School publicity in newspapers.

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Boston University

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Boston University
SCHOOL PUBLICITY
IN NEWSPAPERS

A Service Paper
Presented To
the Faculty of the School of Education
Boston University

In Partial Fulfillment
of the Requirements for the Degree
Master of Education

by
Agnes Louise McCaughey
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School of Education
Aug. 20, 1947
205 37
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First Reader: Dr. W. Linwood Chase, Professor of Education

Second Reader: Dr. Helen A. Murphy, Asst. Professor of Education
CHAPTER I

INTRODUCTION

The newspaper is such an extremely important agency through which school news is reported to the people that the writer chose to make a study in the field of newspaper publicity concerning schools, during a period of four months, using the three newspapers of her community. The news was classified according to topical content in order to find out upon what topics the public was being informed regarding the schools and the amount of space was measured.

The writer made no attempt for the purposes of this study to evaluate the quality of the articles read. Each article was credited with no element of effectiveness other than the amount of space in the newspaper. School news was counted whether it was favorable or unfavorable.

This paper will attempt to show how much school news was given to the people served by the newspapers used in this study. It will also show which topics are given the greatest amount of space in the newspapers and which the least. A table of percentages will tell what per cent of the total school news is given to each topic.
CHAPTER II

REVIEW OF LITERATURE

News. Public school publicity is more or less uniform. The public schools present many possibilities for what is called straight news. Under such headings are meetings of the school board with an account of their official actions and the newspapers are glad to print it. Other school activities have interest and appeal, especially dramatic and debating programs, with emphasis on athletics. People like to see their names in the newspapers.

It is indeed true, that it is necessary for people to know about their schools. There should be an honest effort to bring closer cooperation between home and school. When the people are well informed, they will be more inclined and better qualified to cooperate with the schools.

In business a man does not invest his money until he first investigates the financial condition of the enterprise and as time goes on he looks for information regarding it.

Firms spend millions of dollars advertising their products in an attempt to secure and maintain the good will of the public. They keep these products before the public, they stress the good points, they attempt to prove why their products are better. "It pays to advertise." If this slogan is true in the business world, it is also true in school affairs.
People have money invested in the schools and they have a right to know about them.

There are two kinds of publicity: that known as campaign, which is spasmodic and is used for the purpose of getting some special item such as a new school building, a new playground, teachers' salaries, or the like; and continuous publicity, upon which depends to no small degree public information on our educational program.

Arthur B. Moehlman answers the question, "What is news?" He states, "News may be considered as the direct reporting of any occurrence of popular interest filtered through reporter ability, editorial skill, and publishing policy. A newspaper may treat some news with complete fairness and may color other information to fit its own purpose. It may write news objectively or introduce editorial opinion in presentation... Even in its highest expression the collection and publication of news has certain limitations." ¹

"According to Webster's New International Dictionary (unabridged), publicity is "information with a news value designed to advance the interest of a place, person, cause, or institution, usually appearing in public print." ²


"Although almost everyone in this country reads newspapers, few of us stop to think about the newspapers that we read. Our papers are so cheap, we read them so rapidly, and we throw them away so soon that we do not realize how large and varied an amount of reading matter they contain or how much work is required to produce them."³

"News stories deal with current events, local, state, sectional, national, and international of interest and significance to the average reader. News is generally presented in an impersonal, impartial manner, the only notable exceptions being signed stories in which the reporter or correspondent interprets or comments on the events with which he is dealing."⁴

One author's answer to the question, "What is News?", based his findings on a symposium conducted some years ago by "Collier's Weekly", when a number of editors throughout the country tried to define news.

The quotations follow:

"News is whatever your readers want to know about. Anything that enough people want to read is news, provided it does not violate the canons of good taste and the laws of libel. News is anything that happens in which people are interested. News is anything that people will talk about; the

⁴ Ibid., p. 2
more it will excite comment, the greater its value.
News is accurate and timely intelligence of happenings, discoveries, opinions, and matters of any sort which affect or interest the readers."\(^5\)

From these definitions we find out that news possesses several kinds of appeal and that the different types of interest claim a greater number of readers. The value of news is measured by the extent to which it effects the readers, their lives, and activities.

The Need For School News. There is a real need for school news. It is important that relationships between the public and the school be one of understanding. How can the general public be informed if not through the newspaper? The lack of school news is, perhaps, responsible for the lack of interest and indifference so often shown. The function of school publicity is twofold: to bring about more intelligent cooperation between the school and the home which will result in a better education for boys and girls; and, because public schools depend upon the public attitude for financial support, to guarantee appropriation of adequate funds and to carry on education in a satisfactory manner.

"Publicity has in recent years assumed a significant role in the life of nations and men. It has become, for, better or worse, a vital factor in our every day action. In the hands of the unscrupulous, publicity may work a destructive

\(^5\) Ibid. p.22-23
influence upon society; rightly used the reverse may be true."\(^6\)

"The school as a social institution must stand perpetually in the strong light of public scrutiny, and the newspaper is one of the agency that performs this investigation activity for the great mass of people. Since the newspaper is a very human institution, its fundamental attitude toward the institution will be conditioned to a large extent by the degree of conference it has in the capacity and honesty of institutional personnel. The extent to which the newspaper is convinced that nothing is hidden and that all phases of functioning are open to public scrutiny will play a large part in determining newspaper policy toward the school. The public institution needs to realize that the true function of the press is not to act as a propaganda and booster agency for the official personnel but rather as a true reflector of actual conditions."\(^7\)

"It is seen that large groups of people, whole communities, and indeed an entire nation, can be influenced to think and act through the medium of publicity."\(^8\)

\(^6\) Fine, Benjamin, College Publicity in the United States (New York: Bureau of Relation Publications - Teachers College: Columbia University, 1941), p. 2


\(^8\) Fine, op. cit. p. 4
"During recent years the term "publicity" has acquired conflicting and sometimes unpleasant connotations. Many people seem to think of publicity as mere advertising, a program of propaganda, or a deliberate attempt to mislead and deceive the public. . . .

In the early days of American history there was obviously little need for special publicity programs of any kind. Society was very simple and everyone within the community was in such close contact with other members of the community that dissemination of information was an easy matter. As the complexity of civilization in the United States has increased, it has become more and more difficult to present the information necessary for the development of an intelligent public opinion concerning public affairs. Even though it may be thought that populations in general are more able to cope with this complexity than ever before, because of the fact that democracy has had so rapid a growth during the last century, that suffrage has been extended to many people, and that education has become available to the masses, the problem of creating an intelligent public opinion still remains."9

The public is entitled to a knowledge of what the

schools are doing. There should be an understanding between the American public and its school system. If the people know what is taking place and why, they will be more willing to give their support and cooperation.

