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A study of flow of news between the United States and the Philippine Republic

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A STUDY OF THE FLOW OF THE NEWS BETWEEN
THE UNITED STATES AND THE PHILIPPINE REPUBLIC

BY

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To Dr. David Manning White..........my sincerest thanks.
Approved
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INTRODUCTION

The main objective of this study is to determine the quality and quantity of news that flows between the United States and the Philippine Republic, and thus draw an inference to the picture the newspapers of these two countries give of each other. Hence, this study is also designed to find out the types of news most heavily reported in all papers examined.

Besides these objectives, it is also a purpose of this study to determine the size of the contribution of each of the newspapers. In this connection, an attempt was made to find out if any of the American newspapers located in a place where there is a large concentration of Filipinos, such as San Francisco, publishes more news about the Philippines.

Because this treatise is composed of four distinct research studies, it was found necessary to divide this tract into parts, namely, Parts I, II, III, and IV.

Part I of this study, A Brief History of the Philippine Press, was deemed necessary to afford the reader a glimpse into the history of the Philippine Press, and to show how it has arrived at its present state of being the "freest and most dynamic press in Asia today."

The controlled experimental study, Part IV, was intended to determine, as the title suggests, the knowledge of, and attitude towards the Philippines of forty college students.
An additional objective of the controlled experimental study was to gauge the comparative and relative changes in the attitudes of the students divided into two groups, one shown an informative movie about the Philippines while the other group did not have the benefit of watching the same movie.

Another aim of the controlled experimental study was to find out the foremost source of information with regard the thirty questions and attitudinal test contained in the questionnaire.

Hence, the main objective of the pilot study was to find out the amount of knowledge of, and the attitude of the students towards the Philippines as brought about by the flow of the news from the Philippines to the United States through the different media of communications, with particular attention and emphasis on the Press.

The two Philippine newspapers examined were The Manila Times and The Philippines Herald. The findings were contained in Part II, A Study of the Flow of the News From the United States to the Philippine Republic.

To simplify matters and for the convenience of the reader, the fifteen American newspapers selected from a national sample examined for the Study of the Flow of the News From the Philippine Republic to the United States, Part III, were given a code number each. The selection was made on the basis of circulation and geographical distribution.
The newspapers and their code numbers follow:

The New York Times 1
The Washington Post (and Times Herald) 2
St. Louis Post-Dispatch 3
Chicago Tribune 4
The Denver Post 5
The Boston Globe 6
The Milwaukee Journal 7
San Francisco Chronicle 8
Los Angeles Times 9
The Oregonian (Portland) 10
The Miami Herald 11
Minneapolis Morning Tribune 12
The Detroit News 13
The Times-Picayune (New Orleans) 14
Richmond Times Dispatch 15

For both studies, Parts II and III, the period examined was November 1 through 30th, and was inclusive of Sundays.

The stories analyzed in the two Philippine dailies were divided into different categories. In addition to the fourteen categories of news developed by Dr. David Manning White, Research Professor of Journalism at Boston University, in connection with a study of the International Press Institute, another category was included -- UNITED NATIONS.
Like the Institute's study which included international organizations such as the U.N. and NATO, it was considered essential in this treatise that news from the United Nations be included. Moreover, being an international organization with headquarters in New York, and because of the tremendous amount of news printed in the Philippine newspapers about this body, it was found almost a requisite to create a new category of news for the United Nations.

Strictly speaking, news coded in this additional category could have been analyzed into any of the categories in the "Official or Semi-Official" grouping.

The news analyzed in Part III, A Study of the Flow of the News From the Philippine Republic to the United States, was divided into fourteen categories, minus the UNITED NATIONS category.

The different categories and their definitions follow:

1. WAR

This category included all general war coverage and stories. It also included civil wars and guerilla action when these were stories of military operations, casualties, etc., and not political or foreign relations stories.

Examples are: combat, surrenders, armistice (if not FOREIGN RELATIONS), battle stories, casualties, prisoners, communiques, etc.
2. **POLITICAL**

This category included all political stories primarily related to, and with emphasis on the domestic policies of the country. Included in this category were all government activities other than FOREIGN RELATIONS.

Examples are: elections, death or illness of important political figures, appointments or dismissal of government officials not directly related to the foreign policy of the country -- otherwise it would be coded FOREIGN RELATIONS.

3. **FOREIGN RELATIONS**

This category included all political stories involving the relations of the country from which the news originated with one or more other countries, whether directly or indirectly.

The difference between this category and POLITICAL depended on whether or not the story was concerned with domestic politics or foreign relations.

Examples are: issues on foreign policy, diplomatic affairs, obituaries of important diplomats who, up to the time of their deaths, had been active in foreign affairs, negotiations between the country from which the news originated with one or more other countries, conferences, embassies, treaties, severance of relations, reparations, etc.

4. **DEFENSE**

This category consisted of news about defense measures, preparations, expenditures, or any other measure
which prepares a country for armed security in the event of a future conflict.

Examples are: movements of men and equipments, military aid and assistance (non-ECONOMIC), military and naval bases, defense measures, defense preparations and expenditures, etc.

5. ECONOMIC

This category included news dealing with the country's, where the news originated, economic life and status, and the economic life of its people. Also included in this category were stories about the management of a privately- or government-owned company or industry, with reference to its source of income, expenditures, development of its natural resources, etc.

Examples are: trade, strikes, business, commerce, exports, imports, stocks and bonds, employment, production, shipping and navigation, trade agreements, trade unions, investments, finance, etc.

6. CULTURAL

This category contained news of the arts and entertainment, except trivia which were included in the HUMAN INTEREST category. All stories related to aesthetics were coded in this category.

If, for example, Elvis Presley would break his neck, news of this event would be included in the HUMAN INTEREST category.
Examples of stories in this category are: stage, film, motion picture news (non-ECONOMIC), all branches of art, etc.

7. EDUCATION, SCIENTIFIC, AND TECHNICAL DEVELOPMENTS

As the topic implies, news in this category were those concerned with scientific or technological developments and discoveries, and news about education. Developments and discoveries that were directly related to the health or the like of the people in general would have been included in the SOCIAL MEASURES category.

Examples are stories of: education, experimental tests, technical achievements, medicine, atomic energy (non-DEFENSE, non-WAR, non-ECONOMIC), etc.

8. RELIGIOUS

This category included news pertaining to religion, like conventions and meetings of religious groups. All stories coded in this category dealt with religious matters.

Examples are: church news, denomination and sects, statements of clerics, awards of merits for religious work, etc.

9. CRIME

Included in this category were stories of crime, not political in nature or human interest.

Examples are: murders, robberies, thefts, arrests, etc.

10. JUDICIAL AND LEGAL

This category had news about trials of extra-legal
activities not political in content, and also stories pertaining to interpretations of laws by courts.

Examples: court decisions (non-POLITICAL), civil law suits (non-POLITICAL), jail sentences, trials (non-POLITICAL, non-ECONOMIC, non-CRIME), appeals to court, etc.

11. DISASTER

This category included news about mass destruction of life and/or property from unforeseen mischance.

Examples in this category are: storms, typhoons, fires, airplane crashes, shipwrecks, railway accidents, explosions, rescues related to any disaster story, etc.

12. HUMAN INTEREST

This category contained stories dealing with personalities, celebrities, beauty contests, minor social notes, straight feature materials, personality sketches (non-POLITICAL, non-FOREIGN RELATIONS), interviews, places of amusement, and other stories which can be classified as feature stories.

13. SOCIAL MEASURES

The stories included in this category were those dealing with the general life and welfare of a country and measures designed to improve the same.

Examples are: plans to produce more food, social security, etc.

14. SPORTS

Included in this category were stories of sports events and athletes.
Examples are stories pertaining to: boxing, baseball, racing of any form, golf, athletes (non-ECONOMIC, non-CRIME, non-HUMAN INTEREST), etc.

15. UNITED NATIONS

This category included all the stories which originated from the United Nations headquarters in New York. All the stories coded in this category bore the dateline: UNITED NATIONS, New York.

Examples of stories in this category are: U. N. sessions, both in the security council and in the general assembly, statements of delegates, activities of the U. N., decisions, resolutions, elections, different agencies of the U. N. and the activities of the same, etc.

Each story as it was found in the newspaper was recorded and given a "story position" according to the place where it was found. The six positions in the newspapers considered were given a code number each. These were:

Position One          Page one, column eight, or banner story.

"   Two               Page one, column one.

"   Three             Page one, columns two to seven above the fold.

"   Four              Page one, columns one to eight below the fold.

"   Five              All pages except page one; run-of-the-paper, column one.

"   Six               All pages except page one; run-of-the-paper, columns two to eight.
The name of each newspaper where each and every story was found was recorded, including the date. Each story was measured, with the length of the head included in the measurement. The source of the news was also recorded, and the story position where it was found. The category in which the story belonged was also written on the code sheet, and the same with the headline.

The stories from the different newspapers were copied. However, in the study of the flow of the news from the United States to the Philippines, the stories found in the two Philippine newspapers were clipped, and those dealing on the same event were clipped together.

A sample of the code sheet used follows:

<table>
<thead>
<tr>
<th>NAME OF PAPER</th>
<th>No. of PAPER</th>
<th>Pos.</th>
<th>Category</th>
<th>Headline</th>
</tr>
</thead>
<tbody>
<tr>
<td>DATE:</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOURCE:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The fourteen categories used were divided into three separate classifications, namely: Official or Semi-Official, Social, and Personal.

The Official or Semi-Official group included the stories in categories one through five: WAR, POLITICS, FOREIGN RELATIONS, DEFENSE, and ECONOMIC.

In Part II, A Study of the Flow of the News From the United States to the Philippine Republic, the additional catego-
ry, UNITED NATIONS, was included in the "Official or Semi-Official" group.

Stories in categories 6, 7, 8, 10, and 13 were all included in the "Social" group. These categories were: CULTURAL, EDUCATIONAL-SCIENTIFIC-TECHNICAL DEVELOPMENT, JUDICIAL AND LEGAL, and SOCIAL MEASURES.

Stories dealing with CRIME, DISASTER, HUMAN INTEREST, and SPORTS, or categories 9, 11, 12, and 14 were all grouped under the "Personal" classification.

It is beyond doubt that the Republic of the Philippines is the staunchest ally of the United States in the Far East, and that the United States is the closest and most respected friend of the Philippines. But whether the people of these two nations fully understand and have adequate knowledge of each other is highly dubious.

At these times, although other mass media of communications have taken a giant stride in progress, the press still remains the greatest and most dependable source of information. This holds most true in democratic countries where freedom of the press is one of the cardinal liberties of man -- as in the United States and the Philippines.

Being the most important medium of communication, the Press of these two countries then should strive to serve most as a mirror to reflect the significant events of each other. It is not enough that the newspaper reports the official happenings and developments in the other country; it must
also provide information about the average person, the man in the street. It is essential that his cultural, educational and religious life be known to the people of the other country.

Apparently, with an unproportional amount of information flowing between these two countries, an untrue and inaccurate picture of each other is drawn. The Americans and the Filipinos must be accorded with sufficient information to enable them to have a real and exact picture of each other. If this were accomplished, the United States and the Republic of the Philippines will be knitted closer than ever before.
FOOTNOTES

INTRODUCTION

1. Olivera, Baldomero T., An Important Journalistic Event of the Year, (Foolien Times Magazine, Manila, 1955)


3. These definitions are similar to those contained in the INTRODUCTION of the Master's thesis of Leon Alperin, An Examination of the Foreign News Coverage of 10 Dailies and The New York Times, submitted to Boston University, School of Public Relations and Communications, 1954.

4. These story positions are the same as those used by the International Press Institute in its study, The Flow of the News, and can be found on page 7 in Dr. David Manning White's, Coding Manual for Schools of Journalism.

PART I
A BRIEF HISTORY OF THE PHILIPPINE PRESS
CHAPTER I
THE BEGINNING OF THE PHILIPPINE PRESS

It is the consensus of many Filipino historians that it is next to impossible to determine accurately the beginning of the Philippine Press. However, it is believed that the first printing done in the Philippines was in the 16th century, and this was credited to the Agustinians, the first order in the Philippines who arrived in the Islands together with the Spanish "conquistadores". No example of these early works of the Agustinians exist. They were of course, religious publications and possibly texts upon the native languages.

Philippine history, however, records the introduction of printing in a later date, and this was ascribed to the Dominicans and two of their early converts, a Chinese merchant by the name of Juan de Vera -- his baptismal name -- and a Filipino, Tomas Pinpin. W.E. Retana, a noted Philippine historian, gives probable date as 1605. Moreover, Retana, is of the opinion that Juan de Vera, the financier of the press, could not have bought the press and type in Europe. Inasmuch as "the Arabic character upon movable type reached Japan and India, at Nagasaki and Goa before they reached the
Philippines," Retana believes that the first printing press in the Philippines came either from these two places.

The first newspaper in the Philippines, as history records, was a one sheet publication called "Del Superior Gobierno", with August 8, 1811, as the date of the initial number. Historians have reasons to believe that it was devoted exclusively to news of political conditions in Europe as affecting the interest of Spain in the Philippines. Retana says, "This publication was born as a result of the extreme anxiety in the Philippines from 1809 to 1811 concerning the grave events that were taking place in Europe during that period. It was apparently published by private initiative and probably distributed free in a very limited way.

"It had no regular publication date and appeared only when European news was available. It lasted only over a period of six months, during which time there were 15 numbers published. The last one appeared February 7, 1812, and contained the announcement, 'If news and interesting material is received, this newspaper will be continued weekly, in the meantime it will be suspended until some correspondence is received.'"

After the suspension of publication of "Del Superior Gobierno", Manila was evidently without a newspaper, for there was no other recorded newspaper until July 4, 1813 when another publication appeared under the name of "Noticias Sacadas". The heading of the first and only number read.
"News Taken From Newspapers Concerning Events That Took Place in the Peninsula (Spain) during all the year 1812." One section of the publication, under the heading "Filipinas", contained a story quoting from a letter from a curate describing battles with the Moros in the South. The last paragraph of the article stated, "This letter is published as a warning to all who trade in these waters that they should take every possible precaution if they do not wish to lose their property, their liberty and perhaps their lives if not their religion.

On the last page of the "Noticias Sacadas" appeared a paragraph addressed "Amigo Publico" (My Friend the Public), which said, "This is the last gazette for the reason that I have no more interesting news to publish."

With the passing of the one and only number of the "Noticias Sacadas", Manila again was without any newspaper. During this time, Manila apparently depended from the neighboring towns for news. After eight years, another publication appeared, a 8-page weekly called "Ramillete Patriotica Manilense" on March 25, 1821. ("Ramillete", a collection of choice things.) A few copies of this publication still exist in the archives of the Indies in Seville.) It lived barely three months, the last number appearing on June 24, 1821. Several numbers of this publication, except for original editorial matters, were made out of reprint articles from newspapers from Mexico.

"Retena says Ramillete Patriotica Manilense was
the first frankly constitutional paper and it was therefore hated by the reactionaries. Its activities apparently resulted in the birth of five or more opposition papers, as all the numbers from the fifth to the thirteenth, were largely devoted to answering its critics. The last number published, June 24, 1821, was devoted principally to the discussion of a news law pertaining to the 'liberty of the press.'

The first opposition paper that appeared was "Latigazo", which had no regular publication date, and was dedicated exclusively to the refutation of the "Ramillete Patriotica Manilense." It is believed that only six numbers of "Latigazo" appeared.

In the No. 7 of "Ramillete" dated May 13, 1821, it gave a "sarcastic reference" to the second opposition paper which was called "El Filipino Agraviado". The second opposition paper, "El Filipino Agraviado" should not be confused with "El Indio Agraviado". (At that time Spaniards who were born in the Philippines and possibly including those of long residence were called Filipinos, while the natives were called Indios or Indians.)

In the eighth number of "Ramillete", May 20, 1821, it made mention of El Filipino, a weekly first published in May 13, 1821. The "Ramillete" intimated that it was a continuation of "El Filipino Agraviado".

Another publication mentioned by "Ramillete" was one called "El Filipino Noticioso" which "Ramillete" attacked
violently. The publishers and editors of the two papers carried the competition and their personal quarrel to court. Only two numbers of the "Ramillete" appeared thereafter, and the opposing paper seemed to have ceased to appear about the same time.

A publication called "Noticioso Filipino", a weekly, appeared in August 1821, but evidently did not survive the third or fourth issue.

"La Filantropia", another weekly, came out on September 1, 1821. "Retana characterizes 'La Filantropia' as being without doubt the most interesting paper of that period from a political viewpoint. Like all the other publications born during the prolific year of 1821, it apparently had a short and turbulent existence and expired on May 25, 1822. The cause of its death is not recorded, but it is reasonable to assume that it was the usual one of lack of paying subscribers and advertisers."  

With the death of "La Filantropia", which was no doubt then considered "yellow" journalism, Manila was for sometime again without a newspaper of any kind.

In 1823, there was a single issue of a paper under the title of "News Compiled from Public Documents From the Peninsula". This publication was probably issued by the government, as it contained the king's proclamation in connection with the declaration of war against France. In 1824, a monthly publication called "Registro Mercantil" was
established by an economic society. It was devoted exclusively to commercial and shipping information, current prices, etc. This publication lasted for ten years, the longest life of any publication up to that time, and was discontinued for lack of funds in May 1833. So far as history records, it was the only paper published in the Island's during the ten years of its existence. Six years after the passing of "Registro Mercantil", the "Precios Corrientes de Manila" appeared in 1839. It was nothing more than a market report or price review, and is believed to have lasted some two years.

After a period of twenty one years, the first publication that could really be called a newspaper since the hectic days of "La Filantropia" was established as a weekly in 1843 under the name of "Seminario Filipino". It is not known how long it lasted, but it is recorded in the memoirs of one D. Rafael Diaz Arenas that it started at the beginning of 1843 and was founded under the title of "Amigo del Pais in 1845. No other mention of the latter paper was made, except an editorial announcement in "La Estrella de Manila", founded in October 4, 1846, wherein it stated, "Doubtless many of our subscribers are also subscribers to 'El Amigo del Pais'."

"La Estrella de Manila" was devoted to religion, commerce, art and literature. According to Retana, it had a brief existence, and it was probable that "El Amigo del Pais" ceased publication approximately the same time, about 1849.
Retana further commented: "It may be said that the abolishing of the constitution in August, 1824, brought back the rigid censorship of the press, and for this reason it is not strange that dating from that year the newspapers of Manila for a long period fell into the hands of the less intelligent, this being the reasons that they had very few subscribers and consequently were short-lived."

After this period of depression, there was a sudden revival, and between 1846 and 1848 three daily papers were founded. The first, "La Esperanza", came out in 1846, and was published daily except Mondays. "La Estrella" appeared in 1847 and the "Diario de Manila" in 1848. "La Esperanza" ceased publication in January 1849, and "La Estrella" soon after, while "Diario de Manila" survived until 1852.

Two papers were founded in 1849, "El Instructor Filipino", a weekly, and "El Despertador", a daily. For some unknown reasons, the two were merged but were credited with having lived only a month and a few days. This evidently left the field to the "Diario de Manila" until some time during the next year, 1850, when another daily came out for a few weeks or a few months at the most, under the name of "Diario de Avisos y Noticias". The following year (1851) another publication appeared under the name of "El Observador Filipino". It is not recorded whether it was a daily or a weekly, but it did not survive beyond a few issues.
Meanwhile, the "Diario de Manila" had changed its name to "Boletin Oficial de Filipina", and continued as such until 1860.

This paper carried a notice under the heading of advertisement which is worthy of note to the effect that "Each subscriber is entitled to a free advertisement of six lines, if sent to the office properly signed before noon on date it is to appear." From this announcement, it can be surmised that the paper was published in the afternoon or evening, and that the subscribers were few. The "Boletin Oficial de Filipina" enjoyed a monopoly from 1852 until 1858 when a rival afternoon paper called "El Commercio" came out. Its existence was brief and apparently unimportant.

"Ilustracio Filipina" an illustrated semi-monthly paper, came out on March 1, 1859, and died a natural death on December 15, 1860. Although it enjoyed a comparatively short life, it merits more than passing notice as considering mechanical limitations, it is said to have compared favorably with publications of a like nature in Spain, France and Italy, at that time. In the first number, the editors in stating their aims and ambitions said in part: "The Philippines is one of the countries least known in Europe and of which the most misinformation exists, because of the erroneous description of some of the few travelers who have visited here. Not having remained long enough to form a correct idea, they have credited absurd stories, generally unfavorable to the Islands, in an effort to give interesting accounts of their voyages,"
and have created erroneous impression." 7

With the passing of "Ilustracion Filipinas", the field was again left to the "Boletin Oficial de Filipinas" until 1860 when the "Diario de Manila" was established. In 1861, the "Boletin" changed its name to "Gazetta de Manila", but ceased publication on August 8, 1898, five days after the Americans occupied the city.

"The 'Diario de Manila' became the greatest paper published during the Spanish times and with one exception enjoyed the longest life of any Philippine daily published up to this time." It lasted from 1860 to 1898, thirty-eight years. In 1895 it opened a telegraph service to Europe, and the next year it went to the extent of publishing a weekly illustrated supplement which resulted in near bankruptcy of the publication. The paper was forced to return to a more modest basis, but apparently did not regress in editorial valor and aggressiveness. By an official decree of the Governor General, the paper was suppressed on February 19, 1898 because of its reactionary utterances which contributed to incite the natives against the Spaniards. It was revived after a few months but finally passed out of existence in 1899.

The years 1861 to 1863 were rather prolific so far as newspapers were concerned. Most of those founded were of Catholic origin and did not survive long.

In 1869, upon the establishment of "El Comercio",
Manila had three daily papers, the "Diario de Manila", "El porvenir Filipino" and "El Comercio". Doubtless by reasons of more efficient management, "El Comercio" developed a greater circulation and had the longest life of any paper published in the Islands from 1859 to 1925, Fifty-six years under the same name. "El Comercio" was the most progressive of all Spanish papers and withstood the unfair competition of the "Diario de Manila" during the period when "Diario de Manila" was being financed illegally by government funds.

"El Comercio" reached its highest point of efficiency when one Jose de Loyzaga, a man with the real instincts of a journalist, assumed the editorship in 1898. It was on the crest of the wave of success when the war brought Admiral Dewey's fleet to the occupation of the Islands and the Philippine insurrection. Loyzaga made a brave fight but was finally forced to give up some five years after and sell out for a very small amount.

During the period from 1870 to 1888, many papers of various kinds and classes appeared and faded out without apparent results so far as the general course of life was concerned except to "afford their publishers temporary diversions and the public some amusement."

In 1880, a new daily called "Diario de Filipina" appeared, and for six months until it died Manila had four daily papers, the other three being the "Diario de Manila", "La Oceana Espanola" and "El Comercio".
Five publications were established in 1882, and the third of which, the "Boletín de la Librería Española", only published a few numbers, the last of which contained an announcement of its discontinuance ending with this sentence: "Here we have another demonstration of how few people in the Philippines read."

The fourth publication, probably the first daily to be printed in the native language, was called "Diario de Tagalog". Its slogan was, "It is possible to love the Philippines without hating Spain and to love Spain without hating the Philippines." It is safe to say that no great percentage of the population had the opportunity to be converted to this idea as the paper lasted only for five months.

The first paper published in the Philippines outside of Manila was founded as a weekly in 1884 at Vigan, Ilocos Sur. (Some 280 miles north of Manila.) It was called "El Eco de Vigan". It died the same year. The second provincial paper, also founded in 1884 at Iloilo was called "El Porvenir de Visayas". When another paper, "El Eco de Panay", was established in the same city, the two fought each other continually until both ceased publication as result of American occupation in the later part of 1898 or early 1899. The two newspapers hated each other to the death, and, it is said, they never lived in peace even for one day. The third provincial paper was established at Cebu, also in the Visayas,
(the oldest city in the Philippines), in 1886. It was published weekly and also succumbed as a result of, or prior to American occupation.

