containing appropriate pairs of five basic news elements: impact, conflict, known principal, proximity (local interest), and timeliness. Each respondent performed the sort twice -- once as a land grant university senior agricultural editor and once as news editor of a medium sized daily. The respondents also completed a questionnaire that elicited demographic data and responses to four attitude statements about their work situation and ethics. Respondents were land grant university information specialists from Michigan, Illinois, Indiana, Iowa, Ohio, and Wisconsin. Raw data were factor analyzed using the QUANAL and SPSS computer programs.

#### Introduction

In Chapter I the fact that previous investigators have used Q-technique to study the gatekeeper function and similar communication models was briefly discussed.



of 1

Q-10

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

1000

Q-methodology has been used frequently to segment groups of people according to their needs or wants. Studies employing Q-technique can be categorized by products, services, institutions, and more abstract concepts.<sup>1</sup>

Products studied using Q-technique include cars,<sup>2</sup> toiletries,<sup>3</sup> magazines,<sup>4</sup> newspapers,<sup>5</sup> and toothpaste.<sup>6</sup> Services studied include golf;<sup>7</sup> and institutions studied include libraries,<sup>8</sup> utilities,<sup>9</sup> small colleges,<sup>10</sup> universities,<sup>11</sup> and non-profit organizations.<sup>12</sup>

Q-technique is appropriate for this study because of successful use in previous behavior research efforts and because it provides a basis for operantly identifying behavior segments. The term "Operant" refers to the fact that the subjects define the segments by supplying the statements that make up the instrument, and by performing the operations. Factor analysis of the resulting data results in grouping of like sorts that are independent of, and unexpected by, the investigator. A brief discussion of this rationale follows.

#### Q-Rationale

Stephenson rejected the concept of observing behavior as an isolated event in the environment. Instead he proposed that behavior is not a concept to be developed and then tested, but should be studied as a natural phenomenon "...as a mountain might be surveyed apart from the land mass of which it is a part."<sup>13</sup> Stephenson postulated that specific behavior segments were not matters of simple person/product interactions,

but were related to unique conditions he named "infacilitating" conditions. Viewed in this way, a behavior segment becomes a situation involving person "X," a product or service "Z," and the relevant facilitating conditions "Y."<sup>14</sup> In this study, respondent editors and reporters become the "Xs," the news releases become the product "Z," and the roles the respondents are asked to play become the facilitating conditions "Y."

Stephenson developed Q-technique as a means of measuring the subjective behavior expressed in the "XYZ" interaction. The method is effective because it can operantly divide respondents as they relate to a variety of products or services within the framework of a given set of facilitating conditions.

#### P-Sample Selection

The number of professional journalists involved in the production of land grant university news and information releases is quite small.<sup>15</sup> It was therefore decided to sample a small number of states and attempt to interview all the production personnel (writers and editors) at each land grant university.

The six states (Michigan, Illinois, Indiana, Iowa, Ohio, and Wisconsin) were chosen for their proximity to the base of the study in Michigan, their similar climatic and agricultural conditions, and the high importance of agriculture in their economies.

Since 100 percent of the possible respondents were to be sampled, no attempt was made to differentiate them on the basis of sex, age, income, race, education, marital status,

previous employment, level of experience, or other demographic characteristics. The sample of respondents falls short of the ideal in that one senior editor and two production personnel were absent from work when the Q-sample was administered.

The fifty-one respondents who performed the Q-sort and completed the questionnaire comprise, for the purposes of this study, the P-sample.

As a means of comparison, and for the direction of further investigations, it was deemed appropriate to include a small subsample of mass media editors and reporters in the study. These respondents were selected from a list of journalists provided by the senior land grant university editors in each state, and an attempt was made to have one mass media respondent from each state. Data from six mass media respondents were eventually collected and are included in the analysis.

#### Selection of Q-Sort Items: The Q-Sample

It is, in part, the intent of this study to replicate for land grant university editors and reporters Buckalew's study of television news editors.<sup>16</sup> and Clyde and Buckalew's study of newspaper editors.<sup>17</sup> This will, of course, not allow direct comparisons between the three groups of respondents. It will allow some speculation that would be useful in investigations of the relationships between land grant university editors and reporters with gatekeepers in the media.

With this in mind, this investigation was developed around the five accepted basic news elements:

Impact elements likely to have an effect on the majority of the audience.

Conflict elements involving physical or verbal competition between principals or between the principal(s) and nature.

Known principal elements involving well-known persons, institutions, or issues.

Proximate (local interest) elements relating to people or events in the immediate coverage area.

Timely elements related to recent happenings, current situations, or updated items with new leads or fresh material.

News items were selected to reflect high levels of each element (for example, high impact).<sup>18</sup> These are called news facets, and the Q-sample was constructed to include two complete sets (one replication) of news items representing all possible combinations of the news facets - for a total of forty items in the Q-sample.

To develop the news items used in this sort, a pool of more than 3,000 actual news releases written by land grant university reporters was used as the base point. The releases were arranged chronologically by subject matter area. Initial selection was made by pulling every third release from the file. This subset of approximately 1,000 news releases was evaluated. Those news release leads containing appropriate combinations of news facets were used to construct

the Q-sample. A second selection of about 1,000 releases from the "base" file was needed to obtain sufficient release leads with appropriate news facet pairs to complete the final forty-item Q-sample.

Release leads selected were rewritten only for the geographic anonymity needed to make the sample applicable to respondents in all six states. No attempt was made to standardize style or correct poor journalistic style. The premise was that (a) any attempts to do so might bias results and (b) respondents would be performing the sort on the basis of item content rather than the original authors' writing skills.

Selection of Q-sample items in this manner is atypical for most Q-studies. The unusual method is justified, however, on the basis of inter-state similarities in the types of material produced for news releases by land grant university editors and reporters.<sup>19</sup>

The Q-sample was pre-tested using five agricultural reporters and editors from the Department of Information Services at Michigan State University. After review of the Q-sample items with these people, several statements were reworded for clarity and one statement was replaced with a new release lead that more accurately represented the news facet pair in question.

The sample is small, but each editor contributed a large number of responses, making Q-analysis a practical means of obtaining the desired levels of correlation and interpretation.<sup>20</sup>

Use  
the  
pr  
pr

two  
in  
ed  
of  
par  
in  
rol

the  
was  
a mo  
and  
page  
the

of or  
in th  
note  
in  
back  
use"

Use of Q-technique is also indicated by MacLean who maintains that the sorting procedure resembles the gatekeeper decision process of comparing available items and then assigning them priorities.<sup>21</sup>

#### Administration of the Instrument

The Q-sample and questionnaire were administered to fifty-two people. Respondents performed the Q-sort twice: first, in the familiar role of a senior agricultural information editor at a land grant university and second, in the role of a news editor at a medium sized daily newspaper. (Newspaper journalists included in the sample performed the sort in reverse order so they would be dealing with the familiar role of newspaper editor first.)

Several respondents indicated some trouble in playing the role of newspaper editor. This inability to empathize was expressed in several ways. Some respondents asked for a more definite description of the hypothetical newspaper and/or the duties of the hypothetical news editor at that paper. Other respondents (two) indicated they would perform the sort the same way in either role.

Faulty execution of the instrument precluded the use of one Q-sort in the university editor mode and three Q-sorts in the newspaper editor mode. This gave a final respondent number of fifty-one and forty-nine, respectively.

In the valid cases, each respondent was requested to rank the Q-sort items on a continuum from "most likely to use" to "least likely to use." Respondents were first asked



to sort the items into three piles -- one pile containing those items they were most likely to use (+), another pile containing those items they were least likely to use (-), and a third pile containing those items that they felt to be neutral or could not make up their minds about (0). (See instructions for sorting in Appendix B).

Respondents then sorted the items into piles that met the forced requirements of the following frequency distribution.

| N = 40                                   |    |    |    |    |    |    |   |    |    |    |    |    |    |
|--|----|----|----|----|----|----|---|----|----|----|----|----|----|
| Least Likely to Use / Most Likely to Use |    |    |    |    |    |    |   |    |    |    |    |    |    |
| Value                                    | -6 | -5 | -4 | -3 | -2 | -1 | 0 | +1 | +2 | +3 | +4 | +5 | +6 |
| Pile Number                              | 1  | 2  | 3  | 4  | 5  | 6  | 7 | 8  | 9  | 10 | 11 | 12 | 13 |
| Number of Items                          | 2  | 2  | 2  | 3  | 4  | 4  | 6 | 4  | 4  | 3  | 2  | 2  | 2  |

For an example of the distribution diagrams the respondents used for sorting, see Appendix C.

In both the university editor mode and the media editor editor mode the respondents were asked to comment on their reasons for placement of those items to which they assigned -6 and +6 values.

### Data Analysis

The 101 completed Q-sorts were processed using the Michigan State University Control Data Corporation 3600 computer and the QUANAL and SPSS programs.<sup>22</sup>

For each mode, the respondents' sorts were intercorrelated to obtain a correlation-matrix. The computer then used the correlation-matrix to perform a factor analysis. Factors thus obtained consisted of groups of respondents who had sorted the Q-sample items in a similar manner.

Factors in both sorting modes were then rotated orthogonally, using a varimax solution, so that the maximum number of "pure" loadings (significant loadings on one, and only one, factor) were obtained.<sup>23</sup> Statistics obtained for this program run included:

- means and standard deviations;
- zero-order correlation matrix for all variables;
- communalities, eigenvalues, and proportion of total and common variance;
- initial factor matrix;
- rotated-factor matrix and transformation matrix, and;
- plot of the rotated factors (the relative position of each variable in all possible pairs of factor axes).<sup>24</sup>

The computer then evaluated the rotated factor matrix and assigned factor loadings. This allows individual sorts for each factor to be weighted according to the factor loadings. The factor arrays are converted into Z-scores and arranged, by Q-sample item, on a "most likely to use--least likely to use" continuum for each factor. (According to Nie,

at a

with

for

where

$\bar{A}$  is

The a

inter

1

six f

edico

solut

loadi

who r

the m

the r

1

deno

land

like

the 2

from

et al., the Z-score transformation generates a new variable with a mean of 0 and a standard deviation of 1. The formula for the Z-score transformation is:

$$\frac{X_i - \bar{X}}{SD}$$

where  $X_i$  is the original value of the  $i$ th case for the variable,  $\bar{X}$  is the mean of the variable, and SD is the standard deviation.) The array of Z-scores for each factor provides the basis for interpreting the factor.

In the university editor mode, factor analysis yielded six factors judged to be capable of interpretation. Media editor mode sorts yielded three factors.<sup>25</sup> The six factor solution in the university editor mode included, as "pure" loadings, the sorts of forty-two of the fifty-one respondents who provided usable Q-sorts. The three factor solution in the media editor mode included the sorts of thirty-three of the forty-nine respondents who provided usable Q-sorts.

In addition to the Q-sorts, respondents supplied relevant demographic information, and responded to statements about land grant university editors and reporters by completing Likert scales.<sup>26</sup> These data were analyzed, by factor, using the SPSS program; subprogram Frequencies. Statistics obtained from the analysis include (for each item):

- table of frequencies;
- mean;
- standard error;
- median;

-- mode;  
 -- standard deviation;  
 -- variance;  
 -- kurtosis;  
 -- skewness;  
 -- range;  
 -- minimum;  
 -- maximum; and a  
 -- histogram (a graphic display of the relative  
 frequencies of the variable's values).

With the data analyzed, interpretation and reporting of the data is the next step. It is covered in chapter III.

---

<sup>1</sup>Nancy Lois Tschirhart, "Life Styles Vs. Behavior Segments: A Study of Dental Health Consumers," (unpublished M.A. thesis, Michigan State University, 1974).

<sup>2</sup>Eric D. Fischer, "The Automobile and the Consumer: Operant Market Segmentation," (unpublished M.A. thesis, Michigan State University, 1973).

<sup>3</sup>Ricky H. McCarty, "Packaging and Advertising of Men's Toiletries: An Intensive Analysis of a Pure Type," (unpublished M.A. thesis, University of Missouri/Columbia, 1972).

<sup>4</sup>Laurel Booth, "An Image Study of McCall's Magazine," (unpublished M.A. thesis, University of Missouri/Columbia, 1968).

<sup>5</sup>Pamela Henry Lassahn, "Comparison of Judgments About Agricultural Science News," Journalism Quarterly, XLIV (Winter 1969), 702-07.

Eileen Lehnert, "An Attitude Segmentation Study of the Youth Market's Perception of the Ideal Newspaper," (unpublished M.A. thesis, Michigan State University, 1979).

<sup>6</sup>Russell I. Haley, "Benefit Segmentation: A Decision-Oriented Research Tool," Journal of Marketing, Vol. 32, No. 3 (July 1968), 30-35.

<sup>7</sup>Dan H. Zimmerman, "Attitudes About Golf: Operationalizing the Kernan and Sommer's Theory of Promotion," (unpublished M.A. thesis, Michigan State University, 1974).

<sup>8</sup>William Stephenson, "An Image for Missouri's Public Libraries," (unpublished research paper, University of Missouri/Columbia, 1962).

<sup>9</sup>\_\_\_\_\_, "Public Images of Public Utilities," Journal of Advertising Research, (1963).

<sup>10</sup>Philip Ganz, "The Student and the Small College: Operant Market Segmentation," (unpublished M.A. thesis, Michigan State University, 1973).

<sup>11</sup>Steven Shinn, "An Image Study of the University of Missouri, Columbia," (unpublished M.A. thesis, University of Missouri/Columbia, 1971).

<sup>12</sup>Charles R. Mauldin, "A Subjective Systems Approach: Application of an Image Study to Aggregate Behavior in a Socio-Economic System," (unpublished Ph.D. dissertation, University of Missouri/Columbia, 1972).

<sup>13</sup>William Stephenson, The Study of Behavior: Q-Technique and Its Methodology (Chicago: The University of Chicago Press, 1953), pp. 94-99.

<sup>14</sup>\_\_\_\_\_, The Play Theory of Mass Communication, (Chicago: The University of Chicago Press, 1967), p. 132.

<sup>15</sup>For a complete list of personnel see: U.S. Department of Agriculture, Agricultural Communicators in Land-Grant Universities and USDA Agencies (Washington, D.C.: Science and Education Administration, U.S. Department of Agriculture, 1979).

It should be remembered that not all of those listed are involved in the production of materials for mass media.

<sup>16</sup>James K. Buckalew, "A Q-Analysis of Television News Editors' Decisions," Journalism Quarterly, XLVI (Spring 1969).

<sup>17</sup>Robert W. Clyde and James K. Buckalew, "Inter-Media Standardization: A Q-Analysis of News Editors," Journalism Quarterly, XLVI (Summer 1969).

<sup>18</sup>Malcolm S. MacLean, Jr., "Communication Strategy, Editing Games, and Q," in Science, Psychology, and Communication: Essays Honoring William Stephenson, ed. by Steven R. Brown and Donald J. Brenner (New York: Teachers College Press, 1972), pp. 327-44. This is just one of several works that provide details on selection of items for Q-sorts.

<sup>19</sup>For a discussion of this rationale in broad terms see Appendix H.

<sup>20</sup>Frederick Nichols Kerlinger, Foundations of Behavioral Research: Educational and Psychological Inquiry, (New York: Holt, Rinehart, and Winston, Inc., 1964), p. 598.

<sup>21</sup>Malcolm S. MacLean, Jr., "Systems of News Communication," in Communication: Theory and Research, ed. by Lee Thayer (Springfield, Ill.: Charles C. Thomas, Publisher, 1967), p. 295.

<sup>22</sup>QUANAL is a program developed at the University of Iowa by N. Van Tubergen.

SPSS is a program developed by Norman N. Nie, et al.; beginning at Stanford University and presently at the National Opinion Research Center, University of Chicago.

QUANAL was used to develop the initial correlation matrices and to perform the "WRAP" phase, which provided standard arrays for each item (by factor). SPSS was used to perform the orthogonal, varimax rotations and for the statistical analysis of demographic data and Likert scale responses.

<sup>23</sup>Mary Jane Schlinger, "Cues on Q-Technique," Journal of Advertising Research, IX, No. 3 (1969), pp. 37-38. Schlinger's "expedient and workable" guide is that a significant factor loading should equal or exceed three times the standard error of a zero correlation, that is:  $3 \times 1/\sqrt{n}$ , where n is the number of items in the Q-sample.

<sup>24</sup>Obtained for media editor mode factors only.

<sup>25</sup>Factors were judged to be "interpretable" if the computed eigenvalue for the factor was 1.000 or greater, and if the minimum number of respondents in the factor was three. An exception was made to the latter criterion in the case of Factor 5-Y (university editor mode) which was allowed to remain in the analysis with only two respondents because it had a higher factor loading than Factor 6-Y which was the lowest loading scored factor with three persons.

<sup>26</sup>For a complete list of demographic questions and Likert scale statements see Appendix D.

## CHAPTER III

### INTERPRETATION

#### Introduction

As previously noted, Q-study respondents sort a group of statements or items. The individual's distribution of these items constitutes his or her behavior segment. In the analysis phase each individual's sort is correlated with each other sort. Those sorts that correlate at or beyond a given level of significance are grouped together to become a factor. To obtain a typical "hypothetical" sort for each factor, all the sorts within that factor are averaged. This typical sort then represents the behavior of those respondents loaded on the factor. Each factor is different from the other factors. Thus, each factor is a model of how the people within that factor see or perceive the subject matter. It is a model of their subjective viewpoints. It can therefore be said that the factors represent concepts determined by the respondents as they performed the sort, as opposed to verification or denial of concepts determined by the researcher beforehand.

Once the factors have been determined, it is up to the investigator to interpret them by studying the arrangement



of the statements (or items) in the "representative" sorts for each factor. First, the relationships of the elements within each factor are explained. Then, the relationships between all the factors are explored. This is a subjective exercise for the investigator, but the results of this exercise must be based on the real (operant) evidence as expressed in the respondents' Q-sorts and the computer analysis of these sorts.

Since the subjective role of the investigator allows for differences in interpretation of the operant data, it is common in Q-studies to preface the interpretive sections with the following statement: "If the reader disagrees with the interpretation, he/she may seek an alternative solution from the data listed in the appendices."

In this study of land grant university agricultural journalists, nine factors were generated from the raw data. Six were determined for the university editor (or "Y") mode, and three were determined for the newspaper (or "Z") mode. These factors are interpreted using an "if-then" approach.<sup>1</sup> The examination proceeds from individual statements, to groups of statements, to groups of comparisons, until conclusions can be derived.

Attention is also given to consensus items -- those statements that all the factors essentially agree on.<sup>2</sup> Consensus items are of extreme interest in that they may provide common grounds for the development of communication strategies acceptable to all factors. Special attention is

given to discriminating items, too.<sup>3</sup> After these steps, the investigator develops a generalized explanation for the factor in question that is consistent with the factor array in question.

Interpretations for each factor are presented in three parts:

1. A two or three word label that is generally descriptive of the factor. This gives the investigator and reader a convenient means of identifying the factors and rapidly distinguishing between them.
2. A brief sketch that describes each factor.
3. An expanded sketch, with supporting evidence, that provides a more detailed description and discussion of each factor.

Throughout, factors are spoken of in the third person because the average sort for the factor represents a "typical" behavior segment and because the general explanation for each factor represents a hypothetical person (i.e., Local Disaster Lover).<sup>4</sup>

Once the interpretations are made for each factor they can be used in several ways. Taken together they may be held up as a description of the news value systems held by agricultural information specialists at land grant universities. In turn, this description may be used in preliminary comparisons of these journalists to what is known about the news value systems of the clients they serve (for example, newspaper

editors). The interpretations also provide the foundation for the design of future investigations of the key relationship between land grant university editors and reporters who generate copy and the mass media editors who select from this huge amount of copy the items that eventually reach the public. From such comparisons and discussions it may be possible to find ways to increase the flow of information from university sources to the public.

### Brief Sketches

Factor analysis yielded six factors in the Y, or university editor, mode that could be interpreted. The analysis yielded three factors in the Z, or newspaper editor, mode that could be interpreted. The data analysis method results in each factor being a group of individuals who performed the Q-sort in one, and only one, significantly similar fashion. Thus, some respondents do not occur in any factor.

The following brief descriptions of the nine factors will familiarize the reader with the basic characteristics of each factor before a more detailed discussion is taken up.

#### Factor 1-Y, The Local Disaster Lover

Persons in Factor 1-Y are best described as Local Disaster Lovers. They distinctly prefer stories that pit people, individually or collectively, against situations beyond immediate control. Local Disaster Lovers are also

concerned with situations that have a direct bearing on the local community, especially if the event is action packed. They do not care if the event is immediate in the sense of having an element of "hot" news.

#### Factor 2-Y, The Timely One

Editors and reporters in this group place the highest priority on stories with an element of timeliness. They show a lesser preference for events with a sense of competition, but shun those involving major issues.

#### Factor 3-Y, The Home Towner

Time is no object for the editors and reporters in this group. Instead, they emphasize news events with a local angle. Issues of broad general interest also carry weight with these people. They care little for stories that deal with impact or conflict affecting only a few readers. Due to their parochial emphasis these people are called Home Towners.

#### Factor 4-Y, The Critical Rationalist

Individuals in Factor 4-Y are best characterized by the label Critical Rationalist. Persons in this group are most likely to make choices on the basis of what they don't like. They have well defined ideas of what they don't think is news; their preferences are foggy. The strongest appeal for these people is the story with a local angle; but even this doesn't guarantee that they will like the story.

Factor 5-Y, The Broad Generalist

The Broad Generalist feels that readers should be exposed to news with wide social impact. Though local interest may swell circulation, these editors and reporters disregard this commercial aspect in favor of the feature story that deals with issues or personalities. If a "big name" person is involved, all the better. Direct conflict, however, they consider inappropriate in the public relations news release.

Factor 6-Y, The Timely Too

Timely Toos are at first glance identical to persons in Factor 2-Y (The Timely One). They prefer stories with an element of timeliness, and have a secondary preference for conflict situations. The Timely Too differs from the Timely One in that he/she chooses conflict items that involve individuals. The Timely One prefers conflict items involving broad segments of the population.

Factor 1-Z, The Local Colorist

Persons in this factor can best be described as Local Colorists. They tend to select those articles with an element of local interest and, thus, relevance to much of their audience. They place secondary emphasis on articles with high impact, evidently thinking it more important to inform readers about societal and environmental events.

Factor 2-Z, The Hero Worshiper

People in Factor 2-Z are the only persons (in either the Y-mode or the Z-mode) who give first priority to news releases

that prominently feature a known principal. Because of this predilection they might best be called Hero Worshipers. If the known principal in a story is involved in a conflict situation, so much the better. The sure turn-off for these people is the story that depends primarily on timeliness. In fact, timeliness is more likely to cause a story to be rejected than known principal is likely to cause a story to be preferred.

### Factor 3-Z, The Clock Watcher

Persons in this factor are best described as Clock Watchers. No matter on what basis their values are quantified, timeliness is by far the most important element. They do show a secondary interest in conflict situations of a general nature. The relationship of the news item to production agriculture, or traditional agricultural activities, also appears to be an ingredient in their first choices. The Clock Watcher is least likely to use news releases that feature known principals who have no local ties.

### Consensus Items

According to Tschirhart, consensus items are of critical importance in Q-technique.

"These statements (about which all factors agree) can provide the basis for communication strategy. Of most importance are those statements scored highly positive; these statements are not only agreed upon, but are of value to the respondents. Conversely, negatively scored consensus items are to be avoided in communication strategy. Those items surrounding the neutral point offer least in terms of communication."<sup>5</sup>

Y-mode: University Editor Role

When respondents performed the Q-sort in the role of a senior agricultural information editor at a land grant university as noted previously, six factors resulted from the computer analysis of the data. There were no consensus items, however, that spanned these six behavior types. This surprising result leads to two conclusions. First, the Y factors can be said to be very clearly delineated since there are no common areas of agreement. Second, it can be said that finding a common ground for development of communications efforts acceptable to all six Y-mode behavior types would be difficult.

Z-mode: Newspaper Editor Role

When respondents performed the Q-sort in the role of an editor of a medium sized daily newspaper, three factors resulted from the analysis of data. Nine consensus items were found. These nine items represent 22.5 percent of all the items in the Q-sample. Three of the items were viewed by the factors as slightly positive, and six were perceived as slightly negative. None of these items had an average Z-score of higher than 1.00 or lower than -1.00. This indicated that although all items are similarly perceived by the three factors, the items are viewed as tending toward the neutral area. Average Z-scores for the nine consensus items are:

| <u>Item</u> | <u>Z-score</u> |
|-------------|----------------|
| 6           | .83            |
| 3           | .59            |
| 18          | .36            |
| 11          | -.12           |
| 14          | -.16           |
| 9           | -.18           |
| 12          | -.30           |
| 32          | -.40           |
| 26          | -.48           |

The most "likely to use" of the consensus items was number 6. This shows that the respondents follow the journalistic precept that newspaper's role is to report events representing updated or enlarged coverage of major local events. By assigning low priorities to items 11 and 26 [which also contain the element of conflict], however, they indicate that they believe newspaper editors distinguish between stories representing "hard news" and stories tending toward advice to readers.

| Z-Scores  |                  |                  |                  |         |
|---|------------------|------------------|------------------|---------|
|   | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> | Average |
| (8) TSU Extension agents and local White County police and fire agencies are mobilizing rescue crews armed with four-wheel drive vehicles, chain saws and portable electric generators in an attempt to rescue the estimated 250 rural families still stranded in the wake of the recent violent ice storm. | .80              | 1.11             | .57              | .83     |



| Z-Scores   |                  |                  |                  |         |
|--|------------------|------------------|------------------|---------|
|  | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> | Average |
| (11) Watch out for prolonged exposure to the sun's rays and for intense heat; outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke. | -.51             | .35              | -.20             | -.12    |
| (26) Yes, it's true; eating too much fish from Green County's Green Water Lake could be hazardous to your health.  | -.79             | -.20             | -.45             | -.36    |

The remaining two consensus items that the three Factors agree on are items 3 and 18. They are similar to the most "likely to use" items (6) in that they all contain the element of local interest. None of the other consensus items, which are all negatively loaded, contain the local interest element, with the exception of item 26 which gets its low priority for other reasons, as noted above.

|  | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> | Average |
|--|------------------|------------------|------------------|---------|
| (3) Home State currently has approximately 50 days coal supply with which to fire generators that produce electricity; and with that dwindling supply is the growing prospect of rolling blackouts throughout the state. Major cities that may be hardest hit include Ewell, Hancock and Stuart. | .10              | 1.03             | .63              | .59     |
| (18) Actor-rancher John Wayne and TSU will have something in common the fourth week of March -- both will be praising agriculture.   | -.03             | .67              | .43              | .36     |

Respondents seem to believe uniformly that economic and political issues of a broad, general nature are not important to newspaper readers. Although any change in food prices will influence all persons, the item dealing with this subject (14) gets a slightly negative rating. Activities of the state governor related to federal policy (9) and state taxes (12) also get slightly negative marks.

| Z-Scores  |                  |                  |                  |         |
|---|------------------|------------------|------------------|---------|
|   | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> | Average |
| (14) Average retail food prices in 1978 are expected to rise 4 to 6 percent above the average for 1977. Consumers can take comfort, however, in the fact that the same year-end forecasts call for an increase in average disposable income that should offset the higher cost of food. | .26              | -.46             | -.29             | -.16    |
| (9) Gov. Johannas B. Smythe pointed out the concern of U.S. governors for developing effective federal farm policy yesterday, (March 23), during the annual governor's breakfast at TSU's Farmers' Week.  | -.47             | -.19             | .11              | -.18    |
| (12) Gov. Johannas B. Smythe's recently announced tax cuts will not have a major impact on the income tax paid by the average Home State family.  | -.37             | -.61             | .06              | -.30    |

Even though medical advances have made drugs a pervasive part of society in the United States, and concomitant drug problems exist in both youth and adult populations, the

respondents gave their second most negative consensus reaction to the item (32) reporting an anti-drug abuse campaign aimed at a youth.

| Z-Scores   |                  |                  |                  |         |
|--|------------------|------------------|------------------|---------|
|  | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> | Average |
| (32) Joe Frazier, former World Boxing Association heavy-weight champion, is taking on a new opponent in Home State. The rival is drug abuse among youth. | -.52             | -.22             | -.47             | -.40    |

Taken in total, the Z-mode consensus items provide a clue to those stories respondents might find most agreement on. All of the consensus-item releases have in common the news elements of either "high impact" or "local interest." An exception is item 9 (containing the elements "known principal" and "timeliness"). On review, however, item 9 might be viewed as having an element of high impact because of the total societal impact of food systems, or as having an element of local interest because the respondents in this study are largely biased toward agriculture.

It may, therefore, be concluded that the respondents believe newspaper editors show a consistent preference for stories containing the news elements of high impact and/or local interest, since all the consensus items can be said to contain these elements.

Factor 1-Y, The Local Disaster LoverEvidence for the Sketch: Demographics

Factor 1-Y, the Local Disaster Lover, is made up of twelve people -- eight men and four women. They range in age from 26 to 58, with the average age 37.6. Eleven are married and one is single. Five job descriptions are represented: two broadcast editors; four writers; two publications editors; one assistant senior editor; and three media persons.<sup>6</sup> All persons on this factor have at least one college degree; seven have a bachelor's and five have a master's. Their degree majors include seven fields: one in TV/radio; four in journalism; two in agricultural communications; one in liberal arts; and one in English; one in special education; and two in history.