"The development of public schools in our cities, especially in the last generation has far outrun the development of widespread popular understanding of them. Those in charge have been generally too fully absorbed in the immediate problems of the schools themselves to give adequately to the information of the public concerning the institution that the public is supporting. Too often, teachers and school officials, through temperament or misconception or both, have been quite indifferent, even strongly opposed to revealing to the public that knowledge essential to any real understanding. This is not the infamous 'public-be-damned' policy, but rather the 'public-be-shunned' policy. The inevitable result of this policy or attitude on the part of teachers and school officials—the very people and the only people fully competent to give to the public needed information—has been much lack of understanding by the people of the public school of today. The public press, the chief avenue of general publicity has found it easy to present educational innovations in a sensational and unfavorable light to a public whose standards of interpretation have been mainly derived from childhood experiences, frequently under the most primitive rural conditions. In taking advantage
of this easy opportunity the press gives no sure evidence of sensationalism or of insincerity; the press itself is not seldom in need of better understanding as well as the public. 10

"Consequently, it is of the utmost importance that a favorable attitude be fostered by keeping the public informed concerning the aspects of the school, its purposes and accomplishments." 11

Value of News. The fact is recognized that the newspaper is one of the most important agencies in America. People read the newspapers and form their own opinions or in many cases they are influenced by what they read. Therefore school publicity should provide sufficient information so that the readers could form their own opinions.

A large city in a nearby state was without newspapers for many months because of a strike. It was interesting to read how the entire city was affected by this lack. Business concerns suffered a loss of money because stores could not use the newspapers to advertise sales. If patrons did not know about the sales, they did not shop on that particular day. The people did not read of friends or acquaintances who had

10 Miller, Clyde Raymond and Charles, Fred, Publicity and The Public School (New York: Houghton Mifflin Company, 1924) p. VI

died and thus did not send flowers. Florists lost large sums of money because they depended largely on sale of flowers which are sent to families. This list could be lengthened to show how much everyone depends on the newspapers.

If people knew about the schools they would have a better understanding.

Quotations have been taken from several authors on the value of news. Their opinions show the power of the printed words and what an important part the newspapers play in the lives of Americans.

"The newspaper is one of the greatest, if not the greatest, disseminator of information in the world today." 12

"Not only does the newspaper, through its news columns, provide information which its readers use in formulating opinions on public questions, but it expresses opinions through the editorial columns and those opinions influence the beliefs and the actions of its readers. Thus, the newspaper wields a tremendous force as a molder of public opinion - probably a greater force than is exercised by any other agency in the world today. Without the newspaper the citizen would not be able to decide for whom or what to vote, what books to read, when to sell his live stock, what securities to buy or sell,

where to do his shopping, and what amusements to attend: nor would he be as able to keep informed on innumerable other matters, knowledge of and opinion regarding which are necessary to his personal welfare and to the perpetuity and progress of a democratic government and society."

"As a public-school-relations agency, the newspaper must be accorded a high rank, because, as has already been stated, practically all people regularly read at least one newspaper, and they probably receive more information from the newspaper than from any other source. School employees and officials should, therefore, make use of this important agency in keeping the people informed about the school".

"Newspapers are glad to publish school news because their mission is to serve the desires and interests of their readers, and those readers - particularly parents, pupils, former pupils, and school employees - are interested in school news".14

In a democracy such as ours the people are sovereign. All public institutions belong to them and are operated by them through their representatives. The public school is one of the oldest and the most cherished of these institutions. Since the school belongs to the people and is supported by

13 Ibid., p. 33-34
14 Ibid., p. 37-38
them, it is inevitable that its welfare and progress should be determined largely by how the people regard it. How they regard it is determined largely by what they know about it. It is the obligation, therefore, of school officials and employees to take the people into their confidence and to provide them with the information which they desire and to which they are entitled. In other words, school officials and employees are obligated to perform a public-relations function.\textsuperscript{15}

"Education is news today as it has never been before. The observation made by Horace Mann a century ago still holds. "School-houses are the republican line of fortifications". Through the press, the radio, magazines, stage, speaker's platform, motion pictures and all other avenues of expression, we have the opportunity to educate our electorate to a better understanding of the American way of life, of the traditions, culture, ideals, aspirations and attainments of the democratic heritage."\textsuperscript{16}

"Beyond question, the newspaper and the school are the two most important agencies on the American scene today. It was Edmund Burke who said that "Education is the cheap defense of nations." Education, of course, that goes beyond the campus or the classroom, that is carried far and wide into every

\textsuperscript{15} Ibid., p.vii

community, into every home, through the medium of the printed page." 17

"For better or worse, the public will form its opinion and impressions of educational systems from the stories that appear in the press and elsewhere.

To improve our school publicity is a task that should receive the most thoughtful consideration of every one aware of the importance of education in American life." 18

"Abraham Lincoln once said: Public sentiment is everything, with public sentiment nothing can fail, without it nothing can succeed. Consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions." 19

"To summarize, the people at all times are entitled to be informed about the work of the schools; and they will be informed through some source and in some manner. School officials and employees must, therefore, decide whether the people shall be intelligently and completely informed and thereby guided into a more sympathetic understanding of school purposes, needs and accomplishments, or whether they shall be deluded by

17 Ibid., p. xii.
18 Ibid., p. xiii.
heresay, victimized by propaganda, and perhaps turned into temporary enemies of heartless supporters of the schools."20

Many years ago, in 1927, W. H. Todd, wrote his doctor's dissertation on *What Citizens Know About Their Schools*. Just two years later, in 1929, Belmont Farley wrote a similar dissertation entitled *What To Tell The People About The Public Schools*. In his study each tried to find just how much the public was informed concerning the schools and whether such information interested them.

Todd's method was to submit a Yes-No test of fifty questions to parents in seventeen cities in the state of New Jersey. He scored the tests and tabulated results. These tests showed plainly what citizens knew about their schools. He then grouped his findings into the following categories:

- The Board of Education
- Curriculum
- Finance
- Buildings
- Pupils
- Teachers
- School Organizations
- Superintendent

Farley's method was to measure by inches, analyze, and classify topics from ten newspapers. He then attempted to find out if these topics were of great or little interest to

the people. His topics are:

Buildings and Building Program
Health of Pupils
Parent-Teachers Association
Board of Education and Administration
Business Management and Finance
Methods of Instruction
Course of Study
Attendance
Pupil Progress and Achievement
Discipline
Extra-curricular Activities
Teachers and School Officers
Value of Education
CHAPTER III

PLAN OF THE STUDY

The writer's method in this study was to measure by inches, analyze, and classify topics of school news during a period of four months, from November 17, 1946 to March 17, 1947, using the three newspapers of her community namely: The Providence Journal, The Evening Bulletin, and The Pawtucket Times. Each is published daily with The Providence Journal having a Sunday edition. The writer tried to find out how much school news was published and if there was any relationship between the results of Farley and Todd and the school news published in the newspapers just mentioned.

