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Foreign Language Newspapers.

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HONORS PAPER

FOREIGN LANGUAGE NEWSPAPERS

By

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INTRODUCTION

In America, as in Europe, it is language and tradition rather than political allegiance that unites the foreign population. People who speak the same language find it convenient to live together. The mother tongue is the natural basis of organization and association.

It is because of this association and organization due to a common language that the need arose for a Foreign-Language Press in America. And in America, moreso than in native countries, there is more activity going on that people want to know about -- thus, the birth of newspapers written in a foreign language.

To be sure, the foreign-language press is a phenomenon of immigration. If there were no non-English speaking arrivals in the United States, there would not be any foreign-language newspapers. Since it is fed by new arrivals, its existence will largely depend upon the immigration policy of the United States.

The immigrant press is the most effective instrument for maintaining that contact between the old country and the new which is so important in the early years of residence in a strange land. During the critical years of readjustment, the foreign-language press in the United States helps the newcomer to hold on to his mother tongue while he is gradually acquiring a

knowledge of the language of his neighbors.

In his mother tongue he finds security in an environment which is still strange to him. Actually, the foreign-language press does not keep its monopoly over the minds of its immigrant readers very long. It may help for a time, but the children of the second generation generally refuse to read the papers of their parents, and will sometimes, not even read the English sections.

The quality and characteristics of each foreign language group, as well as the number of immigrants, will undoubtedly affect its press. Whether they become urban or rural dwellers, whether they are accustomed to read or not, all will influence their reliance upon and support of their own press.

Whether support for foreign-language newspapers comes from outside their respective language groups depends upon the extent to which these outside sources have knowledge of and see values in the use of these papers.

CHAPTER I

HISTORY

A complete history of the foreign-language press in the United States has never been written -- and, chances are that it is not likely it ever will be. Perhaps the most thorough attempt was in 1922 when Robert E. Park had his Immigrant Press And Its Control published in connection with the studies in methods of Americanization prepared through funds furnished by the Carnegie Corporation of New York.

However, even though the purpose of this paper is not to attempt such a history but rather to illustrate tendencies and values, a brief history is herein presented. The focus of this history will be upon the German-language press -- the first foreign-language press in the United States -- although some history will be given of the four other presses (Yiddish, Spanish, Italian and Polish), which, together with the German press, are the five largest foreign-language presses in the United States.

Historically, the foreign-language press falls into two main categories:

1. The press established by those language groups who formed the bulk of immigration before 1870;
2. The press established by those language groups who have formed the bulk of immigration since 1870.

The immigrants of these two periods have differed not only in the ethnic groups that predominated but also in the occupations and ways of living in the United States. These differences have effected the development of their respective presses.

The date of the establishment of the oldest daily (as of 1933, because some of these are not now being published) in the different language groups serves pretty well as the beginning of each press. They are as follows:

TABLE I (1)

Date Of Origin Of Oldest Foreign-Language Daily (as of 1933) In Each Language Group

<u>Language</u>	<u>Date Of Origin</u>	<u>Name Of Paper</u>
French	1828	Courier des Esats-Unis
German	1834	New York Staats-Zeitung und Herold
Italian	1859	Voce del Popolo
Polish	1863	Ameryka-Echo
Bohemian	1871	Pakrok
Norwegian Danish	1871	Skandinaven
Yiddish	1885	Jewish Daily Times
Slovak	1889	Slovak v Amerike
Armenian	1889	Hairenik

TABLE I (con't.)

<u>Language</u>	<u>Date Of Origin</u>	<u>Name Of Paper</u>
Hungarian	1890	Szabadsag
Lithuanian	1892	Lietuva
Slovenian	1892	Glas Naroda
Japanese	1894	New World
Greek	1894	Atlantis
Chinese	1895	Chinese World
Croatian	1898	Narodni List
Arabic	1898	Al-Hoda
Finnish	1900	Paivalehti
Rumanian	1905	America
Serbian	1905	Amerikanski-Srbobran
Bulgarian	1907	Naroden Glas
Albanian	1909	Dielli
Russian	1910	Russkoye Slovo
Spanish	1912	Prensa
Ukrainian	1919	Ukrainian Daily

Religious Tone

The earliest foreign-language newspapers (most of these fall under the first category mentioned on page 1) were distinctly religious in tone. They were either the organs of the denominations or of local communities dominated by the church. (2)

In communities like those of the Pennsylvania

Mennonites, the distinction between the sacred and the secular, as we understand it today, did not exist. In the above mentioned community, the Church undertook to impose its ritual and to regulate in accordance with its traditions all affairs of daily life.