For one person this is a first job. Only two of the respondents shared an employment history (as mass media employees). Other job histories represented in the factor include: agricultural broadcasting; agricultural publication editing; farming; military service; newspaper journalism; nursing; and specialized publication editing. Reported years of experience in extension/research information ranged from 1 to 31 years, with the average 9.2.

Four respondents indicated interest in all subject matter areas common to extension/research information programs. Two indicated their major interest was in agriculture. One person listed an interest in 4-H youth programs, one an interest in home economics, and one in agriculture and home

economics. The remaining respondents listed areas including urban gardening, journalism, and general news. Persons on the factor spent zero to 100 percent of their job time writing releases or scripts. The average was 28.33 percent. Five persons edit releases written by others. One person listed rewrite as a processing function of his/her job. The remaining six respondents were either broadcast editors or listed no responsibilities of this nature -- thus indicating no processing activities on their parts.

#### Evidence for the Sketch: Attitude Statements

The Local Disaster Lover strongly agrees with the attitude statement "I think that releases from land grant university information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 1] This response indicates that respondents on Factor 1-Y are strongly supportive of the land grant philosophy as previously stated in Chapter I. (For a comparison of attitude statement responses across all factors, both Y-mode and Z-mode, see Appendix I.)

The Local Disaster Lover has a slightly negative response to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 2] This response may reflect the fact that none of the persons on Factor 1-Y are in senior managerial positions. One might hypothesize

TABLE 1: Factor 1-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 3                        |
| Strongly Agree                | +2    | 5                        |
| Very Strongly Agree           | +3    | 3                        |
| Average                       | +1.83 |                          |

TABLE 2: Factor 1-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Very Strongly Disagree        | -3    | 3                        |
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 1                        |
| Neutral                       | 0     | 3                        |
| Agree                         | +1    | 3                        |
| Strongly Agree                | +2    | 1                        |
| Average                       | -0.58 |                          |

that senior managers would be more conservative and more concerned with continued support of programs. They would thus have a more positive response to this statement.

The Local Disaster Lover agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 3] Although news and education information are not incompatible, the nature of reporting in this field is such that breaking news stories are rare, while stories with educational focus are common. Thus, it appears that the Local Disaster Lover is confused about the relative importance of stories that report news versus stories that provide useful information [See Table 1, above].

TABLE 3: Factor 1-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 7                        |
| Strongly Agree                | +2    | 2                        |
| Very Strongly Agree           | +3    | 2                        |
| Average                       | +1.42 |                          |

The Local Disaster Lover has a positive reaction to the attitude statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased." [See Table 4] This favorable response may reflect the fact that respondents on Factor 1-Y are predominantly production persons. Thus, they would react favorably to a program emphasis that would either (a) reduce heavy work loads, or (b) allow them to increase the quality of each item they work on.

TABLE 4: Factor 1-Y -- Response to the statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Disagree                      | -1    | 1                        |
| Neutral                       | 0     | 2                        |
| Agree                         | +1    | 4                        |
| Strongly Agree                | +2    | 3                        |
| Very Strongly Agree           | +3    | 2                        |
| Average                       | +1.25 |                          |



### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Local Disaster Lover based upon his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items). Also included are those items with which s/he disagreed more than any other factor (negative discriminating items). Where useful in clarification of the interpretation, reference to the rank order of items (descending array for the factor) also may be used.

As noted previously in the brief sketch, the Local Disaster Lover gives higher priority to news stories that have elements of actual or implied tension and are of interest to a broad spectrum of potential readers. The Q-sort item that most positively differentiated the Local Disaster Lover from others contains the news elements of high impact and local interest (13). This item deals with energy conservation, a topic of major interest at the time of this writing. It might be considered to have an undertone of conflict in view of tightening American energy supplies.

| <u>Item</u>   | <u>Z-Score</u> | <u>Average<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|-----------------------------------|----------------------------------|
| (13)<br>Blue County is one of<br>15 Home State counties<br>selected for a pilot<br>study of energy con-<br>servation in the home. | 1.794          | -.168                             | 1.961                            |

News elements = High impact/Local interest

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
61  
62  
63  
64  
65  
66  
67  
68  
69  
70  
71  
72  
73  
74  
75  
76  
77  
78  
79  
80  
81  
82  
83  
84  
85  
86  
87  
88  
89  
90  
91  
92  
93  
94  
95  
96  
97  
98  
99  
100  
101  
102  
103  
104  
105  
106  
107  
108  
109  
110  
111  
112  
113  
114  
115  
116  
117  
118  
119  
120  
121  
122  
123  
124  
125  
126  
127  
128  
129  
130  
131  
132  
133  
134  
135  
136  
137  
138  
139  
140  
141  
142  
143  
144  
145  
146  
147  
148  
149  
150  
151  
152  
153  
154  
155  
156  
157  
158  
159  
160  
161  
162  
163  
164  
165  
166  
167  
168  
169  
170  
171  
172  
173  
174  
175  
176  
177  
178  
179  
180  
181  
182  
183  
184  
185  
186  
187  
188  
189  
190  
191  
192  
193  
194  
195  
196  
197  
198  
199  
200  
201  
202  
203  
204  
205  
206  
207  
208  
209  
210  
211  
212  
213  
214  
215  
216  
217  
218  
219  
220  
221  
222  
223  
224  
225  
226  
227  
228  
229  
230  
231  
232  
233  
234  
235  
236  
237  
238  
239  
240  
241  
242  
243  
244  
245  
246  
247  
248  
249  
250  
251  
252  
253  
254  
255  
256  
257  
258  
259  
260  
261  
262  
263  
264  
265  
266  
267  
268  
269  
270  
271  
272  
273  
274  
275  
276  
277  
278  
279  
280  
281  
282  
283  
284  
285  
286  
287  
288  
289  
290  
291  
292  
293  
294  
295  
296  
297  
298  
299  
300  
301  
302  
303  
304  
305  
306  
307  
308  
309  
310  
311  
312  
313  
314  
315  
316  
317  
318  
319  
320  
321  
322  
323  
324  
325  
326  
327  
328  
329  
330  
331  
332  
333  
334  
335  
336  
337  
338  
339  
340  
341  
342  
343  
344  
345  
346  
347  
348  
349  
350  
351  
352  
353  
354  
355  
356  
357  
358  
359  
360  
361  
362  
363  
364  
365  
366  
367  
368  
369  
370  
371  
372  
373  
374  
375  
376  
377  
378  
379  
380  
381  
382  
383  
384  
385  
386  
387  
388  
389  
390  
391  
392  
393  
394  
395  
396  
397  
398  
399  
400  
401  
402  
403  
404  
405  
406  
407  
408  
409  
410  
411  
412  
413  
414  
415  
416  
417  
418  
419  
420  
421  
422  
423  
424  
425  
426  
427  
428  
429  
430  
431  
432  
433  
434  
435  
436  
437  
438  
439  
440  
441  
442  
443  
444  
445  
446  
447  
448  
449  
450  
451  
452  
453  
454  
455  
456  
457  
458  
459  
460  
461  
462  
463  
464  
465  
466  
467  
468  
469  
470  
471  
472  
473  
474  
475  
476  
477  
478  
479  
480  
481  
482  
483  
484  
485  
486  
487  
488  
489  
490  
491  
492  
493  
494  
495  
496  
497  
498  
499  
500  
501  
502  
503  
504  
505  
506  
507  
508  
509  
510  
511  
512  
513  
514  
515  
516  
517  
518  
519  
520  
521  
522  
523  
524  
525  
526  
527  
528  
529  
530  
531  
532  
533  
534  
535  
536  
537  
538  
539  
540  
541  
542  
543  
544  
545  
546  
547  
548  
549  
550  
551  
552  
553  
554  
555  
556  
557  
558  
559  
560  
561  
562  
563  
564  
565  
566  
567  
568  
569  
570  
571  
572  
573  
574  
575  
576  
577  
578  
579  
580  
581  
582  
583  
584  
585  
586  
587  
588  
589  
590  
591  
592  
593  
594  
595  
596  
597  
598  
599  
600  
601  
602  
603  
604  
605  
606  
607  
608  
609  
610  
611  
612  
613  
614  
615  
616  
617  
618  
619  
620  
621  
622  
623  
624  
625  
626  
627  
628  
629  
630  
631  
632  
633  
634  
635  
636  
637  
638  
639  
640  
641  
642  
643  
644  
645  
646  
647  
648  
649  
650  
651  
652  
653  
654  
655  
656  
657  
658  
659  
660  
661  
662  
663  
664  
665  
666  
667  
668  
669  
670  
671  
672  
673  
674  
675  
676  
677  
678  
679  
680  
681  
682  
683  
684  
685  
686  
687  
688  
689  
690  
691  
692  
693  
694  
695  
696  
697  
698  
699  
700  
701  
702  
703  
704  
705  
706  
707  
708  
709  
710  
711  
712  
713  
714  
715  
716  
717  
718  
719  
720  
721  
722  
723  
724  
725  
726  
727  
728  
729  
730  
731  
732  
733  
734  
735  
736  
737  
738  
739  
740  
741  
742  
743  
744  
745  
746  
747  
748  
749  
750  
751  
752  
753  
754  
755  
756  
757  
758  
759  
760  
761  
762  
763  
764  
765  
766  
767  
768  
769  
770  
771  
772  
773  
774  
775  
776  
777  
778  
779  
780  
781  
782  
783  
784  
785  
786  
787  
788  
789  
790  
791  
792  
793  
794  
795  
796  
797  
798  
799  
800  
801  
802  
803  
804  
805  
806  
807  
808  
809  
810  
811  
812  
813  
814  
815  
816  
817  
818  
819  
820  
821  
822  
823  
824  
825  
826  
827  
828  
829  
830  
831  
832  
833  
834  
835  
836  
837  
838  
839  
840  
841  
842  
843  
844  
845  
846  
847  
848  
849  
850  
851  
852  
853  
854  
855  
856  
857  
858  
859  
860  
861  
862  
863  
864  
865  
866  
867  
868  
869  
870  
871  
872  
873  
874  
875  
876  
877  
878  
879  
880  
881  
882  
883  
884  
885  
886  
887  
888  
889  
890  
891  
892  
893  
894  
895  
896  
897  
898  
899  
900  
901  
902  
903  
904  
905  
906  
907  
908  
909  
910  
911  
912  
913  
914  
915  
916  
917  
918  
919  
920  
921  
922  
923  
924  
925  
926  
927  
928  
929  
930  
931  
932  
933  
934  
935  
936  
937  
938  
939  
940  
941  
942  
943  
944  
945  
946  
947  
948  
949  
950  
951  
952  
953  
954  
955  
956  
957  
958  
959  
960  
961  
962  
963  
964  
965  
966  
967  
968  
969  
970  
971  
972  
973  
974  
975  
976  
977  
978  
979  
980  
981  
982  
983  
984  
985  
986  
987  
988  
989  
990  
991  
992  
993  
994  
995  
996  
997  
998  
999  
1000

Conflict is clearly evident in the item that is the second highest positive discriminating item for the Local Disaster Lover (35). The conflict is general in nature, rather than specific. (No single individual is threatened or victimized; rather, an amorphous group is in conflict with nature.) This conflict involving humanity in general is common to all but one of the positive items that define the Local Disaster Lover (11, 16, 25, 6).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (35)<br>President Carter has<br>promised federal aid<br>after touring the popu-<br>lous state of Home<br>State that were ravaged<br>by the recent flooding. | 1.664          | -.042                                | 1.706                            |

News elements = Conflict/Known principal

|  |       |   |
|--|-------|---|
| (11)<br>Watch out for prolonged<br>exposure to the sun's<br>rays and for intense<br>heat; outdoors and in-<br>doors. Prolonged ex-<br>posure could result in<br>heat exhaustion or heat<br>stroke. | 1.493 | (Highly valued but not a<br>discriminating item.) |
|--|-------|---|

News elements = High impact/Conflict

|   |       |   |
|---|-------|---|
| (16)<br>Tornados which ripped<br>through the intensive<br>apple and peach pro-<br>ducing area near<br>Geary, Home State,<br>destroyed an estimated<br>70,000 fruit trees and<br>put a major dent in the<br>state's 1978 fruit crop. | 1.274 | (Highly valued but not a<br>discriminating item.) |
|---|-------|---|

News elements = Conflict/Local interest

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (6)<br>TSU Extension agents<br>and local White County<br>police and fire agencies<br>are mobilizing rescue<br>crews armed with four-<br>wheel drive vehicles,<br>chain saws and portable<br>electric generators in<br>an attempt to rescue the<br>estimated 250 rural<br>families still stranded<br>in the wake of the recent<br>violent ice storm. | .868           | -.065                                | .932                             |

News elements = Conflict/Local interest

|   |      |      |      |
|---|------|------|------|
| (25)<br>Governor Johannas B.<br>Smythe maintains that the<br>current coal miners'<br>strike underscores the<br>need for a federal energy<br>policy to step up the de-<br>velopment of nuclear<br>power sources. | .886 | .153 | .733 |
|---|------|------|------|

News elements = Conflict/Known principal

The only exception to this obvious preference for conflict situations of a general nature is one involving the state governor (a known principal) and a group of demonstrators (conflict). This item (5) is not given as much weight as the others, however. It is highly valued but not discriminating.

|  |       |   |  |
|--|-------|---|--|
| (5)<br>Home State Governor<br>Johannas B. Smythe was<br>heckled by irate farmers<br>during his recent farm<br>policy speech made on<br>the TSU campus. | 1.073 | (Highly valued but not a<br>discriminating item.) |  |
|--|-------|---|--|

News elements = Conflict/Known principal

An overall look at the Q-sort items that the Local Disaster Lover gives highest precedence to, and is distinguished by, provides the following analysis.

The news element that occurs most frequently among the four discriminating items (13, 35, 6, and 25; see above) is conflict. It is present in three of the four items. The elements of local interest and known principal each occur twice in the four discriminating items. The element of high impact occurs once.

When all items of import are considered (both discriminating items and those highly valued<sup>7</sup>), the element of conflict is by far and away the most frequent. It occurs six times in the seven news leads. High impact occurs twice. Thus, it is clear that the Local Disaster Lover has a strong preference for news stories containing conflict. Before he or she can be further defined, however, the negative side of his/her preferences must be examined.

Three of the Q-sort items are highly discriminating in the sense that the Local Disaster Lover's Z-score rating of these items, when compared to the nearest or average Z-score for other factors, produces a difference of -2.0 or lower (27, 28, and 8).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (27)<br>The competition will<br>be stiff for 4-H youth<br>at the 1978 Home State<br>Horse Show, August 22,<br>at TSU. | -2.659         | .236                                 | -2.895                           |

News elements = Conflict/Timely

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (28)<br>Vice President Walter<br>Mondale will visit<br>University City next<br>month to deliver the<br>Spring Commencement<br>address at TSU. | -2.380         | .264                                 | -2.644                           |

News elements = Known principal/Local interest

|   |        |      |        |
|---|--------|------|--------|
| (8)<br>GRANT, Home State --<br>Rep. Charles H. Varnum,<br>Sherman, and Sen.<br>Joseph S. Mack, Pickett,<br>participated in the<br>agricultural field day<br>held at TSU's Up State<br>Experiment Station. | -1.405 | .784 | -2.189 |
|---|--------|------|--------|

News elements = Known principal/Local interest

The Local Disaster Lover rates an additional three items as having significantly low priority (36, 37, and 39).

|   |        |      |        |
|---|--------|------|--------|
| (36)<br>The extended drought<br>that has hit White<br>County has reduced ex-<br>pected corn yields by<br>almost 40 percent,<br>according to County<br>Cooperative Extension<br>Service agricultural<br>experts. | -1.787 | .063 | -1.850 |
|---|--------|------|--------|

News elements = Conflict/Local interest

|   |        |      |        |
|---|--------|------|--------|
| (37)<br>What most people feel<br>has been screwy, un-<br>settled weather the last<br>few years may actually<br>be a return to "normal"<br>patterns, a weather<br>specialist said yesterday. | -0.883 | .744 | -1.627 |
|---|--------|------|--------|

News elements = High impact/Conflict

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (39)<br>Actor Robert Redford<br>announced support,<br>yesterday (March 3),<br>for Home State conser-<br>vation groups that are<br>fighting oil drilling<br>on Home State owned<br>forest sites. | -1.166         | .021                                 | -1.187                           |

News elements = Known principal/Timely

There is only one nondiscriminating item (17) to which the Local Disaster Lover gives significantly low priority. This item fits in with the other negatively rated items because it is timely and because the conflict involved does not constitute human threat.

|  |        |   |
|--|--------|---|
| (17)<br>Home gardeners and<br>commercial sweet corn<br>growers should be aware<br>of a newly identified<br>disease that can<br>severely damage, it not<br>destroy, their crop. | -1.118 | (Of significantly low pri-<br>ority, but not a discrimi-<br>nating item.) |
|--|--------|---|

News elements = Conflict/Timely

An overall look at the Q-sort to which the Local Disaster Lover gives low priority provides the following analysis.

The news elements that occur most frequently among the six discriminating items are known principal, conflict, and local interest. Each is present three times. The element of timeliness occurs twice, and the element of high impact occurs once.

When all the negative items of import are considered (both discriminating items and those of significantly low priority), the element of conflict occurs most frequently -- four times. The timely, known principal, and local interest elements occur three times each. High impact occurs once.

At first glance there is an apparent contradiction between the Local Disaster Lover's highly valued and low priority items in that s/he rates conflict as the most significant news element at both ends of the value scale. A closer look at the conflict items, however, shows a difference in the type of conflict involved. In the highly valued items, the element of conflict concerns major disasters or direct threat to human welfare. In the significantly low priority items, the conflict element does not involve direct physical threats to humans or major community disruptions. On the basis of this comparison it can be said that the Local Disaster Lover takes a more traditional view of what is a major news story when the element of conflict is involved. Perhaps this preference is expressed on the premise that media editors are more likely to be attracted to the traditional page one news story than the softer, feature-type story that involves conflict.

This preference for "hard news" copy over "feature" material is carried by the Local Disaster Lover into stories involving news elements other than conflict. The Local Disaster Lover gives negative marks to items that include traditional agricultural activities and events directly associated



with the university (27, 28, 8, 36, and 17; see above). Only one such item occurs in the highly valued positive items (16; see above).

When a comparison is made between the positive and negative valued items involving the elements of known principal and local interest, it is apparent that the Local Disaster Lover shows no positive or negative preference for these elements. Both occur three times in the highly valued items and three times in the significantly low priority items. The timely element presents a different picture, however.

A timely element is present in three of the significantly low priority items, but it is conspicuous by its absence in the highly valued items. This is an apparent contradiction to the Local Disaster Lover's preference for "hard news" stories. Traditional journalism stresses timeliness as a major consideration in whether an editor is likely to use, or prominently place, a story. Evidently the Local Disaster Lover believes the proper type of conflict can compensate for the absence of timeliness.

Items with high impact hold the least importance for the Local Disaster Lover. This element occurs twice in the highly valued items and once in the significantly low priority items, for a total of three times. This frequency of selection is equal to the number of times the Local Disaster Lover selects items including the timely element. However, high impact is considered the least significant element because it appears at both ends of the value scale. Timeliness is definitely considered a negative aspect.

Factor 1-Y accounts for 32.2 percent of the variance among the variables (respondents) in the Y-mode.

### Factor 2-Y, The Timely One

#### Evidence for the Sketch: Demographics

Factor 2-Y, the Timely One, is made up of fourteen people -- two women and twelve men. They range in age from 29 to 62, with the average age 45.2. Eleven of the respondents are married, one is single, and one is divorced or separated. (One respondent did not indicate marital status.) Four job descriptions are represented: two broadcast editors, seven writers, three senior editors, and two assistant editors. All persons on this factor have at least one college degree -- eight have a master's and six have a bachelor's. Their degree majors are in ten fields; four are in journalism, two in agricultural communications, and one each in public relations and advertising, communications, English, agricultural economics, biology, history, education, and animal science.

Two of the respondents had previous employment as editors of agricultural publications. Two others had been editors of specialized publications. Three had backgrounds at the county level of the Cooperative Extension Service. Other job histories represented include (one respondent each) newspaper journalism, military service, broadcaster, Cooperative Extension Service subject matter specialist, college professor in communications, and legislative assistant. For one person this is a first job. Reported

years of experience in extension/research information ranged from 2 to 35, with the average 12.4 years.

Four respondents indicated they were interested in all subject matter areas common to extension/research information programs. Four indicated their major professional interest was in agriculture, one listed an interest in research, one listed an interest in 4-H youth programs, three indicated a multiple interest in agriculture and research, and one indicated a nontraditional interest. From zero to 80 percent of their job time was spent writing releases or scripts. The average time spent writing was 34.3 percent.

Eight respondents indicated they processed releases (other than writing). Two functioned as editors, two others occasionally edited releases, and one was responsible for routing releases to media. Two others were director/managers who gave out writing assignments and/or were responsible for overseeing total staff production of release materials. One respondent handled releases as a function of his/her job as broadcast editor. The remaining six respondents indicated no responsibilities of this nature.

#### Evidence for the Sketch: Attitude Statements

The Timely One's opinion falls exactly between "agree" and "strongly agree" when it comes to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 5] This response indicates that the Timely One is

supportive of the land grant philosophy of education. This philosophy is that education should be useful and readily available to the public.

TABLE 5: Factor 2-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 2                        |
| Neutral                       | 0     | 0                        |
| Agree                         | +1    | 2                        |
| Strongly Agree                | +2    | 4                        |
| Very Strongly Agree           | +3    | 5                        |
| Average                       | +1.50 |                          |

The Timely One has a nearly neutral response to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 6] This would imply that the Timely One would not be opposed to releases that improved the university's image (a public relations function as opposed

to an educational function), as long as this activity did not interfere with release policies held to be of greater importance.

TABLE 6: Factor 2-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Very Strongly Disagree        | -3    | 2                        |
| Strongly Disagree             | -2    | 2                        |
| Disagree                      | -1    | 2                        |
| Neutral                       | 0     | 2                        |
| Agree                         | +1    | 4                        |
| Strongly Agree                | +2    | 2                        |
| Average (mean)                | -.286 |                          |
| Median                        | 0.00  |                          |

The Timely One has slight agreement with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 7] This attitude fits with his/her opinion as expressed in Table 5. The Timely One could be viewed as seeing the news angle in a favorable light if it

is easily or naturally incorporated in the educational story, but it would be unusual for her/him to release a story for news purposes only.

TABLE 7: Factor 2-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Very Strongly Disagree        | -3    | 1                        |
| Strongly Disagree             | -2    | 0                        |
| Disagree                      | -1    | 2                        |
| Neutral                       | 0     | 2                        |
| Agree                         | +1    | 5                        |
| Strongly Agree                | +2    | 3                        |
| Very Strongly Agree           | +3    | 1                        |
| Average                       | + .64 |                          |

The Timely One has a positive reaction to the attitude statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased." [See Table 8] As is the case for the Local Disaster Lover, the Timely One's positive response to this attitude statement may reflect the fact that the majority of these persons have

production oriented jobs. They are reacting to heavy work loads or inadequate time for polishing each piece they work on.

TABLE 8: Factor 2-Y -- Response to the statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 0                        |
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 3                        |
| Strongly Agree                | +2    | 6                        |
| Very Strongly Agree           | +3    | 3                        |
| Average (mean)                | +1.6  |                          |

#### Evidence for the Sketch: Q-Sort Items

The following is a detailed analysis of the Timely One based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items). Also included are those items with which s/he disagreed more than any other factor (negative discriminating items). Where useful for clarity, reference

to the rank order of items (descending array for the factor) may also be used.<sup>8</sup>

As noted in the brief sketch, the Timely One prefers stories with an element of timeliness. All three of the positive discriminating items that characterize the Timely One include the timely element (27, 9, and 40).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (27)  |                |                                      |                                  |
| The competition will be stiff for 4-H youth at the 1978 Home State Horse Show, August 22, at TSU. | 1.422          | -.581                                | 2.003                            |

News elements = Conflict/Timely

|  |       |       |       |
|--|-------|-------|-------|
| (9)  |       |       |       |
| Governor Johannas B. Smythe pointed out the concern of U.S. governors for developing effective federal farm policy yesterday (March 23) during the annual governor's breakfast at TSU's Farmers' Week. | 1.625 | -.241 | 1.866 |

News elements = Known principal/Timely

|  |       |      |       |
|--|-------|------|-------|
| (40)   |       |      |       |
| Eighty-five migrant students in Pickett will discover that summer school isn't all bad when Blue County's 4-H summer migrant program is implemented next Monday. | 1.399 | .206 | 1.192 |

News elements = Local interest/Timely



The timely element is still the common denominator for the Timely One when the analysis is expanded to include those items that are highly valued but not discriminating (14 and 37). Thus, the timely element occurs in five of the seven Q-sort items that are positively descriptive of the Timely One's news value system.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>          | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|---|----------------------------------|
| (14)<br>Average retail food prices in 1978 are expected to rise 4 to 6 percent above the average for 1977. Consumers can take comfort, however, in the fact that the same year-end forecasts call for an increase in average disposable income that should offset the higher cost of food. | 1.269          | (Highly valued but not a discriminating item) |                                  |

News elements = High impact/Timely

|   |       |   |  |
|---|-------|---|--|
| (37)<br>What most people feel has been screwy, unsettled weather the last few years may actually be a return to "normal" patterns, a weather specialist said yesterday. | 1.042 | (Highly valued but not a discriminating item) |  |
|---|-------|---|--|

News elements = Conflict/Timely

Other than the timely element, no single news element takes precedence over another in the positive discriminating items for this factor. The elements of conflict, local interest, and known principal occur once each. In each case, the element is in combination with the timely element

(27, 9, and 40; see above). Conflict becomes a secondary determinant of news value for the Timely One, however, when the highly valued, but not discriminating items are considered too. The conflict element is present in four out of the seven (11 and 16, below; and 27 and 37, see above).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>          | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|---|----------------------------------|
| (11)<br>Watch out for prolonged exposure to the sun's rays and for intense heat outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke. | 1.598          | (Highly valued but not a discriminating item) |                                  |

News elements = High impact/Conflict

|   |       |   |  |
|---|-------|---|--|
| (16)<br>Tornados which ripped through the intensive apple and peach producing area near Geary, Home State, destroyed an estimated 70,000 fruit trees and put a major dent in the state's 1978 fruit crop. | 1.135 | (Highly valued but not a discriminating item) |  |
|---|-------|---|--|

News elements = Conflict/Local interest

For the Timely One, the elements of local interest and high impact are not major determinants in his/her choice of the most highly rated releases. These elements occur only two times each in the seven positive items used to describe the factor (40, 16, 11, and 14; see above). The element of known principal has the least effect on news choices made by the Timely One. It occurs only once in the positive items descriptive of the Timely One (9; see above).

It thus becomes clear that the Timely One has a high preference for stories that are timely. If the story contains some element of conflict, so much the better. The other news elements do not figure in his/her preferences, but the negative aspects of these preferences must be considered before a complete picture of the Timely One emerges.

For the Timely One, two of the Q-sort items are highly discriminating in the sense that his/her Z-score rating of these items, when compared to the nearest or average Z-score for other factors, produces a difference of -2.0 or lower (5 and 31).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (5)<br>Home State Governor<br>Johannas B. Smythe was<br>heckled by irate farmers<br>during his recent farm<br>policy speech made on<br>the TSU campus. | -2.604         | .504                                 | -3.108                           |

News elements = Conflict/Known principal

|  |        |      |        |
|--|--------|------|--------|
| (31)<br>The need for increased<br>world food production<br>and decreasing energy<br>supplies will clash,<br>with perhaps disastrous<br>effects, in the next 10<br>to 15 years. | -1.643 | .504 | -2.228 |
|--|--------|------|--------|

News elements = High impact/Conflict

The Timely One rates an additional four items as having significantly low priority (32, 25, 21, and 24).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (32)<br>Joe Frazier, former<br>World Boxing Associ-<br>ation heavyweight<br>champion, is taking on<br>a new opponent in Home<br>State. The rival is<br>drug abuse among youth. | -1.710         | .135                                 | -1.845                           |

News elements = High impact/Known principal

|   |        |      |        |
|---|--------|------|--------|
| (25)<br>Governor Johannas B.<br>Smythe maintains that<br>the current coal miners'<br>strike underscores the<br>need for a federal energy<br>policy to step up the<br>development of nuclear<br>power sources. | -0.985 | .528 | -1.513 |
|---|--------|------|--------|

News elements = Conflict/Known principal

|  |        |      |        |
|--|--------|------|--------|
| (21)<br>Are there changes ahead<br>for the Home State tax<br>system? Several proposals<br>are now being argued in<br>the Home State Legislature<br>and may appear on the<br>November ballot. | -0.910 | .142 | -1.053 |
|--|--------|------|--------|

News elements = High impact/Conflict

|  |        |  |  |
|--|--------|--|--|
| (24)<br>Dieting may be<br>hazardous to your<br>health, according to a<br>report released Tuesday<br>by the Home State<br>Dietetic Association. | -0.918 |  |  |
|--|--------|--|--|

News elements = High impact/Timely

There are only two nondiscriminating items to which the  
Timely One gives a significantly low priority (30 and 2).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>                                   | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--|----------------------------------|
| (30)<br>Mary E. Wahl was<br>appointed TSU Cooper-<br>ative Extension Service<br>director for White<br>County during the TSU<br>Board of Trustees<br>meeting Tuesday<br>(August 4). Wahl will<br>assume her new position<br>and duties on September 1. | -1.281         | (Of significantly low<br>priority, but not a dis-<br>criminating item) |                                  |

News elements = Local interest/Timely

|   |        |  |  |
|---|--------|--|--|
| (2)<br>The more people be-<br>lieve that the energy<br>crisis is real, the more<br>they support policies<br>advocated by President<br>Carter. | -1.114 | (Of significantly low<br>priority, but not a dis-<br>criminating item) |  |
|---|--------|--|--|

News elements = High impact/Known principal

An overall look at the Q-sort items to which the Timely One gives a low priority provides the following analysis.