Each article of school news was measured in inches and all tabulations are found in the latter unit. There will be found charts representing the data by each month followed by a summation table of each newspaper for the four months which this study covered.

The field of school news has been classified using the items from Belmont Farley's list in his book What To Tell The People About The Public Schools. Some changes were made. One alteration was to list athletics under a separate heading because of the large volume of space given to it. Ordinarily, it would come under the heading of extra-curricular activities.

"An emergency is usually the excuse for a publicity
campaign." Such an emergency arose during this survey. Therefore a second change in the listing was made necessary because during this particular time in towns and cities throughout the country, teachers were demanding more pay. The writer made a new caption labeled salaries. All news of strikes and special meetings of teachers, school board members, and taxpayers to discuss a raise in pay are also under the same heading.

In order to learn how much space was given to school news after graduation a separate heading was made called alumni news.

The writer's list of categories with a few explanatory sentences follows:

Buildings and Building Programs. Under this heading were articles on how the buildings were checked, if new ones were needed, and where they should be built.

Health of Pupils. This topic covered all articles telling what the school does to keep the children well; how it provides medical inspection, vaccination, care of the teeth, school sanitation, physical education, safety of children, and well-balanced lunches in school cafeterias.

Parent-Teachers Association. What are the parents and

teachers doing for the school? What subjects do they discuss at meetings? Who are their officers, their committees and what are their activities?

**Board of Education and Administration.** The meetings of the board of education, their rules, and supervision of the schools, how they organize and administer the schools, the division into elementary, junior high and senior high and their reasons all come under this topic.

**Business Management and Finance.** Under such a heading would come the way in which the school gets and spends its money; tax levies and school costs compared to other cities; bonds, insurance, borrowed money, and the way in which accounts are kept. The school budget, all repairs, heating, plumbing, purchase and maintenance of school buses, and school supplies are also found.

**Methods of Instruction.** This topic considered how pupils are taught to read and write, how they are taught English, history, arithmetic, and other subjects. It also concerned itself with devices teachers use to make learning more interesting and more effective; also the size of classes, libraries, laboratories, examinations, reviews, and classifications of pupils.

**Course of Study.** Discussions of courses of study which
included activities other than the traditional three R's; the needs for changes to meet individual differences, the teaching of home economics, and the question of the elimination of Latin.

**Attendance.** The school census, enrollment of different schools and grades; enforcement of compulsory attendance, and how regularly pupils attend schools come under this topic.

**Pupil Progress and Achievement.** Are the pupils learning to read, write, spell, add, and do such things as well as pupils in other schools? Why do pupils fail and how are they promoted? What contributions do they make in civic affairs? Under this topic are found lists of honors, prizes, scholarships, exhibits, displays of school work, and other worthwhile achievements.

**Discipline.** Suspensions, expulsions, class fights, truancy, behavior in study classes, respect for teachers, conduct in class and outside of class come under this category.

**Extra-Curricular Activities.** School clubs, parties, school excursions, student government, orchestras, bands, glee clubs, plays, and other entertainment cover this field.

**Teachers and School Officers.** The qualifications of the teachers, the length of time in office, what they teach, how they are assigned and promoted, and what they do outside
of school hours; the dismissal of the school director and the appointment of his successor; the naming of new superintendents; and the work of school custodians are discussed.

Value of Education. The value of education and what it will do for pupils in future years, for the community, the nation, and for the good of mankind make up this topic.

Athletics. Football, basketball, baseball, and all athletics were covered.

Salaries. Strikes of teachers, special meetings, threats of strikes, intervention of state governor and state director of education, attitudes of pupils and citizens were given a large amount of space in newspapers.

Alumni. This category included alumni meetings, achievements of outstanding graduates, honors to distinguished alumni, and their contributions to civic affairs.

The writer has measured all school news, both public and private, from kindergarten through high school. Headlines, pictures, and maps were measured in the same way as the type of the body of the story. All college and university news was disregarded. With the exceptions of the three new headings the list used is according to Farley's classification.

Every newspaper was scanned by three people in order that no school news might escape notice. To avoid error in
classification and measurements, all school news items were checked twice.

**Source of Data.** The following newspapers were used in the study:

The Providence Journal  
The Evening Bulletin  
The Pawtucket Times

These abbreviations were used in the tables:  

P. J. The Providence Journal  
E. B. The Evening Bulletin  
P. T. The Pawtucket Times
CHAPTER IV
ANALYSES OF DATA

The following table shows the total percentage of school news devoted to each topic in each of the three newspapers analyzed in this study, as well as the total percentage of news in all the newspapers for each topic. Also, the total percentage devoted to each topic in all the newspapers.
## TABLE I

School News Space For Each Topic
Total And Per Cent Of Totals

<table>
<thead>
<tr>
<th>Topic</th>
<th>Total Inches Of School News In Each Paper For Each Topic</th>
<th>Total Inches</th>
<th>Per Cent of Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>P. J.</td>
<td>E. B.</td>
<td>P. T.</td>
</tr>
<tr>
<td>Buildings and</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Program</td>
<td>371</td>
<td>358.25</td>
<td>214.50</td>
</tr>
<tr>
<td>Health of Pupils</td>
<td>282</td>
<td>101</td>
<td>213</td>
</tr>
<tr>
<td>PTA</td>
<td>705.50</td>
<td>841</td>
<td>1,035.50</td>
</tr>
<tr>
<td>Board of Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>And Administration</td>
<td>444.25</td>
<td>471.50</td>
<td>309.25</td>
</tr>
<tr>
<td>Business Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and Finance</td>
<td>572.75</td>
<td>428.25</td>
<td>149.25</td>
</tr>
<tr>
<td>Methods of Instruction</td>
<td>1,508.50</td>
<td>182.50</td>
<td>494.75</td>
</tr>
<tr>
<td>Course of Study</td>
<td>86.50</td>
<td>44.75</td>
<td>59.50</td>
</tr>
<tr>
<td>Attendance</td>
<td>98.50</td>
<td>117.25</td>
<td>96.50</td>
</tr>
<tr>
<td>Pupils' Progress</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and Achievement</td>
<td>806.50</td>
<td>506</td>
<td>448.50</td>
</tr>
<tr>
<td>Discipline</td>
<td>16.25</td>
<td>36</td>
<td>29.50</td>
</tr>
<tr>
<td>Extra-curricular Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Athletics</td>
<td>5,249</td>
<td>4,023</td>
<td>5,070</td>
</tr>
<tr>
<td>Teachers and Officers</td>
<td>981.50</td>
<td>899.75</td>
<td>560.75</td>
</tr>
<tr>
<td>Value of Education</td>
<td>411</td>
<td>47.75</td>
<td>50</td>
</tr>
<tr>
<td>Salaries</td>
<td>3,632.25</td>
<td>2,764.75</td>
<td>2,842.25</td>
</tr>
<tr>
<td>Alumni</td>
<td>93.50</td>
<td>76.50</td>
<td>110.25</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>16,682.75</strong></td>
<td><strong>11,473.25</strong></td>
</tr>
</tbody>
</table>
### TABLE II