This period marked the beginning of journalism in the provinces. "In 40 years since there has been no progress. Though there are some 25 or 30 papers published in the provinces, there is not one worthy to be called a newspaper and, exclusively of some very worthy vernacular publications put out by the missionaries, the combined circulation of all probably does not exceed 10,000."

Due somewhat to the influence of incumbent Governor Despujol then, the year 1887 marked the beginning of an era of greater liberty for the press. The censorship was much less strict, as Tetana said, "It was no longer possible for the governor general to impose fines on a paper for slight offenses as had been the case when General Weyler fined "Diario de Manila" $200 for publishing the fact that he had left for Mindanao."

From 1888 to 1896, immediately prior to the outbreak of the Philippine Revolution, there was a veritable epidemic of newspapers and the development of a spirit of nationalism and democratic liberalism. The year 1894 produced 12 new publications which made an average of one each month for the past three years. The year 1895 produced eleven new papers. However, none of these numerous publications was of great importance and special interest.
FOOTNOTES

CHAPTER I

1. This was contained in the Introduction written by Walter Robb for the book, History of the Philippine Press by Carson Taylor, (Manila, 1927).

2. This statement of W.E. Retana was found in the text of the above-mentioned book, History of the Philippine Press.


4. Ibid, passim.

5. Ibid, passim.

6. Ibid, passim.

7. Ibid, passim.

8. Ibid, passim.

9. Ibid, passim.


CHAPTER II

THE PHILIPPINE REVOLUTIONARY PRESS

The Revolution of 1896 effectively checked the founding of new publications and eliminated the majority of those which were still being published when the insurrection broke out.

General Emilio Aguinaldo, the first President of the short-lived Philippine Republic, so desirous to receive the support of the sensible public opinion, issued the Decree of July 4, 1898, establishing the official newspaper "El Heraldo de la Revolucion Filipina" (Herald of the Philippines Revolution). Article 8 of the decree provided: "So long as the abnormal way conditions exist, no publication of any kind shall be permitted without a government license."

The Revolutionary press was a powerful aid to the revolution. General Aguinaldo showed a liberal attitude towards the press, and authorized various publications. The development of publications in the years 1898 and 1899 was surprising.

At this point, it is worth mentioning that notwithstanding the public favor accorded the present-day publications, and despite the lapse of more than two decades, many of the provinces and municipalities in 1898 and 1899 which had one or more newspapers or revues, have none today.

With the American occupation in 1898 came the
freedom of the press and Manila was flooded with newspapers of various kinds and classes during the next two years. A military censorship was established, but it was not very strict until after the outbreak of the Filipino-American war in 1899.

The first American paper published in the Islands was the Bounding Billow, printed on Admiral Dewey's flagship, the Olympia, by two sailors soon after Dewey destroyed the Spanish fleet. Between August 13 to December 31, 1898, no less than 17 papers were established, but only one of them, The Manila Times, is still in existence.

On August 23, the first American publication on Philippine soil appeared, the Official Gazette, published by the military government. The first private American newspaper enterprise was the American Soldier, the initial issue of which appeared on September 10, 1898.

The first American daily, The Manila Times, was established on October 11, 1898. It was published by Thomas Cowan, an Englishman. In the next few years, The Manila Times changed ownership several times.

The second American daily, The American, appeared on September 10, 1898. It was established by Franklin Brooks, and like The Manila Times, The American was sold from one publisher to another until it was purchased by one George Sellner in 1902 who in turn sold it to the same group that had purchased The Manila Times earlier. It was soon afterwards sold to the publisher of The Cable News (founded
in 1902) and combined with that paper under the title Cable News-American about 1908.

Meanwhile, the Filipinos also availed themselves of the opportunity to enjoy the freedom of the press. At the end of 1898 they had published several papers, but all were printed outside the American lines because of the then existing Filipino-American war. The papers were, however, freely circulated in the city of Manila. The most important of these papers was the La Independencia, founded on September 3, 1898, and which later became the official organ of the revolutionary government.

The plant of La Independencia was moved from one place to another until it was finally captured by the American forces. However, another paper was immediately founded to replace La Independencia, this was La Republica Filipina, a more vigorous press. But like La Independencia, it was captured by the American forces.

By the end of 1899, the orgy of journalism freedom as indicated by the large number of new papers started in 1898 and 1899 appeared to have subsided. In 1899 alone, the record for the birth of newspapers was broken with a total of 24, and possibly some others which were not recorded. The majority of those who ventured into the field either lost their capital, if they had any, or were unable to gather sufficient revenue to pay the printers.

The Manila Daily Bulletin seems to be the
only paper started during the year of 1900. There probably were others but if so their existence was brief and they left no record. The Manila Daily Bulletin was established on February 1, 1900 by Carson Taylor. Its announced purpose was to give the public accurate and reliable shipping and commercial information and nothing else. It was principally supported by the shipping interests, but advertising spaces were sold to anyone. It was distributed free to all who would accept it, with the idea of demonstrating its value, and to get the public to depend on it for information as to arrival and departure of ships and mail, etc. When this was considered to have been accomplished, it was put on a subscription basis in 1904. It was gradually expanded as the advertising field developed and was converted into a general daily newspaper in 1912. With the exception of The Manila Times, it is the oldest daily newspaper now in existence in the Philippines.

There were numerous publications born, most of which have died, from 1900 to the present. Only a few of those short-lived newspapers are worth mentioning.

El Renacimiento, established in 1901, was without doubt the most influential paper the Filipinos published up to the late 1920's. The paper, while not a party organ, had strong Nacionalista (a political party in the Philippines) tendencies. It had a greater circulation than any Filipino paper before. As a result of an unfortunate radical attack on the Secretary of Interior, Dean C. Worcester, a libel suit
was brought against it. Worcester got judgment for some $60,000 which was confirmed by the Supreme Court in 1910. The paper was sold under the hammer to satisfy the judgment. It was purchased by a certain Martin Ocampo, and was established under the name of La Vanguardia. In 1916, La Vanguardia was purchased by Alejandro Roces when it failed to prosper. While Roces began building what was later to become a publishing empire, a group of Filipinos headed by Senator Manuel Quezon started the Philippines Herald in 1920. But they were confronted by newsprint shortage and purchased the Cable News-American in order to secure its paper contract. They discontinued the Cable News-American and the Philippines Herald took its place in the field of morning dailies.

In 1902, The Sunday Sun, the first American weekly was published and probably lived as late as 1905. The Far Eastern Review, a monthly devoted to engineering and construction was founded in 1904, but the office was moved to Shanghai about 1912. The Philippine Free Press, founded in 1908, and purchased after a few months by R. McCulloch Dick, developed the largest circulation ever attained in the Islands as an English-language newspaper.

Alejandro Roces, who is sometimes referred to as the Hearst of the Philippines, was, without doubt, the most prominent and influential figure in the field of journalism before the outbreak of the Second World War. The T.V.T. group of papers published by him consisted of the Taliba, published
in Tagalog, La Vanguardia, an afternoon daily in Spanish, and
the Tribune, a morning daily in English. The T.V.T. group had
the greatest influence on Filipino public opinion.

The most successful journalistic enterprise in
the history of the Philippines from the financial point of
view is Liwayway. Established in the 1920's as a weekly
periodical by Ramon Roces, son of Alejandro Roces, Liwayway
had established a circulation of over 60 thousand weekly, the
greatest ever attained by any publication in the archipelago
at the time. In the short space of three years, it was able
to acquire its own building and an up-to-date plant to become
a milestone in Philippine journalism.

There was a big newspaper strike in the
Philippines in 1920 when a number of United States congressmen
visited the Islands. The strike was politically inspired
and resulted in the change of ownership of The Manila Times.
Alejandro Roces bought The Manila Times in 1930 and suspended
publication in 1932. When it was revived it grew to become
the most influential newspaper in the Philippines today.

Greatest luminary of all among Manila's former
newspapermen is, of course, Carlos P. Romulo, notable as editor
at various times of the pre-war Tribune and the pre-war
Philippines Herald, now chief Philippine delegate to the
United Nations and past President of the United Nations General
Assembly. Other giants of Philippine journalism are Mauro
Méndez, now with Romulo in the Philippine Embassy in New York,
and Manuel Villa-Real who is usually referred to as the greatest Filipino newspapermen who ever lived. It is interesting to note that both Romulo and Mendez are alumni of Columbia University's School of Journalism.

The war years meant absolute and unrecoverable loss as well as interruption in the progress of Philippine journalism. The whole Philippine press voluntarily or involuntarily suspended publication except one or two newspapers and magazines which were taken over by the Japanese military or started by them. The Americans in the profession were interned; many Filipinos went into hiding. A small number worked under the Japanese, all but very few of them because they were forced to, and they carried on all the sabotage, psychological and otherwise (sometimes deliberate "typographical errors"), they thought they might get away with, some of them paying for this in great suffering and even with their lives. Some of those who went into hiding joined the underground movement and engaged actively in the propaganda movement of the guerrilla.

The Japanese idea of the rightful functions of the press (and this conception is that of all totalitarian government), was well expressed in an article by a Japanese writer, published in the Tribune of January 1, 1944, which read in part:

"Newspapermen's duties and work are no longer different from those of the armed forces. The only distinction lies in the weapon.... The papers published are intended solely for the
benefit of the state... In the past, the papers were interested to serve the reading public, whereas they are serving the state today... Newspapers are no more the mirrors reflecting society. The form of the national aim is definitely fixed without respect to the inclination of society. The paper's mission is to uplift the society to the level of the national aim... It is no longer right for a newspaper to act coldly as a third-party observer... The newspaper has become a machinery for the nation's total welfare. A newspaper is no different from a machine-gun or an airplane... The wartime newspaper does not take any interest in personal or private affairs. No matter how interesting the news or how sensational the scoop... Whether or not the news arouses interest or affords entertainment of the public, makes no difference... However, if the paper is uninteresting, it will not find a reading public. In such cases, the paper must make use of some technical methods to make its columns appear interesting... In modern warfare, everyone's private life is naturally accompanied by privations... at such times the newspapers should always give encouragement and proper advice to the people in their efforts to lower the standard of living. Should there be any cause of complaint or dissatisfaction which could be eliminated through government policy, the paper should inform the proper authorities... The newspaper must boost up the morals of the people to encourage them... many Filipino newspapermen collaborate in guiding their countrymen to uphold the honor of independence...."

The enemy occupation of Manila ended with the deliberate destruction of virtually every newspaper and printing plant in the city, and what few facilities were left were taken over by the liberation forces for their own needs. Nevertheless the newspaper business was one of the earliest of the enterprises to be rehabilitated.

"The enemy interregnum was not, however, entirely without its positive value to Philippine journalism for it taught our newspapermen the true meaning of the 'freedom of
the press'. We learned from bitter, personal experience what the loss of that right means."

The foookien Times, an independent Chinese paper founded in 1926, February 8, as the date of its first post-liberation issue. In fact, it beat the United States Army itself by one day, for No. 1, Vol. I of the Manila Free Philippines was issued on Friday, February 9, being distributed free at the University of Santo Tomas where the Americans were imprisoned during the occupation, as later issues were subsequently for some time. The masthead indicated that it was published by the Prisoners-of-War Board, General Headquarters, Office of War Information. This little army paper was distributed free until the issues of March 12 when a charge of 5 centavos was made for it because a number of privately owned newspapers had already appeared. The last issue of this paper was that of September 3, 1945.

The Manila Post, now defunct, had the distinction of being the first paper in English to be published after liberation, coming out March 6. It was followed a week later by the Courier, now also defunct. Three other post-liberation Chinese papers have ceased publication: the Chinese Guide, the Chinese Bulletin, and the Chinese Advertiser.

Then, a swarm of adventurous little sheets appeared which were playing a vociferous part in the developing split between President Osmena and Senate President Roxas and they continued to play this part in the presidential election
campaign which followed. Largely, no doubt, as a reaction from the war and in an explosion of long pent-up feeling, the press of that time was hysterical and scurrilous, and it was with relief that after the "election Manila saw this largely irresponsible and ungoverned branch of journalism giving up the ghost." However, yellow journalism was destined to bloom again after ten years. And it did.
FOOTNOTES

CHAPTER II

1. Santos, Epifanio de los, Philippine Revolutionary Press, (Manila), passim.

2. Ibid, passim.

3. Hartendorp, A.V.H.,
   Twenty-Five Years of Philippine Journalism,
   (Tsinag Times Magazine, Manila, 1951)

4. Ibid.
5. Ibid.
6. Ibid.
CHAPTER III

THE PHILIPPINE PRESS TODAY

Today, the Philippine Press is partly monopolized by the Roces brothers with their vast publishing "empire". They control a number of the leading dailies and most of the weeklies. Foremost of their publications are The Manila Times, a morning daily in English, Kislap-Graphic, a weekly magazine in English and Tagalog, Liwayway, the leading weekly magazine in the vernacular, and a host of others which include two afternoon dailies both in English.

Journalism education in the Philippines started in the early 1920's, with the first class graduating in 1927. It was pioneered by one Jesus Valenzuela, a graduate of the school of journalism of the University of Missouri. He was the author of the first comprehensive book on Philippine journalism, "A History of Philippine Journalism". (The book is now out of print.)

In the period from 1925 to 1930, no school in the Philippines save the University of the Philippines under its department of English, gave classes in journalism. However, several Filipinos had already gone abroad, particularly to the United States, to study journalism. And by 1933, the Philippine Government granted the University of Santo Tomas the right to offer a course in journalism and to
award degrees of Bachelor of Literature in Journalism.

Today, besides the University of Santo Tomas, there are a few other universities offering courses in journalism. But more important than the training students get from their classes are the experiences they get from campus journalism. School organs in the Philippines, particularly those of the bigger universities, are characterized by their literary merits, and more often than not, have served as stepping stones for many successful Filipino newspapermen. Some of these school organs have bigger circulations than some of the metropolitan dailies, as, for instance, the Varsitarian of the University of Santo Tomas with a circulation of 25,000 compared to The Manila Bulletin, an English morning daily, with a circulation of only 20,227.

There are 21 daily newspapers and nearly 500 weeklies in the Philippines today. More than half of the 21 dailies are printed in English, and about 10 of them are printed in Manila. Among the leading English newspapers are: The Manila Times (86,000), The Manila Chronicle (54,000), and The Philippines Herald (54,488).

Only two newspapers in Manila are printed in Tagalog, these are Mabuhay (15,000) and Bagong Buhay (27,300). Also, there are two Spanish dailies, namely; El Debate (5,700) and Voz de Manila (6,300). However, there are four Chinese dailies in Manila; Chinese Commercial News (9,500), The Fookien Times (11,700), The Great China Press (9,900), and
The Kong Li Po News (9,425). At this point, it is worth mentioning that there is no Communistic newspaper in Manila.

All of the 21 daily newspapers in the Philippines have an approximate aggregate circulation of 900,000. Estimating that each copy is read by five persons it may be assumed that 4,500,000 or approximately 23% of the population read a daily newspaper.

In 1924, there were 45 daily newspapers published in the Philippines with a total circulation of 131,400, and 69 weeklies and other publications with a total circulation of 195,700.

In 1938, the number of daily newspapers in Manila was recorded to have been 17, with a total circulation of 198,477. In the provinces, 11 newspapers were recorded, with a total circulation of 15,812; this brought the total daily newspaper circulation to 214,291. In the same year, Manila was said to have had 188 weeklies and other periodicals, with a circulation of 1,358,466. The provinces had 101, and a circulation of 169,575, bringing the total circulation of non-dailies to 1,528,041.

The records for 1951 showed that in that year, Manila still had 17 daily newspapers, but the circulation had increased to 428,063. The number of daily newspapers in the provinces decreased to two, and a circulation of 15,250. The total daily newspaper circulation in 1951 was 443,313. With regard the weeklies and other periodicals, Manila in
1951 had 19\textsuperscript{4} and a circulation of 2,099,575. In the provinces, there were 125 weeklies and other periodicals with a circulation of 327,665. Hence, in 1951, the total non-daily circulation was 2,427,240.

The total circulation of 244,291 of all the dailies in the Philippines in 1938 was increased to 443,313 in 1951. And this figure was increased to approximately 900,000 in 1956.

In the field of the daily newspaper, the following list present a very interesting study of comparison:

<table>
<thead>
<tr>
<th>Dailies</th>
<th>1938</th>
<th>1951</th>
<th>1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>113,992</td>
<td>320,178</td>
<td>730,000 plus</td>
</tr>
<tr>
<td>Spanish</td>
<td>72,434</td>
<td>14,455</td>
<td>12,000 plus</td>
</tr>
<tr>
<td>Tagalog</td>
<td>46,000</td>
<td>66,207</td>
<td>100,000 plus</td>
</tr>
<tr>
<td>Chinese</td>
<td>11,000</td>
<td>42,473</td>
<td>50,000 plus</td>
</tr>
<tr>
<td>Total</td>
<td>244,291</td>
<td>443,313</td>
<td>882,000 plus</td>
</tr>
</tbody>
</table>

The outstanding fact brought out by these figures is the great circulation increase registered by the Tagalog press. On the other hand, the circulation of the English dailies have more than doubled. The Chinese press shows a gain, but the Spanish has continued to lose ground.

There was a considerable falling off in the more cultural, "quality" monthlys and other periodicals. The decrease in the number of this type of publication was due chiefly to the business depression suffered by the Philippines during the years immediately after the war. The reappearance of
this type of publication is expected as soon as the industry and commerce is fully revived. At present, a few periodicals of this nature are beginning to appear again.

Linked with the rapid increase in circulation, there was a great improvement in the mechanical facilities. Some of the papers in the Philippines today have the most modern presses, including rotogravure and color and off-set presses. The Capitol Publishing House (A Roces Publication Subsidiary) is currently dominating the field of the magazine and quality printing, together with Carmelo and Bauerman Co. The pre-war T.V.T. group of papers is still leading the way in the dailies.

The daily wordage from the news services has greatly increased, from a thousand or so words, mostly in the form of "flashes", to many more thousand words than the papers can print. In the old days, the only news service with a bureau in the Philippines was the Associated Press. The United Press established an office in 1925 and Reuters in 1932. A few years after the war Agence France News opened a bureau in Manila, and the Philippine News Service was likewise established. Many of the great United States dailies now have their own correspondents in the Philippines.

But like any other press in the world today, the Philippine press is confronted with several problems. Foremost of these problems is the strongly felt shortage of newsprint, which account very much for the thin issues of newspapers.
There usually have no more than 24 pages per edition, and are limited to only one edition a day.

Another problem of the Philippine press is its relation with other Asian countries. In March, 1955, during a conference of Asian editors in Tokyo under the auspices of the International Press Institute, a resolution was passed for the immediate solution of the problems of the Asian press, giving much emphasis on the poor relationship among the presses of the different countries in Asia.

A few years back, the Philippine press felt a strong need for a more intensive education in journalism when editors of leading newspapers and magazines in the Philippines realized the value of such education. These editors used to be of the opinion that journalism is learned not from classrooms and musty volumes, but from experience. Today, very few of the newcomers in the field of journalism do not hold a college degree, and are not journalism graduates. But although a newspaper job is considered by many as glamorous, still few among the new journalism graduates in the Philippines engage actively in the newspaper trade because of small pay. This is a problem, editors believe that can be solved only by a better economic situation of the country.

With regard to communication, the Philippines is still faced with a difficult problem, that of improving her communication facilities to afford a more efficient flow of the news. And coupled with this shortcoming of the press is
the lack of correspondents in the different regions of the country, let alone foreign correspondents. Although the Philippines has the Philippine News Service and other news agencies to augment the flow of the news in the country, still it falls short compared to other countries in terms of efficient communication. Moreover, there is a heavy concentration of newspapers and news agencies in Manila, and because of this situation the only outlet of news from the Philippines to other countries is Manila.

The Philippine press, however, has no political problem. In fact, during the IPI conference in Tokyo, "most of the conferees agreed that newspapers in the Philippines were among the freest in the world." More than anything else, no newspaper in the Philippines today is politically controlled. Although a few of the newspapers are owned by government officials, no newspaper is controlled by any one political party, influenced perhaps, but not controlled in terms of editorial policy.

On the mechanical aspect of journalism, the Philippine press is handicapped not so much by the need for modern facilities than by the need for technical men, more particularly in the field of color printing. Although the Philippine press is equipped with the most modern of printing facilities, the reproduction is still short of comparison with its American counterpart.

Thus, in an effort to improve the mechanical
aspect of the press, some publishers have been sending technicians abroad to study the latest techniques in modern printing. The Roces Publication, for one, has long launched a program to send abroad its promising employees as pensionados, and lately it has financed the studies of a number of its employees in the United States and Japan and other parts of the world.

Similarly, a six-week seminar conducted by five Harvard University professors on management was held in the summer of 1956 in the summer capital of the Philippines, Baguio City. The series of lectures was intended to give the managing editors of various publications in the Philippines a working knowledge of a more efficient management.

Because the Philippines is primarily a bi-lingual country (Tagalog and English), and a great portion of the population is tri-lingual, to be a good journalist in the Islands one must know at least the two languages. At this point it is interesting to note that most of the pioneers of the present-day Philippine press were tri-lingual. And today the schools of journalism in the Philippines, to preserve the tradition of the press, in a manner of speaking, are training students to have command of three languages, namely; Tagalog, English, and Spanish.

Like their American counterpart, the newspapers in the Philippines depend largely on advertisement, and more so because of comparatively smaller circulation. No newspaper
in the Philippines has ever been recorded to have had a circulation of 200,000. By far the biggest in history is that of the Manila Times today, 120,000 on Sundays. On the side of the weeklies, Liwayway boasts of a circulation of 175,000. However, Liwayway is not a newspaper in the strict sense of the word, but more of a magazine.

The general make-up of the newspapers in the Philippines is similar to that of the American newspapers. In fact, Romulo and Mendez, the two outstanding figures in Philippine journalism, were said to have patterned the Tribune which they edited after the New York Times and the New York World Telegram, where they were once connected. The difference in make-up perhaps lies in the amount of foreign news printed in proportion to the size of the paper. It is safe to say that the Philippine newspapers print a considerable amount of foreign news and hence, like the Indian press, are sometimes criticized for neglecting, or subordinating, local news.

In terms of newswriting, the style used in the Philippine newspapers follows closely the one employed by the American dailies. This again can be attributed to the fact that a great number of Filipino editors studied journalism, at one time or another, in the United States.

"The Philippine Press has since 1898 been highly political, which was natural in view of the history of the country which has led from political dependence into independence within a comparatively short period of time.
Apart from that, the press has in general not shown a high social consciousness and that is natural, too, because our social problems did not become really acute until recently. It is probable that in the coming years the attention of the press will shift considerably more than it already has from political issues to the economic and sociological problems of the country.

"This much, I believe, can be said about how well the Philippine Press has performed its function: it has been hardworking, forward looking, and progressive, as is indicated by the circulation figures, in round numbers, from 300,000 to 2,000,000 just before the war, and to nearly 4,500,000 today; a tenfold increase, and no mean achievement; the press has in general tried to publish the facts and it has in general been sincere and earnest in its comment; it has in general been as honest and high-minded, if not considerably more so, than our main social institutions; very little scandal has ever been attached to our journalism, our leading journalists and the profession as a whole has always stood high in public esteem."

During the Asian conference of the International Press Institute, the only high government official who addressed the gathering was Philippine Undersecretary of Foreign Affairs, Raul Manglapus, who spoke as personal representative of the late President Ramon Magsaysay. Mr. Manglapus drew applause when he announced that on President Magsaysay's instructions, the Philippine government was inviting other Asian nations to
to start bilateral talks for the removal of barriers to the flow of the news, especially the reduction of cable press rates.

When the question of the freedom of the press was discussed in the same conference, Manuel V. Villa-Real, editor of the Daily Mirror, presided during the session. During the meeting, a Filipino editor impressed the conference with his report on freedom of the press in the Philippines. In the report of the International Press Institute, the Filipino editor referred to the tabloids sold in the streets of Manila, which, he said, abound with lurid headlines such as "Cabinet Member Inspects Orgy" or "Society Matron Elopess with Palace Aide." While such stories may not be exactly what one expects of a responsible press, they certainly show that the press in the Philippines is not subject to any restrictions. The same editor reported that the day before the Philippine delegation left for Tokyo where the IPI conference was held, the late President Magsaysay received the editors and told them: "Tell the truth no matter who gets hurt." In the past, some highly placed men of the late President's own party had been among those who 'got hurt'.