The news elements that occur most frequently in the six discriminating items are conflict and high impact. Each is present four times. The element of known principal occurs three times, and the timely element once.

When all negative items are considered (both discriminating and those of significantly low priority), the element of high impact occurs most frequently -- five times. The conflict and known principal elements occur four times each. The timely element is present twice and local interest is present only once.

Again (as with the Local Disaster Lover), there is an apparent contradiction between the Timely One's highly valued and low priority items. Although the timely element is clearly the major factor in his/her selection of releases, conflict gets major consideration at both ends of the value scale. The conflict items that the Timely One views positively are by and large situations involving the natural environment (11, 16, and 37; see above). Only one of the four items (27) involves conflict between people. Among the significantly low priority items involving conflict the opposite is true. Three of the items (5, 25, and 21; see above) involve conflict between humans. The remaining item (31) involves conflict between competing human demands for resources. From this review of Timely One's preferences in regard to conflict it may be said that s/he believes that conflict in nature is appropriate, but that there is no place for reports of human conflict in the land grant university news release.

This opinion is in line with what appears to be a preference for news releases that are representative of the traditional activity areas and information programs of the Cooperative Extension Service: that is, promotional pieces or educational pieces in the areas of youth programs, home economics, and agriculture.

An examination shows that the Timely One places a very low priority on most items that contain the news element of high impact. High impact occurs only twice in the positively

valued items. It is the most frequent news element in items of significantly low priority, occurring five times. Further development of this preference indicates that the Timely One takes a dim view of releases that deal with major issues. For example, topics given very low priorities include: taxes; dieting and health; world food problems; and aspects of the energy crisis including coal supplies, nuclear power, and electric generating capacity. Perhaps the Timely One sees these major issue stories as being in the realm of media reporters or public relations experts in organizations other than land grant universities. For whatever reason, this attitude reflects the same value set mentioned in regard to the Timely One's attitude about the types of conflict appropriate in releases from land grant university agricultural information offices.

Items containing the element of known principal are also viewed negatively by the Timely One. This element appears four times in the significantly low priority items, once in the positively valued items. Even when combined with the timely element it only manages to appear once in the positive items (9; see above). The other three items in the Q-sort that contain the same news element combination (29, 19, and 39) are grouped toward the neutral point of the Timely One's value scale.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>                                     | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (29)<br>American farmers are<br>dependent on exports for<br>their livelihood, U.S.<br>Secretary of Agriculture<br>Robert Bergland said<br>Friday, April 7. | .805           | (Seen as positive, but neither<br>highly valued nor discrimi-<br>nating) |                                  |

News elements = Known principal/Timely

|  |      |  |  |
|--|------|--|--|
| (19)<br>The Budweiser Clydes-<br>dales will be on the<br>TSU campus as part of<br>the 30th annual Block<br>and Bridle Club Horse<br>Show, March 31 and<br>April 1. | .796 | (Seen as positive, but neither<br>highly valued nor discrimi-<br>nating) |  |
|--|------|--|--|

News elements = Known principal/Timely

|   |       |  |  |
|---|-------|--|--|
| (39)<br>Actor Robert Redford<br>announced support, yes-<br>terday (March 3), of Home<br>State conservation groups<br>that are fighting oil<br>drilling on Home State<br>owned forest sites. | -.711 | (Seen as negative, but neither<br>of significantly low priority<br>nor discriminating) |  |
|---|-------|--|--|

News elements = Known principal/Timely

The element of local interest had the least effect on the Timely One's decision on individual releases. This element occurs twice in positively valued items and once in the items of significantly low priority. Local interest apparently elicits a nearly neutral response in the Timely One. Perhaps s/he believes that emphasis on the timely element is enough to catch editors' attention and there is little need to emphasize local angles.

Factor 2-Y accounts for 7.1 percent of the variance among the variables (respondents) in the Y-mode.



Factor 3-Y, The Home TownerEvidence for the Sketch: Demographics

Factor 3-Y, the Home Towner, is made up of seven people -- five men and two women. They range in age from 20 to 60; the average age is 44.3. Six are married and one is single. Three job descriptions are represented: three writers, two senior editors (managers), and two broadcast editors. All persons have an advanced college degree -- five a master's and two a Ph.D. Their degree majors include six fields: two in sociology and one each in agricultural communications, communications, extension education, speech, and home economics journalism.

Three of the people were county agents for the Cooperative Extension Service before becoming agricultural information editors and reporters at a land grant university. Two listed a previous job in newspaper journalism. One reported having been a legislative assistant. One respondent failed to indicate any previous job experience. Reported years of experience in extension/research information ranged from 1 to 28 years, with the average 15.1.

Two respondents indicated they were interested in all of the subject matter areas common to extension/research information programs. Of the others, two indicated that their major interest was agriculture, two indicated home economics, and one indicated a nontraditional area of interest.

They spent from 10 to 100 percent of their job time writing releases or scripts. The average was 38.6 percent. In response to the question of whether or not they handle or process releases (other than writing), three indicated they edit other persons' releases. Another three said they processed others' releases as a function of their jobs as broadcast editors. And one person indicated s/he occasionally edited others' releases.

#### Evidence for the Sketch: Attitude Statements

The Home Towner more than strongly agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 9] This response indicates that the Home Towner represents a behavioral segment that is, within the Y-mode of this study, one of the most supportive of the land grant philosophy as stated in Chapter I.

The Home Towner disagrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support." [See Table 10]

The Home Towner has a positive response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 11] This positive attitude about

TABLE 9: Factor 3-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Agree                         | +1     | 1                        |
| Strongly Agree                | +2     | 2                        |
| Very Strongly Agree           | +3     | 4                        |
| Average                       | +2.492 |                          |

TABLE 10: Factor 3-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Very Strongly Disagree        | -3     | 2                        |
| Strongly Disagree             | -2     | 1                        |
| Disagree                      | -1     | 2                        |
| Neutral                       | 0      | 1                        |
| Agree                         | +1     | 1                        |
| Average                       | -1.286 |                          |

news, coupled with the Home Towner's strong preference for educational releases, gives rise to the hypothesis that s/he would give highest priority to stories that manage to contain both of these attributes.

TABLE 11: Factor 3-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 0                        |
| Agree                         | +1     | 1                        |
| Strongly Agree                | +2     | 4                        |
| Very Strongly Agree           | +3     | 1                        |
| Average                       | +1.571 |                          |

The Home Towner has favorable response to the attitude statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased." [See Table 12]

#### Evidence for the Sketch: Q-Sort Items

The following is a detailed analysis of the Home Towner based on his/her interpretation and valuation of certain

TABLE 12: Factor 3-Y -- Response to the statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Neutral                       | 0      | 1                        |
| Agree                         | +1     | 3                        |
| Strongly Agree                | +2     | 1                        |
| Very Strongly Agree           | +3     | 2                        |
| Average                       | +1.571 |                          |

items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items) and those items with which s/he disagreed more than any other factor (negative discriminating items). Where useful for clarity, reference to the rank order of items (descending array for the factor) may also be used.

As indicated in the section on brief sketches of each factor, the Home Towner is best characterized by his/her clear preference for releases with a local tie. S/he apparently believes that the best way to get a media editor to use a release is to make sure it involves something or someone relevant to the editor's community. This attitude

is reflected by the fact that six of the ten positive discriminating items contain the local interest news element (26, 18, 10, 23, 20, and 16).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Score</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|-------------------------------------|----------------------------------|
| (26)<br>Yes, it's true; eating<br>too much fish from Green<br>County's Green Water<br>Lake could be hazardous<br>to your health. | 1.166          | -.590                               | 1.756                            |

News elements = Conflict/Local interest

|  |       |       |       |
|--|-------|-------|-------|
| (18)<br>Actor-rancher John<br>Wayne and TSU will have<br>something in common the<br>fourth week of March --<br>both will be praising<br>agriculture. | 1.092 | -.469 | 1.561 |
|--|-------|-------|-------|

News elements = Known principal/Local interest

|  |       |       |       |
|--|-------|-------|-------|
| (10)<br>A petite TSU freshman<br>from Pope was named the<br>Home State Honey Queen<br>during the Home State<br>Beekeepers Association<br>annual pageant Tuesday<br>night (March 21). | 1.528 | -.007 | 1.536 |
|--|-------|-------|-------|

News elements = Local interest/Timely

|  |       |      |       |
|--|-------|------|-------|
| (23)<br>Leakage from a chemical<br>burial site in<br>Brown County may have<br>contaminated the municipal<br>water supply for<br>Meade, Home State. | 1.434 | .011 | 1.422 |
|--|-------|------|-------|

News elements = High impact/Local interest

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (20)<br>OMAHA, Neb. -- Al<br>Culham, a TSU junior<br>from Gregg, Home State,<br>was top individual<br>point gainer at the<br>National Meat Animal<br>Evaluation Contest<br>held here Tuesday. | 1.040          | .256                                 | 1.296                            |

News elements = Local interest/Timely

|   |       |      |       |
|---|-------|------|-------|
| (16)<br>Tornados which ripped<br>through the intensive<br>apple and peach pro-<br>ducing area near Geary,<br>Home State, destroyed an<br>estimated 70,000 fruit<br>trees and put a major<br>dent in the state's<br>1978 fruit crop. | 1.281 | .216 | 1.065 |
|---|-------|------|-------|

News elements = Conflict/Local interest

The news element of conflict has the second highest frequency of occurrence in the positive discriminating items of the Home Towner. It is present five times. Two of these cases involve the combination of conflict and local interest (26 and 16; see above). The other three involve conflict and other elements (1, 31, and 15). The only item that involves direct personal conflict is item 15. The others involve conflicts that influence a broad segment, if not all, of the community in each item.

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (1)<br>Can we do something<br>about the weather?<br>Well, yes and no, and<br>a new publication<br>sponsored by agri-<br>cultural experiment<br>stations in the North<br>Central Region of the<br>United States tells us<br>why the prediction varies. | 1.276          | -.714                                | 1.990                            |

News elements = High impact/Conflict

|  |       |       |       |
|--|-------|-------|-------|
| (31)<br>The need for increased<br>world food production<br>and decreasing energy<br>supplies will clash,<br>with perhaps disastrous<br>effects, in the next 10<br>to 15 years. | 1.465 | -.037 | 1.501 |
|--|-------|-------|-------|

News elements = High impact/Conflict

|  |       |       |       |
|--|-------|-------|-------|
| (15)<br>Secretary of Agri-<br>culture Robert Bergland<br>was the target of eggs<br>thrown by American Agri-<br>culture Movement demon-<br>strators who intercepted<br>the Secretary's motor-<br>cade as it left the TSU<br>campus. | 1.076 | -.383 | 1.459 |
|--|-------|-------|-------|

News elements = Conflict/Known principal

The third most frequently occurring news element in the Home Towner's positive discriminating items is high impact. It occurs four times in the 10 items. In three instances it is combined with conflict or local interest (1, 31, and 23; see above). In the other, it appears with the timely element (24). The relatively high frequency of appearance



| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (24)<br>Dieting may be<br>hazardous to your<br>health, according to a<br>report released Tuesday<br>by the Home State<br>Dietetic Association. | .725           | -.268                                | .992                             |

News elements = High impact/Timely

for this news element strengthens the idea, advanced in relation to the conflict element, that another preference for the Home Towner is the story that has broad general interest.

The elements of timeliness and known principal also occur in the Home Towner's positive discriminating items; three times and twice, respectively. They have no real bearing on his/her top story selections, however, since they are combined with other elements that were the overriding influence in making the choices. (1, 18, 15, 20, and 24; see above)

A review of the negative discriminating items confirms this. It shows that the timely element is the one element most likely to make the Home Towner eschew a particular release. The timely element occurs in four of the five negative discriminating items. (17, 40, 14, and 4)

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (17)<br>Home gardeners and<br>commercial sweet corn<br>growers should be aware<br>of a newly identified<br>disease that can<br>severely damage, if<br>not destroy, their crop. | -2.044         | .186                                 | -2.230                           |

News elements = Conflict/Timely

|   |        |      |        |
|---|--------|------|--------|
| (40)<br>Eighty-five migrant<br>students in Pickett<br>will discover that<br>summer school isn't<br>all that bad when Blue<br>County's special 4-H<br>summer migrant program<br>is implemented next<br>Monday. | -1.341 | .754 | -2.095 |
|---|--------|------|--------|

News elements = Local interest/Timely

|   |        |      |        |
|---|--------|------|--------|
| (14)<br>Average retail food<br>prices in 1978 are ex-<br>pected to rise 4 to 6<br>percent above the average<br>for 1977. Consumers can<br>take comfort, however, in<br>the fact that the same<br>year-end forecasts call<br>for an increase in<br>average disposable income<br>that should offset the<br>higher cost of food. | -1.706 | .142 | -1.848 |
|---|--------|------|--------|

News elements = High impact/Timely

|   |        |      |        |
|---|--------|------|--------|
| (4)<br>UNIVERSITY CITY --<br>There will be more epi-<br>sodes like the mercury<br>contamination incident<br>that continue to rock<br>the private, industrial<br>and political sectors of<br>Home State, a national<br>authority on toxic chemicals<br>said here Thursday. | -1.687 | .063 | -1.750 |
|---|--------|------|--------|

News elements = High impact/Timely

The remaining negative discriminating item (35) contains the element of conflict. Overall, conflict occurs four times at the negative end of the Home Towner's value scale. It occurs twice in the discriminating items (17, see above; and 35) and twice in the items that are rated of significantly low priority but not discriminating (11 and 36).

High impact also occurs four times in those items that the Home Towner views negatively. It occurs twice in the discriminating items (14 and 4; see above) and twice in the items rated of significantly low priority but not discriminating (34 and 11).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (35)<br>President Carter has<br>promised federal aid<br>after touring the pop-<br>ulous areas of Home<br>State that were ravaged<br>by the recent flooding. | -.735          | .437                                 | -1.172                           |

News elements = Conflict/Known Principal

|   |        |   |
|---|--------|---|
| (11)<br>Watch out for pro-<br>longed exposure to the<br>sun's rays and for in-<br>tense heat outdoors and<br>indoors. Prolonged ex-<br>posure could result in<br>heat exhaustion or heat<br>stroke. | -1.364 | (Of signifincantly low<br>priority, but not a dis-<br>criminating item) |
|---|--------|---|

News elements = High impact/Conflict

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>                           | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--|----------------------------------|
| (36)<br>The extended drought that has hit White County has reduced expected corn yields by almost 40 percent, according to County Cooperative Extension Service agricultural experts. | -1.256         | (Of significantly low priority, but not a discriminating item) |                                  |

News elements = Conflict/Local interest

|   |        |  |  |
|---|--------|--|--|
| (34)<br>"Women are the largest single minority in the nation," a Home State legislator told the more than 1,200 participants at College Week, which opened today on the TSU campus. | -1.377 | (Of significantly low priority, but not a discriminating item) |  |
|---|--------|--|--|

News elements = High impact/Timely

As in previous factors, the analyst is again presented with the problem of elements of secondary importance that appear with equal, or nearly equal, frequency in both the positive items and the negative items. In the case of the Home Towner the elements are conflict and high impact. A review of the items involved shows no discernible difference between the positive and negative items in regard to the type of conflict or the type of high impact. In other words, the Home Towner apparently does not discriminate between types of conflict or types of high impact, and his/her decision is based on the presence of other elements in the item. For the Home Towner, the timely element has the greatest effect. As stated previously, the Home Towner rates

timeliness as the element most likely to make a news release undesirable. It is this tendency of the Home Towner to negatively rate the timely element that has caused the apparent conflict between his/her attitude about the conflict and high impact elements. In the negative discriminating items, the timely element is combined with high impact twice and with conflict once. If these items are eliminated from the evaluation, the problem is partially resolved, and conflict and high impact can be considered to have a slightly positive effect on the Home Towner's choice of news items.

Throughout the array of items, the element of known principal is the one that has the most neutral impact on the Home Towner's decisions. It appears only twice in the positive items and twice in the negative items (18, 15 and 39, 35; respectively).

Factor 3-Y accounts for 3.8 percent of the variance among the variables (respondents) in the Y-mode.

#### Factor 4-Y, The Critical Rationalist

##### Evidence for the Sketch: Demographics

Factor 4-Y, the Critical Rationalist, is made up of three people -- two men and one woman. They range in age from 27 to 38, with the average age 33.7. Two of the respondents are married and one is single. Three job descriptions are represented: one broadcast editor, one publications editor, and one assistant senior editor. All three have bachelor's degrees. One respondent failed to

list a major field of study. The other two listed journalism and agricultural communications.

One did not indicate previous job experience. The broadcast editor indicated a prior job in commercial agricultural broadcasting. The remaining person had previous job experience in newspaper journalism. Reported years of experience in extension/research information ranged from one to sixteen, with the average 7 years. Two of the respondents indicated they were interested in all of the subject matter areas common to extension/research information programs. The remaining respondent indicated that his/her major professional interest was in agriculture. These three spent 10 to 50 percent of their job time writing releases or scripts. The average time spent writing was 36.7 percent. In response to the question of whether they handle or process releases (other than writing), one person indicated s/he edited releases written by others. One person listed rewrite as a processing function of his/her job. The remaining person used or reworked releases as part of his/her job as a broadcast editor.

#### Evidence for the Sketch: Attitude Statements

The Critical Rationalist agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 13] This indicates that Factor 4-Y respondents are supportive of the land grant philosophy as stated in Chapter I.

TABLE 13: Factor 4-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 1                        |
| Strongly Agree                | +2    | 0                        |
| Very Strongly Agree           | +3    | 1                        |

The Critical Rationalist has an almost neutral response to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support." [See Table 14] Though the emotions are mixed, the Critical Rationalist sees this public relations function in a slightly negative light.

The Critical Rationalist agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 15] The Critical Rationalist, like the three previous factors in the Y-mode, sees a need both for stories that educate and stories that focus on news.

TABLE 14: Factor 4-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Very Strongly Disagree        | -3    | 1                        |
| Strongly Disagree             | -2    | 0                        |
| Disagree                      | -1    | 0                        |
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 0                        |
| Strongly Agree                | +2    | 1                        |

TABLE 15: Factor 4-Y -- Response to the statement "I think that releases from land grant university agricultural offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Agree                         | +1    | 3                        |

The Critical Rationalist has a neutral response to the attitude statement "I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."



[See Table 16] Although the average response is neutral, the majority of these respondents agree with the statement about production emphasis.

TABLE 16: Factor 4-Y -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 0                        |
| Neutral                       | 0     | 0                        |
| Agree                         | +1    | 2                        |

#### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Critical Rationalist based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items) and those that s/he disagreed with more than any other factor (negative discriminating items). Where useful for clarity, reference to the rank order of items (descending array for the factor) may also be made.

The Critical Rationalist has a unique thought process that determines his/her news release priority. As indicated

in the brief sketches section of this chapter, the Critical Rationalist decides which stories to use on the basis of dislikes. There are no positive discriminating items to which the Critical Rationalist gives a clear preference. Instead, three of the five news elements get equal ratings in the four positive discriminating items (38, 14, 5, and 3).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (38)<br>Nobel Peace Prize<br>winner Dr. Norman<br>Borlaug will visit the<br>TSU small grains re-<br>search station near<br>Hooker, Home State, on<br>a tour of Home State<br>agricultural research<br>facilities slated for<br>next month. | 2.195          | -.287                                | 2.482                            |

News elements = Known principal/Local interest

|  |       |       |       |
|--|-------|-------|-------|
| (14)<br>Average retail food<br>prices in 1978 are ex-<br>pected to rise 4 to 6<br>percent above the<br>average for 1977. Con-<br>sumers can take comfort,<br>however, in the fact<br>that the same year-end<br>forecasts call for an in-<br>crease in average dispos-<br>able income that should<br>offset the higher cost<br>of food. | 1.725 | -.544 | 2.269 |
|--|-------|-------|-------|

News elements = High impact/Timely

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (5)<br>Home State Governor<br>Johannas B. Smythe was<br>heckled by irate farmers<br>during his recent farm<br>policy speech made on<br>the TSU campus. | 1.455          | -.308                                | 1.763                            |

News elements = Conflict/Known principal

|   |       |       |       |
|---|-------|-------|-------|
| (3)<br>Home State currently<br>has approximately 50<br>days coal supply with<br>which to fire generators<br>that produce electricity;<br>and with that dwindling<br>supply is the growing<br>prospect of rolling<br>blackouts throughout the<br>state. Major cities that<br>may be hardest hit include<br>Ewell, Hancock, and Stuart. | 1.070 | -.189 | 1.259 |
|---|-------|-------|-------|

News elements = High impact/Local interest

As indicated in the items above, the news elements of known principal, local interest, and high impact occur twice each in the Critical Rationalist's positive discriminating items. The other two elements, conflict and timeliness, occur once each (14 and 5; see above). From this it becomes apparent that the Critical Rationalist has no clear preference for one news element over the others. Even when the one item that is highly valued but not discriminating is considered, there is no really clear preference (39).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>             | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (39)<br>Actor Robert Redford<br>announced support<br>yesterday (March 3)<br>of Home State con-<br>servation groups that<br>are fighting oil drill-<br>ing on Home State<br>owned forest sites. | 1.001          | (Highly valued but not a<br>discriminating item) |                                  |

News elements = Known principal/Timely

Adding item 39 to the analysis gives the news element of known principal the highest preference ranking, by one occurrence. However, a closer look at the items containing known principal is necessary. Examination indicates that all three have some flavor of local interest. One contains the local interest element (38; see above) and the other two (5 and 39; see above) deal with people and problems well known enough to create a local news angle in the eyes of the editor. Thus, it may be concluded that the Critical Rationalist prefers the news story with a local angle; if s/he has a preference at all. This assumption is reinforced by the Critical Rationalist's ranking of the known principal and high impact elements in the negatively valued items, which are discussed below.

The real key to how the Critical Rationalist chooses one news release over another is found in the items to which s/he gives negative ratings. In the negative discriminating items, the elements of known principal and high impact occur five times and four times, respectively.

In fact, these elements are found, in combination or singly, in all the negative discriminating items (11, 18, 19, 29, 22, 34, and 2). The timely element is present three times (19, 34, and 29). The elements of conflict and local interest are present once each (11 and 8, respectively). From this it becomes apparent that the Critical Rationalist has a definite prejudice against items with the elements of known principal and high impact.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (11)<br>Watch out for prolonged exposure to the sun's rays and for intense heat outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke. | -2.058         | .642                                 | -2.700                           |

News elements = High impact/Conflict

|   |        |      |        |
|---|--------|------|--------|
| (18)<br>Actor-rancher John Wayne and TSU will have something in common the fourth week of March -- both will be praising agriculture. | -2.126 | .174 | -2.301 |
|---|--------|------|--------|

News elements = Known principal/Local interest

|  |        |      |        |
|--|--------|------|--------|
| (19)<br>The Budweiser Clydesdales will be on the TSU campus as part of the 30th annual Block and Bridle Club Horse Show, March 31 and April 1. | -1.691 | .221 | -1.912 |
|--|--------|------|--------|

News elements = Known principal/Timely

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (29)<br>American farmers are dependent on exports for their livelihood, U.S. Secretary of Agriculture Robert Bergland said Friday, April 7. | -0.823         | .493                                 | -1.316                           |

News elements = Known principal/Timely

|   |        |      |        |
|---|--------|------|--------|
| (22)<br>According to former First Lady Betty Ford, child abuse is on the increase in the United States. Suspected cases of child abuse and neglect have increased more than 50 percent in the last six years. | -0.945 | .242 | -1.187 |
|---|--------|------|--------|

News elements = High impact/Known principal

|   |        |       |        |
|---|--------|-------|--------|
| (34)<br>"Women are the largest single minority in the nation," a Home State legislator told the more than 1,200 participants at College Week, which opened today on the TSU campus. | -1.396 | -.237 | -1.159 |
|---|--------|-------|--------|

News elements = High impact/Timely

|  |        |       |        |
|--|--------|-------|--------|
| (2)<br>The more people believe that the energy crisis is real, the more they support policies advocated by President Carter. | -1.289 | -.251 | -1.038 |
|--|--------|-------|--------|

News elements = High impact/Known principal

Including the items to which the Critical Rationalist gives significantly low priority, but are not discriminating, does nothing to change the developing picture of his/her news value system. In fact, these items strengthen the suppositions made previously (1 and 12). The news elements in these items bring the element totals for all negatively viewed items to the following figures: Known principal and high impact occur six times each; timeliness occurs three times; conflict occurs twice; and local interest is present only once in the nine items.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>                                   | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (1)<br>Can we do something<br>about the weather?<br>Well, yes and no, and<br>a new publication<br>sponsored by agri-<br>cultural experiment<br>stations in the North<br>Central Region of the<br>United States tells<br>us why the prediction<br>varies. | -1.386         | (Of significantly low<br>priority, but not a dis-<br>criminating item) |                                  |

News elements = High impact/Conflict

|   |        |  |  |
|---|--------|--|--|
| (12)<br>Governor Johannas B.<br>Smythe's recently<br>announced tax cuts<br>will not have a major<br>impact on the income<br>tax paid by the ave-<br>rage Home State family. | -1.017 | (Of significantly low<br>priority, but not a dis-<br>criminating item) |  |
|---|--------|--|--|

News elements = High impact/Known principal

A synopsis of the evidence indicates that the Critical Rationalist has strong feelings about stories that s/he does not like. Releases that contain the news elements of known principal or high impact are least likely to be given high priority by the Critical Rationalist. On the positive side, the Critical Rationalist does not appear to have any particular news element preference that will ensure high priority for a news release. If there is any news element that has a positive effect on the Critical Rationalist it is local interest. This preference is not clearly expressed in the Q-sort, however. It only becomes apparent after close examination of the Critical Rationalist's ranking of other news elements. Other elements that are ranked positively, particularly the known principal element, contain aspects of local interest even though it is not an apparent part of the item's element pair. Also, known principal and high impact have very strong negative ratings that detract from their presence in the positive discriminating items. These considerations strip away some of the ambiguity that is caused by the fact that local interest, known principal, and high impact occur twice each in the positive discriminating items. Local interest stands alone as the dominant positive element--but a rather weak one.

Factor 4-Y accounts for 2.9 percent of the variance among the variables (respondents) in the Y-Mode.



Factor 5-Y, The Broad GeneralistEvidence for the Sketch: Demographics

Factor 5-Y, the Broad Generalist, is made up of two people -- one woman and one man. The range in age is from 30 to 55, with the average 42.5. Both respondents are married. Both are writers, although one also functions as a publications editor occasionally. One majored in English and the other in agriculture.

Both indicate previous job experience before working in extension/research information. One was the editor of an agricultural trade publication and the other held a job in advertising. Reported years of experience in extension/research information are 2 and 21 years, with the average 11.5.

One of the respondents was primarily interested in the traditional field of agriculture. The other had a multiple interest in agriculture and food marketing. They spent, respectively, 20 and 30 percent of their job time writing releases or scripts. In response to the question of whether they handle or process releases produced by others, both indicated they did not.

Evidence for the Sketch: Attitude Statements

The Broad Generalist more than strongly agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 17] Again, this

positive response shows that the Broad Generalist agrees with previous factors in their support of the land grant philosophy, as stated in Chapter I.

TABLE 17: Factor 5-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Agree                | +2    | 1                        |
| Very Strongly Agree           | +3    | 1                        |

The Broad Generalist strongly agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support." [See Table 18] Apparently, the Broad Generalist sees no conflict of interest between the educational and public relations functions of the typical agricultural information office.

The Broad Generalist has a neutral response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 19]

TABLE 18: Factor 5-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Agree                         | +1    | 1                        |
| Strongly Agree                | +2    | 0                        |
| Very Strongly Agree           | +3    | 1                        |

TABLE 19: Factor 5-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 0                        |
| Neutral                       | 0     | 0                        |
| Agree                         | +1    | 0                        |
| Strongly Agree                | +2    | 1                        |

S/he more than strongly agrees with the attitude statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased." [See Table 20] As indicated previously, this strongly positive response may be partly due to the fact that Broad Generalists are production people without administrative or quasi-administrative functions.

TABLE 20: Factor 5-Y -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Agree                | +2    | 1                        |
| Very Strongly Agree           | +3    | 1                        |

#### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Broad Generalist based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items) and those that s/he disagreed with more than any other factor (negative discriminating items). Where useful for clarity, reference

to the rank order of items (descending array for the factor) may also be made.