Percentages of Topical Distribution
from Newspapers of Ten Cities in the Farley Study<sup>22</sup>

<table>
<thead>
<tr>
<th>Topics</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings and Building Program</td>
<td>4.06</td>
</tr>
<tr>
<td>Health of Pupils</td>
<td>3.06</td>
</tr>
<tr>
<td>Parent-Teachers Association</td>
<td>8.21</td>
</tr>
<tr>
<td>Board of Education and Administration</td>
<td>5.24</td>
</tr>
<tr>
<td>Business Management and Finance</td>
<td>4.85</td>
</tr>
<tr>
<td>Methods of Instruction</td>
<td>2.10</td>
</tr>
<tr>
<td>Course of Study</td>
<td>4.16</td>
</tr>
<tr>
<td>Attendance</td>
<td>1.81</td>
</tr>
<tr>
<td>Pupils' Progress and Achievement</td>
<td>5.48</td>
</tr>
<tr>
<td>Discipline</td>
<td>1.16</td>
</tr>
<tr>
<td>Extra-curricular Activities</td>
<td>8.55</td>
</tr>
<tr>
<td>Teachers and School Officers</td>
<td>9.43</td>
</tr>
<tr>
<td>Value of Education</td>
<td>1.89</td>
</tr>
</tbody>
</table>

The writer's table found below shows her total findings when she measured the news according to Farley's list shown above:

### TABLE III

Percentages of Topical Distribution
from Newspapers used in This Study

<table>
<thead>
<tr>
<th>Topics</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buildings and Building Program</td>
<td>2.33</td>
</tr>
<tr>
<td>Health of Pupils</td>
<td>1.42</td>
</tr>
<tr>
<td>Parent-Teachers Association</td>
<td>6.23</td>
</tr>
</tbody>
</table>

<sup>22</sup> Farley, Belmont, What to Tell the People About The Public Schools (New York: Contributions to Education, No.355 - Teachers College: Columbia University, 1929), p. 46.
TABLE III (continued)
Percentages of Topical Distribution
from Newspapers used in This Study

<table>
<thead>
<tr>
<th>Topics</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board of Education and Administration</td>
<td>3.11</td>
</tr>
<tr>
<td>Business Management and Finance</td>
<td>2.93</td>
</tr>
<tr>
<td>Methods of Instruction</td>
<td>5.17</td>
</tr>
<tr>
<td>Course of Study</td>
<td>.22</td>
</tr>
<tr>
<td>Attendance</td>
<td>.91</td>
</tr>
<tr>
<td>Pupils' Progress and Achievement</td>
<td>4.88</td>
</tr>
<tr>
<td>Discipline</td>
<td>.72</td>
</tr>
<tr>
<td>Extra-curricular Activities</td>
<td>42.45</td>
</tr>
<tr>
<td>Teachers and School Officers</td>
<td>28.43</td>
</tr>
<tr>
<td>Value of Education</td>
<td>1.20</td>
</tr>
</tbody>
</table>

A study of the two tables shows a close similarity in the totals in spite of the fact that Farley used ten cities in his survey and the writer three. The large amount of news space at this time is due to the reason that an emergency had arisen among teachers in their demand for higher wages.

The table below shows the percentages of news space devoted to the various school activities:

TABLE IV
Percentages of News Space Devoted to Various School Activities

<table>
<thead>
<tr>
<th>Topics</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics</td>
<td>38.23</td>
</tr>
<tr>
<td>Salaries</td>
<td>22.59</td>
</tr>
<tr>
<td>Parent-Teachers Association</td>
<td>6.52</td>
</tr>
<tr>
<td>Teachers and School Officers</td>
<td>6.02</td>
</tr>
</tbody>
</table>
TABLE IV (continued)
Percentages of News Space Devoted to Various School Activities

<table>
<thead>
<tr>
<th>Methods of Instruction</th>
<th>5.42</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pupils' Progress and Achievement</td>
<td>4.33</td>
</tr>
<tr>
<td>Board of Education and Administration</td>
<td>3.02</td>
</tr>
<tr>
<td>Extra-curricular Activities</td>
<td>2.94</td>
</tr>
<tr>
<td>Business Management and Finance</td>
<td>2.87</td>
</tr>
<tr>
<td>Buildings and Building Program</td>
<td>2.32</td>
</tr>
<tr>
<td>Health</td>
<td>1.51</td>
</tr>
<tr>
<td>Value of Education</td>
<td>1.33</td>
</tr>
<tr>
<td>Attendance</td>
<td>1.81</td>
</tr>
<tr>
<td>Alumni</td>
<td>0.72</td>
</tr>
<tr>
<td>Course of Study</td>
<td>0.56</td>
</tr>
<tr>
<td>Discipline</td>
<td>0.21</td>
</tr>
</tbody>
</table>

The rank order of each topic according to the number of inches in all newspapers covered in this study is shown in the table below:

TABLE V
Rank Order of Each Topic According to Inches

<table>
<thead>
<tr>
<th>Rank</th>
<th>Topic</th>
<th>Total Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Athletics and Extracurricular Activities</td>
<td>17,124.25</td>
</tr>
<tr>
<td>2</td>
<td>Teachers, Officers and Salaries</td>
<td>11,684.50</td>
</tr>
<tr>
<td>3</td>
<td>Parent-Teacher Organization</td>
<td>2,582</td>
</tr>
<tr>
<td>4</td>
<td>Methods of Instruction</td>
<td>2,185.75</td>
</tr>
</tbody>
</table>
TABLE V (continued)