The origin of the freedom of the press in the Philippines was also discussed in the Tokyo Conference. The freedom of the press was granted by constitutional provisions strengthened further in 1946. The law passed in 1946 states: "that the publisher, editor, duly accredited reporter of any
newspaper, magazine or periodical of general circulation cannot be compelled to reveal the source of any news report of information appearing in said publication which was related in confidence to such publisher, editor or reporter unless the court or House of a Committee of Congress finds that such provision is demanded by the interest of the state."

The incident which sent five top-ranking journalists to prison because they refused to reveal the source of a particular news story in a trial case was cited. The judge referred to the escape clause of the provision, and the five journalists were convicted for not divulging the source of the news which, in the opinion of the judge, ought to have been revealed "in the interest of the state." The journalists had appealed to the Supreme Court, but even before the final decision by the Supreme Court had become known, already a new bill had been introduced to Congress which will revise the 1946 law so as to eliminate the escape clause concerning the "interest of the state."

With regard the suggestion of Asian editors exchanging feature articles on interpretative analysis of what is going on in their respective countries, The Philippines Herald has now inaugurated a weekly page called "Focus on Asia" which will bring to its readers articles on Asia by authoritative writers. Carlos Nievera, editor of The Philippines Herald, commented that none of the editors will receive payment, and that each editor and his newspaper have entered the
the agreement in a spirit of public service.

Besides the exchange of background materials, there was also an exchange of journalists. The Evening News (Manila) had made arrangement with the Japanese Mainichi whereby the expenses of the Japanese correspondent in Manila will be borne by The Evening News, conversely the expenses of the Filipino correspondent in Tokyo will be paid for by the Japanese newspaper. The Filipino correspondent, however, was withdrawn a few months after the exchange for some undisclosed reasons. In the agreement, the correspondents were still paid by their respective papers, but the hotel expenses and other costs directly connected with their work were covered by the host papers.

The Philippine press has ventured and taken steps towards progress, and as a lasting monument to whatever there can be said worthwhile about the Philippine press, and to serve as a "constant reminder to the Filipino people of the freedom of the press," an imposing four-story building, The National Press Club of the Philippines, was inaugurated in 1956.

"Speaking of the freedom of the press, in Manila we hear so much about the power of the press and the freedom of the press: Which are both true. There newsmen are absolutely free. Some of them use such freedom fiercely, without reflection and without remorse. Others take that freedom with more care and deliberation, even to the extent of
suppressing facts,

"And in both cases lies the power of the press -- the tremendous power of giving and not giving." \(^{10}\)

"The past thirty years have been the golden years of journalism in the Philippines. The publishers have the glory of being referred to as the pioneers, and deserve all honor for their contribution, for the spirit of freedom and for the passion for truth which inspired them." \(^{11}\)
FOOTNOTES

CHAPTER III

1. Manila City Directory for the year 1924-1925.

2. List of Philippine publications of the Bureau of Post for 1938.

3. List of Philippine publications registered as second class matter on February 1, 1951 at the Bureau of Post.

4. Olivera, Baldonero T.,
   An Important Journalistic Event of the Year,
   (Pookien Times Magazine, Manila, April 1955)

5. Ibid.


7. Martendorp, A.V.H.,
   Twenty-Five Years of Philippine Journalism,
   (Pookien Times Magazine, Manila, 1951).

8. Olivera, Baldonero T., op cit.

9. Speech delivered during the inauguration of the National Press Club building.

10. Rivéra, Godofredo, Headlines,
    (Kislap-Graphic Magazine, Manila, July 13, 1956).

11. Hugoslaw, David,
    Recollections of Thirty Years of Philippine Journalism,
PART II

THE FLOW OF THE NEWS FROM THE
UNITED STATES TO THE PHILIPPINE REPUBLIC

CHAPTER IV

OFFICIAL OR SEMI-OFFICIAL CLASSIFICATION

SECTION I: Category 1 -- WAR

In the two Manila dailies examined, there were nine stories in this category, apportioned as follows: Manila Times, six; Philippines Herald, three.

Most of the stories were about troop movements and descriptions of battles in the Suez Canal area. One was about the Hungarian revolt, while another was a story of the release of two G.I. "turncoats" from Peiping.

Stories coded in this category did not happen in any one particular area of the globe. They were simply reports released by the wire services from the United States.

A story in the Philippines Herald of November 6, 1956, read in part:

WASHINGTON, Nov. 5 (AP) -- Responsible American officials estimated today Russia had thrown from 12 to 20 Red Army divisions into the military assault on Hungarian anti-Communists.

They based these estimates on confidential intelligence reports reaching them since the Soviets began moving reinforcements from Russia into the rebel country.
The movement of these new Soviet forces into Hungary, they said, apparently was part of a Kremlin decision to teach the Hungarians a grim lesson on how far they could go in challenging communist rule.

The Philippines Herald allotted seven and one-half column inches to this story, minus the headline. None of the three stories carried by the Philippines Herald were printed in the Manila Times. All the three stories in this category found in the Philippines Herald were given story position six.

The Manila Times, which carried six stories in this category, placed five items in story position six and one in story position five. Two of these items were news about the anti-Red revolts in North Vietnam. The others were stories of the fighting in Hungary, and troop movements in the Middle East. One was a story about a riot in Bahrain. This was carried by the Manila Times of November 3, 1956, in which the story was allotted three and one-half column inches.

UK faces riots
in Bahrain

Arabs on island
stage demonstrations;
troops are landed

WASHINGTON, Nov. 2 - (AP) - British troops were reported to have landed on Bahrain Island in the Persian Gulf Thursday to quell rioting near the oil installations.

A brief message cabled to the U.S. state department in mid-afternoon reported that 30 Americans had been moved into the big British refinery for protection. The message came from American Oil Company representatives in Bahrain.
The only story placed in position five in this category was found in the Manila Times of November 18, 1956, which measured five and one-half inches. The articles, however, had a four-column headline.

It read:

ANTI-RED REVOLTS PUT DOWN
BY COMMIES IN NORTH VIET

Riots follow
counter-revolution
secretary-general

WASHINGTON, Nov. 17- (AP) - A spokesman said today that the U.S. state department has received reports of communist broadcasts from Hanoi saying there had been demonstrations in north Vietnam and that force has been used to put them down.

And the last paragraph of the article which read as follows was printed in bold letters:

According to the Hanoi report, "counter-revolution," as it was called, was centered in the town of Cau-Diat in Ngean province, near the coastal city of Vinh. This is an area in which the Roman Catholic religion has been dominant.

This part of the report was printed in bold letters apparently because the dominant religion in the Philippines is Roman Catholic.

The nine stories in this category measured a total of fifty-three and one-half column inches, apportioned as follows: Manila Times, thirty-four and one-half inches;
Philippines Herald, nineteen inches.

Associated Press had forty-two and one-half inches of the total in both papers, thirteen in the Philippines Herald and twenty-nine and one-half in the Manila Times.

United Press was credited with five column inches in the Manila Times. None in the Philippines Herald.

Six column inches of the total amount of stories coded WAR came from the wires of the International News Service, and this was carried by the Philippines Herald. INS had no story in this category printed in the Manila Times.

There was no possible means of finding out any interpretation employed by the newspapers of the news, for the nine stories coded WAR were not carried by both newspapers; none was repeated by the other. Obviously, the two dailies did include any additional information in the news items, for no tie-in with any local event was noticed in the articles. Moreover, the stories appeared "spotty" because no background material was provided by the newspapers examined in relation with the items in this category. The stories were possibly printed as they came off the wires, or probably shortened.
SECTION II: Category 2 -- POLITICAL

This category contained sixty-three stories which were divided into: Manila Times, forty-one; Philippines Herald, twenty-two.

Because this study covered the whole month of November, a great majority of the stories falling under this category was concerned with the 1956 election. Both papers devoted much attention to the event, however, the Manila Times evidently gave a better coverage of the election than the Philippines Herald.

The Philippines Herald carried two stories about the election in its November 5 issue. The Manila Times, on the other hand, contained four stories in the same day.

The two stories about the election carried by the Philippines Herald summed up to seventeen column inches, while those in the Manila Times totaled twenty-eight and one-half column inches. The two stories found in the Philippines Herald were printed under one headline: "IKE, Certain of RE-election, Makes Plans For Second Term."

Two of the four election stories carried by the Manila Times were also placed under one headline which read: "Nixon strikes back at Dems." However, the other two were under separate headlines: "Story behind poll result news is told by agency" and "GOP denies Adlai gain on AEC's milk purifying."
None of the stories carried by the Manila Times of November 5, were found in the Philippines Herald. The Manila Times placed two stories in story position five, and the other two in story position three. The Philippines Herald had both stories placed in position six.

On the day of the election, November 6, the Philippines Herald contained a twenty column inch news about the election in story position five under the headline: "Americans Hold Polls Tomorrow." On the same day, the Manila Times carried two articles about the election under one headline in story position two: "War thunders obligato to election in US." Both stories in the Manila Times measured twelve and one-half column inches.

Again none of the articles found in the Manila Times were carried by the Philippines Herald, although both papers printed stories of the same event.

More election news were found in the November 7 issues of the two papers. The Manila Times carried six stories of the election which constituted a total length of forty-four and one-half column inches. Two articles, found under one headline: "Over 61 million go to U.S. polls", were placed in story position three. Two more stories, also under one headline: "Election facts and Bulletins", were in story position three. The other two, each under a separate headline, were found in story position six.

The Philippines Herald of November 7, contained
eight stories about the election, but these were in the form of "Flashes", except for the last one which measured fourteen and one-half column inches long. The eight articles carried by the Philippines Herald had a total measurement of twenty-four column inches, and all were placed under one headline: "Report Heavy Turnout In American Election", and found in story position three.

Two of the eight stories carried by the Philippines Herald were also found in the Manila Times in the same day, November 7. The Manila Times gave a much better interpretation of one of the stories.

The Philippines Herald had:

HART'S LOCATION, New Hampshire, Nov. 6 (AP) - Adlai E. Stevenson carried this small mountain community -- the first in the nation to vote in the presidential elections -- 5-3. The first three towns to vote in Republican New Hampshire, including this community, chose President Eisenhower by a 25-5 margin over Stevenson.

The Manila Times Had:

HART'S LOCATION, New Hampshire, Nov. 6 (AP) - The first three towns to vote in New Hampshire Tuesday chose President Eisenhower by a 25-5 margin over Adlai Stevenson.

They were the first in the nation to report.

It was a shutout for Eisenhower in Waterville and Ellsworth, two resort communities in the White Mountains, 13-0 and 9-0 respectively.

Both towns also went all the way with Eisenhower in the 1952 election. Twelve votes were cast in Ellsworth and seven in Waterville that year.
Hart's Location, which doesn't always follow the state's lead in traditionally Republican New Hampshire, voted 5-3 in favor of Stevenson and other Democrats. Eisenhower topped Stevenson 5-4 in the 1952 election.

In the off-year election two years ago, Hart's Location voted 6-4 for the Democratic candidates for governor, senator and congressman -- all of whom were defeated in statewide balloting.

Both papers carried five stories each in November 8. The Philippines Herald had seventy-three column inches, while the Manila Times contained thirty-seven and one-half column inches of election news. All the five stories in the Manila Times were printed under a single headline in story position one, "streamer": "IKE WINS BY A LANDSLIDE." The Philippines Herald distributed the stories under three headlines, all on the front-page. The "streamer" of the Philippines Herald read: "IKE WINS BY LANDSLIDE, DEMOCRATS CONTROL CONGRESS." Apparently, the "streamer" of the Manila Times had much bigger types.

The stories carried by the two papers were all about the results of the election, but the Philippines Herald allotted more space to the articles it carried.

Stories about the presidential elections were placed prominently in both papers until November 9, when the Manila Times carried four stories, all found in story position four, and measured to a total of thirty-four column inches. The Philippines Herald had only two stories on that day, and both stories were given story position three, and were allotted
a space of sixteen inches. The Manila Times had better interpretation and more information contained in the stories, like a detailed report on the latest election figures.

Another political event which received considerable attention from both papers was the sudden illness and operation of Secretary of State John Foster Dulles.

The first item about this story appeared in November 3 in both papers. The article was concerned with the statement of Republican Senator George Bender to the effect that Secretary John Foster Dulles was quitting. Both papers gave the article story position six, but the Manila Times contained this information which the Philippines Herald did not have:

Bender, in an interview by the Dayton Journal-Herald, said Dulles "has been wanting to resign for a long time."

The senator also said his position "is not that taken by the state department in the Middle East."

"I believe in Israel, I believe Israel to be our only friend in that part of the country," he said. "I don't think we should give every possible aid to Israel short of war."

The Manila Times on November 4 carried a five column inch article in position six to the effect that Secretary John Foster Dulles laughed heartily when asked about a report that he intends to resign, but he refused to give a direct answer when asked if he was going to quit. This same United Press report was not carried by the Philippines Herald.
The Manila Times and the Philippines Herald carried two stories each of the operation of Secretary Dulles. The items which appeared on November 5 and 6 in both papers bore the same wording. The first which was six and one-half column inches long was placed in story position four in the Manila Times, and in story position three in the Philippines Herald. The headline in the Manila Times read: "Dulles goes under knife." The Philippines Herald had: "Operation Puts Dulles In Sideline."

The second story, which appeared on November 6 in both papers, each measuring four and one-half column inches long, was given story position four by the Manila Times and story position six by the Philippines Herald. The headline in the Manila Times read: "Dulles operated of intestinal cancer." The headline of the Philippines Herald went: "Dulles Stricken With Cancer."

In the Manila Times of November 17, another article about Secretary Dulles appeared. The Philippines Herald did not carry this item. The Manila Times gave the article story position six. This report was the last item carried by both papers about the illness of Secretary Dulles.

Dulles to leave hospital Sunday

WASHINGTON, Nov. 15 - (UP) - Secretary of State John Foster Dulles will leave the hospital next Sunday and fly to Key West, Florida, to convalesce from his recent operation, the state department announced today.
Dulles was operated on at Walter Reed army medical center on Nov. 3 for intestinal cancer.

Doctors originally estimated that the 68-year old secretary of state would be able to leave the hospital within two to three weeks after the operation, and that he could return to his desk within six weeks or so.

The stories coded POLITICAL were given a total of five hundred and one-half column inches by both papers. The Manila Times allotted two hundred sixty-two and one-quarter inches to political news for the whole month of November. The Philippines Herald came close with two hundred fifty and one-quarter inches.

It is interesting to note that sixty-six per cent of the total number of stories in this category was devoted to the presidential elections. The Manila Times carried a total of twenty-seven articles about the election which had a total measurement of one-hundred ninety-two column inches. This amount of election news carried by the Manila Times constituted sixty-five per cent of all the political news it printed for the month of November. The Philippines Herald gave a total of two hundred fifteen and three-quarters column inches to election news, but only a total of fifteen stories. The Philippines Herald gave sixty-eight per cent of all the political news it carried to the November election. The articles carried by the Philippines Herald were longer than those found in the Manila Times.

Both papers printed a total of forty-two stories
about the election, five hundred twelve and one-half column inches in all, and sixty-six per cent of all the articles coded POLITICAL from both papers.

The Associated Press had a total of thirty-two election stories carried by both papers which measured a total of two hundred eighty-one and one-quarter column inches. This was distributed as follows: Manila Times, twenty-one; Philippines Herald, eleven. Both papers carried a total of three hundred fifty-three and three-quarters inches of A.P. wires coded POLITICAL. All in all, seventy-nine per cent of the Associated Press reports under this category were stories about the presidential elections.

Of the one-hundred ninety-two column inches the Manila Times gave to the November election, one hundred forty-nine column inches were taken from the A.P. wires, and this constituted seventy-seven per cent of all the political stories carried by the Manila Times. The Philippines Herald gave one hundred thirty-two and one-half column inches to election news off the A.P. wires which amounted to sixty-three per cent of the total election stories the Philippines Herald printed.

The United Press had a total of forty-nine and one-half column inches of election stories apportioned to: Manila Times, thirty-six inches; Philippines Herald, thirteen and one-half inches. The Manila Times carried three U.P. wires about the election, while the Philippines Herald had two.
Sixty per cent of the total amount of news coded POLITICAL from the U.P. wires carried by the two dailies dealt with the November election.

The International News Service had a total of forty column inches of news concerning the election; thirty-three inches of which appeared in the Philippines Herald as a single story, while seven inches of which were carried by the Manila Times as three separate items. For the whole month of November, the Philippines Herald used only one story under the category POLITICAL from the INS wire, and this was about the election, thirty-three inches long. The Manila Times, on the other hand, carried eight and one-half column inches of political news from the INS wire, and seven inches of which were about the election. Both papers used a total of forty-one and one-half column inches of news coded POLITICAL off the INS wire, and forty inches of which dealt with the presidential election.

The Philippines Herald of November 3, 1956, carried a thirty-seven inch long article on the election, the headline of which read: "Eisenhower Reelection Predicted By Most Editors In United States." The article included the voting trends in the United States, statistics, results of the 1952 election, and the winning chances of President Eisenhower and Adlai E. Stevenson. The article had no date-line and name of source.
SECTION III: Category 3 -- FOREIGN RELATIONS

There were 125 stories in this category, divided between the two papers in this manner: Manila Times, sixty-three; Philippines Herald, sixty-two.

Most of the stories coded FOREIGN RELATIONS were related with the Middle Eastern crisis, and considerable attention was given by both papers to the alleged Russian "volunteers" to Suez Canal. This latter story was played up by the two papers for quite a while, from the middle of November until the last days of the month.

On November 22, the two papers carried similar reports taken from the wires of the Associated Press. The two reports, as printed by both papers, bore exactly the same words. However, the Philippines Herald had this additional information which the Manila Times did not have:

Officials who think that Moscow may be willing to back down if fighting is renewed speculate that the Soviets might fly perhaps 100 to 200 "volunteers" weekly over Iran and probably into Syria. Such a "trickle", they caution could swell into a bigger flow later depending on the fighting and world reaction.

A story which was followed up by the Manila Times, and which the Philippines Herald did not give attention to, was the resignation of Mrs. Clare Boothe Luce as the American Ambassador to Italy.

The two papers of November 21 each carried an item about Mrs. Luce's resignation. But the two dailies had
different sources: The Manila Times had the Agence France Press report, while the Philippines Herald used the International News Service release. That of the Manila Times measured five column inches. The Philippines Herald gave the story only two column inches. Both papers placed the story in position six.

The news was reported by the two wire services quite differently. The Philippines Herald had:

Mrs. Luce Resigns

WASHINGTON, Nov. 20 (INS) -- President Eisenhower Accepted today with "very great personal regret" the resignation of Clare Boothe Luce as U.S. Ambassador to Italy. The resignation, announced after Mrs. Luce conferred with the Chief Executive at the White House, is effective when Mr. Eisenhower names a successor to the glamorous diplomat, playwright and ex-congresswoman.

The Manila Times, on the other hand, carried a much longer report, plus a picture of Mrs. Luce and additional information:

Clare quits Rome
Ambassador post

WASHINGTON, Nov. 20 (AFP) -- American ambassador to Italy Mrs. Clare Boothe Luce resigned yesterday.

President Eisenhower talked for an hour at the White House with Mrs. Luce.

During the meeting, Mrs. Luce gave the President her letter of resignation, in which she thanked him for having given her a chance to serve her country as ambassador to Italy.
Eisenhower then handed Mrs. Luce a letter in which he expressed his great personal regret in accepting the resignation.

Following her talk with Eisenhower, Mrs. Luce told newsmen that she did not know the exact date she would end her mission to Rome.

In the Manila Times of November 26, another item on the same subject was carried which was not found in the Philippines Herald:

Ike names new envoy to Italy

WASHINGTON, Nov. 24--(Nov. 25--Manila)--(INS) -- The White house said that the 64-year-old president of Crown Zellerbach Paper company would take over the diplomatic post about January 1.

The appointment has already been approved by the Italian government.

Mrs. Luce, who had held the post since 1953, submitted her resignation last week.

James David Zellerbach served from 1948-50 as chief of the economic cooperation administration’s special mission to Italy. He has been active in international affairs for the past 10 years, and served in 1953 as alternate US delegate to the United Nations general assembly.

The Philippines Herald carried this one-inch A.P. report:

WASHINGTON, Nov. 25 (AP) -- President Eisenhower today appointed James David Zellerbach, San Francisco business executive, ambassador to Italy succeeding Mrs. Clare Boothe Luce.

Another story falling under this category which
was played-up by the two papers was the meeting of Speaker Jose Laurel, Jr. with U.S. officials with regard the $860 million claims of the Philippines in the United States.

The Manila Times and the Philippines Herald carried an item each of the story on November 1. The report, taken from the wires of the Associated Press, bore the same wording in both papers. The Manila Times placed the story in position two, while in the Philippines Herald it appeared in story position six.

The report read:

WASHINGTON, Oct. 31 (AP) -- Jose B. Laurel, Jr., Speaker of the Philippine House of Representatives, said today he intended to learn from top American officials if the United States is going to recognize the validity of $860 millions in Philippines claims and is preparing to pay them.

He told the Associated Press the question will be raised shortly after the U.S. presidential election November 6.

"This is important to us," he said in an interview. "Why do we have to come here and beg for money for our economic development when we have money due us?"

U.S. officials said later that the United States is not prepared to resume discussions of the claims at the present time. They said as complete and factual a review as can be assembled is now underway.

The two papers carried an item each again in their issues of November 25, and again had a story each the next day. The Philippines Herald placed the two stories it carried consecutively in position six, and accompanied the
the first release with a small picture (1" x 1") of Speaker Laurel. The Manila Times gave the first release story position six, and placed the second one, also with a picture, in story position four. However, the Philippines Herald had longer reports and more details added, like for example the release of the United Press on November 25, which the Manila Times cut to two short paragraphs and omitted these facts which the Philippines Herald included in its item:

Amabassador Carlos P. Romulo said he would give a reception at his home in honor of the Laurels the following week.

Cabinet members, the Joint Chiefs of Staff, top state department officials and White House advisors had accepted invitations, Romulo said.

The Laurels are in Staunton, Virginia, this week for a family reunion. Two of his brothers flew down from Yale for the get-together. His son is in a military academy in Staunton.

The Philippines Herald of November 26 again carried a longer article than the one the Manila Times printed. The report, like the previous one on the same story, came from the United Press wire service. The two papers had similar headlines and both articles had the same wording, but the Manila Times' item was one paragraph shorter that the Philippines Herald's. The part the Manila Times did not include, and which the Philippines Herald did, was:

The Philippine government submitted an assortment of claims to the U.S. state department several years ago. The department took them under study. Officials have reported from
time to time that review of the validity of claims is in progress. But they have added each time that the subject is legally complex and may require very lengthy research.

These reports of the United Press bore the dateline WASHINGTON, and were dated November 24 and 25 respectively. The Manila Times of November 20, however, carried an article with a NEW YORK dateline by its special correspondent. The item which was sent by wireless to the Manila Times announced that Speaker Jose Laurel disclosed that American officialdom was receptive to Philippines moves to revise our economic aid treaties with the United States and predicted formal negotiations to start immediately after the current bases talks.

The visit of Prime Minister Nehru, which was given much emphasis by most American dailies, was reported by both papers on November 14. However, no further story about the Eisenhower-Nehru meeting was carried by either newspapers in the later date.

The Philippines Herald carried the A.P. report, one and one-half column inches, in story position six. The item read:

Ike-Nehru Meet Set

WASHINGTON, Nov. 13 (AP) -- Indian Ambassador G.L. Mehta said Tuesday after a call on President Eisenhower that the President and Prime Minister Nehru had agreed to meet in Washington, probably before the end of the year.
The Manila Times also gave the item story position six. The report of the Manila Times was three and one-half inches and was taken from the U.P. wires. It read:

Nehru expected to visit Ike in US

WASHINGTON, Nov. 13 -- (U.P.) -- Indian Prime Minister Jawaharlal Nehru is expected here sometime next month for top-level conferences with President Eisenhower, informed sources said last night.