As noted in the brief sketches, the Broad Generalist gives preference to news releases that deal with or have impact on a major segment of the general public. This is not to say that a major segment of readers will be interested in the story. Rather, the Broad Generalist sees this type of story as the most important in their role as a university agricultural information editor. This is verified by the fact that the high impact element appears in six of the eight discriminating items for the factor (34, 11, 12, 22, 33, and 2).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (34)<br>"Women are the largest single minority in the nation," a Home State legislator told the more than 1,200 participants at College Week which opened today on the TSU campus. | 1.592          | -.835                                | 2.427                            |

News elements = High impact/Timely

|  |       |       |       |
|--|-------|-------|-------|
| (11)<br>Watch out for prolonged exposure to the sun's rays and for intense heat outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke. | 2.007 | -.171 | 2.177 |
|--|-------|-------|-------|

News elements = High impact/Conflict

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (12)<br>Governor Johannas B. Smythe's recently announced tax cuts will not have a major impact on the income tax paid by the average Home State family. | 2.007          | -.526                                | 2.075                            |

News elements = High impact/Known principal

|   |       |       |       |
|---|-------|-------|-------|
| (22)<br>According to former First Lady Betty Ford, child abuse is on the increase in the United States. Suspected cases of child abuse and neglect have increased more than 50 percent in the last six years. | 1.259 | -.199 | 1.458 |
|---|-------|-------|-------|

News elements = High impact/Known principal

|  |       |       |       |
|--|-------|-------|-------|
| (33)<br>White County has been selected as the site for a TSU study of family mobility that is expected to last for 20 years. | 1.051 | -.124 | 1.175 |
|--|-------|-------|-------|

News elements = High impact/Local interest

|  |      |       |      |
|--|------|-------|------|
| (2)<br>The more people believe that the energy crisis is real, the more they support policies advocated by President Carter. | .261 | -.561 | .822 |
|--|------|-------|------|

News elements = High impact/Known principal

It may be speculated that the Broad Generalist compensates for the potentially weaker effect of high impact on media editors by giving a high preference to stories with

a known principal. This element is the second most frequent element in the positive discriminating items for the factor, occurring five times [12, 22 and 2 (see above); and 19 and 29]. The known principal element also domi-

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (19)<br>The Budweiser Clydes-<br>dales will be on the<br>TSU campus as part of<br>the 30th annual Block<br>and Bridle Club Horse<br>Show, March 31 and<br>April 1. | 1.425          | -.402                                | 1.827                            |

News elements = Known principal/Timely

|  |       |      |       |
|--|-------|------|-------|
| (29)<br>American farmers are<br>dependent on exports for<br>their livelihood, U.S.<br>Secretary of Agriculture<br>Robert Bergland said<br>Friday, April 7. | 1.343 | .059 | 1.283 |
|--|-------|------|-------|

News elements = Known principal/Timely

nates the positive elements that are considered significant but not discriminating (9 and 32). When all the positive items are considered, both discriminating and those highly

|  |       |  |  |
|--|-------|--|--|
| (9)<br>Governor Johannas B.<br>Smythe pointed out<br>the concern of U.S.<br>governors for de-<br>veloping effective<br>federal farm policy,<br>yesterday (March 23),<br>during the annual<br>governor's breakfast at<br>TSU's Farmers' Week. | 1.217 | (Highly valued but not<br>a discriminating item) |  |
|--|-------|--|--|

News elements = Known principal/Timely

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>             | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (32)<br>Joe Frazier, former<br>World Boxing Associa-<br>tion heavyweight cham-<br>pion, is taking on a<br>new opponent in Home<br>State. The rival is<br>drug abuse among youth. |                | (Highly valued but not<br>a discriminating item) |                                  |

News elements = High impact/Known principal

valued but not discriminating, the high impact and known principal elements each occur seven times. High impact is the most significant element for the Broad Generalist, however, because it is the dominant element in the discriminating items.

After high impact and known principal, the next most frequent element in the Broad Generalist's positive items is timeliness (34, 19, 29 and 9; see above). The remaining news elements, conflict and local interest, each occur once in the positive items (11 and 33, respectively; see above).

If there is one thing that can turn off the Broad Generalist it is the element of local interest. As mentioned above, s/he gives high preference to items with high impact and/or known principal elements. These two positive elements each appear twice in the negative discriminating items for the factor. In three of these four cases, the positively viewed element is paired with the local interest element (38, 13 and 23). In addition,



| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (38)<br>Nobel Peace Prize<br>winner Dr. Norman<br>Borlaug will visit the<br>TSU small grains re-<br>search station near<br>Hooker, Home State, on<br>a tour of Home State<br>agricultural research<br>facilities slated for<br>next month. | -1.817         | .516                                 | -2.333                           |

News elements = Known principal/Local interest

|   |        |      |        |
|---|--------|------|--------|
| (13)<br>Blue County is one of<br>15 Home State Counties<br>selected for a pilot<br>study of energy conser-<br>vation in the home. | -0.944 | .380 | -1.324 |
|---|--------|------|--------|

News elements = High impact/Local interest

|  |        |      |        |
|--|--------|------|--------|
| (23)<br>Leakage from a chemi-<br>cal burial site in<br>Brown County may have<br>contaminated the munici-<br>pal water supply for<br>Meade, Home State. | -0.569 | .412 | -0.981 |
|--|--------|------|--------|

News elements = High impact/Local interest

local interest appears four more times in the negative discriminating items for the factor (26, 30, 20 and 10), for a total of seven times.

|  |        |      |        |
|--|--------|------|--------|
| (26)<br>Yes, it's true, eating<br>too much fish from<br>Green County's Green<br>Water Lake could be<br>hazardous to your health. | -2.192 | .082 | -2.274 |
|--|--------|------|--------|

News elements = Conflict/Local interest

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (30)<br>Mary E. Wahl was appointed TSU Cooperative Extension Service director for White County during the TSU Board of Trustees meeting Tuesday (August 4). Wahl will assume her new position and duties on September 1. | -1.902         | .106                                 | -2.008                           |

News elements = Local interest/Timely

|  |        |      |        |
|--|--------|------|--------|
| (20)<br>OMAHA, Neb. -- Al Culham, a TSU junior from Gregg, Home State, was top individual point gainer at the National Meat Animal Evaluation Contest held here Tuesday. | -1.069 | .165 | -1.235 |
|--|--------|------|--------|

News elements = Local interest/Timely

|  |        |      |        |
|--|--------|------|--------|
| (10)<br>A petite TSU freshman from Pope was named Home State Honey Queen during the Home State Beekeepers Association annual pageant Tuesday night (March 21). | -0.738 | .446 | -1.183 |
|--|--------|------|--------|

News elements = Local interest/Timely

The timely element occurs four times in the negative discriminating items for the factor [30, 20, 10 (see above), and 7]. The Broad Generalist feels most neutral about this element. It appears with approximately equal frequency in both the positive and negative items descriptive of the factor.

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (7)<br>Dry weather has forced<br>the cancellation of an<br>afternoon dairy-forage<br>clinic to be held at<br>the TSU Experiment<br>Station near McClellan<br>July 26. | -.861          | .425                                 | -1.287                           |

News elements = Local interest/Timely

Although the timely element occurs more frequently than the conflict element in the negative items, the Broad Generalist sees conflict as the more negative of the two. Conflict occurs only once in the positive discriminating items, but three times in the negative discriminating items [26, 7 (see above), and 15].

|  |        |      |        |
|--|--------|------|--------|
| (15)<br>Secretary of Agriculture Robert Bergland was the target of eggs thrown by American Agriculture Movement demonstrators who intercepted the Secretary's motorcade as it left the TSU campus. | -1.652 | .162 | -1.815 |
|--|--------|------|--------|

News elements = Conflict/Known principal

The news elements that appear least frequently in the negative discriminating items that describe the Broad Generalist are high impact and known principal. Each occurs twice. High impact occurs in items 13 and 23 (see above) and known principal occurs in items 38 and 15 (see above).

In summary, the evidence indicates that the Broad Generalist prefers news releases with a subject that is of import to a major audience or significant segment of the public. If the story involves a known principal, the odds are also good that the Broad Generalist will give it a high priority. Conversely, s/he shuns the story with an element of local interest. Evidently s/he believes this is not an important factor in decisions made by media editors when screening public relations releases.

Factor 5-Y accounts for 2.1 percent of the variance among the variables (respondents) in the Y-mode.

#### Factor 6-Y, The Timely Too

##### Evidence for the Sketch: Demographics

Factor 6-Y, the Timely Too, is made up of three people -- two women and one man. They range in age from 24 to 43, with the average age 30.7. None is married. Two are single and one is divorced or separated. Two are writers and the other is a working journalist in the media. Each has a college degree: one bachelor's, one master's, and one Ph.D. The major fields of study listed by the respondents are English, public relations and advertising, and agricultural communications.

Two of the Timely Too respondents list their present employment as their first job. The other person had previous experience in commercial broadcasting. All have a relatively limited number of years in agricultural information work. Two report two years of experience and the

other reports three years. The average is 2.33. Each respondent indicates a different area of professional interest. The three areas are traditional in agricultural information programs at land grant universities. They are agriculture, home economics, and 4-H youth programs. All three persons spend a significant part of their working time on the production of news releases for print media and/or scripts for broadcast media. The range is from 30 to 50 percent of job time in such endeavors. The average for the factor is 40 percent. None of the respondents indicated s/he had responsibilities involving the handling of releases or scripts (other than writing).<sup>9</sup>

#### Evidence for the Sketch: Attitude Statements

The Timely Too agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 21] The Timely Too is the last of the six factors in the Y-mode (respondents playing the role of senior editor/manager on an agricultural information staff at a land grant university). So this Timely Too response indicates that all of the six representative types support the land grant philosophy of making useful information widely available to the public.

The Timely Too has an almost neutral response to the attitude statement "I think that releases from land grant university agricultural information offices should focus

TABLE 21: Factor 6-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Strongly Disagree             | -2    | 1                        |
| Disagree                      | -1    | 0                        |
| Neutral                       | 0     | 0                        |
| Agree                         | +1    | 0                        |
| Strongly Agree                | +2    | 1                        |
| Very Strongly Agree           | +3    | 1                        |

predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 22]

The Timely Too more than agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 23] Again, the Timely Too joins other Y-mode factors in seeing a need both for stories that educate and stories that focus on news. Although the two foci are not mutually exclusive, an agricultural information writer is often hard pressed to find a story that combines the two. Rather, it can be hypothesized that this twin-headed perceived need has its roots in two distinct motives. The positive reaction

TABLE 22: Factor 6-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research, and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Disagree                      | -1    | 2                        |
| Neutral                       | 0     | 0                        |
| Agree                         | +1    | 0                        |
| Strongly Agree                | +2    | 0                        |
| Very Strongly Agree           | +3    | 1                        |

TABLE 23: Factor 6-Y -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Agree                         | +1    | 1                        |
| Strongly Agree                | +2    | 2                        |

to stories that educate may be traced to the individual's professional ethics as influenced and expressed by the land grant philosophy. The positive reaction to stories that focus on news (that is, hard news in the commonly accepted

journalistic sense) may be traced to the individual's understanding that a release must have a strong attraction so media editors will be inclined to use it.

The Timely Too strongly agrees with the attitude statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased. [See Table 24] This response is the strongest (either negative or positive) expressed by the Timely Too. Perhaps, as advanced earlier, this is a function of the relative inexperience of the Timely Too. Or it could be a result of the fact that s/he is primarily concerned with production aspects of public relations, as opposed to administrative functions.

TABLE 24: Factor 6-Y -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Agree                         | +1    | 1                        |
| Strongly Agree                | +2    | 0                        |
| Very Strongly Agree           | +3    | 2                        |



Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Timely Too based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other factor agreed (positive discriminating items) and those that s/he disagreed with more than any other factor (negative discriminating items). Where useful for clarity, reference to the rank order of items (descending array for the factor) may also be made.

The Timely Too derives his/her name from the positive news element to which s/he gives highest priority and from the fact that s/he represents the second factor in the Y-mode to give preference to releases containing the timely element (30, 39, 17, 7, and 4). Thus, the timely element occurs in five of the eight positive discriminating items for the factor.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (30)<br>Mary E. Wahl was appointed TSU Cooperative Extension Service director for White County during the TSU Board of Trustees meeting Tuesday (August 4). Wahl will assume her new position and duties on September 1. | 1.841          | -.643                                | 2.483                            |

News elements = Local interest/Timely

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (39)<br>Actor Robert Redford<br>announced support yes-<br>terday (March 3) of<br>Home State conservation<br>groups that are fighting<br>oil drilling on Home<br>State owned forest sites. | 1.548          | -.522                                | 2.070                            |

News elements = Known principal/Timely

|  |       |       |       |
|--|-------|-------|-------|
| (17)<br>Home gardeners and com-<br>mercial sweet corn<br>growers should be aware<br>of a newly identified<br>disease that can severely<br>damage, if not destroy,<br>their crop. | 1.293 | -.481 | 1.773 |
|--|-------|-------|-------|

News elements = Conflict/Timely

|   |       |      |       |
|---|-------|------|-------|
| (7)<br>Dry weather has forced<br>the cancellation of an<br>afternoon dairy-forage<br>clinic to be held at<br>the TSU Experiment<br>Station near McCellan,<br>July 26. | 1.231 | .007 | 1.225 |
|---|-------|------|-------|

News elements = Conflict/Timely

|   |      |       |       |
|---|------|-------|-------|
| (4)<br>UNIVERSITY CITY --<br>There will be more epi-<br>sodes like the mercury<br>contamination incident<br>that continues to rock<br>the private, industrial,<br>and political sectors of<br>Home State, a national<br>authority on toxic chemi-<br>cals said here Thursday. | .633 | -.401 | 1.034 |
|---|------|-------|-------|

News elements = High impact/Timely

The news element to which the Timely Too gives the second highest priority is known principal. It occurs three times in the positive discriminating items for the factor [39 (see above), 32 and 8]. At first glance it would seem that the Timely Too has no preference between items containing known principal and the element of conflict. Known principal carries greater weight in describing the Timely Too, however. The average Z-score difference value (AZD) is higher for known principal than for conflict.<sup>10</sup> Also, the element of conflict appears more frequently in combination with the preferred element of timeliness than does known principal. (The conflict/timely combination occurs twice; the known principal/timely combination occurs only once.) The single highly valued, but not discriminating, item for the factor (5) does not change the analysis. It contains both the known principal and conflict elements.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (32)<br>Joe Frazier, former<br>World Boxing Association<br>heavyweight champion,<br>is taking on a new<br>opponent in Home State.<br>The rival is drug abuse<br>among youth. | 1.177          | -.442                                | 1.620                            |

News elements = Known principal/High impact

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (8)<br>GRANT, Home State --<br>Rep. Charles H. Varnum,<br>Sherman, and Sen. Joseph<br>S. Mack, Pickett, parti-<br>cipated in the agricul-<br>tural field day held at<br>TSU's Up State Experiment<br>Station. | 1.545          | .194                                 | 1.351                            |

News elements = Local interest/Known principal

|  |       |  |  |
|--|-------|--|--|
| (5)<br>Home State Governor<br>Johannas B. Smythe was<br>heckled by irate farmers<br>during his recent farm<br>policy speech made on<br>the TSU campus. | 1.293 | (Highly valued but not<br>a discriminating item) |  |
|--|-------|--|--|

News elements = Conflict/Known principal

As mentioned above, the news element of conflict occurs three times in the positive discriminating items that describe the Timely Too [17 and 7 (see above), and 36]. It occurs also in the highly valued but not discriminating item (5; see above).

|   |       |       |       |
|---|-------|-------|-------|
| (36)<br>The extended drought<br>that has hit White<br>County has reduced ex-<br>pected corn yields by<br>almost 40 percent,<br>according to County<br>Cooperative Extension<br>Service agricultural<br>experts. | 1.066 | -.507 | 1.573 |
|---|-------|-------|-------|

News elements = Conflict/Local interest

Local interest is the fourth most frequently occurring news element in the positively valued items descriptive

of the Timely Too. This element occurs three times (30, 36 and 8; see above). The elements of known principal and conflict also occur three times, in the positive discriminating items. Local interest gets a lower priority because it is present one less time when all positively valued items are considered.

The news element of high impact occurs only twice in the positively valued items for the factor (32 and 4; see above).

As is to be expected, a review of the negative discriminating items that describe the Timely Too's dislikes shows the elements of high impact and local interest most likely to give a release low priority. Each of these elements occurs four times in the negative discriminating items. In two of the cases, the elements are in combination (6, 3, 1, 16, 12, and 33). The two elements have equal weight in the Timely Too's decision making.<sup>11</sup>

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (6)<br>TSU Extension agents<br>and local White County<br>police and fire agencies<br>are mobilizing rescue<br>crews armed with four<br>wheel drive vehicles,<br>chain saws and portable<br>electric generators in<br>an attempt to rescue the<br>estimated 250 rural fami-<br>lies still stranded in<br>the wake of the recent<br>violent ice storm. | -1.254         | .360                                 | -1.614                           |

News elements = Conflict/Local interest

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (3)<br>Home State currently<br>has approximately 50<br>days coal supply with<br>which to fire genera-<br>tors that produce elec-<br>tricity; and with that<br>dwindling supply is the<br>growing prospect of rolling<br>blackouts throughout the<br>state. Major cities that<br>may be hardest hit include<br>Ewell, Hancock and Stuart. | -1.143         | .253                                 | -1.396                           |

News elements = High impact/Local interest

|  |        |       |        |
|--|--------|-------|--------|
| (1)<br>Can we do something<br>about the weather? Well,<br>yes and no, and a new<br>publication sponsored by<br>agricultural experiment<br>stations in the North<br>Central Region of the<br>United States tells us<br>why the prediction varies. | -1.507 | -.158 | -1.349 |
|--|--------|-------|--------|

News elements = High impact/Conflict

|   |        |      |        |
|---|--------|------|--------|
| (16)<br>Tornados which ripped<br>through the intensive<br>apple and peach pro-<br>ducing area near Geary,<br>Home State, destroyed<br>an estimated 70,000<br>fruit trees and put a<br>major dent in the state's<br>1978 fruit crop. | -0.620 | .596 | -1.216 |
|---|--------|------|--------|

News elements = Conflict/Local interest

|   |        |      |        |
|---|--------|------|--------|
| (12)<br>Governor Johannas B.<br>Smythe's recently<br>announced tax cuts will<br>not have a major impact<br>on the income tax paid<br>by the average Home<br>State family. | -1.175 | .019 | -1.193 |
|---|--------|------|--------|

News elements = High impact/Known principal

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (33)<br>White County has been<br>selected as the site for<br>a TSU study of family<br>mobility that is expected<br>to last for 20 years. | -.811          | .248                                 | -1.059                           |

News elements = High impact/Local interest

The third most frequent news element in the Timely Too's negative discriminating items is the element of conflict. It occurs three times in the seven items (6, 1 and 16; see above). It is interesting to note that all of these stories deal with weather related forms of conflict. Apparently the Timely Too has a cloudy attitude when it comes to stories involving the age-old conflict between humankind and the weather.

The Timely Too places the lowest priority on items containing the elements of known principal and timeliness. Known principal occurs twice in the negative discriminating items for the factor [12 (see above) and 9].

|  |       |      |        |
|--|-------|------|--------|
| (9)<br>Governor Johannas B.<br>Smythe pointed out the<br>concern of U.S. governors<br>for developing effective<br>federal farm policy, yes-<br>terday (March 23) during<br>the annual governor's<br>breakfast at TSU's<br>Farmers' Week. | -.944 | .273 | -1.217 |
|--|-------|------|--------|

News elements = Known principal/Timely

The timely element occurs once (9; see above) in the negative discriminating items for the factor. This further confirms the idea that the Timely Too's preference is for releases that contain the timely element.

In summary, it can be said that the Timely Too gives high priority to news releases that contain the timely element. Perhaps s/he believes that such stories will get preferential treatment from media editors. Known principal is also seen as a positive story element, though not nearly as strong a one as timeliness.

The element of conflict is seen as neutral by the Timely Too. This element is just as likely to appear in the positive items for the factor as in the negative items.

The elements that are most likely to cause the Timely Too to reject a story are high impact and local interest. These elements are essentially equal in their undesirability in the eyes of the Timely Too.

An interesting sidelight is the apparent negative view that the Timely Too has of the state governor. Both of the negative discriminating items that contain the element of known principal deal with the governor of the state. In the three positive discriminating items containing the known principal element state officials are mentioned only once (and they are local elected representatives to the state legislature) and the other known principals are actors or sports figures.

Factor 6-Y accounts for 1.8 percent of the variance among the variables (respondents) in the Y-mode.



Factor 1-Z, The Local Colorist

This is the first of three factors that resulted from analysis of the data obtained when respondents sorted the Q-sample items as if they were news editors of a small to medium sized daily newspaper. Respondents were asked to perform the sort with the idea of placing the items within the distribution diagram on the basis of a continuum ranging from "most likely to use" to "least likely to use." In essence, the respondents were asked to be client gatekeepers who regularly receive information/public relations releases from agricultural information offices at land grant universities.

Evidence for the Sketch: Demographics

Factor 1-Z, The Local Colorist, is made up of sixteen people -- eleven men and five women. They range in age from 29 to 56, with the average 41.2. Thirteen of the respondents are married, one is single, one is divorced or separated, and one did not answer the marital status question. Six job descriptions are represented in the factor: (1) eight writers, (2) three assistant senior editors, (3) two senior editors, (4) one broadcast editor, (5) one publications editor, and (6) one commercial media writer/editor. All have at least one college degree. Six have a bachelor's, eight have a master's, and two have a doctorate. Their degree majors include twelve fields: Three are in journalism; two in agricultural communications; one in communications; two in English; and

one each in special education, biology, extension education, business, history, education, sociology, and home economics journalism.

All of the persons in the Local Colorist factor have had previous job experience. Four reported having been in newspaper journalism; two had been county extension agents; two had been legislative assistants; and one each reported jobs in the following areas: editor of a commercial agricultural trade publication, editor of a specialized publication, advertising, nursing, broadcast journalism, cooperative extension subject matter specialist, college instructor in communications, and public relations. Reported years of experience in extension/research information ranged from one to twenty-one, with the average 9.3.

Four respondents indicated they were interested in all subject matter areas common to extension/research information programs. Three indicated their major professional interest was in agriculture. Three listed home economics as their area of professional interest. One person indicated an interest in research. And one cited his/her area of professional involvement as community development. Four respondents cited dual areas of interest and responsibility; the areas are agriculture and home economics, agriculture and research, agriculture and food marketing, and 4-H youth programs and horticulture. These individuals spent zero to 100 percent of their job time writing releases or scripts. The average time spent

writing was 34.4 percent. In response to the question of whether or not they handle or process releases (other than writing), five respondents said they edit other persons' releases. The two broadcast editors indicated they reworked other persons' releases for electronic media use. One person indicated that s/he directs all phases of news release production for his/her writing staff. One person indicated responsibility for routing releases to appropriate media. And six remaining respondents indicated they did not have release processing responsibilities other than writing.

#### Evidence for the Sketch: Attitude Statements<sup>12</sup>

The Local Colorist strongly agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 25] The majority of respondents (twelve) had strong or very strong positive responses to this statement. This response is indicative of the Local Colorist's strong support of the educational precepts that are the basis of the land grant philosophy.

The Local Colorist has a slightly negative response (falling almost midway between the positions of neutrality and disagreement) to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving

TABLE 25: Factor 1-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 2                        |
| Agree                         | +1     | 1                        |
| Strongly Agree                | +2     | 6                        |
| Very Strongly Agree           | +3     | 6                        |
| Average                       | +1.875 |                          |

the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 26]

The Local Colorist more than agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 27] So it can be seen that the predominant Z-mode factor continues the trend that emerged in the Y-mode: The majority strongly believe that releases from agricultural information offices at land grant universities should educate, but a focus on news is also necessary to ensure eventual use and readership.

TABLE 26: Factor 1-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Very Strongly Disagree        | -3     | 2                        |
| Strongly Disagree             | -2     | 3                        |
| Disagree                      | -1     | 4                        |
| Neutral                       | 0      | 3                        |
| Agree                         | +1     | 2                        |
| Strongly Agree                | +2     | 1                        |
| Very Strongly Agree           | +3     | 1                        |
| Average                       | -0.563 |                          |

The Local Colorist's feelings approach strong agreement with the attitude statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased." [See Table 28] This response may reflect the high proportion of writers on this factor.

#### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Local Colorist based on his/her interpretation and

TABLE 27: Factor 1-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Disagree                      | -1     | 2                        |
| Neutral                       | 0      | 1                        |
| Agree                         | +1     | 5                        |
| Strongly Agree                | +2     | 7                        |
| Very Strongly Agree           | +3     | 1                        |
| Average                       | +1.250 |                          |

TABLE 28: Factor 1-Z -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Neutral                       | 0      | 3                        |
| Agree                         | +1     | 5                        |
| Strongly Agree                | +2     | 3                        |
| Very Strongly Agree           | +3     | 5                        |
| Average                       | +1.625 |                          |

valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other Z-mode factor agreed (positive discriminating items). Also included are those items with which s/he disagreed more than any other Z-mode factor disagreed (negative discriminating items). When useful for clarification of the interpretation, reference to the rank order of items (descending array for the factor) may be used. Reference may also be made to consensus items (those items upon which all the Z-mode factors essentially agree) if they can contribute to the overall description of the factor.

As indicated in the section on brief sketches, the Local Colorist places the highest priority on Q-sort items that contain the news element of local interest. This element occurs in six of the ten positive discriminating items for the factor (33, 20, 40, 8, 28, and 13).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (33)<br>White County has been<br>selected as the site<br>for a TSU study of<br>family mobility that<br>is expected to last<br>for 20 years. | 1.328          | -.956                                | 2.284                            |

News elements = High impact/Local interest

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (20)<br>OMAHA, Neb. -- Al<br>Culham, a TSU junior<br>from Gregg, Home State,<br>was top individual<br>point gainer at the<br>National Meat Animal<br>Evaluation Contest held<br>here Tuesday. | .711           | -.826                                | 1.537                            |

News elements = Local interest/Timely

|  |      |        |       |
|--|------|--------|-------|
| (40)<br>Eighty-five migrant<br>students in Pickett will<br>discover that summer<br>school isn't all that<br>bad when Blue County's<br>special 4-H summer<br>migrant program is im-<br>plemented next Monday. | .411 | -1.030 | 1.441 |
|--|------|--------|-------|

News elements = Local interest/Timely

|  |       |       |       |
|--|-------|-------|-------|
| (8)<br>GRANT, Home State --<br>Rep. Charles H. Varnum,<br>Sherman, and Sen. Joseph<br>S. Mack, Pickett, partici-<br>pated in the agricultural<br>field day held at TSU's<br>UP State Experiment Station. | 1.001 | -.352 | 1.353 |
|--|-------|-------|-------|

News elements = Known principal/Local interest

|   |       |       |       |
|---|-------|-------|-------|
| (28)<br>Vice President Walter<br>Mondale will visit<br>University City next<br>month to deliver the<br>Spring commencement<br>address at TSU. | 1.183 | -.078 | 1.261 |
|---|-------|-------|-------|

News elements = Known principal/Local interest



| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (13)<br>Blue County is one of<br>15 Home State counties<br>selected for a pilot<br>study of energy conser-<br>vation in the home. | .685           | -.480                                | 1.165                            |

News elements = High impact/Local interest

For the Local Colorist, the news element of high impact is almost as important as the element of local interest. High impact occurs five times in the ten positive discriminating items for the factor [33 and 13 (see above) and 34, 2 and 21].

|  |       |       |       |
|--|-------|-------|-------|
| (34)<br>"Women are the largest<br>single minority in the<br>nation," a Home State<br>legislator told the<br>more than 1,200 par-<br>ticipants at College<br>Week, which opened<br>today on the TSU campus. | 1.377 | -.976 | 2.353 |
|--|-------|-------|-------|

News elements = High impact/Timely

|   |       |       |       |
|---|-------|-------|-------|
| (2)<br>The more people be-<br>lieve that the energy<br>crisis is real, the<br>more they support<br>policies advocated<br>by President Carter. | 1.499 | -.625 | 2.124 |
|---|-------|-------|-------|

News elements = High impact/Known principal

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (21)<br>Are there changes<br>ahead for the Home<br>State tax system?<br>Several proposals are<br>now being argued in the<br>Home State Legislature<br>and may appear on the<br>November ballot. | 1.473          | -.425                                | 1.898                            |

News elements = High impact/Conflict

The third most frequent element in the positive discriminating items for the Local Colorist is the news element timeliness. The timely element occurs four times in the ten items [34, 20, 40 (see above), and 17].

|  |       |      |       |
|--|-------|------|-------|
| (17)<br>Home gardeners and<br>commercial sweet corn<br>growers should be aware<br>of a newly identified<br>disease that can<br>severely damage, if not<br>destroy, their crop. | 1.658 | .566 | 1.092 |
|--|-------|------|-------|

News elements = Conflict/Timely

The news element of known principal is found three times in the positive discriminating items for the Local Colorist factor (2, 8 and 28; see above).