Rank Order of Each Topic According to Inches

<table>
<thead>
<tr>
<th>Rank</th>
<th>Topic</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Pupil Progress</td>
<td>1,761</td>
</tr>
<tr>
<td>6</td>
<td>Board of Education</td>
<td>1,225</td>
</tr>
<tr>
<td>7</td>
<td>Business Management and Finance</td>
<td>1,150.75</td>
</tr>
<tr>
<td>8</td>
<td>Building and Building Program</td>
<td>943.75</td>
</tr>
<tr>
<td>9</td>
<td>Health of Pupils</td>
<td>597</td>
</tr>
<tr>
<td>10</td>
<td>Value of Education</td>
<td>508</td>
</tr>
<tr>
<td>11</td>
<td>Attendance</td>
<td>312.25</td>
</tr>
<tr>
<td>12</td>
<td>Course of Study</td>
<td>190</td>
</tr>
<tr>
<td>13</td>
<td>Discipline</td>
<td>81.75</td>
</tr>
</tbody>
</table>

The findings of this table were most astounding. It was amazing to learn that teachers ranked second in importance. The teachers gained this unusual rank because all over the country the teachers were making a campaign for an increase in their salaries.

William H. Todd's city school survey showed that people have little idea as to the number of teachers required, the number of pupils, or the cost of education. They did know enough about their schools to give fairly intelligent answers to his questions on school affairs.

The following table shows the percentages of news space...
measured by the writer using the eight categories of information which Todd believes the public should be informed about by means of the newspapers:

TABLE VI

Percentages Using Categories Advocated by Todd

<table>
<thead>
<tr>
<th>Categories</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curriculum</td>
<td>25.24</td>
</tr>
<tr>
<td>Finance</td>
<td>51.74</td>
</tr>
<tr>
<td>Buildings</td>
<td>4.23</td>
</tr>
<tr>
<td>Pupils</td>
<td>1.37</td>
</tr>
<tr>
<td>Teachers</td>
<td>12.68</td>
</tr>
<tr>
<td>The School Board</td>
<td>4.72</td>
</tr>
<tr>
<td>School Organizations</td>
<td>.00</td>
</tr>
<tr>
<td>Superintendents</td>
<td>.02</td>
</tr>
</tbody>
</table>
ANALYSIS OF ARTICLES APPEARING ON PAGE ONE OF THE THREE NEWSPAPERS USED IN THIS STUDY

The study of articles found on page one of the three newspapers used in this survey was very interesting. During this four-month period there were teacher strikes in many places. These strikes made the headlines. In one paper the headlines were from one to two and one-half inches high giving news of a local strike and its affect on the city.

Then too meetings of teachers, school boards, union organizations, meetings with the Governor of Rhode Island to settle the strike, meetings with the Rhode Island Director of Education, special town meetings and all such affairs were given front page prominence. It was impossible even to glance at a paper without seeing the "screaming" headlines about the teachers and the schools.

Interviews with people on the street were also published on the front page with pictures of them giving their opinions.

In one paper there were sixty-one articles on the subject of strikes, threats, meetings, and other measures which the teachers used in their appeal for higher salaries. All these were found on page one and as was stated before most of the titles were in very large type.

As Belmont Farley stated in his book *School Publicity*,
"An emergency is usually the excuse for a school campaign".23
Thus the salary question presented an emergency and the articles on page one proved the truth of Mr. Farley's words.

The Providence Journal
During the period of this survey thirty-four articles appeared on page one of The Providence Journal pertaining to salaries. As was stated before the headlines are self-explanatory. They dealt with strikes, threats of strikes, meetings, union organizations, a session at the State Capitol, pension funds, and all such matters which fall under the salary category.

Deadline Set By Teachers Group For Pay Plan Reply
250 Pawtucket School Teachers Vote To Strike
Teachers Offer Pawtucket Plan To Avert Strike
Hanley Opposes Teachers' Strike
Pawtucket Schools Ordered Shut Today, Pay Talks Fail, Providence Nearing Deadline
Pawtucket Schools Stay Shut As Teachers Refuse To Rescind Strike Action
City School Board Weighs Answers To Wage Demands
Rockett Opposes Teachers Strike
Pawtucket Schools Open Again As Pastore Mediation Ends Deadlock
Teachers' Group Approve School Board Pay Action
Teachers Salary Problems Occupy Nine R. I. Boards
Threat of Strike Confronts Two School Boards
Pawtucket School Board Offers Teachers $600 A Year Increase
Two Towns Grant Teachers Raises
Warwick Offer Teachers Raise
Verbal Tilt Ends Pawtucket Teachers Talk On Teachers Pay Teachers Cancel Westerly Strike

23 Ibid., p.24
Teachers Resent $312, But Accept
School Officials Advise $3,750,000 Yearly From R. I.
Teachers Ask A. F. L. Aid If They Strike
Teachers Wage Dispute Settled
Green and McGrath To Propose Federal Grant For Teachers Pay
Joint House Bill Seeks $600 Boost In Teachers' Pay
Warwick Teacher 'Strike' Over Pay Fund Abandoned
250 City Teachers Join A. F. L. Alliance
Teachers Take House Chamber To Hold Session
Teachers Serve Threat Of Strike
Buffalo May Strike Monday
Teachers Tie Up Buffalo Schools
5% Of Teachers Pay For Pension Fund Suggested
Teachers' Strike In Buffalo Ends
C. I. O. Teachers' Union Has History Of Red Domination
N. Y. Educator Warns Teachers Of Red Influence In C. I. O. Union
Woonsocket Pact With Teachers Is Declared Illegal

There were only two articles about health and both of these were about the coal shortage and its affect on schools.

Coal Shortage Begins To Pinch State's Schools
3 R. I. High Schools To Get More Fuel

One writing discussed the condemnation of a school building as unsafe.

Part of No. Providence School Condemned By Inspector As Unsafe

Again in this newspaper there was just one commentary on the course of study on page one.

R. I. School Officials Take Steps To Set Up Driving Safety Courses

Five articles discussed teachers and officers. One told of the new Director of Education and his plan to "weed out school staffs".

Due to mismanagement of the state school the teachers
and officers of that school were given page one publicity in two articles. One told of the death of a superintendent and the last was about educators.

James E. Martin, Educator, Dead
Dr. Walsh Pleads for Weeding Out Of School Staffs
Educators' Guild Wins Recognition
Survey Scores Sockanosset's Director
Marley Termed Lax In Operation of Boys' School

Strangely enough athletics received a place on the front page one night. It told the public which of two city schools had won an athletic contest.