The foreign-language newspapers which fall under the second category listed on page 1, were started by independent businessmen, immigrant banks, fraternal orders, political parties and nationalistic movements.

The German Press

German-language newspapers in the United States have been more influential and numerous than those maintained by any other foreign-language group.

As there were more restless religious sects in Germany than elsewhere, the tide of immigration from German states was proportionately heavy, and the German press developed early. (3)

In 1732, Benjamin Franklin, despite remarks about the stupidity and boorishness of his Pennsylvania German neighbors, decided that there was a market among the German people which an enterprising printer might be able to tap. He saw no reason why he should miss the opportunity to make a few additional shillings with a new venture.

In the spring of 1732, Franklin's Pennsylvania Gazette carried an advertisement announcing the appearance of the Philadelphische Zeitung. (4)

On May 6, 1732, the first issue of the Philadelphische Zeitung appeared, the first German-language publication in America which can properly be considered a newspaper. The second issue did not come from the press till June 24. By that time, instead of the 300 subscribers hoped for, 50 responded. (5)

It is not known exactly when the Philadelphische Zeitung ceased publication, but it is highly probable that Franklin's paper expired with the second issue and that the unfriendly attitude of many Germans toward its owner helped account for its early demise.

Christopher Sauer, a German Quaker of Germantown, Pennsylvania, began the publication of the second German newspaper in the United States in 1739. (6) In that year, 1739, there were but five other newspapers in the Colonies. This publication was the first successful foreign journal in the United States.

Four years later, a rival German periodical was started in Philadelphia, but Sauer's Reporter -- having learned in the meantime the difference between news and historic fact -- still continued and eventually attained a circulation of 4,000. (7) The Reporter was read in all the little scattered German communities, not only in Pennsylvania, but in New York, Virginia, the Carolinas and Georgia. It was apparently the one and only means by which these isolated settlements maintained some sort of contact with one another and with the home

country.

Sauer's enterprise was continued and extended by his son, who eventually established the Geistliches Magazine (the Religious Magazine), which is said to have been the first religious journal in any language in the United States. (8)

As the number of German religious colonies grew, the German newspapers continued to multiply. In 1762 there were five German newspapers in Pennsylvania -- two in Philadelphia, one in Germantown and two in Lancaster, the center of the German rural community in Pennsylvania. (9)

For many years, the early German communities held aloof from political activities. They participated, however, in the struggles of the Colonies for independence, and at the beginning of the nineteenth century the older generation of German residents in Pennsylvania had been accustomed to take an interest in politics and their papers became party organs. (10)

In 1836 it became customary for the governors of many colonies to print their messages in German for circulation among the German people. This was later made unnecessary because they were printed in the German newspapers.

Thus, the German-language press (and in the same manner some other foreign-language newspapers) changed from the religious tone to the political.

German Immigration & Circulation

According to the Immigration and Naturalization Service statistics, of the 6,635,305 Germans who came to the United States between 1820 and 1957, 5,351,746 of these came between 1820 and 1910. A phenomenal German press mushroomed in America and dominated the field in number of publications from 1810.

In 1890, the German publications numbered 750, of which 95 were dailies. They accounted for almost 75% of all foreign-language publications that year. Ten years earlier, German-language dailies had a total daily circulation of 473,654. The French were the nearest rivals with 21,900. Until 1900, the German-language dailies occupied a percentage of this field similar to that held by German publications -- 86% in 1856, 89% in 1870 and 73% in 1900. Daily circulation hit a high of 823,062 in 1914 but dropped to 284,996 five years later when 29 German dailies existed. World War I had a tremendous impact on German publications. They dropped from 634 in 1910 to 276 in 1920. However, as late as 1930 the German press still exceeded all other foreign-language papers in output. That year they numbered 172 with the Italian press next with 126. (11)

Today, German weeklies far outnumber dailies in that language. There are weeklies from San Francisco to New York City. Largest of these is the New York City Staats-Zeitung und Herold -- 1961 circulation--45,119.

This paper will celebrate its 127th birthday on December 24, 1961.

The Staats-Zeitung und Herold gives assistance to immigrants before they have left for the United States. The paper has an immigration advisory column and publishes a 64-page booklet to give immigrants and visitors all practical information they may require. A 284-page Staats-Zeitung und Herold Almanach provides vital information to reader on; how to become a citizen, how to help others come here, how to qualify for Social Security benefits, etc.

This paper publishes a periodic newsletter for potential immigrants, distributed by the paper to its readers and by immigration offices abroad. This newsletter helps many immigrants to establish contact with a potential sponsor in the United States.