Conflict is the news element that occurs least frequently in the positive discriminating items for the factor. The Local Colorist only selects two items that contain the conflict element (21 and 17; see above).

In the Local Colorist's negative discriminating items, however, conflict is the most frequent news element. It occurs six times in the nine items (16, 7, 5, 15, 35, and 31).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (16)<br>Tornados which ripped through the intensive apple and peach producing area near Geary, Home State, destroyed an estimated 70,000 fruit trees and put a major dent in the state's 1978 fruit crop. | -2.208         | .776                                 | -2.984                           |

News elements = Conflict/Local interest

|   |       |      |        |
|---|-------|------|--------|
| (7)<br>Dry weather has forced the cancellation of an afternoon dairy-forage clinic to be held at the TSU Experiment Station near McCellan, July 26. | -.864 | .803 | -1.688 |
|---|-------|------|--------|

News elements = Conflict/Timely

|   |        |      |        |
|---|--------|------|--------|
| (5)<br>Home State governor Johannas B. Smythe was heckled by irate farmers during his recent farm policy speech made on the TSU campus. | -1.073 | .581 | -1.654 |
|---|--------|------|--------|

News elements = Conflict/Known principal

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (15)<br>Secretary of Agriculture Robert Bergland was the target of eggs thrown by American Agriculture Movement demonstrators who intercepted the Secretary's motorcade as it left the TSU campus. | -.718          | .879                                 | -1.597                           |

News elements = Conflict/Known principal

|  |        |      |        |
|--|--------|------|--------|
| (35)<br>President Carter has promised federal aid after touring the populous areas of Home State that were ravaged by the recent flooding. | -1.128 | .241 | -1.369 |
|--|--------|------|--------|

News elements = Conflict/Known principal

|  |       |      |        |
|--|-------|------|--------|
| (31)<br>The need for increased world food production and decreasing energy supplies will clash, with perhaps disastrous effects, in the next 10 to 15 years. | -.782 | .243 | -1.025 |
|--|-------|------|--------|

News elements = High impact/Conflict

The timely news element is the second most prevalent element in the negative discriminating items for the Local Colorist factor. It occurs once in conjunction with the element of conflict (7; see above) and three times with other news elements (10, 4 and 24).

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (10)<br>A petite TSU freshman<br>from Pope was named<br>the Home State Honey<br>Queen during the Home<br>State Beekeepers<br>Association annual<br>pageant Tuesday night<br>(March 21). | -1.897         | 1.051                                | -1.673                           |

News elements = Local interest/Timely

|   |        |      |        |
|---|--------|------|--------|
| (4)<br>UNIVERSITY CITY --<br>There will be more<br>episodes like the mer-<br>cury contamination<br>incident that continues<br>to rock the private,<br>industrial and political<br>sectors of Home State, a<br>national authority on<br>toxic chemicals said<br>here Thursday. | -1.579 | .094 | -1.673 |
|---|--------|------|--------|

News elements = High impact/Timely

|   |        |      |        |
|---|--------|------|--------|
| (24)<br>Dieting may be<br>hazardous to your<br>health, according to<br>a report released<br>Tuesday by the Home<br>State Dietetic<br>Association. | -1.187 | .452 | -1.640 |
|---|--------|------|--------|

News elements = High impact/Timely

Two of the news elements occur three times each in the negative discriminating items for the factor. Known principal is combined with the element of conflict in all three of its appearances (5, 15 and 8; see above). High impact occurs twice with the timely news element and once with conflict (4, 24 and 31; see above).

As expected from the order of positive discriminating items, the least frequent news element in the Local Colorist's negative discriminating items is local interest. It only occurs twice -- once with the timely element (10; see above) and once with the conflict element (16; see above).

When both the positive and negative items from the data analysis are considered together, the brief sketch of the Local Colorist is confirmed. S/he is most likely to select news releases for publication in her/his newspaper if the releases contain the news element of local interest. Releases containing the high impact element will also get major consideration from the Local Colorist. Conflict, however, is the one element that is likely to cause the Local Colorist to reject a news release.

Aside from the obvious interpretation of the data for the factor, the following more subtle observations can be made about the Local Colorist.

The combination of the elements of conflict and known principal is universally considered negative by the Local Colorist. Three of the four news release leads that contain this pair of elements are among the negative discriminating items for the factor (5, 15 and 35; see above). The other item (25) that contains the elements of conflict and known principal is not considered significant because its Z-score is greater than -1.0. It is the lowest non-discriminating Z-score for the factor, however (Z score = -0.914).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>             | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (25)<br>Governor Johannas B. Smythe maintains that the current coal miners' strike underscores the need for a federal energy policy to step up the development of nuclear power sources. | -.914          | (Of low priority, but not a discriminating item) |                                  |

News elements = Conflict/Known principal

The Local Colorist's preferred news element, local interest, occurs twice in the negative discriminating items; in fact, it is present in the two items that make the Local Colorist most different from other Z-mode factors. A closer look at these items (10 and 16; see above) provides a clue to the reason the most preferred news element gets such a low priority in these two cases. In one case, local interest is paired with conflict (16), the element that is most likely to cause the Local Colorist to reject a release. In the other case (10), it is paired with the timely element. Further examination of the substance of the releases provides even more clarification. Item 10 is, by the modern standards of many people, clearly sexist and may have earned its low priority for that reason. Item 16 involves real violence in its conflict element, while the conflict items that appear in the positive discriminating items for the factor deal with non-threatening types of conflict. Perhaps the Local Colorist shuns violence and thus gives this release a low priority.

Factor 1-Z accounts for 45.0 percent of the variance among the variables (respondents) in the Z-mode.

Factor 2-Z, The Hero Worshiper

Evidence for the Sketch: Demographics

Factor 2-Z, The Hero Worshiper, is made up of eight people -- two women and six men. They range in age from 24 to 58, with the average 38.3. Five of the respondents are married, two are single, and one is divorced or separated. Four job descriptions are represented in the factor. There are three writers, three senior editors, one publications editor, and one broadcast editor. No media people are represented in this factor. All the individuals have at least one college degree -- four have a master's degree, three have a bachelor's degree, and one has a doctorate. Their majors include six fields. Two are in public relations/advertising; two in agricultural communications; and one each in liberal arts, communications, extension education, and animal science.

Six of the persons in the Hero Worshiper factor have had previous job experience. Three reported past jobs as county agents for the Cooperative Extension Service. Two indicated military service. And one had worked as an agricultural broadcaster. The other two respondents indicated that this was their first job. Reported years of experience in extension/research information ranged from one year to 31 years, with the average 13.1.



Only two professional interest areas were reported by the people in the Hero Worshiper factor. Five respondents indicated they were interested in all subject matter areas common to extension/research information programs. The other three indicated their major field of professional concentration was 4-H youth programs. Persons in the factor spent zero to 50 percent of their job time writing releases or scripts. The average time spent writing was 23.8 percent. In response to the question of whether they handle or process releases (other than writing), five of the eight people said they worked with releases produced by other staff members. Two said that they occasionally edited releases. One regularly edited others' news releases. One directed the assignment and production of releases. And one re-worked others' releases for use in the electronic media.

Evidence for the Sketch: Attitude Statements

The Hero Worshiper has a slightly positive agreement with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience." [See Table 29] This response is the weakest positive response to this attitude statement from all factors, both Z-mode and Y-mode. The Hero Worshiper, however, can still be said to support the educational precepts of the land grant philosophy.

TABLE 29: Factor 2-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Strongly Disagree             | -2     | 2                        |
| Disagree                      | -1     | 0                        |
| Neutral                       | 0      | 0                        |
| Agree                         | +1     | 3                        |
| Strongly Agree                | +2     | 2                        |
| Very Strongly Agree           | +3     | 1                        |
| Average                       | +0.750 |                          |

The Hero Worshiper also has a slightly positive response to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 30]

The Hero Worshiper more than agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 31] From this response it is apparent that the Hero Worshiper believes news should be an important factor in deciding whether or not to produce a release.

TABLE 30: Factor 2-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Very Strongly Disagree        | -3     | 1                        |
| Strongly Disagree             | -2     | 0                        |
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 0                        |
| Agree                         | +1     | 3                        |
| Strongly Agree                | +2     | 2                        |
| Very Strongly Agree           | +1     | 1                        |
| Average                       | +0.750 |                          |

TABLE 31: Factor 2-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 0                        |
| Agree                         | +1     | 4                        |
| Strongly Agree                | +2     | 3                        |
| Average                       | +1.125 |                          |

The Hero Worshiper more than agrees with the attitude statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased." [See Table 32]

TABLE 32: Factor 2-Z -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 1                        |
| Agree                         | +1     | 2                        |
| Strongly Agree                | +2     | 2                        |
| Very Strongly Agree           | +3     | 2                        |
| Average                       | +1.375 |                          |

#### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Hero Worshiper based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other Z-mode factor agreed (positive discriminating items). Also

included are those items with which s/he disagreed more than any other Z-mode factor disagreed (negative discriminating items). When useful for clarity of interpretation, reference may be made to the rank order of items (descending array for the factor). Reference also may be made to consensus items (those items upon which all the Z-mode factors essentially agree) if they can contribute to the overall description of the factor.

The Hero Worshiper places the highest priority on items that contain the element of known principal. This news element occurs six times in the nine positive discriminating items for the factor. Conflict runs a close second in the priority listing of the Hero Worshiper -- s/he cites items that contain conflict five times in the positive discriminating items for the factor. The interesting fact is that all four of the items that contain the combination of known principal and conflict occur in the positive discriminating items (25, 15, 35, and 5).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (25)<br>Governor Johannas B. Smythe maintains that the current coal miners' strike underscores the need for a federal energy policy to step up the development of nuclear power sources. | 1.453          | -.969                                | 2.422                            |

News elements = Known principal/Conflict

| <u>Item</u> | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|-------------|----------------|--------------------------------------|----------------------------------|
|-------------|----------------|--------------------------------------|----------------------------------|

|  |       |       |       |
|--|-------|-------|-------|
| (15)<br>Secretary of Agriculture Robert Bergland was the target of eggs thrown by American Agriculture Movement demonstrators who intercepted the Secretary's motorcade as it left the TSU campus. | 1.824 | -.392 | 2.216 |
|--|-------|-------|-------|

News elements = Known principal/Conflict

|  |       |       |       |
|--|-------|-------|-------|
| (35)<br>President Carter has promised federal aid after touring the populous areas of Home State that were ravaged by the recent flooding. | 1.023 | -.834 | 1.857 |
|--|-------|-------|-------|

News elements = Known principal/Conflict

|   |      |       |       |
|---|------|-------|-------|
| (5)<br>Home State Governor Johannas B. Smythe was heckled by irate farmers during his recent farm policy speech made on the TSU campus. | .814 | -.363 | 1.177 |
|---|------|-------|-------|

News elements = Known principal/Conflict

The other two positive discriminating items for the Hero Worshiper that contain the element of known principal are items 38 and 22.

|   |      |        |       |
|---|------|--------|-------|
| (38)<br>Nobel Peace Prize winner Dr. Norman Borlaug will visit the TSU small grains research station near Hooker, Home State, on a tour of Home State agricultural research facilities slated for next month. | .508 | -1.296 | 1.804 |
|---|------|--------|-------|

News elements = Known principal/Local interest

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (22)<br>According to former<br>First Lady Betty Ford,<br>child abuse is on the<br>increase in the United<br>States. Suspected cases<br>of child abuse and neglect<br>have increased more than<br>50 percent in the last<br>six years. | .197           | -1.045                               | 1.242                            |

News elements = Known principal/High impact

Conflict occurs only once in a positive discriminating item combination other than the known principal/conflict pairing. In this one instance, conflict is paired with the local interest news element (16). Out of the five items that contain conflict, all but one involves, conflict

|   |       |       |       |
|---|-------|-------|-------|
| (16)<br>Tornados which ripped<br>through the intensive<br>apple and peach pro-<br>ducing area near Geary,<br>Home State, destroyed<br>an estimated 70,000<br>fruit trees and put a<br>major dent in the state's<br>1978 fruit crop. | 1.004 | -.830 | 1.834 |
|---|-------|-------|-------|

News elements = Conflict/Local interest

that was violent in nature. When this preference for violent conflict is combined with the Hero Worshiper's slightly greater preference for the element of known principal, it becomes apparent that s/he is selecting stories on the traditional basis often attributed to the tabloid newspaper or the yellow journalism genre.

The news element that has the third most frequent occurrence in the positive discriminating items that describe the Hero Worshiper is high impact. It is found three times in the nine items [22 (see above), 4, and 24].

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (4)<br>UNIVERSITY CITY --<br>There will be more episodes like the mercury contamination incident that continues to rock the private, industrial and political sectors of Home State, a national authority on toxic chemicals said here Thursday. | 1.313          | -1.352                               | 2.665                            |

News elements = High impact/Timely

|   |       |       |       |
|---|-------|-------|-------|
| (24)<br>Dieting can be hazardous to your health, according to a report released Tuesday by the Home State Dietetic Association. | 1.555 | -.919 | 2.474 |
|---|-------|-------|-------|

News elements = High impact/Timely

The news elements of local interest and timeliness are both found twice in the positive discriminating items for the factor. Local interest is found in items 16 and 38; (see above). Timeliness is one of the elements in items 4 and 24; (see above). Local interest is considered to be of more positive influence on the Hero Worshiper's decision making because it is found twice in items that are highly valued but not discriminating (6 and 3), while the timely element is not found in the highly valued, non-discriminating items for the factor.



| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>             | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--|----------------------------------|
| (6)<br>TSU Extension agents<br>and local White County<br>police and fire agencies<br>are mobilizing rescue<br>crews armed with four<br>wheel drive vehicles,<br>chain saws and portable<br>electric generators in<br>an attempt to rescue the<br>estimated 250 rural<br>families still stranded<br>in the wake of the recent<br>violent ice storm. | 1.113          | (Highly valued but not a<br>discriminating item) |                                  |

News elements = Conflict/Local interest

|  |       |  |  |
|--|-------|--|--|
| (3)<br>Home State currently<br>has approximately 50<br>days coal supply with<br>which to fire generators<br>that produce electricity;<br>and with that dwindling<br>supply is the growing<br>prospect of rolling black-<br>outs throughout the state.<br>Major cities that may be<br>hardest hit include Ewell,<br>Hancock and Stuart. | 1.028 | (Highly valued but not a<br>discriminating item) |  |
|--|-------|--|--|

News elements = High impact/Local interest

In the Hero Worshiper's negative discriminating items the news element of timeliness occurs in eight of the ten items. The timely element is by far and away the one factor that can cause the Hero Worshiper to give a release a low priority. It occurs twice as often as the next most frequent news element in the negative discriminating items for the factor (19, 34, 21, 29, 27, 20, 17, and 40).

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (19)<br>The Budweiser Clydes-<br>dales will be on the<br>TSU campus as part of<br>the 30th annual Block<br>and Bridle Club Horse<br>Show, March 31 and<br>April 1. | -2.359         | 1.486                                | -3.854                           |

News elements = Known principal/Timely

|  |        |      |        |
|--|--------|------|--------|
| (34)<br>"Women are the largest<br>single minority in the<br>nation," a Home State<br>legislator told the<br>more than 1,200 parti-<br>cipants at College Week,<br>which opened today on<br>the TSU campus. | -2.069 | .747 | -2.816 |
|--|--------|------|--------|

News elements = High impact/Timely

|   |        |       |        |
|---|--------|-------|--------|
| (21)<br>Are there changes<br>ahead for the Home<br>State tax system?<br>Several proposals are<br>now being argued in<br>the Home State Legis-<br>lature and may appear<br>on the November ballot. | -1.445 | 1.034 | -2.479 |
|---|--------|-------|--------|

News elements = High impact/Timely

|   |        |      |        |
|---|--------|------|--------|
| (29)<br>American farmers are<br>dependent on exports<br>for their livelihood,<br>U.S. Secretary of Ag-<br>riculture Robert<br>Bergland said Friday,<br>April 7. | -1.433 | .894 | -2.327 |
|---|--------|------|--------|

News elements = Known principal/Timely

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (27)<br>The competition will<br>be stiff for 4-H youth<br>at the 1978 Home State<br>Horse Show, August 22,<br>at TSU. | .052           | 1.950                                | -1.899                           |

News elements = Conflict/Timely

|  |        |      |        |
|--|--------|------|--------|
| (20)<br>OMAHA, Neb. -- Al<br>Culham, a TSU junior<br>from Gregg, Home State,<br>was top individual point<br>gainer at the National<br>Meat Animal Evaluation<br>Contest held here Tuesday. | -1.325 | .192 | -1.517 |
|--|--------|------|--------|

News elements = Local interest/Timely

|  |       |       |        |
|--|-------|-------|--------|
| (17)<br>Home gardeners and<br>commercial sweet corn<br>growers should be aware<br>of a newly identified<br>disease that can severely<br>damage, if not destroy,<br>their crop. | -.003 | 1.396 | -1.399 |
|--|-------|-------|--------|

News elements = Conflict/Timely

|   |        |       |        |
|---|--------|-------|--------|
| (40)<br>Eighty-five migrant<br>students in Pickett<br>will discover that<br>summer school isn't all<br>that bad, when Blue<br>County's special 4-H<br>summer migrant program<br>is implemented next Monday. | -1.392 | -.128 | -1.264 |
|---|--------|-------|--------|

News elements = Local interest/Timely

The second most frequently occurring news element in the Hero Worshiper's negative discriminating items is local interest. It occurs four times in the ten times [20 and 40 (see above) and 13 and 28]. When local interest and

timeliness, the two most frequently occurring negative discriminating items, are considered, all ten of the negatively viewed items are included.

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (13)<br>Blue County is one of<br>15 Home State counties<br>selected for a pilot<br>study of energy conser-<br>vation in the home. | -1.206         | .456                                 | -1.671                           |

News elements = High impact/Local interest

|   |       |      |        |
|---|-------|------|--------|
| (28)<br>Vice President Walter<br>Mondale will visit Uni-<br>versity City next month<br>to deliver the Spring<br>commencement address<br>at TSU. | -.376 | .701 | -1.077 |
|---|-------|------|--------|

News elements = Known principal/Local interest

Known principal is the third most frequent news element in the negative discriminating items for the Hero Worshiper, occurring three times (19, 29, and 28; see above). It occurs twice in combination with the timely element that is seen most negatively by the Hero Worshiper. In the other case it is combined with local interest, which is also a major negative element for the factor. Perhaps these combinations explain why known principal occurs as many times as it does in the negative discriminating items.

High impact also occurs three times in the negative discriminating items (34, 21, and 13; see above). The major difference between it and the known principal element

is that high impact is found three times in the positive items while known principal is the most frequent element in the positive discriminating items. Thus, high impact can be considered to be a neutral element to the Hero Worshiper.

Conflict is the least frequent element in the negative discriminating items for the Hero Worshiper, occurring only twice (27 and 17; see above). In both cases it is combined with the timely element, which is the least valued news element for the factor.

A review of both the positive and negative discriminating items for the factor reveals the following interpretive observations.

The Hero Worshiper has more clearly defined dislikes than s/he has preferences when it comes to news elements. Available data show that the most disliked element (timeliness) is more likely to cause a story to be assigned a low priority than the most preferred element (known principal) is likely to cause a story to receive a high priority. This makes the Hero Worshiper similar in logic to the Critical Rationalist of the Y-mode factors.

All four items in the Q-sample that contain the element pair of conflict/known principal occur in the positive discriminating items of the Hero Worshiper. This makes him/her unique. No other factor achieved complete concurrence on all four items containing this element pair, or any other possible element pair. This is indicative of the

fact that the Hero Worshiper is strongly attracted to items that contain either conflict or known principal. It may also point out possible weaknesses in the design of the instrument used in this investigation. For example, a complete screening of the initial sample of the 3,000-plus news releases -- or the use of more releases in this initial sample -- might have resulted in the development of a Q-sample that contained element pair repetitions that were more nearly identical: for example, known principals all of the same public stature; conflict instances that were more similar in their implied threat and/or level of competition; and so forth.

For the Hero Worshiper, the news element of high impact is neutral in determining the priority of use for public relations news releases. This element occurs three times in both the positive and negative discriminating items for the factor.

Factor 2-Z accounts for 10.1 percent of the variance among the variables (respondents) in the Z-mode.

### Factor 3-Z, The Clock Watcher

#### Evidence for the Sketch: Demographics

Factor 3-Z, The Clock Watcher, is made up of nine people -- six men and three women. They range in age from 25 to 62, with the average 35.3. Seven of the respondents are married, two are single. Four job descriptions are represented. There are four writers, two broadcast editors, two representatives of the media, and one assistant senior

editor. All of the people on the factor have at least one college degree; four have a bachelor's degree and five have a master's degree. Their majors include seven fields: two are in journalism; two in English; and one each in television-radio, agricultural communications, agricultural economics, adult education, and animal science.

All of the persons on the Clock Watcher factor have had previous job experience. Four reported jobs in newspaper journalism. Two had been editors of agricultural trade publications. The other three had previous jobs as agricultural broadcaster, Cooperative Extension Service county agent, and recreation director. Reported years of experience in extension/research information ranged from one year to 35 years, with the average nine.

Six professional interest areas were reported by the people on the Clock Watcher factor. Two respondents indicated they were interested in all subject matter areas common to extension/research information programs. Two indicated a professional concentration in agriculture. And one reported working in the area of home economics. Two respondents said they had dual professional interests; agriculture and home economics, and agriculture and 4-H youth programs. The remaining two respondents reported interests in newer (non-traditional) fields or in areas not common to extension/research information programs: urban gardening and general news.

Persons on the factor spent from zero to 100 percent of their job time writing releases or scripts. The average time spent writing was 52.2 percent. In response to the question of whether they handle or process releases (other than writing), one respondent reported that s/he regularly edited releases written by other staff members, one reported having a rewrite function, and two reported reworking others' releases for use in the electronic media. The majority of the people (five) on the factor, however, indicated they had no responsibilities involving work with releases produced by others.

Evidence for the Sketch: Attitude Statements

The Clock Watcher has strong agreement with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)." [See Table 33] Persons on this factor have the highest level of agreement with this statement, thus supporting the educational role implicit in the land grant philosophy.

The Clock Watcher has a nearly neutral response to the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support." [See Table 34]



TABLE 33: Factor 3-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Agree                         | +1     | 1                        |
| Strongly Agree                | +2     | 1                        |
| Very Strongly Agree           | +3     | 7                        |
| Average                       | +2.667 |                          |

TABLE 34: Factor 3-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Very Strongly Disagree        | -3     | 1                        |
| Strongly Disagree             | -2     | 2                        |
| Disagree                      | -1     | 0                        |
| Neutral                       | 0      | 3                        |
| Agree                         | +1     | 1                        |
| Strongly Agree                | +2     | 2                        |
| Average                       | -0.222 |                          |

The Clock Watcher agrees with the attitude statement "I think that releases from land grant university agricultural information offices should focus predominantly on news." [See Table 35] This traditional attitude about the purpose of newspapers, combined with the Clock Watcher's very strong preference for educational releases, indicates that the best chance of getting him/her to select a release would be to combine these two attributes in the same story.

TABLE 35: Factor 3-Z -- Response to the statement "I think that releases from land grant university agricultural information offices should focus predominantly on news."

| Opinion<br>Intensity<br>Level | Value | Number of<br>Respondents |
|-------------------------------|-------|--------------------------|
| Very Strongly Disagree        | -3    | 1                        |
| Strongly Disagree             | -2    | 0                        |
| Disagree                      | -1    | 1                        |
| Neutral                       | 0     | 1                        |
| Agree                         | +1    | 1                        |
| Strongly Agree                | +2    | 3                        |
| Very Strongly Agree           | +3    | 2                        |
| Average                       | +1.0  |                          |

The Clock Watcher agrees with the attitude statement "I think that more emphasis should be placed on the quality

of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased." [See Table 36]

TABLE 36: Factor 3-Z -- Response to the statement "I think that more emphasis should be placed on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased."

| Opinion<br>Intensity<br>Level | Value  | Number of<br>Respondents |
|-------------------------------|--------|--------------------------|
| Strongly Disagree             | -2     | 1                        |
| Disagree                      | -1     | 1                        |
| Neutral                       | 0      | 1                        |
| Agree                         | +1     | 2                        |
| Strongly Agree                | +2     | 3                        |
| Very Strongly Agree           | +3     | 1                        |
| Average                       | +0.889 |                          |

#### Evidence for the Sketch: Q-Sort Items

The following constitutes a detailed analysis of the Clock Watcher based on his/her interpretation and valuation of certain items within the Q-sort. Included are those items that s/he agreed with more than any other Z-mode factor agreed (positive discriminating items) and those items with which s/he disagreed more than any other Z-mode factor disagreed (negative discriminating items).

Where useful for clarity, reference to the rank order of items (descending array for the factor) may be used. Reference may also be made to consensus items (those items upon which all the Z-mode factors essentially agree) if they can contribute to the overall description of the factor.

The Clock Watcher gets her/his name from the fact that s/he has a clear preference for stories that contain the news element of timeliness. This element is present in all of the positive discriminating items for the factor (19, 29, 7, 10, and 27). This preference for breaking news is so prevalent that the single non-discriminating but highly valued positive item also contains the timely element (17). The timely element is so dominant in the positive items that no other element can be said to play a major positive role in the way that the Clock Watcher selects items for use in the newspaper.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (19)<br>The Budweiser Clydes-<br>dales will be on the<br>TSU campus as part of<br>the 30th Annual Block<br>and Bridle Club Horse<br>Show, March 31 and<br>April 1. | 2.161          | -.774                                | 2.935                            |

News elements = Known principal/Timely

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (29)<br>American farmers are dependent on exports for their livelihood, U.S. Secretary of Agriculture Robert Bergland said Friday, April 7. | 1.912          | -.779                                | 2.691                            |

News elements = Known principal/Timely

|   |       |       |       |
|---|-------|-------|-------|
| (7)<br>Dry weather has forced cancellation of an afternoon dairy-forage clinic to be held at the TSU Experiment Station near McClellan July 26. | 1.583 | -.420 | 2.003 |
|---|-------|-------|-------|

News elements = Conflict/Timely

|  |       |       |       |
|--|-------|-------|-------|
| (10)<br>A petite TSU freshman from Pope was named Home State Honey Queen during the Home State Beekeepers Association annual pageant Tuesday night (March 21). | 1.275 | -.535 | 1.810 |
|--|-------|-------|-------|

News elements = Local interest/Timely

|   |       |      |       |
|---|-------|------|-------|
| (27)<br>The competition will be stiff for 4-H youth at the 1978 Home State Horse Show, August 22, at TSU. | 2.473 | .740 | 1.733 |
|---|-------|------|-------|

News elements = Conflict/Timely

|  |       |   |  |
|--|-------|---|--|
| (17)<br>Home gardeners and commercial sweet corn growers should be aware of a newly identified disease that can severely damage, if not destroy, their crop. | 1.134 | (Highly valued but not a discriminating item) |  |
|--|-------|---|--|

News elements = Conflict/Timely

The news element conflict is present twice in the positive discriminating items descriptive of the Clock Watcher (7 and 27; see above). It is also the second element in the element pair of the single highly valued but non-discriminating item for the factor (17; see above).

The news element known principal also occurs twice in the positive discriminating items (19 and 29; see above). The element of local interest is present only once in the positive discriminating items (10; see above). Interestingly, the element of high impact does not appear at all in either the positive discriminating items or the single highly valued item.

To get any clearer picture of how the Clock Watcher uses news elements to rank stories, one must turn to the negative items for the factor.

There are seven negative discriminating items for the factor and one item that the Clock Watcher considers of significantly low priority but not discriminating.

In these eight items the most frequently found news element is known principal. It is present five times (2, 39, 38, 25, and 22). All five items that contain the known principal element are discriminating.