Mount Pleasant and Cranston Tie

There was one observation on page one about the Parent Teachers Association.

State PTA Establishment of Liberals Arts Course At RISC

The Evening Bulletin

There were forty-two articles on the salary question in The Evening Bulletin. The list of titles tells the story. As the writer pointed out before all articles which dealt with salaries appeared under this heading. Many of these headlines were very large and attracted the attention of every reader immediately. The whole state was concerned over the outcome of local strikes because the other schools wished to profit by the experiences of striking teachers.

Teachers' Pay Issue Stymied
Teachers Set For Protest In Pawtucket
Teachers Out In St. Paul
Minneapolis Averts Strike
Teachers Told Funds Short Of Demands
Pawtucket Hikes City Employes' Salaries $300
Teachers Split On Pawtucket Raise
Pawtucket Teachers Lose Demand; Strike Threatens
West Virginia Town Fears Strike Will Lead To Rash of Lawlessness — Schools May Close

250 Teachers in Pawtucket Vote To Strike
League Eyes Schools Crisis
Teachers, School Committee Confer
Hanley Warns Teachers Of "Strike Against Public"
Teachers Asked Not To Strike But To Negotiate
Governor Decrees Closing Of Schools
Pupils Sorry Schools Shut; Don't Like Making Up Time
Rockett Firm On Lockout
Pastore Calls Pawtucket School Dispute Parley
Teachers Indicate Acceptance Of Providence Stand
State PTA Scores Board And Teachers
Pawtucket Pupils Return; Pastore Ends Deadlock
Group Plan To Seek Better Education Direction
City Teachers Accept Plan
Hint Parley For Teachers At. Warwick
Pawtucket Teachers Balk At."Installment" Raise
Warwick Pay Jump Offered
Pawtucket Teachers Talk Of Strike
Towns Near Hub Raise Teachers Pay
Teachers' Pay Parley Resumes Friday Night
Communities Aid Teachers
Long-Range R. I. Fiscal Plan, U C B Tax Cuts, Pastore Aim
Pastore Hails Joint Action On Teachers' Pay
Warwick Teachers May Withdraw "Strike Threat"

Teachers In Warwick Yield On Walk-Out
2000 Plan March On Capitol To Back Teacher Pay Raise
Varying Views Given At Teachers' Hearing
Teachers Out, 78 Buffalo Schools Shut
New Teacher, Pension Plan Is Considered
2% Sales Tax Given Hearing
N. E. Teachers Lured To Oregon By Higher Pay
New Pay Plan For Teachers
Hanley Seeks Real Estate Tax Increase

Under the heading Health there were seven front page reports. Four told of school children killed on their way to or from school, two were about a playground and the last told of the effect of the coal shortage on schools.
9 Pupils Die As Train Hits Bus
Ice Chunk Kills Child
Schoolgirl Killed, Four Hurt As Bus Hits Skidding Auto
Bus-Car Crash Claims Second Schoolgirl Victim
A Place To Play Is What They Ask
School Kids Plan Playfield
Coal Shortage Hits School

The sale of school buildings, a robbery, and a fire made up the four articles about buildings.

Worth It
Pawtucket School Sale "Illegal" Money Refunded
School Course Is Urged
150 Pupils, 33 Nuns Flee Convent Fire

Under teachers and officers were four commentaries which were interesting. One told that the State Director of Education had been dropped. A Successor was appointed and much space was given to a story of his life, education, and his plan of procedure as State Director of Education. Mismanagement at the State School was given full publicity. The last article dealt with the retirement of teachers.

Pastore Drops Rockett As State Education Head
Mismanagement Of Sockanosset School Charges
Walsh Urges Schools Drop Poor Teachers
Teacher Age Limit Made 70

One article on the value of education by the Director of Education was given a prominent place on page one.

Dr. Michael F. Walsh Cites Educational Needs In R. I.

There were three articles on finance.
Education Subsidy of $40 Yearly Per Child Planned
School Funds Restrained
Closing State Home School Proposed

Two articles were on pupil progress.

Dad, Son To Get La Salle Diplomas Together
Gay, Footless, and Handless Boy Kicks Football,
Buttons Clothes

Course of study had one article.

Educator Lists Atomic Age Needs

The Pawtucket Times

Eighty-nine articles appeared on page one of The
Pawtucket Times. This very large number is due to the fact
an emergency had arisen and was given full publicity.

Of this number sixty-one dealt with teachers' salaries
and all the ways and means of obtaining salary increases. As
these have been mentioned before the writer will not repeat.

Alliance Asks Role As Agent
Haberlin Answers Alliance Bid
City Teachers Plan Protest
Teachers Association Lists Meeting
Teachers Quit in St. Paul, Minn.
35,000 Pupils Go On Vacation
Pact Sought In St. Paul
St. Paul School Teachers Picket Buildings With
Mercury Near Zero
$300 Raise January 1 Announced For All
Appeal Studied By Teachers
School Board To Meet With Alliance As Aides
Alliance Plans Positive Action
Alliance Seeks Public Action
Teachers Map Definite Action
Teachers Alliance Issues Strike Threat
Won't Report Monday Unless Board Parleys
Teachers, School Board Meet With Rockett
Teachers, Board Parley To Avert Strike Resume After
5 Hour Debate On Salary
Pastore Prepares To Intervene As City's Schools
Remain Closed
Teacher Pay Parley Defers Providence School Strike
R.I. Federation Chides Rockett
Issue Is "Local" Rockett Says
Pastore To Meet Alliance, City Heads
Man In Street Backs Teachers, Even To Risking Tax
Rate Raise
Schools Reopen, Teachers Return
Roberts Hunts More Revenue
Committee Of Board, Teachers Studies Pay Roll To
Determine Cost of Requested Wage Rises
Bungling Laid To The Board, City Officials
Mass Meeting On Sunday To Air School Fight Issues
Teacher Strike Threat Persists
Board Will Shun Mass Meeting, Alliance Scorns $1800
Minimum
McCarthy Sees Tax Rise Of Only $1 If Wage Demands Of
Teachers Are Met
Lincoln Grants Teacher Boost
Pastore, City Teachers, Alliance Parley At Pastore's
Suggestion
Welch Sees No Issue In Number To Represent Sides
At Wage Parley
Seekonk Gives Teachers Raise
McCoy Will Take Part As Conference Resumes Tonight
On Teachers Pay
McCoy Offers $600 Teacher Raise Plan
McCoy Salary Increase Proposal Disapproved "As Is"
By Teachers
Teachers Score McCoy Pay Plan As Unsatisfactory
McCoy Denies Pay Plan Bars Automatic Raise Demanded
By Teachers
Teachers, Board Reach Pay Agreement
City Teachers Approve New Salary Schedules; Ask
2 Week Payments
Pastore Present Broad Program Asks Better Teacher Wages
$600 City Pay Hike Goes Into Effect
State To Print 500 Copies of $600 Teacher Grant Bill
Back Grants, R. I. P. T. A. Urged
Teachers Call For Action On $600 State Aid
School Strike Faces Warwick
Teachers Map Pay Procedure
$600 State Grant To Teachers Opposed By Business-Chamber
$3 Per Day Raise To $10 Given Substitute School Teachers
$6,400,000 Added Aid Ask For School, Teacher Salaries
$600 Teacher Grant Assured House Nod As Supporters Jam Capitol Hill Hearing
Buffalo Schools Closed, 2200 Teachers Stay Out 60,000 Pupils Affected
Dupre Hopeful In School Row
Student Absenteeism Grows in Buffalo School Strike
School Strike Threat Ended
2% Sales Tax Asked By City, Town Leaders
Teachers Approve Dupre's Pay Offer