Nehru's visit was expected to be the subject of a meeting scheduled today between the President and Indian Ambassador G.L. Mehta at the White House.

Another story coded FOREIGN RELATIONS which was carried by both papers was the incident following the crash of a C-119 Flying Boxcar at the Manila International Airport which gave rise to the report that a U.S. Air Force guard had confiscated the equipment of five Filipino press photographers after firing a warning shot over their heads when they attempted to photograph the crash. The incident was said to have drawn a blast from Philippine congressmen and a quick apology from 13th Air Force Headquarters.

The Manila Times and the Philippines Herald carried the article from the A.P. wire word for word. The headlines of the two papers were very similar. The Manila Times played-up the story by placing it in story position three, while the Philippines Herald gave the item story position six. Moreover, the Manila Times printed the following
two paragraphs in bold letters:

Officials in Washington seeking to obtain more information from Manila on the affair, said it sounded like "an unnecessary sort of thing to happen."

The reaction here, based on incomplete reports, is that the Philippine photographers had a perfect right to take pictures at the civilian airport.

The story of the death of Ambassador Albert F. Nufer blazoned across the front pages of the Manila Times and the Philippines Herald of November 7. The same story found its way to some American dailies. The Manila Times started its report of the story with an A.P. wire, four and one-quarter inches, which the Philippines Herald placed at the end of its coverage of the event. The two papers apparently printed the A.P. report as it came off the wire, for the two articles had the same wording. The two dailies included a considerable amount of background material to their reports.

The Manila Times followed up the story of the death of Ambassador Albert F. Nufer with an article about his possible successor. Earlier, the Filipino people had expressed their desire to have General Douglas MacArthur as the next American ambassador, and this wish of the nation was reported by some American dailies. On November 11, the Manila Times carried an article with a headline "Anybody by 'Doug!'".

The question of the American bases in the Philippines was another story which received a noteworthy attention from both papers, and from some American dailies.
The Manila Times, in one of its several stories about the series of talks between top American officials and Philippines delegates included an eleven-inch report by the Associated Press on November 14.

The headline read:

Bases talks face indefinite suspension, say US officials

Nufer death, crises cited

Ambassadorial post will remain vacant until mid-February

The report was well tied-in with the death of Ambassador Nufer:

Nufer's death threw a wrench into the base discussions to a far greater degree than may at first have been anticipated. As the President's senior representative in the Philippines he was over-all charge of the base talks as well as every other phase of American relations towards the Philippines.

Both the Manila Times and the Philippines Herald published 19 foreign relations stories each in relation with the Middle Eastern crisis. The Philippines Herald allotted 170 1/2 column inches to the 19 stories it carried about the Middle East. The stories in the Manila Times, on the other hand, measured a total of 128 1/4 column inches. Stories coded FOREIGN RELATIONS related with the Middle East comprised 38.7% of the total amount of stories falling under this category.
Most of the stories in this category dealt with the relation of the United States with England, France, Russia, and the Arab states. In this connection, both papers of November 12 carried an INS report stating that State department officials said that the United States was undertaking a major reappraisal of its Asian policies in light of the crisis in Eastern Europe and Egypt. The article also said that it may be several months before the full impact of the critical European-Mideast problems can be evaluated in terms of their effect in the Middle East.

The first four paragraphs of the stories in the two papers had exactly the same wording. Each, however, included additional information to the articles.

The Manila Times, which gave the story 12 column inches, plus a four-column two-decker headline, added this background material:

Here are some of the tentative elements which go to make up the vastly complex equation of Asia in current state department thinking:

1. Communist Chinese have aligned themselves solidly behind the Soviet policy of brute force in dragging Hungary back within the Red orbit.

2. Southeast Asian neutral nations abstained in the United Nations from endorsing a resolution condemning Soviet aggression in Hungary.

Does this mean the neutral nations are not aware of how the first flicker of freedom was ground out by Soviet tanks?
The answer to that seems to be a rather clear no. Which leaves unanswered the strange position of Southeast Asian neutral states -- and the U.S. wants to find that answer.

3. The Asian nations were quick to support the U.S. in its drive within the U.N. to condemn aggression against Egypt. For this the United States is given credit by Asian nations.

Yet the fact that fighting halted in Egypt only after Russia warned that continued hostilities could cause Moscow to intervene has created a wave of misguided belief in Southeast Asia that Russia is the great foe of colonialism.

4. Russia's errant hypocrisy in viewing its own satellites as colonies is obvious throughout Asia today.

5. But how important is this element? The west has failed to come to the defense of Hungary. The state department now is deeply concerned whether this action by the U.N. may not lead to a fear that the west generally -- the U.S. particularly -- is so interested in fighting for peace in the world that it actually will not risk war with Russia when the communists destroy peace.

The space the Philippines Herald allotted to the item was six and one-half inches, plus a one-column three-decker headline. The additional information the Philippines Herald included read:

While this reappraisal is taking place the U.S. already has indicated it is keeping an unusually close eye on the activities of communism from one end of the Orient to the other.

For, as this highly placed state department official said, the U.S. would be surprised more if the Communists in Asia do not attempt to create new areas of tension than they will be if such activities develop.
Two areas particularly are being kept under microscopic surveillance -- Vietnam and the Formosa-off-shore island situation.

So, while the U.S. is alerting itself to possible trouble -- and keeping its fingers crossed in the hopes that nothing will flare up--what it is interested in as a long-range goal are how and in what ways the crises of Europe and the Middle east affect the free world in the Far East.
SECTION IV: Category 4 -- DEFENSE

Twenty-seven stories were coded in this category, divided into: Philippines Herald, nineteen; Manila Times, eight.

Most of the stories in this category were concerned with defense measures and preparations made by the United States in relation to the mounting crisis in the Middle East and the tense situation in Hungary.

A typical story in this category was the International News Service report on the meeting of President Eisenhower with bipartisan congressional leaders to talk over ways of keeping the smouldering Middle East crisis from exploding into a world war. Mr. Eisenhower, it was indicated in the story, sounded out the lawmakers on the possibility of calling a special session of congress, should the international situation take a sudden turn for the worse.

This INS wire was part of a long story, made up of four items, allotted twelve inches in story position three in the Philippines Herald of November 10. The four reports were printed under one headline: "Ready U.S. Fleet For Pacific War." Two of the articles came from the wires of the United Press, and one each from the International News Service and the Associated Press. The Philippines Herald started the story with a U.P. release:
SAN DIEGO, California, Nov. 9 (UP) -- Naval units based at West Coast ports were being prepared today for quick deployment as required by the tense Middle Eastern situation, naval spokesmen disclosed today.

The orders for ships to be brought to a condition of readiness for immediate departure was made by Vice Adm. Robert Alfred M. Gruenther, commander of the air forces of the Pacific fleet.

Not a single one of the four stories coded DEFENSE which were contained in the Philippines Herald of November 10 was found in the Manila Times.

Except for three articles, all the stories under this category were carried only by either of the two papers.

The first of these three articles was from the wires of the INS which appeared on November 9, and was given story position three in the Philippines Herald and position five in the Manila Times. The article had the same wording in the two dailies, however, the Philippines Herald inserted two paragraphs, enclosed in parenthesis, immediately after the lead paragraph of the report. The Manila Times did not include this information:

Associated Press in San Diego, Calif., reported Adm. Robert L. Dennison, commander of the 1st fleet, as having said today some West Coast-based U.S. navy ships had been alerted to prepare for deployment to the western Pacific.

(A navy source said Stump's message said the Pacific fleet was making precautionary redeployments to improve its defensive capabilities.)
Under the same headline, at the end of the story, the Philippines Herald added another INS report which the Manila Times did not carry.

This additional information contained in the Philippines Herald read:

WASHINGTON, Nov. 8 (INS) -- The U.S. Navy disclosed today it is concentrating a powerful task force, led by the 60,000-ton aircraft carrier Forrestal, off the Atlantic coast for use in "any eventuality" in the Middle East crisis.

A top navy headquarters spokesman said orders for the ship movements now under way were issued after fighting broke out in the Suez Canal dispute a week ago Monday.

The 45,000-ton aircraft carrier Franklin D. Roosevelt, the heavy cruiser Des Moines and at least a dozen destroyers already have left Hampton Roads, Va., for a rendezvous in the Atlantic.

The Forrestal, first of the nation's super carriers, left Mayport, Fla., today to join them at sea.

The ship movement necessitated a sweeping revision of the navy's maneuvering plans. Two exercises that were to have been held in the Atlantic this month were cancelled.

A navy spokesman said the two exercises would have "spread our forces more than we like in a time of crisis." The new disposition was described as a measure to increase defense readiness.

The cancelled manuevers were "lantphibex" (Atlantic Amphibious Exercise) and "Douflex" (an air defense training program).

The second story which was carried by both papers on November 15 was an Associated Press report on the departure
of two carriers from the Pacific coast to undisclosed destinations. The Manila Times gave the story four and three-quarter inches and placed the item in story position five. The Philippines Herald devoted the same amount of space for the report, but gave it more attention by placing the story in position three.

The two dailies did not add any information to the story, however, there was a slightly noticeable difference in the manner of presentation.

The Manila Times had:

SAN DIEGO, Calif., Nov. 14 -- (AP) -- Two U.S. aircraft carriers, a cruiser and 20 destroyers left Pacific Coast ports today for emergency deployment, 1st Fleet Headquarters said.

The carriers Shangri-la and Yorktown sailed through San Francisco's Golden Gate after loading planes at Alameda Naval Air Station.

The cruiser Helena sailed from Long Beach, along with destroyer Divisions 92, 31 and 32.

Destroyer divisions 11 and 152 sailed from here.

Destinations of the ships were not disclosed. The 1st. Fleet public information office said: "These deployments are being made to increase our defensive strength in the Pacific."

The carrier Philippine Sea left here Friday under the deployment program.

In the Philippines Herald it read:

SAN DIEGO, Calif., Nov. 14 (AP) --
The United States sent out today two U.S. aircraft carriers, a cruiser and 20 destroyers to increase American "defensive strength in the Pacific."

U.S. 1st Fleet headquarters said the warships left Pacific coast port today for emergency deployment. Destinations of the ships were not disclosed.

"These deployments are being made to increase our defensive strength in the Pacific," the 1st Fleet public information office said.

The carriers Shangri-la and Yorktown sailed through San Francisco's Golden Gate after loading planes at Alameda naval air station.

The cruiser Helena sailed from Long Beach, along with destroyer divisions 92, 31 and 32.

Destroyer divisions 11 and 152 sailed from here.

The carrier Philippine Sea left here Friday under the deployment program.

The third article which was carried by both papers appeared on November 18. The subject of the item dealt with the addition of another powerful naval task force with the "Atlantic alert" formations deployed as a result of the Middle East crisis. This report served as a follow-up of the story about the concentration of "a powerful task force, led by the 60,000-ton aircraft carrier Forrestal, off the Atlantic coast for use in any 'eventuality' in the Middle East crisis," which the Philippines Herald of November 9 carried.

The two dailies placed this third item in story position six. The Manila Times allotted five inches to the
This would keep the force in an area which would be the starting point on the shortest route to the Mediterranean.

The Philippines Herald gave the same story, including the paragraph quoted above, six inches, and added this information:

The action was in keeping with the "readiness alert" in which U.S. naval and air striking forces have been kept since the Middle East situation gave rise to the sudden peril of widespread war.

Seventeen out of the twenty-seven stories coded DEFENSE were directly or indirectly related to the Middle Eastern crisis, and ten of these items were placed in story position three. It is interesting to note, however, that not a single one of these stories was directly related to the Philippines.
SECTION V: Category 5 -- ECONOMIC

This category contained eighty-nine stories, divided into: Philippines Herald, forty-six; Manila Times, forty-three.

Stories in this category which received the most play were news about the waterfront strikes and the effect of the Middle Eastern crisis on the economy of the United States. There was also a considerable amount of shipping news, plus a few reports on the economic development of the country and news about economic aids the United States has been giving to other countries.

Stockmarket reports were not taken into consideration anymore in this study inasmuch as they are contained in both papers as regular sections.

Each paper carries an average of forty inches a day of stock exchange quotations.

However, aside from this amount of news the two papers regularly include in their financial sections, eighty-nine stories were still coded ECONOMIC. A great number of these stories were given considerable prominence and attention in both papers.

Reports on the nationwide longshoremen strike reached the front pages of both papers. The Manila Times and the Philippines Herald of November 17 contained a four-inch International News Service report stating that 60,000 dock
workers from Maine to Texas, including 25,000 in the port of New York, were ordered on strike when the International Longshoremen's Association failed to reach a contract agreement with the New York Shipping Association. Both papers placed this item in story position four. The words in the reports of the two papers were identical.

The following day, November 18, the two papers carried similar reports from the wires of the Associated Press saying that general shipping in all major east coast and gulf ports halted with the strike. The story was apparently a follow-up of the previous report. The Philippines Herald added more information and details to the story than the Manila Times did, although both reports came from the same news service. The Philippines Herald allotted eight inches to the report in story position four. The Manila Times gave the story five inches and placed the item in story position six.

The Manila Times did not have this information which the Philippines Herald contained:

At midnight Friday night longshoremen struck at Miami and Port Everglades, Florida. Others were due to walk out at Tampa, Florida, later Saturday.

The new strikers joined more than 60,000 members of the International Longshoremen's Association (ILA) who deserted docks from Maine to Texas Friday.

More than 150 ships -- a third of them in New York -- were idled by the pier tie-up. Union officials called the strike "100 per cent
"effective."

Meanwhile, negotiators for the ILA and the New York Shipping Association agreed to sit down here again Saturday in an effort to settle their wage contract dispute. The association speaks for 170 shipping and stevedoring firms.

While contract talks continued, the shipping paralysis began to creep into West Coast ports. The International Longshoremen's and Warehousemen's Union (ILWU) tied up a dozen ships in support of the strike.

Seven ships were idle at Los Angeles, three at San Francisco, and one each at Coos Bay, Oregon and Longview, Washington.

The union and the shippers are at odds on wage increases, length of contract, size of work gangs, weight of sling loads and a union demand for a guarantee of eight hours work a day.

However, although the Manila Times did not include the above-mentioned information, it nonetheless had this paragraph which was lacking in the Philippine Herald's report:

A well informed official, however, said the government was giving no thought "for the time being" of invoking the Taft-Hartley law to stop the strike by court injunction. The government was hoping for settlement of the dispute next week.

The two dailies carried an item each again about the waterfront strike on November 19. The Philippines Herald had an article taken from the wires of the Associated Press, while the Manila Times carried a United Press report. Both reports were follow-ups on the dock strike.
The item in the Philippines Herald which was placed in story position four and given two and one-half inches read:

NEW YORK, Nov. 18 (AP) -- Negotiations failed to end the spreading waterfront strike today and each side accused the other of stalling.

Union and management scheduled another session at 2 p.m. Monday with federal mediators in hopes of ending the wage contract dispute. The strike has tied up Atlantic and Gulf Coast ports and inspired "sympathy" walkouts on the West Coast.

Louis H. Waldman, counsel for the striking International Longshoremen's Association, said the employer negotiators were not bargaining seriously but merely waiting for a Taft-Hartley injunction to end the strike.

The story in the Manila Times contained a little more information. It was allotted four inches and was also placed in story position four. It read:

SAN FRANCISCO, Nov. 18 (UP) -- Shipowners and West Coast Longshoremen have called in an arbitrator to handle their dispute over the stevedores' refusal to unload ships from strike-bound east and gulf coast ports.

Paul St. Sure, president of the Pacific Maritime Association, announced the arbitration decision yesterday after conferring with Harry Bridges and other members of the International longshoremen and warehousemen over their "sympathy strike."

The PMA called the action a violation of the contract between the union and the shipowners. The ILWU had no comment.
For the fourth consecutive day, the two papers again carried stories about the development of the dock strike. Both papers carried two items each, but each combined the two reports it printed under one headline. However, both papers started their reports with a United Press release to the effect that Harry Bridges ordered his West Coast Longshoremen to stop work for 24 hours in the wake of the International Longshoremen's strike.

The Manila Times cut off the U.P. report these two paragraphs which the Philippines Herald included:

Bridges was not available for comment. However, his lieutenants up and down the West Coast and PMA spokesmen agreed that the stoppage would tie up more than 40 vessels.

At least 28 vessels were expected to be idled by the walkout in Southern California ports alone. Particularly hard hit will be the San Diego area where a bumper cotton crop from the Imperial Valley is waiting shipment.

A four and one-half inches INS report completed the story in the Manila Times of November 20. The Philippines Herald printed an A.P. report, one and one-half inches long, after the U.P. wire. The reports the two papers added to the U.P. release were identical with the previous stories; about the demands of the strikers and the effect of the strike on the East and West coasts and the development of the negotiations.

The Philippines Herald allotted five and one-half inches to the two items it carried under one headline in story position four. The Manila Times gave the two reports seven
On November 21, both papers carried another article each on the dock strike. The report which came from the wires of the Associated Press stated that a federal mediator had scolded union and management negotiators with a warning to "stop fiddling around" and settle the East-Gulf Coast dock strike.

The Manila Times allotted eight inches to the item and gave it story position four. The Philippines Herald placed the same story in the run-of-the-paper position, but included two paragraphs which the Manila Times apparently struck out from the report. These were:

After another fruitless session Monday
Robert H. Moore, top federal mediator in the dispute, said he had told both sides they "might as well stop fiddling around."

He said he informed the negotiators he didn't think there would be any immediate government intervention to stop the strike under the Taft-Hartley labor law.

Both papers continued their coverage of the dock strike the next day, November 22, with an A.P. report which the two papers put in the run-of-the-paper position. The Manila Times gave the item five and one-half inches, while the Philippines Herald allotted five inches.

The news dealt with the report that the US government was about ready to seek a court order to stop the six-day multi-million dollar strike. The report further
mentioned that President Eisenhower administration was actively considering two alternate courses of going into court for injunctions to stop the strike.

The Manila Times had this paragraph which was lacking in the report of the Philippines Herald:

The other course being considered—perhaps a more likely one in view of Snyder's comment—was via the National Labor Relations Board (NLRB).

On November 23, the Manila Times had a three-inch U.P. report on the action taken by President Eisenhower to halt the strike in story position five. The next day, November 24, the Philippines Herald carried two similar reports under one headline in story position four, three inches all. Both papers reported that President Eisenhower invoked the national emergency provisions of the Taft-Hartley Law, and that he had directed Attorney General Herbert Brownell Jr. to seek an 80-day federal court injunction ordering the strikers back to work.

On November 25, the Philippines Herald reported in a five and one-quarter inch story in position six that a last minute move to settle the waterfront strike had collapsed and that the U.S. government planned to apply for a strike-stopping court injunction. The Manila Times did not carry this item.

Both papers, however, carried an item each on November 26 about the end of the dock strike after the federal
government obtained a temporary 10-day court injunction under the Taft-Hartley act.

The Manila Times accorded the INS report six and one-half inches in story position three. The Philippines Herald put the same story in the run-of-the-paper position, but allotted it thirteen and one-quarter inches. The Philippines Herald had this additional information:

Union leaders had said earlier they would honor the court order halting the strike which had capped a contract dispute between the ILA and the New York Shipping Association.

Government officials said the 10-day injunction was obtained to avoid a lengthy hearing which would have been required under the Taft-Hartley law to get an 80-day "cooling off" court order.

President Eisenhower took steps under the Taft-Hartley law to halt the paralyzing walkout after a presidential fact-finding board submitted a formal report on the strike to the White House. In asking for the court order, Mr. Eisenhower declared that the dock strike "would imperil the national health and security" if it were permitted to continue.

The Taft-Hartley law provides for postponement of strikes by court order for an 80-day "cooling off" period when a national emergency is involved.

Losses due to the waterfront walkout are estimated to have climbed to $20 million a day. At least 200 ships have been tied up along the Atlantic and Gulf Coast and only tankers and military transports are being loaded.

The major issue in the dispute has been the union demand for a contract covering Longshoremen at all East and Gulf Coast ports. The shipping association has refused to bargain for areas outside the port of New York.
The key demand was eliminated last Wednesday night by a court order restraining the ILA from bargaining on the coast-wide question.

Representatives of the union and employers reportedly are more or less in agreement on wages but other obstacles preventing a settlement are vacations, welfare and seniority procedures in hiring men. The ILA also wants a sling load limit of 2,240 pounds and a guar­anty of eight hours pay when a docker is hired.

On November 27, the Manila Times carried another news dealing with the same strike which was not found in the Philippines Herald. The Manila Times gave this report of the United Press seven and three-quarter inches in the run-of-the-paper position. The news reported that the 60,000 striking longshoremen obeyed a temporary federal court injunction won by the government ordering an immediate end to the strike and that the total cost of the stoppage was estimated at more than $180 million. The item also mentioned that at the end of a 70-day period, the union will be free to call another strike, unless the government obtains a permanent injunction. The Philippines Herald carried the same U.P. report, the same wording, the following day and had this additional information included in the story:

"I certainly don't think we will straighten out the situation in 70-days, if the negotiations continue as they have been going for the past two months," William V. Bradley, president of the Independent International Longshoreman's Association told a television audience.
Typical of the stories in this category that were directly related with the crisis in the Middle East was the news found in both papers of November 2 which reported that the stock market was gravely affected by the Middle East trouble.

The Manila Times carried the U.P. report and allotted seven and one-half inches to the item. The Philippines Herald used the INS report which measured three inches. Both papers placed the news in story position six. The report of the Manila Times had more information added than that of the Philippines Herald.

These reports were followed by a similar one on November 12 when both papers carried an INS report to the effect that the Middle East tension forced American stockprices down.

The item was placed in the run-of-the-paper position in both papers. The Philippines Herald gave the story four and one-half inches. The Manila Times accorded the same article fifteen inches because it included this additional information which was obviously stricken out from the report of the Philippines Herald:

The business community, however, was fully aware that there will be no repetition of the 1952 "Eisenhower boom" -- for the administration itself would exert restraint if it developed.

And business and financial leaders became reconciled that the tight money policy would be likely to continue.
A capsule look at the week's industrial news background shows: Steel output continued at above the theoretical capacity and order books bulged further; Auto output, although lagging behind the year-ago peace, continued to increase and General Motors put ten Chevrolet plants on an overtime basis; the labor and commerce department reported weekly pay and hourly earnings of the nation's factory workers reached an all-time peak in mid-October.

Offsetting this, department store sales lagged again in the latest statistics available behind the corresponding period of 1955 and revenue freight carloadings also trailed last year's levels.

The only story in this category that was directly related to the Philippines was the United Press release on November 29 stating that Ambassador Carlos P. Romulo's address urged American private capital to increase its investments in the Philippines and throughout Asia. The Manila Times gave the report nine and one-half inches and placed it in story position five. The Philippines Herald included the item in a column called "Business and Industry." Although the story bore the same wording in both papers, the report of the Philippines Herald was one paragraph shorter than that of the Manila Times.

The Philippines Herald ended the article with:

He repeated a statement he made a week ago today in addressing another luncheon..."...The United States is an underdeveloped area when it comes to understanding Asia."

The Manila Times included this additional information after the quotation above:
This understanding must be gained, he said, for the "great and sober truth is that the outcome of the power struggle between the United States and the Soviet Union is going to depend on the evolution of these 'new' countries of Asia and Africa."
SECTION VI: Category 15 -- UNITED NATIONS

This category contained the most number of stories, 150, divided equally between the two dailies. Stories coded in this category had the dateline UNITED NATIONS, New York, hence, all the stories were directly concerned with the activities of the United Nations. A great majority of these reports dealt with the Hungarian anti-Communism revolt and the Middle Eastern crisis.