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (2)<br>The more people believe that the energy crisis is real, the more they support policies advocated by President Carter. | -2.094         | 1.172                                | -3.265                           |

News elements = High impact/Known principal

|   |        |      |        |
|---|--------|------|--------|
| (39)<br>Actor Robert Redford announced support yesterday (March 3) of Home State conservation groups that are fighting oil drilling on Home State owned forest sites. | -1.363 | .306 | -1.668 |
|---|--------|------|--------|

News elements = Known principal/Timely

|   |        |       |        |
|---|--------|-------|--------|
| (38)<br>Nobel Peace Prize winner Dr. Norman Borlaug will visit the TSU small grains research station near Hooker, Home State, on a tour of Home State agricultural research facilities slated for next month. | -1.789 | -.147 | -1.641 |
|---|--------|-------|--------|

News elements = Known principal/Local interest

|  |        |      |        |
|--|--------|------|--------|
| (25)<br>Governor Johannas B. Smythe maintains that the current coal miners' strike underscores the need for a federal energy policy to step up development of nuclear power sources. | -1.023 | .270 | -1.293 |
|--|--------|------|--------|

News elements = Conflict/Known principal

| <u>Item</u>  | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|--|----------------|--------------------------------------|----------------------------------|
| (22)<br>According to former<br>First Lady Betty Ford,<br>child abuse is on the<br>increase in the United<br>States. Suspected<br>cases of child abuse<br>and neglect have in-<br>creased more than 50<br>percent in the last<br>six years. | -1.344         | -.275                                | -1.069                           |

News elements = High impact/Known principal

High impact is the news element that has the second most frequent occurrence in the negative discriminating items for the Clock Watcher. It is found in three of the discriminating items and is one-half of the element pair in the single item that the Clock Watcher finds of significantly low priority but not discriminating [2 & 22 (see above) and 33 & 4].

| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u> | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--------------------------------------|----------------------------------|
| (33)<br>White County has been<br>selected as the site<br>for a TSU study of<br>family mobility that<br>is expected to last<br>for 20 years. | -1.240         | .328                                 | -1.567                           |

News elements = High impact/Local interest



| <u>Item</u>   | <u>Z-Score</u> | <u>Average of<br/>Other Z-Scores</u>                                   | <u>Difference<br/>(Z-Ave. Z)</u> |
|---|----------------|--|----------------------------------|
| (4)<br>UNIVERSITY CITY --<br>There will be more epi-<br>sodes like the mercury<br>contamination incident<br>that continues to rock<br>the private, industrial<br>and political sectors of<br>Home State, a national<br>authority on toxic<br>chemicals said here<br>Thursday. | -1.124         | (Of significantly low<br>priority, but not a dis-<br>criminating item) |                                  |

News elements = High impact/Timely

The news element of timeliness is found twice in the negative discriminating items [39 (see above) and 37] and is the other half of the element pair of the item that is of significantly low priority but not discriminating (4; see above).

|  |        |       |        |
|--|--------|-------|--------|
| (37)<br>What most people feel<br>has been screwy, un-<br>settled weather the<br>last few years may<br>actually be a return<br>to "normal" patterns,<br>a weather specialist<br>said yesterday. | -1.139 | 1.067 | -1.139 |
|--|--------|-------|--------|

News elements = Conflict/Timely

The news elements of local interest and conflict both appear twice in the negative discriminating items for the Clock Watcher (38 and 33 and 25 and 37, respectively; see above).

A look at the items that have been referred to above provides the following perspective of the Clock Watcher.

The positive items have a uniform theme that is not reflected in the distribution of news elements. That is, all the positive items (both discriminating and highly valued but not discriminating) deal with subjects that may be considered to involve traditional agriculture from the standpoint of land grant university activities. These subjects are: youth programs, livestock exhibitions, production economics, production clinics, and agricultural association activities.

When the negative items are considered in the same manner, nearly all are seen to contain non-traditional subject matter. These non-traditional subjects are also broad in nature; relating to segments of the population much larger than the traditional rural audience. The subjects are: energy, environmental protection, social research on families, and child abuse. It should also be noted that these subjects are all modern in the sense that they have only surfaced as major public concerns within the past 20 years.

The fact that the Clock Watcher's preferred news element is timeliness is also of interest. The timely element is the one element that is least likely to be the subject of controversy. While other elements may have various meanings for editors and readers, timeliness can only relate to the chronological sequence of events. For example, conflict may be violent or non-violent, of an

individual or a group nature, and personal or non-personal. Timeliness, however, does not have varying degrees of meaning or intensity.

When all these observations are considered together, a picture of the Clock Watcher as a conservative person emerges. A preference for tradition and traditional ways, an unwillingness to rapidly accept new ideas and concerns, and behavior patterns that are safe in that they avoid controversy are all indications of the conservative mentality.

Factor 3-Z accounts for 7.7 percent of the variance among the variables (respondents) in the Z-mode.

---

<sup>1</sup>In this analytical procedure the combinations of items that emerge from each factor are examined and an attempt is made to explain why these combinations occur.

<sup>2</sup>Consensus items are defined as those items for which the factor scores differ by less than 1.0 standard score across the group of factors in question (either the Y-mode factors or the Z-mode factors).

<sup>3</sup>Discriminating items are those items ranked significantly higher or lower by one factor than by any other factor in the group.

<sup>4</sup>It should be remembered that "hypothetical" refers only to the interpretation made by the investigator since respondents with a significant loading on a single factor are in reality holders of the typical attitude for that factor, whatever that may be.

<sup>5</sup>Nancy Lois Tschirhart, Life Styles Vs. Behavior Segments: A Study of Dental Health Consumers," (Unpublished M.A. thesis, Michigan State University, 1974), p. 31.

<sup>6</sup>Broadcast editors write, direct and produce radio and television programs and spots for Cooperative Extension Services and Agricultural Experiment Stations; the writer's primary job is the production of news releases; assistant senior editors perform a managerial function, usually directing overall production of materials for commercial

media; publications editors edit, lay out and design brochures and reports for lay and scientific audiences; media persons are journalists and/or editors employed in commercial journalism.

<sup>7</sup>For any given factor, those items that are not discriminating, but have a Z-score of 1.00 or greater are considered to be highly valued by that factor. Conversely, those items that are not discriminating but have a Z-score of -1.00 or less are considered to be of significantly low priority for the factor.

<sup>8</sup>See footnote 7 above.

<sup>9</sup>This is, no doubt, a function of the limited years of experience for respondents, rather than an indication of lack of desire or innate ability. The job(s) of editing, rewrite, and routing to media are almost exclusively reserved for the more experienced members of land grant university information staffs on either a formal or informal basis.

<sup>10</sup>The average Z-score difference (AZD) is computed as follows:  $Z - A = ZD$ . Then,  $\frac{\sum ZD_s}{n} = AZD$ .

Where Z = the Z-score for the item in question; A = the average or nearest Z-score for the same item as computed from the data for all other factors; ZD = the Z-score difference;  $\sum ZD_s$  = the sum of all ZD's containing the element in the factor's positive (or negative) discriminating items; n = the number of items containing the element in question; and AZD = the average Z-score difference. In this case the AZD for known principal equals 1.680 and the AZD for conflict equals 1.524.

<sup>11</sup>The AZD values for local interest and high impact are -1.321 and -1.249, respectively. The elements are considered to be of equal weight since the difference between their AZD values is less than  $\pm 0.10$  (the difference here being 0.072).

<sup>12</sup>For a more complete discussion see Chapter II.

## CHAPTER IV

### CONCLUSIONS

This study sought to categorize reporters and editors on agricultural information staffs at land grant universities on the basis of their attitudes about news releases commonly produced in the land grant university public relations/information situation.

The division of these women and men into groups that exhibit similar behavior patterns (in relation to the process of making choices within a uniform group of news releases) was the primary goal of the study. As a secondary objective, the usefulness of the data in developing practical and theoretical implications was examined.

As indicated earlier, this study was conducted in a virtual vacuum because it was the first detailed investigation of land grant university agricultural information staffs to be conducted in more than one state. It was also the first study built around the idea that knowing behavior patterns in the study group might help these people to more closely meet the demands of their consumers -- the newspaper, radio, and television editors who receive news and information items from land grant universities.

As such, this study is the first effort to describe the behavioral response of land grant university agricultural editors and reporters to the entire range of subject matter dealt with at the land grant university level.

Hatch (1971) made a unilateral assumption that all college editors are alike in his study of gatekeeper response to materials provided to media by land grant university agricultural information organizations.<sup>1</sup> He also indicated that his results show that media gatekeepers are skeptical of "...the college editors' concern with promoting college staff members, administrators, and the institution and his apparent lack of concern for or knowledge of what people really want and need."<sup>2</sup>

This study indicates that Hatch's assumption that land grant university agricultural editors and reporters have a uniform attitude toward news is only partially correct. At least six distinct behavioral patterns were discerned when editors and reporters were asked to judge a uniform set of releases as to which should get the highest priority in dissemination to media. The majority did, however, have general agreement on which news values are most important. The beliefs of media gatekeepers, as indicated by Hatch, are proven to be in error. Results from this study indicate that the majority of land grant university agricultural editors and reporters (Factors 1-Y and 2-Y)

place their highest priority on the transfer of knowledge and/or news, as opposed to promotion of individuals or the institution.

Lassahn's (1969) study of judgments about agricultural science news revealed that information service editors and county newspaper editors were better predictors of audience news preferences (farmers) than were other professionals in the news system she investigated.<sup>3</sup> This conclusion is at least partially verified by data from this study. Fifty percent of the small sample of media reporters and editors included in the study fall into the same behavioral segment that represents the majority of land grant university agricultural editors and reporters studied (Factors 1-Y and 2-Y).

The study of newspaper and television news editors by Clyde and Buckalew (1969) found that these gatekeepers showed the greatest preference for news items containing the news elements of conflict, proximity [local interest] and timeliness.<sup>4</sup> Results of this study closely agree with the Clyde and Buckalew findings. In the university editor role (Y-mode) the preferred elements for the three most significant factors were conflict, timeliness and local interest, respectively. Clyde and Buckalew's observation that prominence [known principal] is not particularly valued by newspaper and television news editors is also confirmed on the part of land grant university agricultural information personnel: none of the Y-mode factors had known principal as the preferred news element.<sup>6</sup>

The agreement in findings from this study with the results from the studies by Lassahn and by Clyde and Buckalew provides further confirmation of the idea that land grant university information professionals have close agreement with media professionals as to value systems used by the two gatekeeper groups in determining the worth of news releases.

In Chapter I the hypothesis was posed that land grant university editors have a similarity of news values that transcends institutional boundaries. This hypothesis was not confirmed. Although no single factor is dominated by editors from a single state, none of the factors contains a majority of the respondents. [See Table 37]

In summary, this study found that agricultural information gatekeepers at land grant universities do not have similarity in news values. Rather, there are three major and three minor groups of behavior that the respondent editors and reporters fall into. Institutional affiliation, as expected, does not account for any of the value differences between the respondents. Despite these intersystem differences, this study found that the value systems used by the majority of land grant university agricultural information personnel correspond well with the value systems that other researchers have found are used by newspaper, television and radio editors. Though these two groups of gatekeepers may judge the worth of news releases in the same manner, results indicate that



TABLE 37: Representation on factors of respondents, by state.

| State & No. of Respondents                 | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> |
|--|------------------|------------------|------------------|------------------|------------------|------------------|
| Michigan (9)*<br>Michigan State University | 3                | 2                | 0                | 1                | 1                | 1                |
| Wisconsin (5)<br>University of Wisconsin   | 1                | 1                | 3                | 0                | 0                | 0                |
| Iowa (8)<br>Iowa State University          | 1                | 2                | 3                | 0                | 0                | 0                |
| Ohio (7)<br>Ohio State University          | 0                | 4                | 0                | 0                | 1                | 0                |
| Indiana (7)<br>Purdue University           | 1                | 3                | 0                | 1                | 0                | 0                |
| Illinois (9)<br>University of Illinois     | 3                | 2                | 1                | 0                | 0                | 1                |
| Media representatives (6)                  | 3                | 0                | 0                | 1                | 0                | 1                |

\* Row totals may not agree with the total number of respondents from each state since factor analysis drops out those respondents that don't fit into the observed groups.

the land grant editor sometimes misinterprets the value system used by media editors, believing that media editors value news elements that, in reality, are given a low priority.

In addition to the theoretical implications mentioned above, it is also held that this study has some practical implications. In terms of research, this study has established a base from which researchers could expand to include a variety of respondent groups. For example,

the P-sample could be expanded to a national scale, or the P-sample could be constructed to include an equal number of land grant university information personnel and media editors and reporters. Also, the P-sample might be reconstructed to contain university editors who deal with subjects other than agriculture; then comparisons could be made between the two types of university public relations professionals. The empirical base comprising the questionnaire items, the discriminating items, and the consensus items could be applied to all these potential research investigations.

Using the example of an expanded P-sample containing approximately equal numbers of university and media editors, once the size of the factors were determined, university agricultural administrators could design public relations programs on general subject areas and style treatments that would increase the frequency with which media gatekeepers use news releases from land grant universities.

A summary of responses to the Likert-scale attitude statements in the questionnaire indicates that land grant university agricultural editors and reporters consider education (the transfer of useful information) the primary goal of the university produced news release. Secondly, respondents concur that "news" should be a major component of releases. Respondents also indicated a strong agreement that quality should take precedence

over quantity in news release production at land grant universities. Administrators might make use of this information as an effective means of improving employee morale where needed.

This study does have limitations. First, this is a limited sample Q-study. Therefore, factor size cannot be extrapolated accurately beyond those states that are included here. These data serve only to identify the existing factors in land grant university agricultural information staffs.

Second, even though the respondents were asked to complete the sort in reference to the roles of senior land grant university agricultural editor and working newspaper editor, some of them may have found it difficult to perform the role playing exercise. Thus, their existing work experiences may have been reflected in the data.

Third, it must be recognized that an individual's behavior is not static. Therefore, every land grant university information professional will not automatically conform to an attitude segment. Some will barely be within the confines of a factor; some will fall in more than one; and some on none.

Also, errors within the design and manipulation of data might give rise to error in the study. In selection of items for the Q-sample, difficulty was encountered due to the broad nature of the various news elements. This

may be responsible for the fact that factors were able to discriminate between various aspects of a specific news element. For example, conflict involving many people versus conflict involving a few people or a specific person; or conflict involving physical danger versus conflict that is physically benign.

Interpretation of the analyzed data was performed using standard objective analytical techniques. Interpretations are therefore as valid as the accuracy of the data will allow.

Application of the findings is, naturally, an extension of the interpretation that must be tailored to individual situations and so might be tested before large-scale implementation.

Despite these limitations, this study is held to be of value because it was the first investigation in depth of a category of gatekeepers that have heretofore been largely ignored. It identified and analyzed the news value factors that are likely to emerge in future studies of land grant university agricultural editors and reporters. It established a set of questionnaire items, the discriminating and consensus items, that can be used in larger studies. Because of its seminal nature, it has delineated some of the design, administration and interpretation pitfalls that could beset future studies of this gatekeeper group. And it provided an information

base that can be used to develop strategies to improve the functioning of the land grant university/mass media relationship.

#### RECOMMENDATIONS

Recommendations based on this study can be divided into two types -- those for other investigators and those for the practicing agricultural information administrator at a land grant university.

##### To Investigators:

Researchers who plan to duplicate this study should consider the following modifications in the design. First of all, this study was never considered to be more than a pilot project. Future investigations of land grant university agricultural editors and reporters might well include the entire United States. The number of university editors and reporters nationwide is small and would be well within the capacity of a well organized Q-study.

More ambitious studies might well include matched P-samples of gatekeepers from universities and from the news media. This could result in direct comparison of news value sets held by factors comprising these two general groups. (The present study only allows the analyst to make inferences based on studies by other investigators. Such inferences must be tentative due to the differences in method and analysis between this study and the preceding ones used in comparisons.)

In a more comprehensive version of this study a future investigator might well expand the attitude statements section of the questionnaire, adding items that would allow the determination of whether or not land grant university agricultural gatekeepers feel that their information office maintains a proper balance between production for print media and production for electronic media. This researcher has an unsubstantiated feeling that many respondents would think that print media receive more than their share of emphasis -- either because of traditional production practices in land grant universities or because of funding limitations.

Researchers interested in the more basic aspects of news value systems might profitably explore the perceptions that various groups have of the news values (elements) themselves. There is little information available to indicate how people distinguish between various levels of the same variable, e.g., violent conflict or benign conflict; physical conflict or mental conflict; conflict involving two or more humans, or conflict involving the environment and humans. The known principal element has similar variations.

To Administrators:

In the six states included in this study, a majority of agricultural information production personnel at land grant universities (80 percent of the respondents) feel that quantity of production is emphasized at the expense

of quality in each piece. Given this, information office managers who face staff morale problems might include work load alterations as a part of morale improvement efforts. Actual reductions in work loads could be instituted. Alternatively, the development of sabbatical programs or major variations in job activities/responsibilities should favorably affect low morale situations. Administrators might also ask employees what kind of quality indicators could be built into evaluation programs -- then use performance based on these indicators as a major consideration in salary increases and/or promotions.

Agricultural administrators should also know that, by and large, their information specialists do a good job of selecting news releases that will meet the news value requirements of a majority of mass media gatekeepers. Although this ability to select cannot be said to be concrete fact on the basis of data generated here, a comparison of information from this investigation to the results of similar studies of media gatekeepers indicates the ability is present. Administrators should take time to acquaint themselves with studies dealing with news judgments. They then could let the editors and reporters know that the administrators are aware of the information staff's quality of judgments (closely matching the wants of client editors in the media) and that they support efforts to make further improvements that will result in even greater acceptance of news releases from land grant universities.

---

<sup>1</sup>J. Cordell Hatch, "Mass Media Gatekeepers for Colleges of Agriculture," ACE Quarterly, LIV, No. 4 (1971), pp. 31-40.

<sup>2</sup>Hatch, p. 39.

<sup>3</sup>Pamela Henry Lassahn, "Comparison of Judgments About Agricultural Science News," Journalism Quarterly, XLIV (Winter 1969), pp. 702-707.

Other professionals that Lassahn studied in the Iowa news system were university extension specialists and county extension directors.

<sup>4</sup>Robert W. Clyde and James K. Buckalew, "Inter-Media Standardization: A Q-Analysis of News Editors," Journalism Quarterly, XLIV (Summer 1969), pp. 349-51.

<sup>5</sup>Interestingly, although there seems to be good agreement between university editors and newspaper and television editors as to the most important news elements, a significant portion of university editors appear to erroneously believe that newspaper editors prefer news stories that feature a known principal (see Chapter III, Interpretation of Factor 3-Z, the Hero Worshiper).



## APPENDICES

## APPENDIX A

### INSTRUCTIONS FOR Q-SORT

The news and feature story leads that you have before you were developed from actual releases. The releases were selected from the normal production of press releases written by cooperative extension service and agricultural experiment station information staff members at a land grant university.

In sorting these leads you will be asked to play two roles. First, that of an information editor (deciding which releases will get preference in sending to outlets). And, second, that of a newspaper editor (deciding which releases to publish and which to discard).

#### Assumptions:

In either role you may assume that all of the leads have some tie to the university cooperative extension service of agricultural experiment station (or other appropriate university units) -- even though the university or these units are not mentioned in the lead.

The university in question, for this study, is called The State University and is referred to as TSU throughout.

The name of the state is Home and is referred to as Home State throughout.

In the role of newspaper editor assume that the paper you work for is a medium sized daily that does not include the university in its immediate circulation area.

When you are sorting the leads in the role of newspaper editor, every lead that is "localized" should be treated as if your paper's circulation area included the city or area in question.

If you have any questions on the above general instructions, please ask them at any time.

Step 1: Assuming you are a university information editor, read through the 40 leads and sort them into three piles.

Pile A -- Those leads you would be most likely to use.  
Pile B -- Those leads you would be least likely to use.  
Pile C -- Those leads that you feel neutral about or "can't decide."

## APPENDIX A (cont'd.)

Step 2: Using the distribution diagram as a guide, pick the two leads you would be most likely to use and write their numbers in the vertical column of the diagram under +6 "most likely to use." Then continue filling in the diagram columns with leads from your most likely to use file until you have recorded all their numbers.  
For example:

|         |    |    |    |    |                       |
|---------|----|----|----|----|-----------------------|
|         | +3 | +4 | +5 | +6 | most likely<br>to use |
|         | 21 | 6  | 4  | 19 |                       |
| Diagram | 11 | 37 | 35 | 7  |                       |
|         | 12 |    |    |    |                       |
|         |    |    |    |    |                       |

Step 3: When you have run out of most likely to use leads, do the same thing for your "least likely to use" pile. Choose the two leads that you would be least likely to use and enter their numbers in the vertical column of the diagram under -6 "least likely to use." Then continue filling the columns with lead numbers until you have run out of least likely to use leads.  
For example:

|                        |    |    |    |    |  |
|------------------------|----|----|----|----|--|
| least likely<br>to use | -6 | -5 | -4 | -3 |  |
|                        | 8  | 2  | 25 | 17 |  |
|                        | 15 | 23 | 9  | 5  |  |
|                        |    |    |    | 1  |  |
|                        |    |    |    |    |  |

Step 4: When you run out of least likely to use leads, choose the leads from the "neutral" pile that you are most likely to use and continue filling in the most likely to use side of the diagram. Then fill in the rest of the least likely to use side of the diagram with those leads remaining.

## APPENDIX A (cont'd.)

All spaces in the diagram must contain a number when you are finished. Use each number only once.

Remember, you can change the order whenever you wish until you're satisfied.

Step 5: Complete the remaining information that accompanies each distribution diagram.

Step 6: Repeat Steps 1 through 5 as if you were a newspaper editor, using the second distribution diagram provided.

If you don't understand any of the instructions, or any of the questions in the questionnaire that accompanies this Q-sort, please ask the researcher in charge. Your comments are also welcome at any time.

## APPENDIX B

## ITEMS IN Q-SORT

1. Can we do something about the weather? Well, yes and no, and a new publication sponsored by agricultural experiment stations in the North Central Region of the United States tells us why the prediction varies.  
(News elements = High impact/Conflict)\*
2. The more people believe that the energy crisis is real, the more they support policies advocated by President Carter.  
(News elements = High impact/Known principal)
3. Home State currently has approximately 50 days coal supply with which to fire generators that produce electricity; and with that dwindling supply is the growing prospect of rolling blackouts throughout the state. Major cities that may be hardest hit include Ewell, Hancock and Stuart.  
(News elements = High impact/Local interest)
4. UNIVERSITY CITY -- There will be more episodes like the mercury contamination incident that continues to rock the private, industrial and political sectors of Home State, a national authority on toxic chemicals said here Thursday.  
(News elements = High impact/Timely)
5. Home State Governor Johannas B. Smythe was heckled by irate farmers during his recent farm policy speech made on the TSU campus.  
(News elements = Conflict/Known principal)
6. TSU Extension agents and local White County police and fire agencies are mobilizing rescue crews armed with four wheel drive vehicles, chain saws and portable electric generators in an attempt to rescue the estimated 250 rural families still stranded in the wake of the recent violent ice storm.  
(News elements = Conflict/Local interest)

---

\* News elements for each Q-sort item are included here for researchers. They were not made available to respondents.

## APPENDIX B (cont'd.)

7. Dry weather has forced the cancellation of an afternoon dairy-forage clinic to be held at the TSU Experiment Station near McClellan July 26.  
(News elements = Conflict/Timely)
8. GRANT, Home State -- Rep. Charles H. Varnum, Sherman, and Sen. Joseph S. Mack, Pickett, participated in the agricultural field day held at TSU's Up State Experiment Station.  
(News elements = Known principal/Local interest)
9. Governor Johannas B. Smythe pointed out the concern of U.S. governors for developing effective federal farm policy, yesterday (March 23) during the annual governor's breakfast at TSU's Farmers' Week.  
(News elements = Known principal/Timely)
10. A petite TSU freshman from Pope was named the Home State Honey Queen during the Home State Beekeepers Association annual pageant Tuesday night (March 21).  
(News elements = Local interest/Timely)
11. Watch out for prolonged exposure to the sun's rays and for intense heat outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke.  
(News elements = High impact/Conflict)
12. Governor Johannas B. Smythe's recently announced tax cuts will not have a major impact on the income tax paid by the average Home State family.  
(News elements = High impact/Known principal)
13. Blue County is one of 15 Home State counties selected for a pilot study of energy conservation in the home.  
(News elements = High impact/Local interest)
14. Average retail food prices in 1978 are expected to rise 4 to 6 percent above the average for 1977. Consumers can take comfort, however, in the fact that the same year-end forecasts call for an increase in average disposable income that should offset the higher cost of food.  
(News elements = High impact/Timely)
15. Secretary of Agriculture Robert Bergland was the target of eggs thrown by American Agriculture Movement demonstrators who intercepted the Secretary's motorcade as it left the TSU campus.  
(News elements = Conflict/Known principal)

## APPENDIX B (cont'd.)

16. Tornados that ripped through the intensive apple and peach producing area near Geary, Home State, destroyed an estimated 70,000 fruit trees and put a major dent in the state's 1978 fruit crop.  
(News elements = Conflict/Local interest)
17. Home gardeners and commercial sweet corn growers should be aware of a newly identified disease that can severely damage, if not destroy, their crop.  
(News elements = Conflict/Timely)
18. Actor-rancher John Wayne and TSU will have something in common the fourth week of March -- both will be praising agriculture.  
(News elements = Known principal/Local interest)
19. The Budweiser Clydesdales will be on the TSU campus as part of the 30th annual Block and Bridle Club Horse Show, March 31 and April 1.  
(News elements = Known principal/Timely)
20. OMAHA, Neb. -- Al Culham, a TSU junior from Gregg, was top individual point gainer at the National Meat Animal Evaluation Contest held here Tuesday.  
(News elements = Local interest/Timely)
21. Are there changes ahead for the Home State Tax system? Several proposals are now being argued in the Home State Legislature and may appear on the November ballot.  
(News elements = High impact/Conflict)
22. According to former First Lady Betty Ford, child abuse is on the increase in the United States. Suspected cases of child abuse and neglect have increased more than 50 percent in the last six years.  
(News elements = High impact/Known principal)
23. Leakage from a chemical burial site in Brown County may have contaminated the municipal water supply for Meade, Home State.  
(News elements = High impact/Local interest)
24. Dieting may be hazardous to your health, according to a report released Tuesday by the Home State Dietetic Association.  
(News elements = High impact/Timely)

## APPENDIX B (cont'd.)

25. Governor Johannas B. Smythe maintains that the current coal miners' strike underscores the need for a federal energy policy to step up the development of nuclear power sources.  
(News elements = Conflict/Known principal)
26. Yes, it's true; eating too much fish from Green County's Green Water Lake could be hazardous to your health.  
(News elements = Conflict/Local interest)
27. The competition will be stiff for 4-H youth at the 1978 Home State Horse Show, August 22, at TSU.  
(News elements = Conflict/Timely)
28. Vice President Walter Mondale will visit University City next month to deliver the spring commencement address at TSU.  
(News elements = Known principal/Local interest)
29. American farmers are dependent on exports for their livelihood, U.S. Secretary of Agriculture Robert Bergland said Friday, April 7.  
(News elements = Known principal/Timely)
30. Mary E. Wahl was appointed TSU Cooperative Extension Service director for White County during the TSU Board of Trustees meeting Tuesday (August 4). Wahl will assume her new position and duties on September 1.  
(News elements = Local interest/Timely)
31. The need for increased world food production and decreasing energy supplies will clash, with perhaps disastrous effects, in the next 10 to 15 years.  
(News elements = High impact/Conflict)
32. Joe Frazier, former World Boxing Association heavy-weight champion, is taking on a new opponent in Home State. The rival is drug abuse among youth.  
(News elements = High impact/Known principal)
33. White County has been selected as the site for a TSU study of family mobility that is expected to last for 20 years.  
(News elements = High impact/Local interest)
34. "Women are the largest single minority in the nation," a Home State legislator told the more than 1,200 participants at College Week which opened today on the TSU campus.  
(News elements = High impact/Timely)



## APPENDIX B (cont'd.)

35. President Carter has promised federal aid after touring the populous areas of Home State that were ravaged by the recent flooding.  
(News elements = Conflict/Known principal)
36. The extended drought that has hit White County has reduced expected corn yields by almost 40 percent, according to County Cooperative Extension Service agricultural experts.  
(News elements = Conflict/Local interest)
37. What most people feel has been screwy, unsettled weather the last few years may actually be a return to "normal" patterns, a weather specialist said yesterday.  
(News elements = Conflict/Timely)
38. Nobel Peace Prize winner Dr. Norman Borlaug will visit the TSU Small Grains Research Station near Hooker, Home State, on a tour of Home State agricultural research facilities slated for next month.  
(News elements = Known principal/Local interest)
39. Actor Robert Redford announced support yesterday (March 3) of Home State conservation groups that are fighting oil drilling on Home State owned forest sites.  
(News elements = Known principal/Timely)
40. Eight-five migrant students in Pickett will discover that summer school isn't all that bad, when Blue County's special 4-H summer migrant program is implemented next Monday.  
(News elements = Local interest/Timely)



## APPENDIX D

## Q-QUESTIONNAIRE

Name \_\_\_\_\_ Age \_\_\_\_\_

Job Title \_\_\_\_\_

Sex: \_\_\_\_\_ Male \_\_\_\_\_ Female

Marital status: \_\_\_\_\_ Married \_\_\_\_\_ Single  
\_\_\_\_\_ Divorced or separated

Educational experience (circle the highest level achieved):

Grade -- 8 9 10 11 12 13 14

Bachelors degree (Major: \_\_\_\_\_)

Masters degree: (Major: \_\_\_\_\_)

Ph.D. (Major: \_\_\_\_\_)

Other: \_\_\_\_\_

List the job you held immediately before becoming an information specialist in extension or research (if you are a media specialist, list the job you held before joining your present organization):

Job Title \_\_\_\_\_

How many years of experience do you have in extension/research information? (If you aren't with a university, list the number of years of media experience.)