During the same period eight articles discussed the health of pupils. Under this category came collisions of cars and buses killing and injuring children on their way to or from school. One was a very interesting commentary on the use of X-ray in one of the city's schools. It showed that the schools were concerned with the physical as well as the mental health of pupils. Another told of inoculations, one was about a Seeing-Eye dog banned from school and the last was about the coal shortage which existed during the winter.

300 X-Rayed At East High
25 Pupils Hurt In Bus Accident
'Unsanitary School' Issue Aired At Fairlawn Protest Meeting
Seeing-Eye Dog Banned From Classroom
Girl Is Killed In Collision
City Boy Hurt In Fatal Crash
314 Children Are Inoculated Against Diptheria, Smallpox
Denver Schools Close - Coal Supplies Drop

A girl from one high school won a prize given by the D. A. R. This was front page reading.

DAR Winner Picked At East

There were four writings about buildings which included
repairs, the sale of an abandoned school, and one about a school fire.

School Repair Cost $158,000
School House Sale Illegal, Refund Voted
Board Allows School Resale
Nuns Lead Pupils From Maine Academy Fire

Apparently the course of study was not considered important enough for the first page because there was just one comment on that subject.

Schools To Aid In Safe Driving

Due to the fact that a new superintendent was appointed at this time there were four articles about him and his proposed plan of procedure. As a result of one strike the State Director of Education was dropped and that was front page news. One superintendent died and his death notice was placed on page one. The others concerned teachers' retirement plan and the appointment of a trustee.

Maryott Heads City's Schools
Maryott Says School Board To Admit Press To Meetings
Maryott Asks School Survey
Maryott Holds Too Few Parents Informed On School Activities
James E. Martin, Educator, Dies
School Janitors Turn Down A. F. L.
City Teachers To Quit At 70
Attleboro Man Named
Pastore Drops Rockett As Education Dept. Head

The Board of Education news was on the front page four times.

School Board Calls Meeting
N. Seekonk Aroused As School Board Denies Pupils Bus Rides To Pool
Schools Close Friday For Mid-Winter Recess
Welch Says He Will Not Quit
ANALYSIS OF EDITORIALS

The editorial page of the newspaper shows the policy of that paper in regard to education. By observing the tables on pages one may see how much space on the editorial page was given to school news. The editorials on education in each newspaper will now be discussed.

The Providence Journal

The Providence Journal published twelve editorials on schools.

Under the heading salaries were seven editorials. These discussed the emergency which has arisen because so many teachers have left the profession and are being replaced by people with emergency certificates or by other unqualified teachers. Several were on salaries, one on the single salary plan, another on Federal Aid for teachers and the remainder on different phases of the same subject.

<table>
<thead>
<tr>
<th>No Solution</th>
<th>Single-Salary Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers' Salaries</td>
<td>Pensioning Teachers</td>
</tr>
<tr>
<td>Federal School Aids</td>
<td>Tax Study Reports</td>
</tr>
<tr>
<td>Emergency In Education</td>
<td></td>
</tr>
</tbody>
</table>

Three editorials discussed teachers and the opinions held by the public for these people.

Excellent Beginning
Sizing Up Teachers
The Bright Child
One discussed the course of study.

The Young Thinkers

The last editorial was under the finance category.

Choice To Be Made

The Evening Bulletin

During the same four-month period The Evening Bulletin published eight editorials on schools.

Of these five were based on strikes, threats of strikes, the attempt to increase salaries by obtaining Federal Aid and the discussion of pensioning teachers according to their salaries.

No Solution
Single-Salary Costs
Teachers' Salaries
Pensioning Teachers
Federal School Aids

The other three editorials pertained directly to teachers. At this particular time teachers were being criticized both favorably and unfavorably. These articles were in favor of the teachers.

Excellent Beginning
Sizing Up Teachers
The Bright Child

The Pawtucket Times

The Pawtucket Times published ten editorials during the four-month period of this survey on schools.
Five editorials dealt with the question of salaries. As was mentioned earlier in this paper all strikes, threats of strikes and special meetings of teachers, school boards, towns, and cities were listed under the heading "salaries" because that was the main purpose of such group meetings. These editorials gave the readers a true picture of how the teachers were trying to have their salaries raised and the results of the different meetings.

The Alliance Meeting
Cumberland Meeting
Deadlock
Sensible Action
Teacher Subsidies

The method of instruction had one editorial.

Case for Classics

One very interesting editorial appeared telling about the attitude of pupils in school, on the bus, and in other public places. It was a comment on an article which had appeared in a local school paper. This was listed under the heading pupil progress.

Criticizing Their Own

Another editorial under the heading teachers and officers was called 'To Make A Life'. It was a sincere tribute to teachers.

To Make A Life
Under value of education was a timely editorial entitled "A School Survey". A new superintendent had recently been appointed and he had written several articles for this newspaper. The editorial quotes this statement from Mr. Maryott, the new superintendent: "The public has the right to know what the schools are doing in the process of education as well as in the field of extra-curricular activities."

How well this editorial fits in with the purpose of this survey! Mr. Maryott has long articles in this newspaper every week acquainting the people with what is being taught and how it is taught. To make these more interesting he has accompanied each article with pictures of the pupils and their teachers. This editorial has brought to the attention of the readers the work that one superintendent is doing to further the education of the children in his schools.

A School Survey

The last editorial called "Why No Discipline" is a criticism of the breakdown of discipline today.