It is significant to note that most of the stories coded UNITED NATIONS were given much attention in both papers. In the period examined, from November 1 to 30, 1956, no less than fifty per cent of all the issues of the two dailies had stories in this category placed in story position one.

It was also noted in this study that the two dailies usually carried several stories in this category under one headline. Sometimes a paper would print as much as five or six items under one headline only.

Except for the special reports of the Manila Times' correspondent in New York, over seventy per cent of the stories in this category were printed in both papers. No significant and noteworthy interpretation, however, was noticeable in the reports of the two papers. More often than not, the items bore the same wording in both dailies. Evidently, however, the Manila Times had a more thorough coverage of the United Nations because it had a special correspondent
stationed in New York. The reports of the Manila Times' correspondent on the United Nations were tied-in with Philippine interest.

For the whole month of November, the Manila Times' correspondent sent in 16 stories datelined UNITED NATIONS. The stories contained in the Philippines Herald came from three different wire services, namely: Associated Press, United Press and International New Service. The Manila Times, on the other hand, aside from these three wire services and its correspondent, had the Agence France Presse as another source of news.

Besides containing the most number of stories, this category was also given the greatest amount of space, not to consider the positions in which these items were placed. The two dailies accorded a total of 123\(\frac{1}{4}\) inches to stories coded in this category, divided into: Philippines Herald, 619 inches; Manila Times, 615 inches. The Philippines Herald allotted an average of eight and one-fifth inches to every story it carried in this category. Those in the Manila Times were given an average of eight inches.
CHAPTER V

SOCIAL CLASSIFICATION

SECTION I: Category 6 -- CULTURAL

Six stories were coded CULTURAL, and these were divided into: Philippines Herald, four; Manila Times, two.

There was no particular event that was given much attention or complete coverage by either of the two dailies. All the stories in this category were concerned with personalities in the entertainment world.

A typical story in this category was this Associated Press report found in the Philippines Herald of November 8:

ORSON WELLS MAKING 1st. MOVIE IN 7 YEARS

HOLLYWOOD -- (AP) -- After an absence of seven years, Orson Welles in back before the Hollywood film cameras.

Welles has returned in "Pay the Devil" with Jeff Chandler. Welles plays a cattle baron, Chandler the sheriff.

"But it's not really a western," Welles cautioned. "It's a modern story, and there isn't a horse in the whole picture. We ride over the countryside in jeeps.

"I'm not really playing a heavy. He's a man who doesn't want to do bad things, but is forced into them by circumstances. That's what interested me in the role."
The multi-talented performer has been here all summer, and turned down a variety of other offers, he said, because either the roles were wrong for him or the scripts were poor. At present he is conferring on a deal to direct "Tip On A Dead Jockey" for MGM. That would mark his first return to directing for major studio in many years.

The Philippines Herald gave the item four inches and carried it in the run-of-the-paper position.

All the stories coded CULTURAL were found only in either paper.
SECTION II: Category 7 -- EDUCATIONAL-SCIENTIFIC-TECHNICAL DEVELOPMENT

This category contained thirteen stories, apportioned as follows: Philippines Herald, ten; Manila Times, three.

Most of the stories in this category were news of science and about technological developments and discoveries. There was not a single news of education found in the two dailies in the whole month of November.

There was only one story coded EDUCATIONAL-SCIENTIFIC-TECHNICAL DEVELOPMENT both papers carried; the rest of the stories in this category appeared only in either of the two dailies.

On November 18, both dailies carried an Associated Press report stating that there may be a slowdown in plans to build a regional atomic research training center in Manila if Asian nations do not cooperate fully in the American-sponsored plan.

The Philippines Herald allotted eight inches to the story, while the Manila Times gave the item only four and one-half inches. Both papers placed the article in the run-of-the-paper position.

The Philippines Herald had this part of the story which the Manila Times did not include:
Burma and Ceylon joined India and Egypt recently in a Bombay meeting for joint cooperation in atomic development.

When U.S. Foreign Aid Director John B. Hollister first proposed the training center 13 months ago, it was understood the offer was being made on a cooperative basis. Without full Asian participation in the plan it would fall short of its original conception.

Some sources indicate that in the intervening year interest has been somewhat lukewarm in other areas besides India.

Robertson will go to the Colombo meeting with full authority to give the U.S. government's views on the project. If other nations are interested the plan is expected to begin taking form.

After the Colombo meeting Robertson plans to visit four Asian countries. He has scheduled two-day stops in Indonesia, the Philippines, Hongkong and Tokyo. He is due to return to Washington, December 22.

All the stories in this category were placed in the run-of-the-paper position. It was also evident that none of the two dailies added any information to the stories, much less any interpretation. It is safe to conclude that the items were printed as they came off the wire services, and probably shortened at times.
SECTION III: Category 8 -- RELIGIOUS

The three stories coded in this category were divided as follows: Philippines Herald, two; Manila Times, one.

The lone story the Manila Times carried in this category was also printed in the Philippines Herald of November 10. The article was an A.P. report on the American Jesuit missionary work in the Philippines which was honored at the 14th. Jesuit mission benefit dinner in New York.

The second paragraph of the story mentioned the fact that Philippine President Ramon Magsaysay cabled a greeting to the dinner in which he expressed "in the name of the entire Filipino people deep and everlasting gratitude for carrying on splendid missionary tradition of your order among my people." Although the headlines were almost identical, to the effect that Jesuit workers were honored, the Manila Times had a sub-headline touching on the cable of President Magsaysay.

The sub-head read:

Magsaysay cables
greeting to gathering
in New York City

Both papers accorded the item three and one-half inches and placed it in the run-of-the-paper position.

The other story coded RELIGIOUS which appeared in the Philippines Herald of November 17 was not carried in
the Manila Times. The item was a one and one-quarter inch Associated Press report on Frank Duff, founder and international head of the "Legion of Mary" who was named by the University of Dayton as the winner of its seventh annual Marianist award, given for "outstanding service to the Mother of God." The Philippines Herald placed this item in story position six.
SECTION IV: Category 10 -- JUDICIAL AND LEGAL

The Philippines Herald carried all the seventeen stories in this category. No story in this category was found in the Manila Times.

The Philippines Herald played-up two stories in this category, the court hearing in connection with the Andrea Doria-Stockholm collision, and the Sheppard murder case.

Four items, all from the wires of the Associated Press, were concerned with the Federal court pre-trial hearings of the Andrea Doria-Stockholm accident.

The first item appeared on November 18. The news reported that the helmsman of the Swedish American liner Stockholm admitted that he allowed his attention to wander from his steering before the Stockholm collided with the Italian liner Andrea Doria. The helmsman said he became more interested in "surrounding things." The Philippines Herald gave the story two and one-quarter inches.

The next news of the pre-trial hearing appeared on November 24. The report which measured ten and one-half inches that Stan Johanson, the seaman in the crow's nest of the Stockholm at the time of its collision with the Andrea Doria, described today his telephone call to the bridge which took the attention of the officer on watch away from the oncoming Doria minutes before the collision.
On November 28, the Philippines Herald carried a seven-inch A.P. report stating that what the officer navigating the Stockholm said immediately after its collision with Andrea Doria last July 25 became the subject of legal wrangling at the pre-trial hearing of lawsuits stemming from the collision.

The Philippines Herald carried another report on the hearing on November 30. The item, three and one-quarter inches, read:

Stockholm Lookout
Testifies Seeing
Approaching Liner

NEW YORK, Nov. 28 (AP) -- A lookout on the liner Stockholm testified Tuesday that he saw the approaching Andrea Doria by radar when the latter was 10 miles off but did not report it to the officer on duty.

The lookout, Ingema G. Bjorkman, 20, was cross-examined by Eugene Underwood, attorney for the Italian line, at a pre-trial hearing on the collision of last July 25 which resulted in the sinking of the Andrea Doria.

Bjorkman said Third Mate Ernst Carstens-Johannsen called upon him to report to the bridge at 10:50 p.m. -- about 20 minutes before the collision while Carstens-Johannsen went to the chart room to take a radio directional hearing.

The third mate had testified previously that he first saw the Andrea Doria by radar when it was 12 miles off and had plotted its course when it was 10, six and then four miles off.

Bjorkman testified that when he saw the lights of the Andrea Doria come into view on the left side of the Stockholm he reported it
to the third mate, who was then standing by the radar in the wheelhouse.

The Philippines Herald carried two items on the Sheppard murder case. The Philippines Herald of November 3 gave the first report two and one-half inches.

The story read:

SHEPPARD MURDER CASE IS REOPENED

CLEVELAND, Nov. --(AP) The Marilyn Sheppard murder investigation has been reopened.

Saul S. Danaceau, who was prominent in the prosecution team that convicted Dr. Samuel H. Sheppard on December 21, 1954, for the bludgeoning of his pregnant wife, claimed he has "vital new" information.

He refused to make this information public, but it was learned that a woman in an out-of-state institution had told him she knew a man who had visited the Sheppards' bay village home and fought with the handsome osteopath on the July 4 morning in 1954 when Marilyn was killed.

The second article on the Sheppard murder case was also from the wires of the Associated Press. The Philippines Herald accorded it six and one-half column inches. The story said that Dr. Samuel H. Sheppard lost his fight for a supreme court review of his trial and conviction for the bludgeon slaying of his wife.

On November 19, the Philippines Herald carried an article it already printed on November 14. The report was an INS release and measured four and one-half inches.
The headline of the article on November 14 read:

US Court Lambasts Dual-Rate System Of 17 Shipping Firms

That of November 19 read:

U.S. Court Of Appeals Voids Alleged Discriminating Practice Of 17 Firms

The two reports bore the same wording, except for the datelines, which were November 12 and November 18 respectively.

The article read:

WASHINGTON, Nov. (12 & 18) (INS) -- The U.S. Court of Appeals revised a Federal Maritime Board which had been under attack by the Isbrandtsen Shipping Company and the Justice Department.

The three-judge court acted unanimously in voiding alleged discriminatory practices by 17 steamships lines operating between Japan, Korea and Okinawa and the Gulf and the Atlantic coasts of North America.

The lines, organized as the Japan-Atlantic and Gulf freight conference, set up a so-called "dual rate" system which the court today described as "retaliation."

The system won approval of the Federal Maritime Board on the grounds that it appears to be in compliance with federal shipping laws.

The decision was appealed by Isbrandtsen, which is not a member of the conference, the U.S. Department of Justice and the Department of Agriculture.

The court declared today: "Since the dual
rate system here constitutes retaliations, it must be condemned without regard to the question of its reasonableness..."

All the stories coded JUDICIAL AND LEGAL were placed in the run-of-the-paper position.
Only two stories were coded in this category; one each from the Manila Times and the Philippines Herald.

The Philippines Herald of November 8 contained an INS story on the advice from University of Illinois dietetics specialist Harriet Barto, who said nursing mothers need at least six cups of milk daily, and expectant mothers at least four.

The article also said that milk, for those with the extra pounds, is no "fattening food," the specialist said. "Most cuts of meat contain two or three times as much fat as a cup of milk."

On November 15, the Manila Times carried an article stating that top department officials would go to Manila for a first-hand appraisal of the current food supply situation in the Far East.

The report also said:

Top U.S. agricultural department officials were appraising the Hungarian and Middle East situations to determine what steps, if any, the U.S. must take to avert skyrocketing prices and serious food shortages.

When the appraisal was complete, it was learned, it will go to the White House with recommendations for or against positive action in the near future.

Officials told International News Service that the apparent prolonged shut-down of the Suez Canal will tend to increase agricultural
prices both in the Middle East and in Europe. Increases on some commodities have already been felt.
CHAPTER VI
PERSONAL CLASSIFICATION

SECTION I: Category 9 -- CRIME

The three stories coded CRIME were all found in the Philippines Herald. The Manila Times did not carry a single story in this category.

The Philippines Herald accorded a total of twelve inches to the three items, divided into: three and one-half inches on November 1, five inches on November 7, and three and one-half inches on November 11.

The story the Philippines Herald carried on November 1 was an INS report of a 14-year old boy who admitted to police that he beat a frail 77-year old spinster to death in a robbery which netted him $3.50.

On November 7, the Philippines Herald carried a story of a husky 17-year old youth who confessed to the stabbing-murder of a Wisconsin high school girl because he felt so ashamed of himself everytime he looked at her picture.

The third story in this category appeared in the Philippines Herald of November 11. It mentioned the recovery of $17,519 worth of costume jewelry at the home of a 51-year old woman department store clerk. The item also said that police declined to mention her name because she was
under a doctor's care. The store also declined to file charges. The police and store officials were convinced by the woman that the 100 pairs of new shoes, 200 unused purses and 200 unused hats found in her home had been purchased.

The Philippines Herald placed the three stories in position six.
SECTION II: Category 11 -- DISASTER

This category contained twelve stories divided into: Philippines Herald, eleven; Manila Times, one.

The only story in this category the Manila Times carried was from the Associated Press wires, and was included in the column "Cable Flashes" in the run-of-the-paper position. The item, which appeared on November 28, was allotted one and one-half inches and printed in bold letters.

The story read:

MIAMI, Florida, Nov. 27 --(AP) --A Venezuelan liner flying from New York to Caracas crashed into a mountainside Tuesday as it approached the Caracas airport, according to reports received here. There was no immediate word on the fate of 11 passengers and seven crewmen aboard.

Three out of the eleven stories in this category the Philippines Herald Carried dealt with the trapped miners in a coal-mine in Springfield, Nova Scotia. All the three stories came from the wires of the Associated Press.

The first item read:

SPRINGFIELD, Nova Scotia, Nov. 2 (AP) -- Rescue workers found two bodies at the 3,400-foot level of an explosion-shattered coal mine and reported they saw no sign of life in the deep workings where 116 other men were known to be trapped.

The known death toll stood at nine in what may prove to be Canada's worst mine accident in more than 40 years.
The rescue team said they could not bring out the bodies because of blockage in the underground tunnels.

They said a hoist would have to be rigged before their search for possible survivors could continue.

But they said the air seemed to be circulating better in the mine depths and this was considered a faintly hopeful sign.

A veteran miner at the pithead told a reporter he believed there was no hope of getting the trapped men out.

One man in a rescue team had already been killed by gas fumes and two more were taken to a hospital.

The Philippines Herald gave the story four inches in position six.

The second release on the story of the trapped miners was allotted one inch and was found in story position six. The item, which appeared to be in the form of a "filler," read:

SPRINGFIELD, Nova Scotia, Nov. 3 (AP) --
Rescue crews virtually abandoned hope today for 113 miners trapped in an explosion-torn coal mine more than half a mile below the surface. The known death toll mounted to 13.

The last item on the story appeared in the Philippines Herald of November 6. It was allotted four inches in the run-of-the-paper position. The previous report stated that the men were trapped more than half a mile below the surface, while the last story said that the men had been trapped more than mile underground.
The last item read:

**SPRINGFIELD, Nova Scotia, Nov. 5 (AP) --**A government official said Monday 88 of the men trapped in Thursday's coal mine explosion had been rescued and there were no more survivors.

On the basis of unofficial estimates that there were 113 men entombed by the blast, this would mean there are 25 bodies in the mine.

With 13 others previously known to have been killed near the surface, the over-all death toll would stand at 38.

Thirty-six of those rescued reached the surface Saturday after almost all hope had been given up that any had survived the underground blast and poisonous fumes.

Another 52 men had emerged from the pit by early Monday and the official at the pithead said, "That's it," there are no more survivors.

Most of those rescued were in good condition but some required hospital treatment for shock and exhaustion.

The men had been trapped more than a mile underground for more than 80 hours, since the explosion Thursday night.

The Manila Times did not carry any item dealing with the same story.

Some of the stories in this category were concerned with the rescue of all the 33 crewmen of the German freighter *Helga Bolten* which floundered 400 miles off Newfoundland, the death of eight persons in a fire in Ohio, heavy snowfall at the eastern section of the Great Lakes area, and, railway and airplane mishaps.
SECTION III: Category 12 -- HUMAN INTEREST

One hundred and forty-five stories were coded in this category, apportioned into: Philippines Herald, ninety-six; Manila Times, forty-nine.

Neither of the two papers gave any noteworthy attention to any particular story.

Three stories in this category were printed in both papers. The Manila Times had a better interpretation and more information included in the news.

When Rear Admiral George Dufek landed at the South Pole, the Philippines Herald of November 3 carried this report and gave it one inch in the run-of-the-paper position:

South Pole Landing

WASHINGTON, Nov. 2 (INS) -- A brief dispatch to navy headquarters revealed today that Rear Admiral George J. Dufek has led history's first landing at the South Pole and has become the first American ever to set foot at the point that marks the bottom of the world.

The Manila Times of the same date gave the story two and one-half inches, plus a two-deck headline, in story position six. It is interesting to note that although both reports came from the wires of the International News Service, the datelines differ.

The Manila Times had:

WARREN, R.I., (Nov. 2-Manila) -- (INS) -- Rear
Admiral George Dufek has landed an airplane at the South Pole—the first person ever to accomplish the feat.

Word of the landing by the admiral was received by "ham" radio operator Newoon Kram, who said he received a shortwave radio message early today from the United States base at McMurdo sound in Antarctica.

According to the message, Dufek landed the plane at midnight (EST) and took off 45 minutes later.

The admiral is in command of task force 43. He flew 500 miles from McMurdo to the Pole in ski-equipped navy R-R-D plane.

Both papers reported the death of Marshall Field III. The Philippines Herald allotted three-quarter of an inch to the Associated Press release, while the Manila Times accorded the same story two and one-half inches and had a two-decker headline. Both papers placed the story in the run-of-the-paper position.

The item in the Philippines Herald read:

NEW YORK, Nov. 8 (AP) -- Marshall Field III, 63, multi-millionaire merchant, died Thursday in New York hospital. Field underwent brain surgery at the hospital October 22.

The Manila Times included this additional information to the story:

Until Thursday he had been described as in fair condition. His wife, Ruth, was at his bedside when death came.

Field inherited one of the world's greatest fortunes—in the neighborhood of $160,000,000—from his merchant grandfather, founder of the
Chicago department store bearing his name.

The two papers also carried reports of the death of the celebrated British actor Francis Sullivan. The Philippines Herald printed the A.P. report, while the Manila Times used the item from the U.P. wires. Both papers placed the story in position six and each allotted one inch to the item. The two reports were identical.

A number of stories coded HUMAN INTEREST were concerned with strange incidents in life, usually humorous in nature or simply entertaining, and with the activities of Hollywood personalities. There were also several stories reporting the death of well-known individuals like Victor Young and Harry Sinclair.

Stories in this category were given an average space of one and one-half inches each. The Manila Times allotted an average of five and two-tenth inches to each of the forty-nine stories it carried. The ninety-six stories found in the Philippines Herald had an average of one and one-tenth inches each.
SECTION IV: Category 14 -- SPORTS

This category contained one hundred and twenty-three stories divided into: Manila Times, sixty-five; Philippines Herald, fifty-eight.

Many stories in this category were found in both papers.

Pictures accompanied a great majority of the stories.

Typical of the stories the two papers carried were the ones about naming of Al Lopez as the new manager of the Chicago White Sox, and the victory of Leo Alonzo over Joey Lopes in a 10-round bout in Sacramento, California.

Both papers had the latter as the number story in the sports section. The two dailies carried the report of the Associated Press, which bore the same wording in both papers of November 1. However, the Manila Times gave the story a five-column headline and two two-decker sub-heads. The Philippines Herald had a four-column headline and a three-decker sub-head.

The reports of the two papers of the transfer of Al Lopez from the Cleveland Indians to the Chicago White Sox had the same wording. Both papers placed the story in position six and allotted five and one-half inches to the item.

When America's Olympic games track and field team, topped by a sensational throw of 63 feet and two inches
by Parry O'Brien in the shotput, shattered one American and two world records as it concluded tune-ups before heading for Australia, both papers carried the story.

The Philippines Herald gave it eleven inches and a five-column headline and a three-decker sub-head. The Manila Times allotted the same story seven inches in position six, and a one-column two-decker headline.

The Philippines Herald had this information added to the news item which the Manila Times did not include:

Officials said application will be made to have the 63-2 throw recognized as the world's record. A previous throw by O'Brien of 62 feet 6 1/4 inches now is up for recognition.

Sprinter Leamon King continued to dominate the 100-meter dash. An alternate on the team, he won the first 100 race in 10.4 and a second one at 10.5.

Bobby Morrow, who ran third in the first 100-meter dash looked more like the Morrow of last summer, when he won the 200-meter dash in 20.8.

Bud Held, who holds the world's record in the javelin throw but who is an alternate after missing out in the Olympics trials last June, again was the best in the event Thursday with a throw of 263-1.

The team members, Cy Young, with 244-6 1/2; Phil Conley, 233-1/2; and Ben Garcia, 206-5 1/2, trailed.

Kelley reserved decision on any possible change in the team lineup involving the javelin or King's place among the sprinters. Kelly was indefinite as to when a change, if any, would be made.
On November 4, the Manila Times carried a four and one-half A.P. report dated November 2 announcing the 10-round bout between Henry Brown of Philadelphia and Paolo Rosi of Italy. On the same day, the Philippines Herald had a six and one-half U.P. report of the result of the bout. Both stories were found in story position six in the two dailies.

The Philippines Herald of November 4 carried an eleven-inch A.P. story of a scheduled football game in which Oklahoma will stake its 35-game winning streak and its No. 1 ranking in the United States against Colorado. The Manila Times did not have the same story. The next day, however, both papers reported the result of the game with identical stories.

The Manila Times of November 7 carried a story on the Associated Press weekly football poll which did not appear in the Philippines Herald until the following day. Although the Philippines Herald did print the news a day later, it nevertheless included information which the Manila Times omitted from its report.

The two reports had the same wording except for this data which the Philippines Herald had:

On the basis of points, 10 for the first, nine for second, etc., Oklahoma had 1,554 to Georgia Tech's 1,453. Tech had 30 firsts. Tennessee, with 1,252 points, State with 1,102 and seven first, round out the number of teams with more than 1000 points.

Actually things ran pretty much true to form among the leaders with Iowa, Pittsburg and Standford dropping down and Syracuse and Michigan registering the strongest gains.
While the Manila Times had only the top ten teams, the Philippines Herald printed this list which included the top twenty teams:

SECOND TEN

11. Clemson (5-0-1) .................. 158
12. Navy (3) (5-1) .................. 127
13. Florida (5-1-1) .................. 119
14. Oregon State (5-2) .......... 96
15. Iowa (5-1) .................. 83
16. Southern California (5-1) ... 76
17. Texas Christian (4-2) ....... 72
18. Colorado (5-2) ........ 30
19. UCLA (1) (5-2) ........ 29
20. (Tie) Pittsburg (4-2) and Standford (4-3) ..... 25

The defeat of Flash Elorde of the Philippines in a 12-round elimination bout against Miguel Berrios of Puerto Rico received considerable attention in the sports pages of both papers. Besides the eleven-inch A.P. report which the two papers printed as their number one sports story on November 11, each had an additional article on the same story.

The Manila Times inserted this other A.P. report in the story:

NEW YORK, Nov. 10 (AP) -- Dr. Vincent Nardiello of New York Athletic Commission to-night took ten stitches in Flash Elorde's eye cut, and eight stitches in a gash on the forehead of Elorde. The fighter will be out of action for about two months.

The International Boxing Club said it hopes to match Miguel Berrios with Cherif Hamia
in a 12-round elimination bout December 21st.
at the Madison Square Garden.

The Philippines Herald, on the other hand,
carried this additional report from the wires of the United
Press, accompanied by a three-inch picture of Miguel Berrios.
The article was given nine and three-quarter inches in story
position five.

NEW YORK, Nov. 10 -(UP)--Flash Elorde, a
sportsmanlike loser, had no excuses last night
and his conqueror, Miguel Berrios, had concern
for Elorde's cut eye.

"I was sorry I was not stopped -- I didn't
like to punch a man who was hurt so bad," said
Miguel.

"The cut on the corner of my eye was
nothing--it was just like a scratch," said
Elorde. "The other cut came in the last round."

"I want Sandy Saddler next but I know he
won't give me a title fight right now, so I'll
take Cherif Hamia," said Berrios.