\_\_\_\_\_ years

Area of interest (circle one):

Agriculture 4-H

Home Economics Other \_\_\_\_\_

Research All

## APPENDIX D (cont'd.)

What percent of your time on the job is spent writing news releases or scripts? (circle the percentage that is closest to your estimate)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Do you handle or process news releases or scripts (other than writing)? If so, please describe your activity:

---

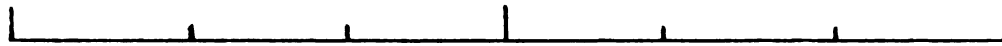
React to the following statements by making an "X" on the appropriate vertical mark on the scale that accompanies each statement:

"I think that releases from land grant university agricultural information offices should focus predominantly on education (transmitting useful information to an audience)."

very strongly  
disagree

neutral

very strongly  
agree



"I think that releases from land grant university agricultural offices should focus predominantly on improving the image of the institution so that teaching, research and extension programs will have public and government support."

very strongly  
disagree

neutral

very strongly  
agree



"I think that releases from land grant university agricultural information offices should focus predominantly on news."

very strongly  
disagree

neutral

very strongly  
agree



## APPENDIX D (cont'd.)

"I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices and emphasis on quantity of production should be decreased."

very strongly  
disagree

neutral

very strongly  
agree



# APPENDIX E

## FACTOR 1-Y, DEMOGRAPHICS

N=12

| Resp.<br>No. | Age | Job<br>Title           | Sex | Marital<br>Status | Education | Major                | Last<br>Job                  |
|--------------|-----|------------------------|-----|-------------------|-----------|----------------------|------------------------------|
| 4            | 26  | writer                 | M   | M                 | BA        | liberal arts         | (none)                       |
| 5            | 58  | publications<br>editor | M   | M                 | BA        | journalism           | military<br>service          |
| 9            | 37  | broadcast<br>editor    | M   | M                 | MA        | TV/radio             | agricultural<br>broadcasting |
| 15           | 30  | publications<br>editor | F   | M                 | BA        | history              | public<br>relations          |
| 24           | 57  | writer                 | M   | M                 | MA        | history              | farmer                       |
| 41           | 39  | writer                 | F   | M                 | MA        | special<br>education | nursing                      |

APPENDIX E (cont'd.)

N=12

| Resp.<br>No. | Age | Job<br>Title           | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                          |
|--------------|-----|------------------------|-----|-------------------|-----------|--------------------------------|--------------------------------------|
| 53           | 37  | asst. senior<br>editor | M   | M                 | MA        | agricultural<br>communications | ag publi-<br>cation editor           |
| 55           | 46  | broadcast<br>editor    | F   | M                 | BA        | journalism                     | (blank)                              |
| 56           | 28  | writer                 | F   | S                 | MA        | journalism                     | newspaper<br>journalism              |
| 91           | 35  | media person           | M   | M                 | BA        | journalism                     | specialized<br>publication<br>editor |
| 94           | 29  | media person           | M   | M                 | BA        | English                        | media person                         |
| 96           | 29  | media person           | M   | M                 | BA        | journalism                     | media person                         |

APPENDIX E (cont'd.)

N=12

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest            | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|--------------------------------|----------------------------|---------------------|
| 4            | 3                   | 4-H                            | 30%                        | no                  |
| 5            | 31                  | all                            | 0%                         | editor              |
| 9            | 9                   | all                            | 10%                        | broadcast editor    |
| 15           | 1                   | all                            | 0%                         | no                  |
| 24           | 19                  | agriculture                    | 30%                        | editor              |
| 41           | 2                   | home economics                 | 20%                        | editor              |
| 53           | 9                   | all                            | 40%                        | editor              |
| 55           | blank               | agriculture,<br>home economics | 30%                        | broadcast editor    |



APPENDIX E (cont'd.)

N=12

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest        | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|----------------------------|----------------------------|---------------------|
| 56           | 1                   | other - urban<br>gardening | 50%                        | no                  |
| 91           | 12                  | other -<br>journalism      | 20%                        | editor              |
| 94           | 6                   | other -<br>general news    | 10%                        | rewrite             |
| 96           | 8                   | agriculture                | 100%                       | no                  |



# APPENDIX E (cont'd.)

## FACTOR 2-Y, DEMOGRAPHICS

N=14

| Resp.<br>No. | Age | Job<br>Title        | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                          |
|--------------|-----|---------------------|-----|-------------------|-----------|--------------------------------|--------------------------------------|
| 3            | 44  | senior editor       | M   | M                 | MA        | communications                 | military<br>service                  |
| 6            | 29  | writer              | F   | M                 | BA        | journalism                     | (none)                               |
| 13           | 45  | writer              | M   | Blank             | MA        | agricultural<br>communications | comm. arts<br>instructor             |
| 25           | 38  | writer              | M   | M                 | MA        | journalism                     | county agent                         |
| 26           | 62  | broadcast<br>editor | M   | M                 | BS        | animal science                 | county agent                         |
| 32           | 55  | writer              | F   | S                 | MA        | English                        | specialized<br>publication<br>editor |

APPENDIX E (cont'd.)

N=14

| Resp.<br>No. | Age | Job<br>Title           | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                          |
|--------------|-----|------------------------|-----|-------------------|-----------|--------------------------------|--------------------------------------|
| 33           | 47  | asst. senior<br>editor | M   | M                 | MA        | agricultural<br>economics      | ag publi-<br>cation editor           |
| 34           | 56  | asst. senior<br>editor | M   | M                 | BA        | journalism                     | specialized<br>publication<br>editor |
| 36           | 45  | writer                 | M   | M                 | BA        | agricultural<br>communications | ag publi-<br>cation editor           |
| 42           | 39  | writer                 | M   | M                 | MA        | biology                        | legislative<br>assistant             |
| 45           | 51  | broadcast<br>editor    | M   | M                 | BA        | history                        | broadcasting                         |
| 46           | 52  | senior<br>editor       | M   | M                 | MA        | education                      | cooperative<br>extension             |

# APPENDIX E (cont'd.)

N=14

| Resp.<br>No. | Age              | Job<br>Title  | Sex | Marital<br>Status | Education | Major       | Last<br>Job              |
|--------------|------------------|---------------|-----|-------------------|-----------|-------------|--------------------------|
| 51           | 38               | senior editor | M   | divorced          | MA        | advertising | cooperative<br>extension |
| 52           | M/V <sup>*</sup> | writer        | M   | M                 | BA        | journalism  | newspaper<br>journalism  |

<sup>\*</sup>Missing value.

APPENDIX E (cont'd.)

N=14

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest      | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|--------------------------|----------------------------|---------------------|
| 42           | 2                   | agriculture              | 50%                        | editing             |
| 45           | 3                   | all                      | 80%                        | (none)              |
| 46           | 28                  | all                      | 0%                         | (none)              |
| 51           | 10                  | all                      | 30%                        | occasional editor   |
| 52           | 2                   | agriculture,<br>research | 80%                        | (none)              |
| 3            | 20                  | all                      | 10%                        | director            |
| 6            | 6                   | agriculture              | 40%                        | editing             |

APPENDIX E (cont'd.)

N=14

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest      | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|--------------------------|----------------------------|---------------------|
| 13           | 4                   | agriculture,<br>research | 40%                        | director            |
| 25           | 10                  | 4-H                      | 30%                        | (none)              |
| 26           | 35                  | agriculture              | M/V*                       | broadcast editor    |
| 32           | 9                   | energy                   | 10%                        | (none)              |
| 33           | 11                  | agriculture              | 80%                        | editor              |
| 34           | 22                  | research                 | 0%                         | director            |
| 36           | 12                  | agriculture,<br>research | 30%                        | (none)              |

\*Missing value.

APPENDIX E (cont'd.)

FACTOR 3-Y, DEMOGRAPHICS

N=7

| Resp.<br>No. | Age | Job<br>Title        | Sex | Marital<br>Status | Education | Major                          | Last<br>Job              |
|--------------|-----|---------------------|-----|-------------------|-----------|--------------------------------|--------------------------|
| 11           | 39  | senior editor       | M   | M                 | Ph.D.     | communications                 | legislative<br>assistant |
| 12           | 29  | broadcast<br>editor | F   | S                 | MA        | home economics<br>journalism   | county agent             |
| 14           | 60  | writer              | F   | S                 | MA        | agricultural<br>communications | county agent             |
| 21           | 48  | writer              | M   | M                 | MA        | sociology                      | newspaper<br>journalism  |
| 22           | 50  | writer              | M   | M                 | MA        | sociology                      | newspaper<br>journalism  |



APPENDIX E (cont'd.)

N=7

| Resp.<br>No. | Age | Job<br>Title        | Sex | Marital<br>Status | Education | Major                       | Last<br>Job  |
|--------------|-----|---------------------|-----|-------------------|-----------|-----------------------------|--------------|
| 27           | 54  | senior editor       | M   | M                 | Ph.D.     | extension<br>administration | county agent |
| 59           | 30  | broadcast<br>editor | M   | M                 | MA        | speech                      | M/V*         |

\*Missing value.

APPENDIX E (cont'd.)

N=7

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest                 | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|-------------------------------------|----------------------------|---------------------|
| 11           | 9                   | all                                 | 10%                        | editor              |
| 12           | 1                   | home economics                      | 70%                        | broadcast editor    |
| 14           | 25                  | home economics                      | 10%                        | editor              |
| 21           | 21                  | agriculture                         | 20%                        | editor              |
| 22           | 19                  | other -<br>community<br>development | 50%                        | broadcast editor    |
| 27           | 28                  | all                                 | 10%                        | occasional editor   |
| 59           | 3                   | agriculture                         | 100%                       | broadcast editor    |

APPENDIX E (cont'd.)

FACTOR 4-Y, DEMOGRAPHICS

N=3

| Resp.<br>No. | Age | Job<br>Title             | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                  |
|--------------|-----|--------------------------|-----|-------------------|-----------|--------------------------------|------------------------------|
| 7            | 38  | asst. senior<br>editor   | M   | M                 | BA        | journalism                     | newspaper<br>journalism      |
| 47           | 27  | broadcast<br>editor      | F   | S                 | BA        | agricultural<br>communications | agricultural<br>broadcasting |
| 95           | 36  | ag publication<br>editor | M   | M                 | BA        | journalism                     | newspaper<br>journalism      |

APPENDIX E (cont'd.)

N=3

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|---------------------|----------------------------|---------------------|
| 7            | 4                   | agriculture         | 50%                        | editor              |
| 47           | 1                   | all                 | 50%                        | broadcast editor    |
| 95           | 16                  | all                 | 10%                        | editor              |



# APPENDIX E (cont'd.)

## FACTOR 5-Y, DEMOGRAPHICS

N=2

| Resp.<br>No. | Age | Job<br>Title                       | Sex | Marital<br>Status | Education | Major       | Last<br>Job                           |
|--------------|-----|------------------------------------|-----|-------------------|-----------|-------------|---------------------------------------|
| 1            | 30  | writer                             | F   | M                 | BA        | English     | advertising                           |
| 31           | 55  | writer &<br>publications<br>editor | M   | M                 | BA        | agriculture | agricultural<br>publication<br>editor |

APPENDIX E (cont'd.)

N=2

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest                   | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|---------------------------------------|----------------------------|---------------------|
| 1            | 2                   | agriculture,<br>other;<br>(marketing) | 30%                        | occasional editor   |
| 31           | 21                  | agriculture                           | 20%                        | (none)              |

APPENDIX E (cont'd.)

FACTOR 6-Y, DEMOGRAPHICS

N=3

| Resp.<br>No. | Age | Job<br>Title | Sex | Marital<br>Status | Education | Major                          | Last<br>Job  |
|--------------|-----|--------------|-----|-------------------|-----------|--------------------------------|--------------|
| 8            | 24  | writer       | F   | S                 | MA        | PR,<br>advertising             | (none)       |
| 58           | 43  | writer       | F   | D                 | Ph.D.     | English                        | broadcasting |
| 92           | 25  | media person | M   | S                 | BA        | agricultural<br>communications | (none)       |



APPENDIX E (cont'd.)

N=3

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|---------------------|----------------------------|---------------------|
| 8            | 2                   | 4-H                 | 30%                        | (none)              |
| 58           | 2                   | home economics      | 40%                        | (none)              |
| 92           | 4                   | agriculture         | 50%                        | (none)              |

# APPENDIX E (cont'd.)

## FACTOR 1-Z, DEMOGRAPHICS

N=16

| Resp.<br>No. | Age | Job<br>Title           | Sex | Marital<br>Status | Education | Major                          | Last<br>Job               |
|--------------|-----|------------------------|-----|-------------------|-----------|--------------------------------|---------------------------|
| 1            | 30  | writer                 | F   | M                 | BA        | English                        | advertising               |
| 11           | 39  | senior editor          | M   | M                 | Ph.D.     | communications                 | legislative<br>assistant  |
| 12           | 29  | broadcast<br>editor    | F   | S                 | MA        | home economics<br>journalism   | county agent              |
| 13           | 45  | writer                 | M   | M/V*              | MA        | agricultural<br>communications | communications<br>teacher |
| 15           | 30  | publications<br>editor | F   | M                 | BA        | history                        | public<br>relations       |

\*Missing value.

APPENDIX E (cont'd.)

N=16

| Resp.<br>No. | Age | Job<br>Title               | Sex | Marital<br>Status | Education | Major                  | Last<br>Job                          |
|--------------|-----|----------------------------|-----|-------------------|-----------|------------------------|--------------------------------------|
| 22           | 50  | writer                     | M   | M                 | MA        | sociology              | newspaper<br>journalism              |
| 23           | 30  | writer                     | M   | M                 | BA        | journalism             | newspaper<br>journalism              |
| 34           | 56  | assistant<br>senior editor | M   | M                 | BA        | journalism             | specialized<br>publication<br>editor |
| 41           | 39  | writer                     | F   | M                 | MA        | special<br>education   | nursing                              |
| 42           | 39  | writer                     | M   | M                 | MA        | biology                | legislative<br>assistant             |
| 43           | 55  | assistant<br>senior editor | M   | M                 | MA        | extension<br>education | county agent                         |

APPENDIX E (cont'd.)

N=16

| Resp.<br>No. | Age | Job<br>Title        | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                           |
|--------------|-----|---------------------|-----|-------------------|-----------|--------------------------------|---------------------------------------|
| 44           | 56  | writer              | M   | M                 | BA        | business                       | newspaper<br>journalism               |
| 46           | 52  | senior editor       | M   | M                 | MA        | education                      | extension<br>specialist               |
| 53           | 37  | assistant<br>editor | M   | M                 | MA        | agricultural<br>communications | agricultural<br>publication<br>editor |
| 58           | 43  | writer              | F   | divorced          | Ph.D.     | English                        | broadcasting                          |
| 96           | 29  | writer              | M   | M                 | BA        | journalism                     | newspaper<br>journalism               |

APPENDIX E (cont'd.)

N=16

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest                        | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|--|----------------------------|---------------------|
| 1            | 2                   | agriculture,<br>food marketing             | 30%                        | no                  |
| 11           | 9                   | all  | 10%                        | editor              |
| 12           | 1                   | home economics                             | 70%                        | broadcast editor    |
| 13           | 4                   | agriculture,<br>research                   | 40%                        | routing             |
| 15           | 1                   | agriculture,<br>home economics,<br>and 4-H | 0%                         | no                  |
| 22           | 19                  | community<br>development                   | 50%                        | broadcast editor    |
| 23           | 1                   | agriculture                                | 30%                        | no                  |

APPENDIX E (cont'd.)

N=16

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|---------------------|----------------------------|---------------------|
| 34           | 22                  | research            | 0%                         | director            |
| 41           | 2                   | home economics      | 20%                        | editor              |
| 42           | 2                   | agriculture         | 50%                        | editor              |
| 43           | 28                  | all                 | 10%                        | editor              |
| 44           | 11                  | 4-H, horticulture   | 60%                        | editor              |
| 46           | 28                  | all                 | 0%                         | no                  |
| 53           | 9                   | all                 | 40%                        | editor              |
| 58           | 1                   | home economics      | 40%                        | no                  |
| 96           | 8                   | agriculture         | 100%                       | no                  |

## APPENDIX E (cont'd.)

## FACTOR 2-Z, DEMOGRAPHICS

N=8

| Resp.<br>No. | Age | Job<br>Title           | Sex | Marital<br>Status | Education | Major                       | Last<br>Job         |
|--------------|-----|------------------------|-----|-------------------|-----------|-----------------------------|---------------------|
| 3            | 44  | senior editor          | M   | M                 | MA        | communications              | military<br>service |
| 4            | 26  | writer                 | M   | M                 | BA        | liberal arts                | (none)              |
| 5            | 58  | publications<br>editor | M   | M                 | BA        | journalism                  | military<br>service |
| 8            | 24  | writer                 | F   | S                 | MA        | public<br>relations         | (none)              |
| 25           | 38  | writer                 | M   | M                 | MA        | journalism                  | county agent        |
| 27           | 54  | senior editor          | M   | M                 | Ph.D.     | extension<br>administration | county agent        |

APPENDIX E (cont'd.)

N=8

| Resp.<br>No. | Age | Job<br>Title        | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                  |
|--------------|-----|---------------------|-----|-------------------|-----------|--------------------------------|------------------------------|
| 47           | 27  | broadcast<br>editor | F   | S                 | BA        | agricultural<br>communications | agricultural<br>broadcasting |
| 51           | 38  | senior editor       | M   | divorced          | MA        | advertising                    | county agent                 |



## APPENDIX E (cont'd.)

N=8

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|---------------------|----------------------------|---------------------|
| 3            | 20                  | all                 | 10%                        | director            |
| 4            | 2                   | 4-H                 | 30%                        | no                  |
| 5            | 31                  | all                 | 0%                         | editor              |
| 8            | 2                   | 4-H                 | 30%                        | no                  |
| 25           | 10                  | 4-H                 | 30%                        | no                  |
| 27           | 28                  | all                 | 10%                        | occasional editor   |
| 47           | 4                   | agriculture         | 50%                        | broadcast editor    |
| 51           | 10                  | all                 | 30%                        | occasional editor   |

APPENDIX E (cont'd.)

FACTOR 3-Z, DEMOGRAPHICS

N=9

| Resp.<br>No. | Age | Job<br>Title               | Sex | Marital<br>Status | Education | Major                          | Last<br>Job                           |
|--------------|-----|----------------------------|-----|-------------------|-----------|--------------------------------|---------------------------------------|
| 2            | 27  | writer                     | F   | S                 | BA        | English                        | newspaper<br>journalism               |
| 9            | 37  | broadcast<br>editor        | M   | M                 | MA        | television-<br>radio           | agricultural<br>broadcasting          |
| 26           | 62  | broadcast<br>editor        | M   | M                 | BA        | animal science                 | county agent                          |
| 33           | 47  | assistant<br>senior editor | M   | M                 | MA        | agricultural<br>economics      | agricultural<br>publication<br>editor |
| 54           | 25  | writer                     | F   | M                 | BA        | agricultural<br>communications | recreation<br>director                |

APPENDIX E (cont'd.)

N=9

| Resp.<br>No. | Age | Job<br>Title | Sex | Marital<br>Status | Education | Major              | Last<br>Job                           |
|--------------|-----|--------------|-----|-------------------|-----------|--------------------|---------------------------------------|
| 56           | 28  | writer       | F   | S                 | MA        | journalism         | newspaper<br>journalism               |
| 57           | 36  | writer       | M   | M                 | MA        | adult<br>education | agricultural<br>publication<br>editor |
| 93           | 27  | writer       | M   | M                 | MA        | journalism         | newspaper<br>journalism               |
| 94           | 29  | writer       | M   | M                 | BA        | English            | newspaper<br>journalism               |

## APPENDIX E (cont'd.)

N=9

| Resp.<br>No. | Years<br>Experience | Area of<br>Interest            | % of Time<br>Spent Writing | Story<br>Processing |
|--------------|---------------------|--------------------------------|----------------------------|---------------------|
| 2            | 1                   | home economics                 | 50%                        | no                  |
| 9            | 9                   | all                            | 10%                        | broadcast editor    |
| 26           | 35                  | agriculture                    | 0%                         | broadcast editor    |
| 33           | 11                  | agriculture                    | 80%                        | editor              |
| 54           | 3                   | agriculture,<br>home economics | 80%                        | no                  |
| 56           | 1                   | urban gardening                | 50%                        | no                  |
| 57           | 10                  | agriculture, 4-H               | 90%                        | no                  |
| 93           | 5                   | all                            | 100%                       | no                  |
| 94           | 6                   | general news                   | 10%                        | rewrite             |

## APPENDIX F

UNROTATED FACTOR LOADINGS  
Y-MODE

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 1            | .599          | -.021         | .155          | -.100         | .309          | .282          |
| 2            | .679          | -.486         | .035          | -.071         | -.359         | .170          |
| 3            | .648          | -.460         | -.156         | -.102         | -.316         | -.197         |
| 4            | .682          | -.099         | .056          | -.351         | .397          | -.161         |
| 5            | .669          | .113          | -.002         | -.061         | .021          | -.141         |
| 6            | .558          | -.403         | .050          | .288          | .109          | .110          |
| 7            | .769          | .018          | -.300         | .115          | .107          | -.071         |
| 8            | .295          | .592          | -.134         | -.069         | -.473         | -.156         |
| 9            | .647          | .150          | -.328         | -.188         | .084          | -.276         |
| 10           | .759          | .017          | -.030         | -.299         | -.009         | -.311         |
| 11           | .279          | .607          | -.078         | .144          | .304          | .215          |
| 12           | .683          | -.157         | .015          | .471          | -.068         | -.224         |
| 13           | -.008         | -.013         | -.282         | .807          | -.011         | .028          |
| 14           | .433          | -.174         | .058          | -.030         | -.488         | .061          |
| 15           | .519          | -.047         | .099          | .018          | -.154         | .303          |
| 16           | .270          | .789          | .218          | -.154         | -.117         | .032          |
| 17           | .568          | -.214         | .404          | -.023         | .293          | -.015         |
| 18           | .285          | -.333         | .335          | .485          | -.089         | -.201         |
| 19           | .699          | -.031         | .022          | .252          | -.037         | .129          |
| 20           | .347          | .078          | .624          | .273          | -.014         | .144          |

## APPENDIX F (cont'd.)

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 21           | .459          | .480*         | .054          | .325          | .211          | .176          |
| 22           | .740          | -.232         | -.330         | .182          | .029          | .025          |
| 23           | .051          | .692          | .328          | .344          | -.086         | .128          |
| 24           | .599          | .343          | .219          | .079          | .046          | -.370         |
| 25           | .548          | .545          | .066          | -.292         | .007          | -.028         |
| 26           | .081          | .183          | -.398         | .425          | .414          | .141          |
| 27           | .619          | -.145         | .174          | -.401         | .097          | .018          |
| 28           | .762          | -.276         | .293          | -.217         | .098          | .026          |
| 29           | .299          | .672          | .245          | .248          | -.196         | -.121         |
| 30           | .501          | .308          | -.108         | .078          | -.391         | .200          |
| 31           | .309          | .518          | -.293         | -.078         | .261          | -.220         |
| 32           | .708          | -.298         | -.055         | -.143         | .207          | -.016         |
| 33           | .674          | -.167         | .024          | -.080         | .018          | .216          |
| 34           | .715          | .445          | .153          | -.184         | -.032         | -.029         |
| 35           | .730          | -.383         | -.173         | -.034         | -.069         | -.032         |
| 36           | .703          | .253          | -.311         | .151          | -.018         | .184          |
| 37           | .614          | .387          | -.246         | .091          | -.015         | -.044         |
| 38           | .469          | .530          | .181          | -.301         | -.110         | .254          |
| 39           | .294          | .108          | .557          | .097          | .454          | .181          |
| 40           | .440          | .611          | .209          | .085          | -.040         | -.095         |
| 41           | .178          | .685          | -.275         | -.069         | -.208         | .252          |
| 42           | .646          | -.532         | -.101         | .194          | -.101         | .259          |
| 43           | .603          | .219          | -.546         | -.153         | .099          | .197          |

## APPENDIX F (cont'd.)

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 44           | .767          | -.226         | .223          | -.008         | -.218         | -.026         |
| 45           | .723          | -.243         | .232          | -.119         | -.023         | -.175         |
| 46           | .764          | .292          | .036          | -.007         | .060          | -.183         |
| 47           | .616          | -.094         | .109          | .365          | -.009         | -.398         |
| 48           | .597          | -.239         | -.631         | .148          | .037          | -.143         |
| 49           | .528          | -.367         | .325          | .017          | -.225         | .321          |
| 50           | .395          | -.067         | -.625         | -.204         | .010          | .298          |
| 51           | .574          | -.468         | .139          | -.042         | .164          | .158          |

## APPENDIX F (cont'd.)

ROTATED FACTOR LOADINGS  
Y-MODE

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 1            | .394          | .181          | .249          | .540          | .083          | -.141         |
| 2            | .902          | -.051         | .185          | -.025         | -.103         | .017          |
| 3            | .703          | -.123         | .476          | -.219         | -.098         | .110          |
| 4            | .268          | .050          | .700          | .450          | -.120         | -.066         |
| 5            | .335          | .328          | .493          | .122          | .026          | .078          |
| 6            | .585          | -.137         | .187          | .255          | .291          | .193          |
| 7            | .427          | .226          | .590          | .052          | .357          | -.014         |
| 8            | .044          | .705          | .178          | -.412         | -.087         | -.006         |
| 9            | .197          | .263          | .735          | -.053         | .085          | -.098         |
| 10           | .382          | .258          | .697          | .065          | -.130         | .090          |
| 11           | -.148         | .569          | .111          | .285          | .377          | -.175         |
| 12           | .514          | .133          | .358          | .013          | .355          | .483          |
| 13           | .044          | -.028         | -.166         | -.213         | .753          | .298          |
| 14           | .588          | .143          | .059          | -.175         | -.143         | .078          |
| 15           | .556          | .245          | .028          | .150          | .041          | -.063         |
| 16           | -.128         | .850          | .065          | .100          | -.159         | -.049         |
| 17           | .385          | .018          | .292          | .569          | -.072         | .235          |
| 18           | .368          | -.108         | -.009         | .099          | .137          | .641          |
| 19           | .566          | .272          | .229          | .164          | .283          | .131          |
| 20           | .315          | .330          | -.194         | .440          | -.028         | .413          |



## APPENDIX F (cont'd.)

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 21           | .080          | .575          | .107          | .309          | .423          | .059          |
| 22           | .596          | .025          | .483          | .001          | .394          | -.014         |
| 23           | -.171         | .721          | -.296         | .134          | .158          | .229          |
| 24           | .108          | .511          | .475          | .164          | -.010         | .379          |
| 25           | .084          | .676          | .395          | .164          | -.144         | -.141         |
| 26           | -.157         | .047          | .107          | .109          | .712          | -.117         |
| 27           | .443          | .100          | .434          | .342          | -.287         | -.103         |
| 28           | .624          | .067          | .415          | .434          | -.198         | .083          |
| 29           | -.050         | .782          | .017          | -.008         | .067          | .311          |
| 30           | .424          | .562          | .058          | -.187         | .118          | -.088         |
| 31           | -.252         | .424          | .517          | .023          | .206          | -.135         |
| 32           | .517          | -.060         | .545          | .289          | .050          | -.047         |
| 33           | .603          | .130          | .281          | .252          | .053          | -.104         |
| 34           | .273          | .680          | .417          | .215          | -.105         | -.007         |
| 35           | .680          | -.072         | .489          | .016          | .095          | .007          |
| 36           | .415          | .463          | .352          | .010          | .414          | -.169         |
| 37           | .208          | .529          | .432          | -.040         | .288          | -.052         |
| 38           | .200          | .713          | .102          | .215          | -.196         | -.252         |
| 39           | .068          | .202          | -.021         | .757          | .027          | .191          |
| 40           | .007          | .734          | .194          | .138          | .032          | .181          |
| 41           | -.052         | .694          | .002          | -.200         | .149          | -.376         |
| 42           | .832          | -.173         | .164          | .091          | .261          | .015          |
| 43           | .286          | .318          | .500          | -.034         | .327          | -.492         |

## APPENDIX F (cont'd.)

| Sub-<br>ject | Factor<br>1-Y | Factor<br>2-Y | Factor<br>3-Y | Factor<br>4-Y | Factor<br>5-Y | Factor<br>6-Y |
|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 44           | .723          | .183          | .311          | .133          | -.114         | .230          |
| 45           | .561          | .084          | .466          | .234          | -.177         | .236          |
| 46           | .288          | .513          | .555          | .173          | .079          | .135          |
| 47           | .351          | .141          | .400          | .047          | .206          | .558          |
| 48           | .415          | -.106         | .620          | -.243         | .468          | -.100         |
| 49           | .767          | .027          | -.079         | .239          | -.116         | .089          |
| 50           | .348          | .010          | .336          | -.149         | .271          | -.594         |
| 51           | .608          | -.193         | .253          | .386          | .022          | .023          |

## APPENDIX F (cont'd.)

UNROTATED FACTOR LOADINGS  
Z-MODE

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 1       | .570       | -.120      | .493       |
| 2       | .557       | .094       | .501       |
| 3       | .581       | .191       | .115       |
| 4       | .633       | -.477      | .028       |
| 5       | .553       | .523       | .148       |
| 6       | .775       | -.304      | -.031      |
| 7       | .616       | .180       | -.303      |
| 8       | .518       | .482       | .325       |
| 9       | .737       | .265       | -.021      |
| 10      | .693       | -.360      | -.301      |
| 11      | .718       | .086       | .486       |
| 12      | .717       | .412       | .139       |
| 13      | .758       | -.366      | -.133      |
| 14      | .714       | -.010      | -.306      |
| 15      | .674       | -.447      | .254       |
| 16      | .726       | .165       | -.345      |
| 17      | .641       | -.450      | -.280      |
| 18      | .597       | .108       | .400       |
| 19      | .609       | .226       | -.465      |
| 20      | .857       | -.072      | -.233      |