Why No Discipline
ANALYSIS OF LETTERS TO THE EDITOR

The letters to the Editor in each of the newspapers surveyed proved that people did read school news. A statement earlier in this study said that an informed public was a cooperative public.

This survey shows that in one newspaper there were forty-seven letters to the editor, in the second newspaper there were thirty-two letters, and in the third there were twelve letters.

A recent poll was conducted at the University of Oklahoma on the question, "What do you read in your newspapers?" The results were very interesting. Readers selected a Letter to the Editor as their favored story of the day.

The Providence Journal

The Providence Journal published forty-seven letters to the editor during the four-month period of this survey. There were fifteen letters about teacher's salaries. Many of the letters were comments on articles which had appeared in other sections of the newspaper. Other letters on salaries were personal opinions expressed by readers.

Teachers' Pay
Tips For Teachers
Salaries and Pensions
Tax For Education
Raise Or Ruin
Elementary Teaching
Elementary School Teaching
Takes Up Torch For Teaching
The Male Teacher
The Older Teacher
Teaching Reforms
Any Plan Or None
Inflexible Salaries
C.I.O.'s Teachers' Reply
Teacher Talk

Three letters were about teachers and officers of the
schools.
The Pupil's Opinion
Mr. Cole's Friends
Mr. Cole and The State Home

On the financial side of the news there were four
letters.
The School Bus Decision
Retrenchment Or Retribution
Federal School Aid
Parochial School Case

The health of the pupils was discussed in three letters
about cafeterias.
School Cafeteria
Quantity After Cleanliness
Clean Cafeteria

Only one letter was about business management.
School Job Placement

That people were vitally interested in schools was
shown by five letters on the method of instruction.
Speech For The Deaf
Science Teaching
Our Educational Status
The Need For State Home
Reply To Mr. Lamarre

Four letters were on the course of study.

Economic Education
Religion In Our Schools
Music And Education
The Golden Rule

On the value of education there were seven letters.

What Price Education
Educational Exception
Education in R. I.
Ignorant Little Rhody
Another Exception
Politics And Education
Education And Entertainment

Two letters were on the subject of attendance.

School Daze
School And Weather

On the subject of athletics there were three letters.

School Football Racket
Unseated Students
No Racket

The Evening Bulletin

There were thirty-two letters to the editor in The
Evening Bulletin. Eleven letters were about salaries and many
gave reasons why teachers' salaries should be raised. Every
letter was in favor of increased wages for teachers.

Teachers' Pay
ence in other parts of the newspaper there were only two let-
ters on that subject.

School Football Racket
No Racket

One letter was based on the poor system of no-school
signals and the confusion which is caused by misunderstandings.

School And Weather

There were two letters on the value of education.

Education in R. I.
Education And Entertainment

Four letters were on the method of instruction. Again
these letters showed that people were interested in school
news.

Speech For The Deaf
The Need For State Home
Science Teaching
Our Educational Status

The Pawtucket Times

In The Pawtucket Times there were twelve letters on
the schools. Seven of these letters were classified under the
heading salaries.

Teacher Wages
The Teacher's Case
Teachers' Salaries
The School Crisis
Mr. Norton's Statement
The Citizen's Apathy
Teachers' Wages
Inflexible Salaries
Tips For Teachers
Reply On Pension
Raise Or Ruin
Elementary Teaching
Takes Up Torch For Teachers
The Male Teacher
Teaching Reforms
Any Plan Or None
Teacher Talks

Two letters were about teachers in general.
The Pupil's Opinion
Mr. Cole And The State Home

The financial question had four letters.
Retrenchment Or Retribution?
Federal School Aid
Parochial School Bus Case
The School Bus Decision

One letter was about school cafeterias.
Clean Cafeteria

Business management also had one letter.
School Job Placement

The fact that there were four letters on the course of study in schools showed that people were interested in what was being taught.
Religion In Our Schools
Music And Education
City Bred
The Golden Rule

Despite the fact that athletics is given such promin-
Three letters were about teachers and each was written by people who were interested in the teachers and the work they are doing.

Tribute To Miss Donovan
The School Situation
Teachers Commended

There were two letters on the finance question.

State Aid For Education
Our School Finances
ANALYSIS OF SPECIAL ARTICLES
APPEARING ON THE EDITORIAL PAGE

The Evening Bulletin

The Evening Bulletin had only one special article and that was on the value of education.

Squirrel's Nest

The Pawtucket Times

In The Pawtucket Times there were five special articles about schools. So many people read the editorial page that such articles were given prominence. Two of these were on the subject of salaries.

Scrubwomen Get Better Pay Than Teachers In Many Cities Of America
Plea For Teachers

There were two on the method of instruction.

New 'Rithmetic Teaching Makes Pupils Like It
The King's English

One article was about a school for Indians in the western part of the United States.

School Is Put Up For Utah Navajos
CHAPTER V

SUMMARY

The purpose of this study was to measure and classify by topics all school news in the three newspapers of the writer's community during a period of four months from November 17, 1946 to March 17, 1947 in an effort to find out how much space was given to school publicity.

Belmont Farley in his dissertation *What to Tell the People About the Public Schools* found out the public's interest and made a list of topics. The writer used the Farley list with a few changes, for purposes of classification of topics.

A careful analysis of school items was made in the following newspapers:

- The Providence Journal
- The Evening Bulletin
- The Pawtucket Times

Each item was read, measured, and classified. The writer used her own judgment in the classification of questionable items.

William H. Todd in his dissertation *What Citizens Know About Their Schools* made a survey to find out how well people were informed on school items. His list of categories was also used in this study to find out how much space the newspapers gave to his list.

The percentages of news space devoted to various school activities placed athletics at the top of the list. The second
highest was salaries and this was because of the agitation of teachers for higher wages.

The list of categories advocated by Mr. Todd was used by the writer and the percentage was found for each topic.

During this period The Providence Journal had twelve editorials, The Evening Bulletin eight, and The Pawtucket Times ten. All editorials were very favorable toward schools and education.

From November to March The Providence Journal had thirty-four articles appearing on page one, The Evening Bulletin forty-two, and The Pawtucket Times eighty-nine. All the newspapers featured problems arising from teachers' demonstrations for more pay. The other articles on page one were about school fires, accidents to school children, and the affect of the coal shortage on schools.

The letters to the editor were included in this survey because they showed one phase of interest people had in the schools, the pupils, the teachers, the course of study, and athletics. The Providence Journal published forty-seven letters to the editor, The Evening Bulletin thirty-two and The Pawtucket Times twelve.


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