"Elorde never hurt me at any time," the
little Puerto Rican said. "I feel fine."

"It was bad luck, I guess," Elorde said.
"I hope I can fight him again."

He was asked why he smiled several times
during the bout. "He was angry and he tried
to make me mad," Flash explained. "I wouldn't
get mad, I told him 'watch your head' and he
just got angry."

He fought left-handed all the way. "I was
right-handed against him in San Francisco,"
Flash said. "Last night I stayed lefty because
I thought that was best against his style."

Elorde will visit friends around New York,
then go back to the home he has established in
San Francisco.
Two of the sports stories found in the Philippines Herald of November 12 were also printed in the Manila Times. These were the U.S. football roundup and the victory of Sugar Ray Robinson over Bob Provizzi.

The coverage of the two papers of the former story was identical, except for this part of the A.P. report which the Manila Times included:

Both Tennessee and Georgia Tech are in line for bowl bids. The Vols probably will go to the Sugar Bowl and the Ramblin’ Wreck to the Cotton.

Texas A. and M. continued its sweep in the Southwest Conference by shellacking Southern Methodist, 33-7. The Aggies are the logical choice for the host team in the Cotton Bowl if they can get out of the NCAA doghouse.

In the Ivy League, Princeton and Yale continued in a tie for the top rung. The Tigers, only unbeaten, untied team in the East, turned back Harvard, 35-20, while Yale whipped Penn 49-7.

Syracuse, Pitt, and Penn. State the other three top teams in the East, all come out unscathed. The Orangemen thrashed Holy Cross, 41-20; Pitt. Whipped hapless Notre Dame, 26-13 and Penn. State clubbed Boston College, 40-7.

The report of the Philippines Herald, which did not include the part quoted above, measured ten and one-half column inches. It was placed in story position five. The Manila Times, although it put the story in the run-of-the-paper position, allotted 16 inches to the item.

The two dailies carried distinctly different reports on the result of the Robinson-Provizzi bout. The
Philippines Herald had two items on the story, one each from United Press and Associated Press. The Manila Times carried the U.P. report datelined: NEW HAVEN, Connecticut. The U.P. report the Philippines Herald used was datelined: NEW YORK. The Philippines Herald carried an item with the dateline: NEW HAVEN, from the Associated Press wires. The Philippines Herald included a three-inch picture of Robinson in the story.

The report of the Manila Times read:

NEW HAVEN, Connecticut, Nov. 11 (UP) -- Middleweight champion Sugar Ray Robinson tuned up for his Dec. 12 title defense against Gene Fullmer last night by coasting to a 10-round decision over Bob Provizzi at New Haven arena.

Robinson paced himself throughout the bout and did not open up until midway through the final round when he dropped Provizzi twice with combination punches for the only knockdowns of the bout.

The champion weighed 165 pounds, five pounds over the middleweight limit, for his first appearance in six months. He contented himself with a defensive battle almost all the way, relying on his sharp left jab to roll up points and rarely opening up with his right. Provizzi, 23, who weighed 162 pounds, carried the fight to Robinson throughout but never had him in any trouble.

The Philippines Herald had these two wires under one headline and a three-inch picture of Robinson:

NEW YORK, Nov. 11 (UP)--Young Gene Fullmer had a surprising amount of backing recently as he headed toward his middleweight title bout with Ray Robinson and most of it apparently was based on the question of how far the dancing man from Harlem can go.

Fullmer is no worse than a 6 to 5 underdog at the moment as he preps for the championship event at Madison Square Garden on December 12. There are those who feel that, when the bell rings, he'll be even money or better.

It's somewhat akin to prejudging a race between an aging thoroughbred and a young claiming plater.

Not that Fullmer hasn't got his share of class. But there's no debating the fact that he is, in essence, merely a tough club fighter with plenty of stamina and courage. He is of the Rocky Marciano school, a relentless windmill oblivious of the boxing scenes, but without the Rock's paralyzing punch.

Robinson, throughout his comeback, has lost only one bout. That was an early reversal at the hands of the Tiger Jones. In the important bouts since then he hasn't been called upon to go 15 rounds. In winning the crown back from Bobo Olson he knocked out the amorous one in two heats and then in the rematch put Bobo away in five rounds.

But, if he has to go 15 rounds against the young slugger who never has been knocked out, the theory is that Sugar Ray's 36 years--11 more than Fullmer's--might spell the difference between victory and defeat.

You can find a parallel between this bout and the first Jersey Joe Walcott-Rocky Marciano in which the Rock -- and Father Time -- finally caught up to 38-year-old Jersey Joe in the 13th round.

The Manila Times gave four and one-quarter inches to the story and placed it in story position six. The Philippines Herald allotted thirteen inches to the two items
and the picture it carried in story position six.

Both papers reported the head injuries suffered by Art Larsen, former U.S. national tennis champion, in a motor scooter accident. The Manila Times of November 13 gave the story five and one-half inches. The Philippines Herald allotted four inches to the story. Both dailies placed the A.P. report, which bore the same wording, in position six.

On November 14, the two dailies again carried an item each on the Associated Press football poll results. The report said that the Tennessee Volunteers edged out Oklahoma by two points in the closest vote of the season. The point system used in the balloting was explained in the article, and also the total points each team received.

The Manila Times placed the item in story position six and allotted seven inches to it. The Philippines Herald, while putting the story in position five, gave it eleven inches.

The Philippines Herald carried this additional information which was lacking in the report of the Manila Times:

One voter failed to list Oklahoma among the top 10 teams. Tennessee's strength rested in its harvest of 75 second-place ballots to 35 for Oklahoma.

Oklahoma led the pre-season poll and topped all other regular season voting with the exception of one week when Michigan State took over.

Iowa made the most startling gain, all the way from 15th to seventh by its 7-0 conquest of Minnesota. Idle Miami remained eighth, Syracuse
clung to ninth by bouncing Holy Cross 41-20 and Michigan again rounded out the top 10 with a 17-7 victory over Illinois.

The two papers reported the result of the Bowl games on November 19. The Manila Times gave the story from the wires of the Associated Press sixteen-inches and placed it in story position six. The Philippines Herald accorded fifteen inches to the same story in story position five. The reports of the two papers were identical. However, the Philippines Herald carried this paragraph which the Manila Times did not include:

In other Bowl Business, George Tech battered Bama 27-0 in a shot for a sixth consecutive Bowl appearance, presumably either the Sugar or Cotton.

The two dailies also carried the same U.P. report on the victory of Larry Bataan over Al Cruz on November 22. Both papers placed the item in the run-of-the-paper position. The Manila Times allotted six and one-half inches to the story, while the Philippines Herald gave it six inches.

The Moore-Patterson title-bout was contained in two dailies of November 28. The reports of both papers had the same wording. The Philippines Herald allotted eight inches to the item. The Manila Times gave the same article five inches. Both papers placed the story in the run-of-the-paper position.

On November 30, both papers carried an item each on Chuck Spieser, America's No.1 contender for the world
light-heavyweight championship, who knocked out one of Germany's top fighters, Willie Hoepner, in the second round of their non-title fight in Milwaukee.

Both papers placed the story in the run-of-the-paper position. The Manila Times allotted four and one-half inches to the item. The report of the Philippines Herald which had more information measured nine and one-half inches.

The Manila Times did not include this part of the report which the Philippines Herald had:

In the second round, Hoepner did nothing. Spieser moved into action fast and before the round was a minute old he had Hoepner in trouble with a barrage of blows with both hands. The flurry ended with a right uppercut to the jaw and Spieser stepped back to let Hoepner fall to the canvas. He got up when Referee Milt Goldstein counted six, but was helped up for another two seconds under the mandatory eight-count.

Hoepner back-pedaled then and it appeared he might manage to finish the round. Spieser, though cornered him again and with another flurry of punches, finished him off with a right hook to the jaw. When Spieser stepped back, Hoepner toppled forward. He got to one knee at the count of 10, was on both knees attempting to get up, but instead toppled forward on his face again.

It was Spieser's 19th win and 11th knockout triumph in 24 pro fights, while it was Hoepner's sixth loss in 55 pro battles, and the third time he has been knocked out.

The fight originally had been scheduled for Chicago, Oct. 31, but was postponed when Hoepner injured his left elbow in training.

Each fighter received $4,000 for the appearance on television, plus 25 per cent of the gate from a crowd estimated at 2,000.
PART III

THE FLOW OF THE NEWS
FROM THE PHILIPPINE REPUBLIC TO THE UNITED STATES

CHAPTER VII

OFFICIAL OR SEMI-OFFICIAL CLASSIFICATION

Only two stories were coded in the WAR category, one each from papers 3 and 13. The two items, which came from the wires of the Associated Press, bore the same wording in the two dailies.

Paper 3 allotted one and one-half inches to the item. Paper 13 gave the same item two inches. Both papers placed the story in the run-of-the-paper position.

The article read:

94 RED HUKS SURRENDER

MANILA, Nov. 13 (AP) -- An army spokesman said today 94 Communist Hukas gave up last night in a mass surrender at Bacoor, just south of Manila.

The spokesman said the Hukas surrendered after a week of secret negotiations with government representatives. It is one of the largest surrenders in the eight-year history of the dwindling Huk movement.

No story was coded in the POLITICAL category.

The FOREIGN RELATIONS category contained 26
stories. All the papers examined carried one item or more each, except papers 7 and 12.

Thirteen papers reported the death of United States Ambassador to the Philippines, Albert F. Nufer. Eleven papers used the report of the Associated Press, while paper 5 carried the United Press wire and paper one printed the report of its correspondent in Manila. The reports of the different papers had identical wording, except those of papers 1 and 2.

Paper 1 printed these additional information and background material which were lacking in the reports of the other papers:

Horace H. Smith, newly arrived from Korea as deputy chief of the mission, will be interim charge d'affaires. Mr. Smith announced that all Embassy social engagements would be canceled during a thirty-day period of mourning.

Surviving, besides his widow, are two daughters and five grandchildren.

Mr. Nufer had been slated for transfer after one year in the post, but his popularity with American business men in Argentina as well as with the Argentine Government led to the decision that he remain in Buenos Aires. The decision was announced after Dr. Milton S. Eisenhower, brother of the President, visited Argentina on a fact-finding tour of Latin America.

In November, 1954, Mr. Nufer headed the United States delegation to the general conference of the United Nations Educational Scientific and Cultural Organization, which met in Montevideo. 2

Paper 2 added the longest background material
and details and information and interpretation to the report of the death of Ambassador Nufer.

All the papers placed the report in position six. Lengths were: paper 1 -- eleven inches; paper 2 -- eighteen inches; paper 3 -- six inches; paper 4 -- seven inches; paper 5 -- one and three-quarter inches; paper 6 -- five and one-quarter inches; paper 8 -- six and one-half inches; paper 9 -- nine and three-quarter inches; paper 10 -- three and one-half inches; paper 11 -- eight and three-quarter inches; paper 13 -- four and one-half inches; paper 14 -- fifteen inches; paper 15 -- sixteen inches.

Papers 2, 4, 9, 11, 14, and 15 ran a picture of Ambassador Nufer with the story. The sizes of the picture ranged from one square inch to two by three inches with paper 4 having the largest picture.

The report of the death of Ambassador Nufer was followed by a story dealing with the fact that President Ramon Magsaysay may request the appointment of General Douglas MacArthur as United States Ambassador to the Philippines.

The article also said that according to reliable sources Magsaysay considered MacArthur as a logical choice for ambassador for two reasons:

1. He is experienced in Japanese as well as Filipino affairs and would be in a position to aid in settling reparations questions with Japan.

2. No living American commanded more respect than MacArthur among the Filipino people.
Only papers 6 and 11 ran this item, and the reports of these two dailies had identical wording. Paper 6 allotted three and one-half inches to the story and placed it in story position six. Paper 11 accorded three inches to the story and ran it in position four.

Another article relative to the death of Ambassador Nufer appeared in paper 10. The item, which reported that the body of the U.S. envoy will be returned to the United States, was given two inches, and was put in position four. Only paper 10 carried this item.

The question regarding the American bases in the Philippines was inadequately and confusingly reported by the American press.

On November 16, paper 13 ran an item stating that the United States and the Philippines will renew negotiations with regard the question of jurisdiction over offenses committed within the base confines. The Filipinos say infringement of sovereignty was involved.

Paper 13 gave the story three and one-half inches and placed it in story position six. No other paper carried the item.

Ten days later, on November 26, paper 8 carried an article dealing with the fact that the negotiations on the question of U.S. bases in the Philippines were "folding". Paper 8 allotted the article six and one-half inches and put it in the run-of-the-paper position.
Paper 1 carried a similar item on the same day. The report said that Karl R. Bendetsen, chief U.S. negotiator of military base problems with the Philippines said he was preparing to leave for Washington with all his advisers.

Paper 1 included this information which paper 8 did not carry:

He (Bendetsen) declined to speculate on whether agreement could be reached with the Philippine panel before his departure.

The Philippine negotiators expressed surprise at Mr. Bendetsen's imminent departure. They had been meeting in Baguio all last week. Mr. Bendetsen and his advisers flew there to consult informally the latter part of the week but returned to Manila with nothing to say.

Paper 1 accorded this item six inches and placed it in story position six. While paper 8 carried the report taken from the wires of the Associated Press, paper 1 had an item written by its special correspondent in New York.

Next day, paper 3 carried an article concerned with the report that the Philippine Press denounced the United States for ending negotiations. The article quoted parts of the editorials of the three leading Manila dailies.

It read:

The Philippines Herald said: "It is certainly doing the negotiations no good for the United States panel to pull without so much as by-your-leave. An explanation is properly in order."
The Manila Times said: "Not even the bungling for which the American State Department has gained note of late would warrant the suspicion that it would be guilty of so transparent a blooper."

The Manila Chronicle said: "This irresponsible threat of the chief negotiator of the American panel, because of its childishness and its brashness, failed to inspire fear in the hearts of our congressional leaders."

On November 28, paper 13 again ran an article on the deadlock of the negotiations on the question of the American bases in the Philippines. The report stated that the United States will resume negotiations.

The following day, paper 13 reported that the Filipinos were urging the United States to "quit" the bases in the Philippines. The report further said that President Magsaysay went personally to talk with the commander of an unnamed base somewhere in northern Luzon and, after arguing with the commanding officer, asked the officer to "get out of the country."

Paper 13 gave the first item two inches in the run-of-the-paper position. Seven and one-half inches were accorded the latter in the same position.

Only paper 3 carried the news that Philippine Foreign Secretary Carlos P. Garcia asked five Filipino newsmen to make formal complaint against a United States Air Force guard who fired over their heads at the Manila International Airport.

The item also stated:
There has been much friction here because of the Philippine demand for jurisdiction over United States military bases. This was heightened Tuesday night when an unidentified United States Air Force guard allegedly fired over the heads of newsmen and photographers covering the crash of a United States D-119 Flying Boxcar at the airport.

The Filipino newsman said the American fired over their heads, lined them up in the rain, made "derogatory" remarks about them, and confiscated their film.

The Manila airport is not a United States military installation, and Capt. Andere Miny provost marshal of the United States military port of Manila, said the guard had no orders to bar press photographers from the crash scene.

Paper 3 allotted five inches to the story in position six.

The only story directly related with the crisis in the Middle East was the statement of Vice-President Carlos P. Garcia ruling out a Philippine military contribution to any United Nations police force in the Suez Canal zone.

Only paper 9 carried this story. It devoted one and one-half inches to the report and placed it in position six.

A report relative to this one appeared in paper 5 six days later. The item was not found in the other papers. Paper 5 gave it two inches in position four.

The item read:

MANILA, Nov. 14 --(INS) --President Ramon Magsaysay announced that the Republic of the Philippines will offer to send 120 troops to join the United Nations police force in Suez.
The announcement followed a meeting of the council of state. Magsaysay instructed Philippine Ambassador Felixberto Serrano to inform the U.N. of the offer to "honor Philippine commitments to the world organization." 9

Only paper 10 carried an item dealing with the greetings sent by President Ramon Magsaysay to President Eisenhower on his re-election. It gave the article two and one-quarter inches in story position six.

The article ran:

MANILA, (INS) -- Philippine President Ramon Magsaysay Wednesday called President Eisenhower's re-election an "over-whelming" affirmation of the American people's faith and confidence in the chief executive and his administration.

In a congratulatory telegram to Mr. Eisenhower, Magsaysay said:

"With this fresh mandate in your hands it is certain you will continue to steer the American ship of state with the same courage, vigor, high statesmanship and dedication in the next four years." 10

No story was coded in the DEFENSE category.
Four stories were contained in the last of the five categories in the "Official or Semi-Official" grouping -- ECONOMIC category.

The four stories in this category all dealt with the economic aid of the United States to the Philippines for the fiscal year 1956-57. The report also said that according to the International Corporation Administration that it will be spent primarily on industry and community developments.
The total will be $33,500,000, the same as last year.\textsuperscript{11}

Only papers 9, 11, 13, and 15 ran the story.

The lengths and positions were: paper 9 -- one and three-quarter inches, position six; paper 13 -- one and one-half inches, position five; and paper 15 -- two inches, position six.
FOOTNOTES

CHAPTER VII

5. St. Louis Post-Dispatch, Nov. 27, 1956.
7. St. Louis Post-Dispatch, Nov. 15, 1956.
10. Oregonian (Portland), Nov. 8, 1956.
CHAPTER VIII

SOCIAL CLASSIFICATION

The CULTURAL category did not contain any story. Only one story was coded in the category labelled EDUCATION-SCIENTIFIC-AND-TECHNICAL DEVELOPMENTS.

Paper 1 ran the item and devoted thirteen and one-quarter inches to the item in story position six.

It read:

NEW FUND TO HELP WORLD DISABLED

Dr. Rusk Announces Plan to Be Financed by U.S. Industrial Leaders

MANILA, Nov. 18 -- The formation of the World Rehabilitation Fund, financed by leading United States industrialists and business men, was disclosed here today by Dr. Howard A. Rusk of New York.

Still in the process of organization, the fund will be liberally endowed as an "investment in understanding throughout the world," Dr. Rusk said.

Dr. Rusk, director of the Institute of Physical Medicine and Rehabilitation at the New York University-Bellevue Medical Center and an associate editor of the New York Times, is on a tour of Asia in the interests of the fund. He told lecture audience he believed that the Philippines would become one of several world centers for rehabilitating the crippled. He departed this morning for Japan and Korea.

On his three-day Philippine visit Dr. Rusk found heartening evidence of medical progress and a sound beginning in physical rehabilitation
work. Two thousand Filipinos are studying medicine in the United States, with an encouraging proportion in training for work with cripples.

Therapy Teachers Needed

He was told that the great need here was for experienced personnel in physical medicine, especially those equipped to train others. Physician and nurses are returning from the United States now, however, and centers for training practitioners from neighboring countries are becoming feasible.

Dr. Rusk found a tremendous contrast in the available facilities. He was shown the new $9,000,000 Veterans Memorial Hospital on Manila's outskirts. Its plush accommodations for a limited number of Filipino veterans include radio outlets in every room, television and a nine-hole golf course.

An Inspiring Hospital

This hospital was a gift to Filipino veterans from the people of the United States under recent United States legislation. Its availability to patients is strictly limited by United States laws, however, to accredited World War II veterans. The eligibles number 600 to 700 and it costs between $3,000,000 and $4,000,000 a year to operate the hospital.

Dr. Rusk visited the National Orthopedic Hospital operated by the Philippine Government in a ramshackle wooden building so desperately overcrowded that child patients lie two or more to a bed. The operational facilities are limited and crude. But here Dr. Rusk found patients lively and cheerful, putting out their own newspaper and engaging enthusiastically in operational therapy. The directors and physicians he found dedicated to their task.

"I found their make-do philosophy terrific," Dr. Rusk said. "The patients and doctors are proudly cooperating in making personalities as well as bodies whole again. Patients help other patients and the recovery rate is rapid and high. It was the most encouraging thing I have run into."
The RELIGIOUS category contained the most number of stories in the "Social" group--seven items.

Five of the seven stories in this category were concerned with the arrival of Francis Cardinal Spellman in Manila to represent Pope Pius XII at the Second National Eucharistic Congress.

The papers that carried this news and whose reports bore identical wording were papers 1, 4, 9, 11, and 13.

Papers 1, 4, and 11 carried the report of the A.P. wires, while papers 9 and 13 ran the U.P. report.

Paper 4 included this information which was lacking in the reports of the other four papers:

It was the cardinal's eighth visit to the Philippines where he will be the house guest of President Ramon Magsaysay.

Paper 4 allotted the item two and one-half inches in position six. Paper 9 gave the story one and three-quarter inches in position six, while papers 1 and 11 accorded it one and one-half inches in position six. Paper 13 gave the article one inch in the same position--the run-of-the-paper.

One of the two other stories in this category was also related to the Second National Eucharistic Congress in Manila. Only paper 10 ran the item, and devoted three and one-quarter inches to it in story position six.

The item read:
Typhoon Delays
Catholic Fete

MANILA -- (INS) -- More than 25,000 Catholics prayed before an open altar at Luneta Park in Manila Wednesday under a canopy of dark, threatening clouds as Francis Cardinal Spellman opened the Second National Eucharistic Congress.

Rain and strong gusts of wind from typhoon Olive momentarily interrupted the hour-long solemn rites which initiated the five-day celebration honoring the heart of Jesus.

Manila Archbishop Rufino Santos delivered the main sermon before the altar where a towering white figure of Christ overlooked the congregation. 3

The other item coded RELIGIOUS dealt with the news that hundreds of Filipino Catholics prayed for Hungary in a mass prayer held in the Rizal Memorial Stadium in Manila. The report also stated that the occasion was highlighted by speeches denouncing Communism.

Only paper 14 carried the item taken from the wires of the International News Service. It accorded the story two and one-half inches in position six.

No story fell in the JUDICIAL AND LEGAL category.

In the SOCIAL MEASURES category, two stories were coded. Papers 7 and 9 carried the item and allotted three and one-half inches, and three inches respectively. Both papers placed the story in position six.

The report read:

MANILA, P.I. --(UP) -- President Ramon Magaysay Tuesday began a nation-wide food production campaign to "insure sufficient local food
supplies in the event of any emergency." He directed all provincial officials to see that citizens increase gardens in back yards and empty lots "in view of the situation in Europe and the middle east."
FOOTNOTES
CHAPTER VIII

2. Chicago Tribune, Nov. 27, 1956.
3. Oregonian (Portland), Nov. 30, 1956.
CHAPTER IX

PERSONAL CLASSIFICATION

The CRIME category did not contain any story.

Thirty-five stories were coded in the category DISASTER. Most of these stories dealt with the news that a series of typhoons hit the Philippines in the early part of November, and with stories of ships caught in the storms in the Philippines seas.

Papers 3, 7, and 10 carried the news that a new typhoon was heading toward the Philippines. The report of the three papers had identical wording.

The article read:

MANILA, November 16 (AP) -- A new typhoon named Mary bore down on the northern Philippines today, barely 12 hours after typhoon Lucille lashed central Luzon island.

One early victim of the latest typhoon was the Philippine freighter Philippine Merchant. A message from the 3280-ton vessel said it had run aground off-Cagayan province and was leaking badly.

The papers, lengths and positions were: paper 3 -- two inches, position five; paper 7 -- two inches, position six; paper 10 -- two and three-quarter inches, position four.

Three papers, 7, 9, 10, and 14 ran a short item
which reported that a shortlived Pacific typhoon "which had threatened the northern Philippines broke up Friday night, the Manila weather bureau reported."²

Papers 9 and 10 placed the story in position four, while paper 14 put it in the run-of-the-paper position. The lengths were: paper 9 -- two inches; paper 10 -- two and one-quarter inches; paper 14 -- three and three-quarter inches.

The news about another typhoon in the Philippines was reported in six papers, namely; papers 2, 4, 6, 7, 9, and 11.

All the papers placed the story in the run-of-the-paper position. The lengths were: paper 2 -- on and one-half inches; paper 4 -- two inches; paper 6 -- one inch; paper 7 -- one inch; paper 9 -- two inches; paper 11 -- one-half inch.