## APPENDIX F (cont'd.)

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 21      | .750       | -.369      | .004       |
| 22      | .597       | .570       | -.227      |
| 23      | .646       | -.408      | .272       |
| 24      | .719       | -.320      | .046       |
| 25      | .352       | -.140      | .156       |
| 26      | .733       | .466       | -.087      |
| 27      | .833       | -.055      | -.127      |
| 28      | .651       | -.129      | -.589      |
| 29      | .551       | -.317      | .461       |
| 30      | .440       | -.435      | -.498      |
| 31      | .744       | -.394      | .200       |
| 32      | .610       | .561       | -.133      |
| 33      | .737       | .209       | -.200      |
| 34      | .821       | .347       | .005       |
| 35      | .739       | .377       | .166       |
| 36      | .842       | -.211      | -.015      |
| 37      | .691       | .471       | -.153      |
| 38      | .627       | -.096      | -.179      |
| 39      | .805       | -.340      | -.216      |
| 40      | .799       | -.246      | .119       |
| 41      | .649       | .401       | .009       |
| 42      | .477       | .005       | .555       |
| 43      | .850       | -.035      | -.064      |

## APPENDIX F (cont'd.)

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 44      | .715       | -.023      | .154       |
| 45      | .602       | -.256      | .309       |
| 46      | .700       | .112       | -.058      |
| 47      | .518       | -.094      | .168       |
| 48      | .281       | .375       | .388       |
| 49      | .615       | .326       | -.173      |



## APPENDIX F (cont'd.)

ROTATED FACTOR LOADINGS  
Z-MODE

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 1       | .135       | .153       | .753       |
| 2       | .358       | -.018      | .664       |
| 3       | .491       | .174       | .341       |
| 4       | .006       | .617       | .498       |
| 5       | .732       | -.042      | .254       |
| 6       | .235       | .643       | .474       |
| 7       | .549       | .449       | .030       |
| 8       | .658       | -.146      | .389       |
| 9       | .659       | .307       | .293       |
| 10      | .170       | .786       | .232       |
| 11      | .451       | .090       | .740       |
| 12      | .745       | .121       | .366       |
| 13      | .187       | .728       | .403       |
| 14      | .459       | .612       | .136       |
| 15      | .030       | .491       | .690       |
| 16      | .608       | .547       | .059       |
| 17      | .066       | .791       | .248       |
| 18      | .405       | .058       | .601       |
| 19      | .598       | .517       | -.116      |
| 20      | .489       | .687       | .288       |

## APPENDIX F (cont'd.)

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 21      | .165       | .643       | .508       |
| 22      | .835       | .182       | -.035      |
| 23      | .041       | .443       | .679       |
| 24      | .180       | .573       | .511       |
| 25      | .087       | .192       | .351       |
| 26      | .821       | .236       | .179       |
| 27      | .476       | .601       | .354       |
| 28      | .357       | .807       | -.088      |
| 29      | .035       | .224       | .752       |
| 30      | -.022      | .793       | -.036      |
| 31      | .120       | .536       | .668       |
| 32      | .826       | .139       | .049       |
| 33      | .633       | .444       | .167       |
| 34      | .771       | .298       | .334       |
| 35      | .727       | .136       | .410       |
| 36      | .346       | .623       | .495       |
| 37      | .806       | .248       | .102       |
| 38      | .324       | .531       | .217       |
| 39      | .245       | .791       | .353       |
| 40      | .279       | .537       | .589       |
| 41      | .709       | .163       | .230       |
| 42      | .233       | -.049      | .692       |
| 43      | .496       | .563       | .407       |



## APPENDIX F (cont'd.)

| Subject | Factor 1-Z | Factor 2-Z | Factor 3-Z |
|---------|------------|------------|------------|
| 44      | .399       | .345       | .507       |
| 45      | .131       | .312       | .640       |
| 46      | .519       | .390       | .289       |
| 47      | .222       | .259       | .435       |
| 48      | .424       | -.267      | .346       |
| 49      | .649       | .292       | .090       |

# APPENDIX G

## Z-SCORES OF ITEMS FOR ALL FACTORS

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 1. Can we do something about the weather? Well yes and no, and a new publication sponsored by agricultural experiment stations in the North central Region of the United States tells us why the prediction varies. (News elements: High impact/Conflict) | -0.0             | -0.3             | +1.3             | -1.4             | -0.3             | -1.5             | -0.1             | +0.1             | -0.9             |
| 2. The more people believe that the energy crisis is real, the more they support policies advocated by President Carter. (News elements: High impact/Known principal)   | -0.0             | -1.1             | +0.1             | -1.3             | +0.3             | -0.5             | +1.5             | +0.8             | -2.1             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 3. Home State currently has approximately 50 days coal supply with which to fire generators that produce electricity; and with that dwindling supply is the growing prospect of rolling blackouts throughout the state. Major cities that may be hardest hit include Ewell, Hancock and Stuart. (News elements: High impact/Local interest) | +0.4             | +0.0             | +0.0             | +1.1             | -0.2             | -1.1             | +0.1             | +1.0             | +0.6             |
| 4. UNIVERSITY CITY--There will be more episodes Like the mercury contamination incident that continues to rock the private, industrial and political sectors of Home State, a national authority on toxic chemicals said here Thursday. (News elements: High impact/Timely)   | +0.2             | -0.9             | -1.7             | -0.1             | +0.5             | +0.6             | -1.6             | +1.3             | -1.1             |

## APPENDIX G (cont'd.)

| Items   | <u>Z-Scores</u>  |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 5. Home State Governor<br>Johannas B. Smythe was<br>heckled by irate farm-<br>ers during his recent<br>farm policy speech made<br>on the TSU campus. (News<br>elements: Conflict/<br>Known principal)   | +1.1             | -2.6             | -0.9             | +1.5             | -0.4             | +1.3             | -1.1             | +0.8             | +0.3             |
| 6. TSU Extension agents<br>and local White County<br>police and fire agenci-<br>es are mobilizing rescue<br>crews armed with four<br>wheel drive vehicles,<br>chain saws and portable<br>electric generators in<br>an attempt to rescue<br>the extimated 250 rural<br>families still stranded<br>in the wake of the<br>recent violent ice<br>storm. (News elements:<br>Conflict/Local interest) | +0.9             | +0.3             | -0.4             | +0.8             | +0.3             | -1.3             | +0.8             | +1.1             | +0.6             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 7. Dry weather has forced the cancellation of an afternoon dairy-forage clinic to be held at the TSU Experiment Station near McClellan July 26. (News elements: Conflict/Timely)  | -0.3             | +0.1             | +0.9             | +0.1             | -0.9             | +1.2             | -0.9             | +0.0             | +1.6             |
| 8. GRANT, Home State -- Rep. Charles H. Varnum, Sherman, and Sen. Joseph S. Mack, Pickett, participated in the agricultural field day held at TSU's State Experiment Station. (News elements: Known principal/Local interest) | -1.4             | +0.5             | +0.7             | +0.8             | +0.3             | +1.5             | +1.0             | -0.5             | -0.2             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 9. Governor Johannes B. Smythe pointed out the concern of U.S. governors for developing effective federal farm policy yesterday (March 23) during the annual governor's breakfast at TSU's Farmers' Week. (News elements: Known principal/Timely) | -0.7             | +1.6             | -0.3             | -0.4             | +1.2             | -0.9             | -0.5             | -0.2             | +0.1             |
| 10. A petite TSU freshman from Pope was named the Home State Honey Queen during the Home State Beekeepers Association annual pageant Tuesday night (March 21). (News elements: Local interest/Timely)   | +0.8             | +0.8             | +1.5             | -0.4             | -0.7             | -0.5             | -1.9             | +0.8             | +1.3             |

APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 11. Watch out for prolonged exposure to the sun's rays and for intense heat outdoors and indoors. Prolonged exposure could result in heat exhaustion or heat stroke. (News elements: High impact/Timely) | +1.5             | +1.6             | -1.4             | -2.1             | +2.0             | -0.5             | -0.5             | +0.4             | -0.2             |
| 12. Governor Johannes B. Smythe's recently announced tax cuts will not have a major impact on the income tax paid by the average Home State family. (News elements: High impact/ Known principal)        | +0.3             | -0.3             | -0.4             | -1.0             | +1.5             | -1.2             | -0.4             | -0.6             | +0.1             |

APPENDIX G (cont'd.)

| Items  | <u>Z-Scores</u>  |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 13. Blue County is one of 15 Home State counties selected for a pilot study of energy conservation. (News elements: High impact/Local interest)  | +1.8             | -0.0             | +0.1             | -0.8             | -0.9             | +0.8             | +0.7             | -1.2             | +0.2             |
| 14. Average retail food prices in 1978 are expected to rise 4 to 6 percent above the average for 1977. Consumers can take comfort, however, in the fact that the same year-end forecasts call for an increase in average disposable income that should offset the higher cost of food. (News elements: High impact/Timely) | -0.7             | +1.3             | -1.7             | +1.7             | -0.0             | -1.6             | +0.3             | -0.5             | -0.3             |



## APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 15. Secretary of Agriculture Robert Bergland was the target of eggs thrown by American Agricultural Movement demonstrators who intercepted the Secretary's motorcade as it left the TSU campus. (News elements: Conflict/ Known principal)     | +0.2             | +0.7             | +1.1             | -0.3             | -1.7             | -0.8             | -0.7             | +1.8             | -0.1             |
| 16. Tornadoes that ripped through the intensive apple and peach producing area near Geary, Home State, destroyed an estimated 70,000 fruit trees and put a major dent in the state's 1978 fruit crop. (News elements: Conflict/Local interest) | +1.3             | +1.1             | +1.3             | -0.5             | -0.2             | -0.6             | -2.2             | +1.0             | +0.5             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 17. Home gardeners and commercial sweet corn growers should be aware of a newly identified disease that can severely damage, if not destroy, their crop. (News elements: Conflict/Timely) | -1.1             | +0.6             | -2.0             | -0.1             | +0.3             | +1.3             | +1.7             | -0.0             | +1.1             |
| 18. Actor-rancher John Wayne and TSU will have something in common the fourth week of March - both will be praising agriculture. (News elements: Known principal/Local interest)          | +0.1             | +0.2             | +1.1             | -2.1             | +0.7             | -1.2             | -0.0             | +0.7             | +0.4             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 19. The Budweiser Clydesdales will be on the TSU campus as part of the 30th annual Block and Bridle Club Horse Show, March 31 and April 1. (News elements: Known principal/Timely)                | +0.4             | +0.8             | -0.5             | -1.7             | +1.4             | -1.0             | +0.8             | -2.4             | +2.2             |
| 20. OMAHA, Nebr. -- Al Culham, a TSU junior from Gregg, was top individual point gain-er at the National Meat Animal Evaluation Contest held here Tuesday. (News elements: Local interest/Timely) | +0.0             | -0.3             | +1.0             | +0.6             | -1.1             | -0.5             | +0.7             | -1.3             | -0.3             |

APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 21. Are there changes ahead for the Home State tax system? Several proposals are now being argued in the Home State Legislature and may appear on the November ballot. (News elements: High impact/Conflict)                       | +0.4             | -0.9             | +0.3             | -0.6             | +0.1             | +0.5             | +1.5             | -1.4             | +0.6             |
| 22. According to former First Lady Betty Ford, child abuse is on the increase in the U.S.. Suspected cases of child abuse have increased more than 50 percent in the last six years. (News elements: High impact/ Known principal) | +0.8             | +0.1             | -0.9             | -0.9             | +1.3             | -0.1             | -0.7             | +0.2             | -1.3             |

APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 23. Leakage from a chemical burial site in Brown County may have contaminated the municipal water supply for Meade, Home State. (News elements: High impact/Local interest)  | +0.4             | -0.2             | +1.4             | +0.4             | +0.6             | +0.0             | +0.5             | -0.7             | +0.1             |
| 24. Dieting may be hazardous to your health, according to a report released Tuesday by the Home State Dietetic Association. (News elements: High impact/Timely)  | -0.1             | -0.9             | -0.7             | -0.1             | -0.2             | -0.0             | -1.2             | +1.6             | -0.7             |
| 25. Governor Johannes B. Smythe maintains that the current coal miner's strike underscores the need for a federal energy policy to step up the development of nuclear power sources. (News elements: Conflict/Known principal) | +0.9             | -1.0             | +0.8             | +0.2             | +0.3             | +0.5             | -0.9             | +1.5             | -1.0             |

# APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 26. Yes, it's true; eating too much fish from Green County's Green Water Lake could be hazardous to your health. (News elements: Conflict/Local interest)                   | +0.8             | -0.9             | +1.2             | +0.8             | -2.2             | -1.5             | -0.8             | -0.2             | -0.4             |
| 27. The competition will be stiff for 4-H youth at the 1978 Home State Horse Show, August 22, at TSU. (News elements: Conflict/Timely)                                      | -2.7             | +1.4             | +0.4             | +0.7             | -1.1             | -0.2             | +1.4             | +0.1             | +2.5             |
| 28. Vice President Walter Mondale will visit University City next month to deliver the spring commencement address at TSU. (News elements: Known principal. Local interest) | -2.4             | +0.6             | +0.1             | +0.2             | -0.2             | +0.6             | +1.2             | -0.4             | +0.2             |

## APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 29. American farmers are dependent on exports for their livelihood, U.S. Secretary of Agriculture Robert Bergland said Friday, April 7. (News elements: Known principal/Timely)  | -0.2             | +0.8             | -0.1             | -0.8             | +1.3             | +0.6             | -0.1             | -1.4             | +1.9             |
| 30. Mary E. Wahl was appointed TSU Cooperative Extension Service director for White County during the TSU Board of Trustees meeting Tuesday, August 4. Wahl will assume her new position and duties on September 1. (News elements: Local interest/Timely) | -0.2             | -1.3             | -0.4             | +0.6             | -1.9             | +1.8             | +0.3             | -0.8             | -0.5             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 31. The need for increased world food production and decreasing energy supplies will clash, with perhaps disastrous effects, in the next 10 to 15 years. (News elements: High impact/Conflict)      | -0.6             | -1.6             | +1.5             | +0.7             | +0.3             | +1.0             | -0.8             | +0.5             | +0.0             |
| 32. Joe Frazier, former World Boxing Association heavyweight champion, is taking on a new opponent in Home State. The rival is drug abuse among youth. (News elements: High impact/Known principal) | -0.9             | -1.7             | -0.2             | -0.4             | +1.1             | +1.2             | -0.5             | -0.2             | -0.5             |
| 33. White County has been selected as the site for a TSU study of family mobility that is expected to last for 20 years. (News elements: High impact/Local interest)                                | +0.0             | -0.6             | -0.2             | +0.9             | +1.1             | -0.8             | +1.3             | -0.7             | -1.2             |



## APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 34. "Women are the largest single minority in the nation," a Home State legislator told the more than 1,200 participants at College Week which opened today on the TSU campus. (News elements: High impact/Timely) | +0.4             | -0.5             | -1.4             | -1.4             | +1.6             | -1.3             | +1.4             | -2.1             | +0.4             |
| 35. President Carter has promised federal aid after touring the populous areas of Home State that were ravaged by the recent flooding. (News elements: Conflict/Known principal)                                   | +1.7             | +0.8             | -0.7             | +0.6             | -0.5             | -0.4             | -1.1             | +1.0             | -0.5             |

## APPENDIX G (cont'd.)

| Items  | Z-Scores         |                  |                  |                  |                  |                  |                  |                  |                  |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| 36. The extended drought that has hit White County has reduced expected corn yields by almost 40 percent, according to County Cooperative Extension Service agricultural experts. (News elements: Conflict/Local interest) | -1.8             | +0.9             | -1.3             | -0.0             | -0.4             | +1.1             | -0.2             | -0.4             | +0.6             |
| 37. What most people feel has been screwy, unsettled weather, the last few years may actually be a return to "normal" patterns, a weather specialist said yesterday. (News elements: Conflict/Timely)                      | -0.9             | +1.0             | +0.6             | +0.8             | +0.2             | +1.1             | +1.2             | +0.9             | -0.1             |

## APPENDIX G (cont'd.)

| Items   | Z-Scores         |                  |                  |                  |                  |                  |  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|--|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> F <sub>2-Z</sub> F <sub>3-Z</sub> |
| 38. Nobel Peace Prize winner Dr. Norman Borlaug will visit the TSU Small Grains Research Station near Hooker, Home State, on a tour of Home State agricultural research facilities slated for next month. (News elements: Known principal/Local interest) | -0.0             | -0.9             | +1.0             | +2.2             | -1.8             | +1.4             | -0.8 +0.5 -1.8                                     |
| 39. Actor Robert Redford announced support yesterday (March 3) of Home State conservation groups that are fighting oil drilling on Home State owned forest sites. (News elements: Known principal/Timely)   | -1.2             | -0.7             | -1.2             | +1.0             | -0.6             | +1.5             | +0.3 -1.4  |

## APPENDIX G (cont'd.)

| Items   | <u>Z-Scores</u>  |                  |                  |                  |                  |                  |                  |
|---|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|   | F <sub>1-Y</sub> | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>3-Z</sub> |
| 40. Eighty-five migrant students in Pickett will discover that summer school isn't all that bad, when Blue County's special 4-H summer migrant program is implemented next Monday. (News elements: Local interest/Timely) | +0.9             | +1.4             | -1.3             | +0.8             | +0.1             | +0.5             | -1.4 -0.7        |

## APPENDIX H

## Intrasample Similarities

Editors and reporters employed by land grant universities in Michigan, Illinois, Indiana, Iowa, Ohio, and Wisconsin were used as the subjects for this study. Comparisons within the sample are justified on the basis of several commonalities. The programs and organizational situations are similar from state to state due to common legislative origins.<sup>1</sup> Geologic and climatic conditions unique to the corn belt are common to all these states and, thus, provide a major agricultural emphasis that includes similarities in crops grown and the economic importance of agriculture.<sup>2</sup> Results of the study are compared within the sample to determine similarities and/or differences, and with compatible data on media gatekeepers that have been collected by others.

---

<sup>1</sup>Organic Act of 1862 (Morrill Act), ch. 130, 12 Stat. 503.

Hatch Act, ch. 314, 24 Stat. 440 (1887).

Smith-Lever Act, ch. 79, 38 Stat. 372 (1914). These acts provide for the basic founding, philosophy, and funding of land grant colleges, agricultural experiment stations, and the cooperative extension service, respectively.

<sup>2</sup>U.S. Bureau of the Census, Statistical Abstract of the United States, 1977. (Washington, D.C.: Government Printing Office, 1977), p. 697.

U.S. Department of Agriculture, State Agricultural Experiment Stations: A History of Research Policy and Procedure (Washington, D.C.: Government Printing Office, 1962), p. 204.

# APPENDIX I

## COMPARISON OF ATTITUDE STATEMENT RESPONSES (BY FACTOR)

| Attitude Statement   | Mean Scores on Attitude Statements<br>by Typologies of Respondents |                  |                  |                  |                  |                  |                  |                  |                  |
|--|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub>   | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| I think that releases from<br>land grant university ag-<br>ricultural information<br>offices should focus pre-<br>dominantly on education<br>(transmitting useful in-<br>formation to an audience).  | +1.8   | +1.5             | +2.5             | +1.4             | +2.5             | +1.0             | +1.9             | +0.8             | +2.7             |
| I think that releases from<br>land grant university ag-<br>ricultural information<br>offices should focus pre-<br>dominantly on improving<br>the image of the institu-<br>tion so that teaching, re-<br>search and extension pro-<br>grams will have public and<br>government support. | -0.6   | -0.3             | -1.3             | -0.3             | +2.0             | +0.3             | -0.6             | +0.8             | -0.2             |

# APPENDIX I (cont'd.)

| Attitude Statement   | Mean Scores on Attitude Statements<br>by Typologies of Respondents |                  |                  |                  |                  |                  |                  |                  |                  |
|--|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|  | F <sub>1-Y</sub>   | F <sub>2-Y</sub> | F <sub>3-Y</sub> | F <sub>4-Y</sub> | F <sub>5-Y</sub> | F <sub>6-Y</sub> | F <sub>1-Z</sub> | F <sub>2-Z</sub> | F <sub>3-Z</sub> |
| I think that releases from land grant university agricultural information offices should focus predominantly on news.  | +1.4   | +0.6             | +1.6             | +1.0             | 0.0              | +1.7             | +1.3             | +1.1             | +1.0             |
| I think that more emphasis should be put on the quality of releases, scripts, etc. produced by land grant university agricultural information offices, and emphasis on quantity of production should be decreased. | +1.3   | +1.6             | +1.6             | 0.0              | +2.5             | +2.3             | +1.6             | +1.4             | +0.9             |

## SELECTED BIBLIOGRAPHY



## SELECTED BIBLIOGRAPHY

### BOOKS

- Brown, Steven R., and Brenner, Donald J. (eds.). Science Psychology, and Communication: Essays Honoring William Stephenson. New York: Teachers College Press, 1972.
- Cutlip, Scott M., and Center, Allen H. Effective Public Relations. Englewood Cliffs, N.J.: Prentice-Hall, Inc., 1952.
- Kerlinger, Frederick Nichols. Foundations of Behavioral Research: Educational and Psychological Inquiry. New York: Holt, Rinehart, and Winston, Inc., 1964
- Lewin, Kurt. Field Theory in Social Science. New York: Harper, 1951.
- Marston, John E. The Nature of Public Relations. New York: McGraw-Hill Book Company, Inc., 1963.
- Nie, Norman H.; Hull, C. Hadlai; Jenkins, Jean G.; Steinbrenner, Karin; and Bent, Dale H. SPSS: Statistical Package for the Social Sciences, 2d ed. New York: McGraw-Hill Book Company Inc., 1975.
- Stephenson, William. The Play Theory of Mass Communication. Chicago: The University of Chicago Press, 1967.
- \_\_\_\_\_. The Study of Behavior: Q-Technique and Its Methodology. Chicago: The University of Chicago Press, 1953.
- Thayer, Lee (ed.). Communication: Theory and Research. Springfield, Ill.: Charles C. Thomas, Publisher, 1967.
- U.S. Bureau of the Census. Statistical Abstract of the United States, 1977. Washington, D.C.: Government Printing Office, 1977.
- U.S. Department of Agriculture. Agricultural Communicators in Land Grant Universities and USDA Agencies. Washington, D.C.: Science and Education Administration U.S. Department of Agriculture, 1979.

\_\_\_\_\_. State Agricultural Experiment Stations:  
A History of Research Policy and Procedure.  
Washington, D.C.: Government Printing Office, 1962.

Verway, David I., and Greer, William. Michigan Statistical  
Abstract (12th ed.). East Lansing, Mich.: Division  
of Research, Graduate School of Business  
Administration, Michigan State University, 1977.

#### ARTICLES IN BOOKS

MacLean, Malcolm S., Jr. "Communication Strategy, Editing  
Games, and Q." In Science, Psychology, and Communica-  
tion: Essays Honoring William Stephenson. Brown,  
Steven R., and Brenner, Donald J. (eds.). New York:  
Teachers College Press, 1972.

\_\_\_\_\_. "Systems of News Communication." In Communi-  
cation: Theory and Research. Thayer, Lee (ed.).  
Springfield, Ill.: Charles C. Thomas, Publisher, 1967.

#### ACTS OF THE U.S. CONGRESS

Hatch Act, ch. 314, 24 Stat. 440. 1887.

Organic Act of 1862 (Morrill Act), ch. 130, 12 Stat. 503.  
1862.

Smith-Lever Act, ch. 79, 38 Stat. 372. 1914.

#### JOURNAL ARTICLES

Bass, Abraham Z. "Refining the 'Gatekeeper' Concept: A  
UN Radio Case Study," Journalism Quarterly, XL  
(Spring 1969): 69-72.

Buckalew, James K. "News Elements and Selection by Tele-  
vision News Editors," Journal of Broadcasting, XIV  
(Winter 1969-1970): 47-54.

\_\_\_\_\_. "A Q-Analysis of Television News Editors'  
Decisions," Journalism Quarterly, XLVI (Spring  
1969): 135-37.

- \_\_\_\_\_. "The Radio News Gatekeeper and His Sources," Journalism Quarterly, LI (Winter 1974): 602-06.
- Clyde, Robert W., and Buckalew, James K. "Inter-Media Standardization: A Q-Analysis of News Editors," Journalism Quarterly, XLIV (Summer 1969): 349-51.
- Fowler, Joseph S., and Showalter, Stuart W. "Evening Network News Selection: A Confirmation of News Judgement," Journalism Quarterly, LI (Winter 1974): 712-15.
- Haley, Russell I. "Benefit Segmentation: A Decision-Oriented Research Tool." Journal of Marketing, XXXII, No. 3 (July, 1968): 30-35.
- Harless, James D. "Mail Call: A Case Study of a Broadcast News Gatekeeper," Journalism Quarterly, LI (Spring 1974): 87-90.
- Hatch, J. Cordell. "Mass Media Gatekeepers for Colleges of Agriculture," ACE Quarterly, LIV, No 4 (1971): 31-40.
- Janowitz, Morris. "Professional Models in Journalism: The Gatekeeper and the Advocate," Journalism Quarterly, LII (Winter 1975): 618-26.
- Johnson, Kenneth G. "Dimensions of Judgement of Science News," Journalism Quarterly, XL (Summer 1963): 315-22.
- Lassahn, Pamela Henry. "Comparison of Judgements About Agricultural Science News," Journalism Quarterly, XLIV (Winter 1969): 702-07.
- Schlenger, Mary Jane. "Cues on Q-Technique," Journal of Advertising Research, IX, No. 3 (1969): 53-60.
- Snider, Paul B. "'Mr. Gates' Revisited: A 1966 Version of the 1949 Case Study," Journalism Quarterly, XLIV (Autum 1967): 419-27.
- Stephenson, William. "Public Images of Public Utilities," Journal of Advertisig Research, III (1963).
- \_\_\_\_\_. "Scientific Creed -- 1961: Philosophical Credo Abductory Principles, and the Centrality of Self," The Psychological Record, XI (1961): 1-25.

- Tichenor, Phillip J.; Olien, Clarice N.; and Donohue, George A. "Predicting a Source's Success in Placing News in the Media," Journalism Quarterly, XLIV (Spring 1967): 32-42.
- Tuchman, Gaye. "Objectivity as a Strategic Ritual: An Examination of Newsmen's Notions of Objectivity," American Journal of Sociology, LXXVII (January 1972): 660-79.
- White, David M. "The Gate Keeper: A Case Study in the Selection of News," Journalism Quarterly, XXVII (Fall 1950): 383-90.

#### MONOGRAPHS AND REPORTS

- Dimmick, John. The Gate-Keeper: An Uncertainty Theory. Journalism Monographs, No. 37, (November 1974).
- Kerlinger, Frederick Nichols. The Attitude Structure of the Individual: A Q-Study of the Educational Attitudes of Professors and Laymen, Genetic Psychology Monographs, LIII (1956), 283-329.
- Singletary, Michael W. What Determines the News? A Review of the Scientific Research on News Values. ANPA News Research Report, No. 5 (August 12, 1977).

#### UNPUBLISHED REPORTS

- Booth, Laurel. "An Image Study of McCall's Magazine" Unpublished M.A. thesis, University of Missouri/Columbia, 1968.
- Buckalew, James K. "The Television News Editor as a Gate Keeper." Unpublished Ph.D. dissertation, University of Iowa, 1967.
- Fischer, Eric D. "The Automobile and the Consumer: Operant Market Segmentation." Unpublished M.A. thesis, Michigan State University, 1973.
- Fredericks, Eldon E. "Annual Report of Extension/Research Information." Department of Information Services mimeograph, Michigan State University, 1977.
- Ganz, Philip. "The Student and the Small College: Operant Market Segmentation." Unpublished M.A. thesis, Michigan State University, 1973.

- Lehnert, Eileen. "An Attitude Segmentation Study of the Youth Market's Perception of the Ideal Newspaper." Unpublished M.A. thesis, Michigan State University, 1979.
- Mauldin, Charles R. "A Subjective Systems Approach: Application of an Image Study to Aggregate Behavior in a Socio-Economic System." Unpublished Ph.D. dissertation, University of Missouri/Columbia, 1972.
- McCarty, Ricky H. "Packaging and Advertising of Men's Toiletries: An Intensive Analysis of a Pure Type." Unpublished M.A. thesis, University of Missouri/Columbia, 1972.
- Shinn, Steven. "An Image Study of the University of Missouri, Columbia." Unpublished M.A. thesis, University of Missouri/Columbia, 1971.
- Stephenson, William. "An Image Study of Missouri's Public Libraries." Unpublished research paper, University of Missouri/Columbia, 1962.
- Tschirhart, Nancy Lois. "Life Styles Vs. Behavior Segments: A Study of Dental Health Consumers." Unpublished M.A. thesis, Michigan State University, 1974.
- Wittwer, Sylvan H., and Divelbiss, Richard I. "Successful Cooperative Research -- Bringing People Together." Paper presented at the 174th meeting of the American Chemical Society, Chicago, Ill., Aug. 29, 1977.
- Zimmerman, Dan H. "Attitudes About Golf: Operationalizing the Kernan and Sommer's Theory of Promotion." Unpublished M.A. thesis, Michigan State University, 1974.