Paper 11, which devoted one-half inch to the item only had:

MANILA, November 26 (AP) -- Typhoon Nadine blew itself out today shortly before it reached the east coast of northern Luzon island.³

Papers 2, 6, and 7 included this information to the item above:

The Pacific tropical storm's earlier 100 mile an hour winds simmered down to 40 miles.⁴
Papers 4 and 9 carried the most amount of information added to the story. The two papers did not omit this information from the A.P. wires:

Weathermen reported a new depression was developing about 300 miles east of Samar island.

Four papers ran the item dealing with the fact that a late season storm with 70-mile an hour center winds was heading toward the southeastern tip of Luzon island.

The papers, lengths, and positions were: paper 5 -- three inches, position six; paper 6 -- one inch, position six; paper 7 -- two and one-half inches, position six; and paper 13 -- two and one-half inches, position four.

Paper 6 omitted this information which the other papers carried:

The Manila weather bureau said the storm was moving west at 8 miles an hour and was expected to reach Luzon Wednesday.

Storm signals were raised over Manila and other southern Luzon cities Tuesday shortly after the storm developed east of Samar island. The weather bureau said the typhoon's present course would bring it just south of Manila.

The story of the American freighter Charles E. Dant which met a storm off the Philippines received considerable play in several papers from November 27 to 29.

Papers 1, 4, 7, and 13 ran an A.P. wire stating that the American freighter was listing badly and in danger of sinking in the South China Sea 30 miles off the coast of
Luzon.

The report also said that the civil aeronautics search and rescue center in Manila had announced that the MV Isabel had reached the said location of the Dent and was standing by waiting for daylight and a chance to give aid to the freighter and its crew of 47.

The reports of papers 7 and 13 bore the same wording and both measured four inches and were placed in story position six.

Paper 1 had this information which papers 7 and 13 omitted:

Two other ships, the United States Navy ship Muskingum and the tugboat Mina, were speeding to the scene.

The freighter left Poro Point in San Francisco, La Union Province early today with a load of copper concentrate bound for Tacoma, Washington.7

Paper 4 carried the longest report on the story. Besides the information contained in the reports of the other three papers, paper 4 included this:

The Charles E. Dant, formerly the Flyway, is an 8,292 tonner built in 1943 at Oakland, Cal., and operated by the States S.S. company. Its port of registry is Tacoma, Washington.

Across the island, a typhoon, Olive, was kicking up the seas with 70 mile an hour center winds 100 miles off southeastern Luzon. Storm signals were flying over Manila and other southern Luzon cities.
Whether the typhoon was responsible for the S.O.S. call from the Charles E. Dant was not explained.

The storm is expected to reach Luzon tomorrow.8

Paper 1 gave the story three and three-quarter inches in position six. Paper 4 allotted nine inches to the item in position six.

Paper 3 carried a similar U.P. report to which it gave one and three-quarter inches in the run-of-the-paper position. The report of paper three read:

U.S. FREIGHTER IN DISTRESS

MANILA (Wednesday) November 28 (UP) --

The American freighter Charles Dant sent out a distress call early today saying it was in "immediate danger" and asking for help.

The message, picked up by the RCA marine station in Manila, gave the ship's position as off the northwest coast of Luzon. The United States Navy ship Muskingum was speeding to its assistance.9

Another report on the fate of the freighter Charles E. Dant came off the wires of the Associated Press, and which papers 7 and 14 carried.

The item stated that the American freighter Charles E. Dant was beached in Lingayen gulf to avoid sinking. All 47 crewmen were rescued, the ship's agent said.

The agent further said that the freighter, carrying a heavy load of copper and listing dangerously, made it ashore despite the typhoon.
"We hope -- paradoxical as it may sound -- the typhoon will not blow the ship off the shore into the sea," the agent added.10

Paper 14 included this information:

The captain had ordered his 46 crewmen off the 8292-ton freighter in Lingayen Gulf, on the west coast of Luzon Island.11

The lengths and positions were: paper 7 -- two and one-half inches, position six; paper 14 -- three and three-quarter inches, position six.

The last report on the freighter Charles E. Dant was included in a long story concerning the loss and havoc wrought by the storms that swept the South China Sea and the Western Pacific.

Only papers 6 and 7 ran this report of the Associated Press. Paper 6 devoted seven and one-quarter inches to the story, while paper 7 allotted it five and one-quarter inches. Both dailies placed the item in the run-of-the-paper position.

Paper 6 carried this information which the report of paper 7 was lacking:

The Dant took a bad list when the cargo of copper concentrates it was hauling from the Philippines to Tacoma, Washington, shifted in heavy seas.

An earlier report said the ship had reached an anchorage in the Gulf of Lingayen, five miles south of Santo Tomas port, but later the captain reported increasing swells
were threatening to capsize the vessel.12

It is significant to note in this connection that some of the reports dealing with the disaster of the freighter Dant mentioned 46 crew members, and some reported 47 or 49 crewmen.

Another sea disaster, this time about a large British tanker that was reported to have sank off the southwest Philippines, reached the pages of four American dailies, namely; papers 9, 10, 11, and 13.

The A.P. wire stated that Globewireless reported that the 12,218-ton Neritopsis, owned by the British Shell Petroleum Company, went down after striking a submerged rock in the South China Sea. The vessel earlier reported it was foundering and the crew signalled it was abandoning ship.

The report of paper 13 said:

Globewireless picked up a message from the Australian ship Nellore saying it had picked up survivors after the Neritopsis sank. It did not say how many had been rescued.13

However, the reports of papers 9, 10, and 11 read:

Globewireless picked up a message from the Australian ship Nellore saying it had picked up 52 survivors.

Commercial radio stations earlier picked up a message saying the ship's engine room was flooded with seven feet of water.14
Papers 9 and 10 placed the item in story position four, and allotted four and one-half inches, and four and three-quarter inches respectively. Papers 11 and 13 placed the story in the run-of-the-paper position and accorded it four and one-half inches, and three and one-half inches respectively.

Only paper 10 carried this INS report:

MANILA (INS)—Globewireless in Manila reported Tuesday intercepting an SOS signal from the motor vessel Yungfei, in distress in waters southeast of Formosa.15

One inch was given to the item in story position in paper 10.

Four papers 2, 3, 7, and 11 carried the story of the two American airmen whose jet trainer crashed in the South China Sea off Lubang Island, south of the entrance to Manila Bay.

The report of paper 3 came from the wires of the United Press, while those of papers 2, 7, and 11 came off the Associated Press wires.

Paper 7 had this information which the others did not include:

United States 13th Air Force Headquarters at Clark Field, where the plane is based, said that the men were spotted on a beach in southeast Lubang.

An Air Force spokesman said that the jet, a T-33 trainer, ran out of fuel shortly before dark Thursday.16
The four papers placed the story in position six. Papers 2 and 11 gave the item two inches. Papers 3 and 7 accorded the story one and three-quarter inches, and three and three-quarter inches respectively.

The story, which dealt with the fact that Moro (Moslem) bandits murdered an entire family of 13 persons on Sulu Island in the southern Philippines, and that 21 persons had been killed in crimes of violence on Sulu in four days, was found in two papers.

The papers, lengths, and positions were: paper 3 -- one and one-half inches, position six; paper 11 -- one inch, position six. The reports of the two papers bore the same wording.

Two stories were coded in the HUMAN INTEREST category.

Paper 15 allotted two inches in position six to the report that 12 Japanese who had been hiding-out in an unexplored area in the mountains of Mindoro Island surrendered to the military authorities in Manila.

The other story coded HUMAN INTEREST read:

**CORREGIDOR TO HAVE TOURIST FACILITIES**

$57,500 Rest House Planned
to Make Historic 'Rock' a Major Attraction

MANILA, November 17 (AP) -- Corregidor Island, famed World War II battleground of American and Filipino troops against the Japanese, is being developed into a major Philippine tourist attraction.
Defense Secretary Dologio Balao, Chairman of the National Shrines Commission, said $57,500 will be spent to build a rest house and reception center on the historic "rock." Congress already has appropriated money for the project.

The rest house will be a modern, circular-shaped three story structure. Glass walls will provide a panoramic view of the island.

The Commission is considering construction of an airfield for small planes on the island, repair of roads and installation of light and water facilities. Steps also are being taken to erect markers at historical points involved in the battle to defend Corregidor and Bataan peninsula at the outbreak of World War II.

Corregidor and Bataan are places tourists to the Philippines ask most often to see. The tadpole-shaped, two-square-mile island lies at the entrance to Manila Bay. It is about two miles off the southern tip of Bataan.

After the Japanese attack on December 8, 1941, General Douglas MacArthur ordered the remnants of 15,000 United States troops, 40,000 Filipino soldiers and 100,000 Filipino reservists to Bataan for a last-ditch stand.

A powerful Japanese assault force of 200,000 men opened the battle of Bataan on January 9, 1942, against the ill-equipped American and Filipino defenders under General Jonathan M. Wainwright.

Wainwright defended Bataan until April 8. He escaped to Corregidor with 3510 of his men. The Japanese took 35,000 Americans and Filipinos prisoner.
on Bataan. They walked them to prison in the now famous "death march."

Then the Japanese opened a day and night bombardment on Corregidor from the air and from artillery placed on Bataan and in Cavite province to the south. One by one the large naval guns and mortars on Corregidor were knocked out.

By May, half the 11,574 were on stretchers in the Malinta tunnel on the island. Medicines were almost gone. Water rations were reduced to a cup a day. Men fought on nerve alone. The Japanese finally established a beachhead. Wainwright surrendered Corregidor on May 6, 1942.17

Only paper 3 carried this item. It accorded the story ten and three-quarter inches and placed it in story position five.

The SPORTS category contained four stories.

Three of the four stories that fell under this category dealt with the victory of Little Cezar, the Philippine bantamweight champion, over Danny Kidd.

The papers that reported the story were papers 9, 11, and 13. Paper 13 gave the story one inch in position six. Papers 9 and 11 allotted the item two and three-quarter inches and two inches respectively in position six.

Only paper 9 mentioned the fact that Little Cezar was "the Philippine boxer who is campaigning for the world bantamweight crown. There were no knockdowns in the match but the bout was bloody with both fighters slugging it out in the closing rounds in desperate knockout attempts."18
Paper 3 allotted one inch in position six to a story which reported that a Philippine All-Star baseball team defeated the United States Olympic squad 6-5 in the first of two exhibition games at Rizal Memorial Stadium. The American starting pitcher was Gerry Methuin. No other paper carried this story.
FOOTNOTES

CHAPTER IX

1. St. Louis Post - Dispatch, November 16, 1956
2. Los Angeles Times, November 17, 1956
3. Miami Herald, November 28, 1956
   Milwaukee Journal, November 26, 1956
5. Chicago Tribune, November 27, 1956
   Los Angeles Times, November 27, 1956
   Denver Post, November 27, 1956
   Detroit News, November 27, 1956
8. Chicago Tribune, November 28, 1956
9. St. Louis Post - Dispatch, November 27, 1956
10. Milwaukee Journal, November 29, 1956
11. New Orleans Times, November 29, 1956
13. Detroit News, November 17, 1956
14. Los Angeles Times, November 17, 1956
   Oregonian (Portland), November 17, 1956
   Miami Herald, November 17, 1956
15. Oregonian (Portland), November 21, 1956
FOOTNOTES - CHAPTER IX (Cont.)

17. St. Louis Post-Dispatch, November 18, 1956
18. Los Angeles Times, November 17, 1956
PART IV

A STUDY OF THE KNOWLEDGE OF, AND ATTITUDE
TOWARDS THE PHILIPPINES OF 40 COLLEGE STUDENTS

CHAPTER X

THE CONTROLLED EXPERIMENTAL STUDY

Besides its primary aim of determining the knowledge of, and attitude towards the Philippines of a sample of 40 journalism students from Boston University, a controlled experimental study was also designed to determine the different sources of information about the Philippines.

The students chosen to participate in this study were all junior and senior journalism students, and were divided into two groups of 20. The members of the two groups showed no disparity and were considered homogenous in age and general background.

One group was asked to answer a set of questions after watching an informative movie about the Philippines. The other group answered the same questionnaire without the benefit of watching the same movie shown the first group. Accordingly, to simplify matters, the two groups were labelled Group A and Group B. The group shown the informative movie was called Group A, and the other, Group B.

To lessen the number of variables that might effect the result of the survey, the two groups were requested
to answer the questionnaire at the same hour of the day, although on two different days.

The movie used in this study was made available through the courtesy of the American President Lines. The picture was in full-color and had a running time of 25 minutes. It was entitled AND BAYAN KONG FILIPINAS, with the sub-title MY MOTHERLAND, THE PHILIPPINES.

The film started with a full-view of the SS President Cleveland leaving San Francisco Bay on a trans-Pacific crossing to the Philippines. Evidently, the narration was in relation with the conveniences aboard the ships of the American President Lines. This ran for a full minute.

The next scene was a pier in Manila, and the narration said: "This is the land with a wonderful story, a story of an ancient dream coming true. The dream of man becoming free and independent, it is our wonderful land, and our story." It continued, "The Philippines is made up of more than 7,000 islands." For more than one minute, the narration dealt with the geographical features of the Philippines.

Then it showed the University of Santo Tomas, and the narrator said that "400 years ago the Spaniards came" and among the first institutions they built in the Philippines was the University of Santo Tomas in 1611. "It was in 1521 when the Spaniards first arrived in the Philippines, under the command of Ferdinand Magellan."
The movie devoted one-half minute to the system of education in the Philippines, emphasizing the "hunger of the Filipinos for higher education." It showed some of the more modern universities and colleges in Manila. Tied-in with education, the picture showed the monument of the national hero of the Philippines, and the narrator said, "Jose Rizal wanted independence and freedom without violence and bloodshed." The narration further stressed at this point the fight of the Filipinos for independence.

In connection with the struggle for freedom, the film depicted the way of life in the Philippines, with concentration in the rural areas, showing the "unblemished faces of the Filipinos." The narration touched on the progress of the Philippines--"the most progressive nation in Asia today."

Relative to the "spread of better living," the film showed the primitive methods of weaving baskets from bamboo, of producing salt--"still maintained from ancient means"--and of catching fish. Forty-five seconds were devoted for this part of the picture.

Then, the whole process of planting and harvesting rice was shown. The narrator said, "This is the famous Filipino-way of planting rice, in rhythm with the strain of a guitar. The Filipinos have words for this (for the song), 'Planting rice is never fun, bent from morn till the set of sun, cannot sit and cannot stand, cannot rest for a little while.'"
Next, it showed a group of people pounding rice and another group winding the rice. The narration went: "This is the tradition we are proud of." This went on for one minute and forty-five seconds.

The picture gave fifteen seconds to the "ancient and traditional" Tinikling dance. This folk dance is usually called the Bamboo Pole dance. A couple, while immitating a long-legged bird stalking the field, jump in and out of two long bamboo poles which another couple knock together.

The film also showed the world-famous Ifugao rice terraces built 2000 years ago. The narrator said it "still amazes scientists of today."

Then the picture again mentioned the desire of the Filipinos to become independent. "How can the boy learn to swim if not allowed to go to the water?" The narration continued, "The Americans agreed. The Philippines became a Commonwealth on November 15, 1935."

For almost one minute, the movie dealt with the inauguration of the Philippine Commonwealth. The Legislative Building was among the many sights shown in this connection, besides the big inaugural parade.

Then came the war. "The Filipinos fought gallantly with the American forces. We fought for the defense of our freedom, we fought for democracy." The picture showed the ruined city of Manila. Then, "victory and peace." "With few exceptions, no other land suffered more devastation than
the Philippines.

"But with spirit and determination, we rebuilt our factories and public buildings. And with the aid of the United States, we speeded up the rehabilitation of our young country." The film showed the progress in transportation, of highways and railroads, and farming. "War forced out old primitive methods."

Together with the rehabilitation program of the Philippines immediately after the war, the picture showed the important industries in the island. First to be mentioned was the mining industry which, the narrator said, "is progressive...with modern equipments... Bully rebuilt from the ruins of the war... Filipinos are the highest paid miners in the Orient... One of the most important coal producers in the world".

The lumber industry came next. The narrator said that "three-fifths of the land area of the Philippines is covered with abundant forest". The Philippines has "the most regulated and greatest lumber industry in Asia." One of the most important lumber the Philippine exports to other countries is the Laoan. The narration mentioned the importance and different uses of this lumber. With the lumber industry was included the "growing rattan industry."

The movie devoted the longest time in the coconut and copra industry. The picture showed the different methods of producing copra from coconuts and the different uses of
the product. "Copra is the most valuable product of the Philippines. It is shipped throughout the world." Shown also were the modern factories of the industry. Forty-five seconds of the film were devoted to copra industry alone.

The abaca industry was another one that received considerable attention and time. The narrator said that "abaca is unusual and important." Abaca fiber comes from the trunk of a tree that belongs to the same family as the banana tree. It is woven into ropes known as manila rope, "the finest in the world." The picture showed the different stages in the production of manila rope. "The Philippines produces two-thirds of the entire world supply of this essential material ... 1,400,000 bales a year."

The big pineapple plantations in the Philippines were shown next, together with the "sanitary method of canning." The Philippines exports canned pineapples all over the world.

The movie then shifted to the tobacco industry which "produces the finest cigars rolled by hand." Philippine made cigars are in great demand all the world over. The tobacco industry of the Philippines prepare millions for shipment overseas."

Finally, the film touched on the foreign trade in the Philippines, "the mutual trade that benefits all." It told of the exports of the Philippines and the raw materials it imports. Then, the film summed up the progress taken in the field of transportation, commerce, education, industry,
science, industrial research and medicine..."of modern equipments creating skilled workers in many fields."

"The Philippines has the highest standard of living of any Asian nation."

After citing the sports program adopted by the government to improve the welfare of its citizens, the narrator praised the system of education in the Philippines in this manner: "It is the finest in the world." The film showed some other institutions of higher education to which the narrator commented, "Education within the reach of all."

With regard the Philippine government, the narrator has this to say: "The Philippines has one of the most democratic forms of government, and our constitution is one of the most democratic ever drafted by men.

"We have proven that we can govern ourselves, that we can develop a democratic government, and that we can be a strong and healthy nation without violence and bloodshed. We have gained a respected place among the nations of the world.

"Our faith in God has not been forgotten."

While the narrator delivered the speech of the late President Franklin D. Roosevelt about freedom, the film showed the interior of a Catholic church.

The narration was clear and resonant, and the film was projected clearly on the screen. No disturbance of any kind was noted during the showing of the movie. The students seemed to have enjoyed the film. Immediately after
the movie, the questionaires were distributed among the students.

The questionnaire contained 30 questions, all related with the Philippines. The questions ranged from historical to cultural subjects and to topics of current events. The questions, as they were contained in the questionnaire, appear in the following pages.
CIRCLE THE CORRECT ANSWER

1. Who discovered the Philippines?
   1. Balboa
   2. Magellan
   3. Limahong
   4. Bolivar
   5. Columbus

2. When was the Philippines discovered?
   1611  1501  1521  1777  1896

3. Where is the Philippines located?
   1. Near East
   2. Middle East
   3. Far East

4. What is the capital of the Philippines?
   1. Bataan
   2. Leyte
   3. Tacloban
   4. Manila
   5. Cebu

5. What is the name of the largest island in the Philippines?
   1. Luzon
   2. Mindanao
5. 3. Bisayas
4. Samar
5. Borneo

6. What is the staple food in the Philippines?
   1. wheat
   2. corn
   3. rice
   4. potato
   5. mongo

7. The deepest body of water is found in the Philippines. It is called:
   1. Subic point
   2. Sanglev point
   3. Manila Bay
   4. Mindanao
   5. Surigao Deep

8. Under the rule of what country had the Philippines been for more than 350 years?
   1. United States of America
   2. Spain
   3. Portugal
   4. England
   5. France

9. When was the Philippines granted the right to establish a commonwealth?
   1917  1900  1935  1941  1946
10. When was the Philippines granted her independence?
   1934  1952  1950  1941  1946

11. Who is the incumbent President of the Philippines?
   1. Romulo
   2. Roxas
   3. Sukarno
   4. Magsaysay
   5. Quirino

12. Who is the Philippine Ambassador to the United States?
   1. Romulo
   2. Roxas
   3. Magsaysay
   4. Serrano
   5. Garcia

13. Who is the American Ambassador to the Philippines?
   1. McNutt
   2. Ferguson
   3. Smith
   4. Nufer
   5. VACANT

14. Where did the American forces of liberation landed first in the Philippines?
   1. Lingaevan
   2. Manila
14. 3. Bataan  
4. Leyte  
5. Corregidor  

15. Who liberated the Philippines from the Japanese in World War II?  
1. General Patton  
2. General Eisenhower  
3. General MacArthur  
4. General Wainwright  

16. The religion of the greater majority of the people of the Philippines is:  
1. Protestant  
2. Catholic  
3. Lutheran  
4. Buddhist  
5. Moslem  

17. What do you call the National Language in the Philippines?  
1. Spanish  
2. Tagalog  
3. English  
4. Filipino  
5. Chinese  

18. Besides the National Language, what are the two other common languages in the Philippines? (Select two answers)  
1. Chinese
18. English
3. Burmese
4. Malagan
5. Spanish
6. Japanese
7. Portuguese

19. What do you call a citizen of the Philippines?
1. Malayan
2. Philippinian
3. Indonesian
4. Filipino
5. Tagalog

20. One outstanding characteristic of the people of the Philippines is their:
1. laziness
2. pride
3. conceit
4. hospitality
5. bravery

21. Who was the American Admiral who won the Battle of Manila Bay in 1900?
1. Admiral Perry
2. Admiral Nimitz
3. J. Paul Jones
4. Admiral Dewey
5. Admiral Smith
22. The Philippine currency is called:
   1. pesetas
   2. pesos
   3. yen
   4. dollars
   5. dicas

23. The rate of illiteracy in the Philippines is:
   45%  25%  59%  39%  10%

24. The Philippines has a population of:
   10 million
   12 million
   21 million
   50 million
   74 million

25. Which country had the most influence in the Philippines?
   1. United States of America
   2. England
   3. China
   4. Japan
   5. Spain

26. The Philippines has what form of government today?
   1. Parliament
   2. Federal
   3. Republic
26. 4. Commonwealth
   5. Monarchy

27. What is the beast of burden commonly used for farming in the Philippines?
   1. horse
   2. cow
   3. llama
   4. carabao
   5. donkey

28. Yearly the Philippines exports great quantities of:
   1. wheat
   2. sugar
   3. banana
   4. copra
   5. lumber

29. The communist organization in the Philippines which has been trying in vain to overthrow the government for the past eight years by means of subversive movements is known as:
   1. Makapili
   2. Katipunan
   3. Huk
   4. Kalibapi

30. The chief Philippine delegate to the United Nations who was once elected President of the UN General Assembly was:
   1. Carlos Garcia
   2. General Lim
30.  3. Carlos Romulo
    4. Felino Neri
    5. Felixberto Serrano

From which of the following sources have you received your information or knowledge about the preceding questions: Write 1, 2, 3, 4, etc. in order of preference.

/ / Newspapers and magazines / / Acquaintances
/ / Textbooks / / Movies
/ / Travel / / Other Sources

Have you ever been in the Philippines? YES NO
Have you ever met a native of the Philippines? YES NO
Please write opposite each adjective the word "YES" or "NO" depending on whether, in your honest opinion, the word applies to the Philippines, or not. If you are in doubt, please refrain from answering.

_________ hardworking
_________ intelligent
_________ practical
_________ conceited
_________ generous
_________ cruel
_________ backward
_________ brave
_________ self-controlled
_________ domineering
_________ progressive
peace-loving
impossible to characterize

NAME: __________________________
AGE: __________________________
OCCUPATION: __________________
EDUCATIONAL ATTAINMENT: ________
CHAPTER XI

RESULTS OF THE STUDY

The results derived from the actual controlled experimental study were identical with the findings noted when the questionnaire was pre-tested with students from other schools in Boston. The set of questions pre-tested three times with three different groups of students. Each time the questionnaire was pre-tested, the mean score of the students remained the same, from 14 to 16, or from 49 to 55 per cent correct. The scores of those with whom the questionnaire was pre-tested ranged from 7 to 25 correct answers out of a possible 30.

The controlled experimental study revealed a mean score of 16 for Group B, and a mean score of 15 for Group A. It is interesting to note that Group A obtained a lower mean score despite the fact that an informative movie about the Philippines was shown to the group before answering the questions.

The highest individual score attained in Group A was 22 and the lowest seven, while in Group B the highest individual score was only 21, but the lowest score was 11.

The difference in the mean scores of the two groups was credited to chance inasmuch as the mean score of Group A lies within one sigma of the distribution of the mean
score of Group B. This is illustrated in the diagrams on the next page. Since there was no significant difference between the mean scores of the two groups, the null hypothesis, "which is the statistician's way of saying, let's assume that this obtained difference could have been due to chance alone," had been accepted.

Standard Deviation: Group A

<table>
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<th>STEPS</th>
<th>MIDPOINT (X)</th>
<th>f</th>
<th>d</th>
<th>d²</th>
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<td>21</td>
<td>2</td>
<td>6</td>
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<td>6</td>
<td>-3</td>
<td>9</td>
<td>54</td>
</tr>
<tr>
<td>8 -10</td>
<td>9</td>
<td>1</td>
<td>-6</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>5 -7</td>
<td>6</td>
<td>1</td>
<td>-9</td>
<td>61</td>
<td>61</td>
</tr>
</tbody>
</table>

Mean = 15
No. = 20
\[ \sigma = \sqrt{\frac{288}{20}} = 3.7 \]

Standard Deviation: Group B

<table>
<thead>
<tr>
<th>STEPS</th>
<th>MIDPOINT (X)</th>
<th>f</th>
<th>d</th>
<th>d²</th>
<th>f(d²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-22</td>
<td>21</td>
<td>2</td>
<td>5</td>
<td>25</td>
<td>50</td>
</tr>
<tr>
<td>17-19</td>
<td>18</td>
<td>10</td>
<td>2</td>
<td>4</td>
<td>40</td>
</tr>
<tr>
<td>14-16</td>
<td>15</td>
<td>4</td>
<td>-1</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>11-13</td>
<td>12</td>
<td>1</td>
<td>-4</td>
<td>16</td>
<td>16</td>
</tr>
</tbody>
</table>

Mean = 16
No. = 20
\[ \sigma = \sqrt{\frac{156}{20}} = 2.7 \]
TESTING FOR SIGNIFICANCE

GROUP A
Mean score = 15
OM = 3.7

GROUP B
Mean score = 16
OM = 2.7
It is therefore safe to conclude at this point that the movie shown to Group A did not help the members of the said group to obtain a higher mean score than those in Group B. No conjecture could be made as to the cause of the lower mean score of Group A, much less can any statement be advanced as to why the movie failed to bring about a higher mean score in Group A.

To get an approximation on how much the movie helped the students in Group A in answering the questions, each student was requested to write at the back of the questionnaire one of the following words in relation to how much information he or she received from the picture: very much, much, little, very little, none.

Six members of Group A claimed that they received "very much" information from the movie in answering the questions, three wrote "much", seven students said they received "little", and two wrote "very little". There were two students who wrote "none."

The nine students who wrote "very much" and "much" with regard the amount of information they received from the movie, nonetheless obtained a mean score of 15. It is conceivable therefore that had it not been for the informative movie, Group A would have had a much lower mean score.

The members of Group A had an average age of 23 years old, while those belonging in Group B had an average age of 22. Twelve of the 20 students in Group A were in their
senior year in college, and eight were juniors. In Group B, only two were senior college students. The rest were juniors.

The number of correct answers given by each group for each question are as follows:

<table>
<thead>
<tr>
<th>Question No.</th>
<th>Group A</th>
<th>Group B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>3</td>
<td>14</td>
<td>11</td>
</tr>
<tr>
<td>4</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>6</td>
<td>19</td>
<td>16</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>9</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>10</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>11</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>12</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>13</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>14</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>15</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>16</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>17</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>18</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>19</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>20</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
From the informative movie whosn to Group A, thirteen of the thirty questions were answered, namely; questions 1, 2, 3, 4, 6, 8, 9, 10, 19, 25, 26, 27, and 28. Yet, for questions 1, 2, 9, 19 and 26, Group B tallied more correct answers, and for question No. 4, both groups had 20 correct answers each. Group A exceeded Group B by only three correct answers for question No. 3.

Only one respondent in Group A, and none in Group B, was able to answer question No. 7. In like manner, only three in Group B, and none in Group A, were able to answer question No. 17.

Group A registered the greatest difference (15 points more than Group B) in question No. 10. This was perhaps due to the fact that the movie gave emphasis to the granting of independence to the Philippines. Group A also
bettered the score of Group B by ten points for question No. 8. This difference again could be attributed to the movie.

Only 25 per cent, or less, of Group A answered correctly questions 7, 9, 12, 13, 17, 18, 20, 22, 23, and 24. In Group B, 25 per cent, or less, answered correctly questions 7, 17, 20, 22, 23, and 25. Less than 10 per cent of Group A answered correctly questions 1, 2, 7, 9, 12, 13, 14, 17, 18, 20, 22, 23, 24, 25, and 29. Group B made much better scores with the same questions. Ten per cent or more of Group B answered correctly questions 1, 2, 12, 24, and 29. However, less than 10 per cent of Group B correctly answered questions 7, 8, 9, 13, 14, 17, 18, 20, 22, 23, 25, 27, and 28. Group A made better scores in questions 8, 27 and 28. The answers for these three questions, however, were found in the movie.

The result of the controlled experimental study showed an evident lack of cultural knowledge of the students about the Philippines. Both groups registered high scores only for questions 4, 15, 19, and 30.

Two students in Group B had been to the Philippines, and 57 per cent of the total number of students have met natives of the Philippines.

It is interesting to note that the two students who had been to the Philippines made hardly better scores than the rest. One of them had 17 correct answers, and the other gave 19 correct answers. It seemed to matter little if the student had been to the Philippines or not, much less if
the student had met any native of the Philippines, for the students who claimed to have met Filipinos, or even the two who had been to the Philippines, did not score any higher than the mean score of the two groups.

With regard the sources of information or knowledge about the questions, in order of preference, the study revealed the following data:

<table>
<thead>
<tr>
<th>Group</th>
<th>Order of Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sources</td>
</tr>
<tr>
<td>Group A</td>
<td>Newspapers</td>
</tr>
<tr>
<td></td>
<td>Textbooks</td>
</tr>
<tr>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td></td>
<td>Acquaintances</td>
</tr>
<tr>
<td></td>
<td>Movies</td>
</tr>
<tr>
<td></td>
<td>Other Sources</td>
</tr>
<tr>
<td>Group B</td>
<td>Newspapers</td>
</tr>
<tr>
<td></td>
<td>Textbooks</td>
</tr>
<tr>
<td></td>
<td>Travel</td>
</tr>
<tr>
<td></td>
<td>Acquaintances</td>
</tr>
<tr>
<td></td>
<td>Movies</td>
</tr>
<tr>
<td></td>
<td>Other Sources</td>
</tr>
</tbody>
</table>
It can be noted that there are less than 20 points opposite each source of information listed. This was due to the fact that some students refrained from naming all the six sources listed in the questionnaire. Some named only three sources, or even less.

As might be expected, 35 per cent of those in Group A listed movies as their first source of information. However, still more named the newspaper as their first source of information, i.e., 40 per cent of Group A. In Group B, 60 per cent listed newspaper as their foremost source of information, and only one per cent named the movies.

In both groups acquaintances seemed to be a very poor source of information. Although 57 per cent of the students in both groups have met Filipinos, none named acquaintances as the first choice in terms of source of information. It also received very poor rating as second choice; only one in Group A and three in Group B.

With regard travel as a source of information, none in Group A listed it as first choice. In Group B, the two students who have been to the Philippines rated travel as their first source of information. The newspaper received the highest rating in both groups. Fifty per cent of all the students listed newspapers their number one source of information. Five per cent chose travel as number one, and 20 per cent picked the movies. The students were certain with regard their sources of information in order of preference for none wrote "First
opposite "Other Sources".

In the attitudinal test, the following were obtained:

Group A

<table>
<thead>
<tr>
<th>Adjective</th>
<th>YES</th>
<th>NO</th>
<th>NO ANSWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardworking</td>
<td>20</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Intelligent</td>
<td>11</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Practical</td>
<td>15</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Conceited</td>
<td>1</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Generous</td>
<td>7</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Cruel</td>
<td>1</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>Backward</td>
<td>3</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>Brave</td>
<td>12</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Self-controlled</td>
<td>12</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Domineering</td>
<td>0</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Progressive</td>
<td>17</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Peace-loving</td>
<td>18</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Impossible to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Characterize</td>
<td>0</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Adjective</td>
<td>YES</td>
<td>NO</td>
<td>No Answer</td>
</tr>
<tr>
<td>------------------</td>
<td>-----</td>
<td>----</td>
<td>-----------</td>
</tr>
<tr>
<td>Hardworking</td>
<td>15</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Intelligent</td>
<td>9</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Practical</td>
<td>10</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Conceited</td>
<td>0</td>
<td>14</td>
<td>6</td>
</tr>
<tr>
<td>Generous</td>
<td>8</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>Cruel</td>
<td>2</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Backward</td>
<td>7</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Brave</td>
<td>15</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Self-controlled</td>
<td>6</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Dominating</td>
<td>0</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Progressive</td>
<td>8</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Peace-loving</td>
<td>14</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Impossible to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Characterize</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
</tbody>
</table>
There was a noticeable difference with the result of the attitudinal test of Group A with that of Group B. This difference may be attributable to the movie. The members of Group A applied more positive adjectives to the Philippines than Group B.

The members of Group A were unanimous in applying "Hardworking" to Filipinos. Only 15 students in Group B wrote "Yes" opposite this word; five members had no answer. Only one in Group A thought the Filipinos not intelligent, with eight not commenting. Group B had three members who wrote "NO" opposite "Intelligent", with also eight non-commital answers. Fifteen students in Group A thought the Filipinos to be practical, as against ten in Group B.

However, while not a single member of Group B referred to Filipinos as conceited, one student in Group A wrote "YES". Seventy-five per cent of those in Group B answered positive opposite "Brave", while only 60 per cent in Group A answered on the affirmative. However, there was no negative answers in either group.

Seventeen students in Group A thought the Philippines to be progressive, and three had no answer. Three members of the same group believed the Philippines to be backward, ten wrote otherwise, and seven made no comment. While seventeen members of Group A applied the adjective "Progressive" to the Philippines, only eight from Group B agreed, three wrote "NO", and nine were non-commital. Seven students in Group B,
as against three in Group A, thought of the Philippines as a backward nation.

Ninety per cent in Group A referred to the Philippines as a peace-loving country, while only seventy per cent in Group B thought likewise. Twelve members of Group A considered Filipinos to be self-controlled, while only six in Group B had the same impression.

It is quite visible that Group A had a more favorable attitude towards the Philippines than Group B. More, over, the members of Group A could give a better characterization of Filipinos as manifested by the fact that fewer than those in Group B refrained from answering. This difference of attitude was the only perceptible effect brought about by the movie. In the other two phases of the controlled experimental study, the movie seemed to bear little, or no, consequence at all in the answers given by Group A, except for the slight discrepancy noted in the sources of information.
FOOTNOTES

CHAPTER XI


2. Ibid., pp. 25-27.

3. Ibid., pp. 46-47.

CHAPTER XII
CONCLUSION

The results of the pilot experimental study would indicate (insofar as these samples are representative) that the flow of the news from the Philippines to the United States is deficient. Fifty per cent of the students who participated in the survey named the newspaper as their foremost source of information, and yet these same students showed inadequate knowledge of the Philippines, not only in cultural subjects, but also in topics of current events.

Of the 40 students who answered the questionnaire, only nine were able to answer that at the time of the survey the United States had no ambassador to the Philippines. Ambassador Albert F. Nufor had died ten days earlier. The news of his death was published in thirteen American dailies, including the Boston Globe. However, the fact that only 22 per cent of the students knew the answer would suggest the inadequacy of the newspapers in presenting the news. Of course, the possibility that the students were simply not interested in the news cannot be dismissed.

The news of the death of Ambassador Nufor was far more significant and important than the American newspapers deemed it to be, because it had a direct relation with the then existing controversial negotiations regarding American bases in the Philippines. The death of Ambassador Nufor brought
about a sudden stop to the conference between the American and Philippine delegates, and which in turn strained the relationship of the two countries and invited some unpleasant remarks from the Philippine press directed to the State Department of the United States.

Although thirteen American newspapers reported the death of Mr. Nufer, only six carried items on the direct repercussions of Mr. Nufer's death on the Philippine-American relation.

(The Boston Globe printed an editorial on the question of the American bases in the Philippine on December 15, 1956. This was the only story related to the subject that was noted after the period covered by this study.)

Here, then, is a clear example of poor interpretation and evaluation of news from the Philippines by the American press.

Besides this display of poor sense of judgment and value by the American press, was the highly unbalanced amount of news found in the fifteen American dailies examined from November 1 to 30, inclusive.

The fifteen newspapers contained a grand total of 84 stories about the Philippines in the whole month of November. Thirty-eight per cent of these stories fell in the "Official or Semi-Official" classification, or a total of 32 stories. In the "Social" group were coded ten stories. The greatest number of stories, exactly 50 per cent of the grand
total, or 42 stories, was classified into the "Personal" group.

It is clear, therefore, that if one were to add the number of stories contained in the "Official or Semi-Official" group and those in the "Social" classification, the total number of the stories found in these two groups would only equal those in the "Personal" group.

Eighty-one per cent of the stories in the "Official or Semi-Official" grouping were coded FOREIGN RELATIONS. Only four items fell in the ECONOMIC category, and two in WAR.

Neither the POLITICAL nor the DEFENSE categories contained a single story.

In the "Social" classification, seven of the ten stories fell in the RELIGIOUS category. Two items were coded SOCIAL MEASURES, and one in CULTURAL.

The EDUCATIONAL-SCIENTIFIC-TECHNICAL DEVELOPMENT and the JUDICIAL AND LEGAL categories did not contain a single story.

In point of volume, the category labelled DISASTER in the "Personal" classification contained the greatest number of stories, 36 items, or 43 per cent of the grand total number of stories. The stories coded DISASTER constituted 88 per cent of the stories in the "Personal" group. Four stories fell in the SPORTS category, two in the HUMAN INTEREST, and none in CRIME.

It is significant that if the number of stories in the "Official or Semi-Official" group were added together the
total would still be less than the number of stories contained in the DISASTER category alone by 4 items.

If the American newspapers examined had an unbalanced amount and a noteworthy dearth of news, the two Philippine dailies examined for this study also had the same shortcomings. However, except for the disproportionate amount of news they carried, the two Philippine dailies showed indications of attempts to follow-up the events they reported with other relative stories, although the Philippine newspapers also showed poor interpretation of news items like their American counterparts.

In terms of volume, the Philippine dailies far exceeded the American newspapers. The two Philippine papers, in the period examined, carried a grand total of 787 stories from the United States.

Unlike in the American newspapers where the "Personal" group made up 50 per cent of the grand total, in the Philippine dailies the "Official or Semi-Official" classification constituted 59 per cent of the grand total number of stories. The "Social" group had five per cent, and the "Personal" group represented 36 per cent of the grand total.

The UNITED NATIONS category contained the greatest number of stories, 150 items. It constituted 19.1 per cent of the grand total, and 32.3 per cent of those in the "Official or Semi-Official" group.
The category having the next largest number of stories, 145, only five short of the UNITED NATIONS, was HUMAN INTEREST. This category accounted for 18.4 per cent of the grand total, and for 51.2 per cent of the "Personal" group.

The FOREIGN RELATIONS category contained the third largest number of stories with 125 items. The stories in this category accounted for 15.9 per cent of the grand total number of stories, and for 27 per cent of the "Official or Semi-Official" classification.

Two items less than the FOREIGN RELATIONS category was the SPORTS category. It consisted of 123 items or 15.6 per cent of the grand total and 43.5 per cent of the "Personal" group.

The category having the fifth largest number of stories was the ECONOMIC category. Eighty-nine stories were coded in this category, representing 11.3 per cent of the grand total and 19.2 per cent of the "Official or Semi-Official" classification.

Next was POLITICAL, with 63 stories, constituting eight per cent of the grand total and 13.6 per cent of the "Official or Semi-Official" group.

The DEFENSE category contained 27 stories which accounted for 3.4 per cent of the grand total, and for 5.8 per cent of the "Official or Semi-Official" group.

The categories contributing between one and three per cent of the grand total were: WAR, EDUCATIONAL-SCIENTIFIC-
Each of the following categories contributed less than one per cent of the grand total: CULTURAL, RELIGIOUS, and CRIME.

While the largest number of stories in the American dailies fell in the DISASTER category, in the Philippine dailies the category containing the most number of stories was the UNITED NATIONS category. The disaster stories in the American dailies represented 42 per cent of the total. On the other hand, the disaster stories in the Philippine newspapers accounted only for one per cent of the total number of stories.

Also significant was the fact that, in the American dailies, the "Official or Semi-Official" group represented 38 per cent of the total number of stories. The "Official" classification accounted for 59 per cent of all the stories in the Philippine dailies. But much more significant was the difference in the percentage in the "Social" group. Stories classified into the "Social" group comprised 22 per cent of the total number of stories found in the fifteen American dailies. In the Philippine newspapers, the "Social" group represented only five per cent of the grand total.

This extremely unbalanced amount of news would leave the reader without a proportional amount of information to adequately draw a complete and accurate picture, or to understand the life of the average citizen of the other country. A reader should be able to visualize the other country not only
in terms of official developments and human interest items but also in terms of human beings. In order to afford the reader sufficient information to understand completely the people of the other nation, the newspaper should provide an equal amount of these kinds of news.

The charts in appendices 1 to 11a may serve to illustrate better the highly irregular amount of the flow of the news. These charts might indicate the interest of the editors and publishers of the newspapers examined for this study. The same did not necessarily reflect the interest of the readers for they have practically no voice in the selection of news.

Judging from the unbalanced amount of news that flow between the United States and the Philippines, it can easily be said that the pictures drawn by the people of these countries of each other are similarly unbalanced and distorted, for the newspaper is undoubtedly the greatest source of information.

As was found out by the International Press Institute, news falling in the "Personal" group, particularly human interest stories, had a large contribution in the total amount of news that flows from one country to another. In this study, it was found that in the flow of the news from the Philippines to the United States, the category labelled DISASTER contained the largest number of stories. And in the flow of the news from the United States to the Philippines, the UNITED NATIONS
category had the greatest number of stories, but this was only five more than those in the HUMAN INTEREST category. Hence, true to the findings of the International Press Institute, the "Personal" classification contributed considerably to the flow of news, for the DISASTER and HUMAN INTEREST categories are included in the "Personal" grouping.

In the study of the flow of the news by the International Press Institute, it was found that human interest news was the dominant theme present after all the "Official or Semi-Official" news had appeared, except in the case of India. The study of the Institute covered international organizations; the Korean War theaters; United Kingdom; France; West Germany; Japan; Italy; India; Belgium; The Netherlands; Switzerland; Sweden; and Brazil.

This study, however, found disaster news the dominant theme in the flow of the news from the Philippines to the United States. In the flow of the news from the United States to the Philippines, United Nations news had the largest contribution, exceeding sports news only by five stories.

Even if it is assumed at this point that a newspaper carries a well-balanced amount of news and prints every single significant event and development in every part of the world on a single issue, this still will not necessarily mean and guarantee that there will be more people who will read about these happenings. Therefore, there is also the question of readership involved.
It was found by the International Press Institute that more people read the comics and sports pages of the newspaper. The reason given for this lack of interest of readers on foreign news is the often uninteresting and confused way these events are currently written and presented in the newspaper. The Institute had this to say with this regard: "...the real problem is to make the news interesting. Far too many editors have been underestimating the reader." 2

There is no doubt as to the importance to everyone of foreign news, and to the interesting content of this type of news, and yet it has a very low readership. The reason why the sports and comics sections of a newspaper have a comparatively higher readership is easily understandable --- these sections are conversational and compartmentalized. The newspaper, then, should present foreign news in a lighter vein, i.e., in a simple language, and in an understandable and conversational manner.

It is not advisable, however, to provide regular and specific departments or sections to foreign news. If foreign news were compartmentalized, it is very probable that even stories of great importance and significance will, at times, be forced to be deprived of prominent positions the news truly deserve, hence, the result will be for these stories to land in their respective sections or departments which are probably in the inside pages of the newspaper.

But more than anything else, the stories must not be presented "coldly" as isolated items. Foreign news, more
often than not, particularly those in the "Official" classification, is intertwined and one is almost always related to another event, either as a cause or effect.

In the newspaper field, there are several goals which a newspaper should strive to attain. But it is safe to conclude at this point that the newspapers examined for this study have fallen short of attaining these ideals. These newspapers have all failed to mirror within their pages as many happenings in the two nations as possible, even the stories they reported they failed to present the same in their true and accurate perspective.

The newspaper is certainly the best avenue of information available to the people of these countries. But neither of the newspapers of these two nations have provided the people with adequate and proportional amount of information to draw an accurate and realistic picture of each other.

It seems ironic that, for the Philippines to be prominently featured and be given attention and space it deserves in the American press, its President must die, and in no less a dramatic death than in a plane crash. #
FOOTNOTES

CHAPTER XII


BIBLIOGRAPHY


List of Philippine Publications registered as second class matter on February 1, 1951, at the Bureau of Post.

List of second class publications published in Manila (As of June 30, 1956) by the Bureau of Post.

Manila City Directory for the year 1924-1925.


The Oregonian (Portland). November 1-30, 1956.
APPENDIX
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TOTAL NUMBER OF STORIES IN EACH CATEGORY IN TERMS OF PER CENT OF GRAND TOTAL

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Total Number of Stories in Each Category

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Grand Total No. of Stories 787
## TOTAL NUMBER OF STORIES IN EACH CATEGORY

### IN TERMS OF PER CENT OF GRAND TOTAL

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**Total** 463

#### SOCIAL

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#### PERSONAL

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**Total** 283

**GRAND TOTAL** 787 100.0%
TABLE B  
FLOW OF THE NEWS FROM THE PHILIPPINES TO THE UNITED STATES

TOTAL NUMBER OF STORIES IN EACH CATEGORY

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Grand Total No. of Stories  84
### TOTAL NUMBER OF STORIES IN EACH CATEGORY

#### IN TERMS OF PER CENT OF GRAND TOTAL

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**GRAND TOTAL** 84  100.0%
(TABLE C) THE MANILA TIMES

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 358
(TABLE D)  
THE PHILIPPINES HERALD  
NUMBER OF STORIES IN EACH CATEGORY  

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Total No. of Stories 429
(TABLE E) THE NEW YORK TIMES

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 5
# Table F

## The Washington Post

### Number of Stories in Each Category

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**Total No. of Stories** 3
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CHICAGO TRIBUNE  
NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 4
(TABLE I) THE DENVER POST

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories: 3
(TABLE J)  THE BOSTON GLOBE

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 5
### Table K

**The Milwaukee Journal**

**Number of Stories in Each Category**

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**Total No. of Stories**: 8
(TABLE L)  
SAN FRANCISCO CHRONICLE  
NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories: 8
### TABLE 0

THE MIAMI HERALD

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 9
## TABLE F

MINNEAPOLIS MORNING TRIBUNE

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Total No. of Stories 11
(TABLE R)  THE TIMES-PICAYUNE (NEW ORLEANS)

NUMBER OF STORIES IN EACH CATEGORY

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Total No. of Stories 4
(TABLE S) RICHMOND TIMES DISPATCH

NUMBER OF STORIES IN EACH CATEGORY

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