The Yiddish Press

The earlier Yiddish newspapers were dominated linguistically by a very strong German influence, but they gradually assumed an American character. Even the language used has undergone a radical change since 1885. The principal element in the Yiddish language is a dialect of German.

As the German Jews expanded eastward on account of the persecutions to which they were being subjected, Judeo-German, which contains Hebrew and Slavic elements,

became, in time, the common tongue of several millions of Jews who lived in Poland, Russia, Austria and other European countries. The tendency of the Jews to write in Hebrew characteristics (12), resulted in the utilization of the Hebrew alphabet in the case of Yiddish.

It is interesting to note that in Russia, which was the largest center of Jewish population in the world. Yiddish was looked upon as a jargon. (13)

During the past fifty years, the Yiddish language has been diverging from its German origin. Not only is the language used in conversation today, but the rise of Yiddish literature has also contributed to the evolution of Yiddish from a peasant's language to one of literary expression. (14)

Statistics

With no government statistics on Jewish immigration based on country of origin, the most accurate estimated figure on the total number of Jews in this country is 5,250,000 from the American-Jewish Year Book.

The first Jewish papers were recorded in 1885 and since then, they have steadily increased in numbers. In 1914, ten Yiddish dailies reached a high in combined circulation of 762,910. In daily circulation, the Yiddish press was second only to the German-language press from 1900 until after World War I. From 1919

onward, it exceeded the German press in daily circulation by as much as 200,000.

The Jewish Daily Forward was founded in 1897 as a radical Socialist paper. Contrary to widespread belief, this paper was never an official part of the Socialist party. Through its history, it has supported a variety of candidates and parties.

"When the Forward was founded, Yiddish had an uncertain existence as a written language, while it was the universal spoken language of Jewish immigrants from Eastern Europe. While many of these immigrants had not yet acquired the habit of reading, and most never saw a newspaper in their own language in the old country, the Forward supplied reading material in their mother tongue. It kept them informed of current events and opened horizons of culture and knowledge to them. This daily has always been an instrument in the Americanization of Jewish immigrants." (15)

The Spanish Press

The leading Spanish daily today is the El Diario de Nueva York. Its 1961 circulation is 64,238. (16) This paper's format is similar to that of the New York Daily News.

The second-largest of the seven Spanish-language dailies is Miami's Diario Las Americas -- 1961 circulation is 19,814. (17) First published on July 4, 1953,

this paper's circulation has steadily increased with the corresponding growth of the Latin-American population in the Greater Miami Area.

This daily has its own building just across the street from the Miami International Airport. Because of its strategic location, many of the airline passengers travelling to and from Latin-American countries receive copies as a courtesy. The paper thus provides a bridge for visiting Latin Americans who are anxious to learn about Miami's community life and establish connections with its commercial and industrial sources.

Like many other foreign-language newspapers, this Spanish newspaper is used in many universities, colleges and schools as an auxiliary textbook for their Spanish-language courses. Diario Las Americas is chosen for this purpose because it is written in a simple way, though strictly adhering to the rules of the language set by the Spanish Royal Academy. (18)

The Italian Press

Between 1820 and 1957, more than 4,900,000 Italian immigrants came to the United States. Of these, 4,195,880 came before 1921 and were served by 103 publications in Italian. (19)

Italian dailies hit a high of 12 in 1914 with a combined circulation of 269,674. In 1925, daily circulation hit a peak of 353,959. (20)

Among Italian newspapers today, New York's Il Progresso Italo-Americano calls itself 'the first and greatest Italian-language daily in the United States! It has the highest circulation of Italian-language newspapers in the United States -- 1961 circulation is 63,000 -- but it was not the first. The Voce del Popolo of San Francisco was founded twenty-one years prior to the founding of Il Progresso (see Table I).

The Il Progresso was founded in 1880 by businessman Carlo Barsotti. In 1920 it had a circulation of 127,000, second only to the Jewish Forward.

The Polish Press

A very active Polish press published 15 dailies and 64 weeklies in the United States in 1929. That year the dailies had a combined circulation of 351,984.

By far the largest Polish publication today is the semi-monthly Zgoda published in Chicago -- 1961 circulation, 135,425. (21)

Citizens of Polish extraction comprise about 25% or 170,000 of the metropolitan Milwaukee, Wisconsin population. Published in that city, Monday through Saturday is the oldest surviving Polish daily in America. The Daily Kuryer Polski, founded in 1888 has a daily circulation of 19,064. (22)

CHAPTER I NOTES

- (1) Information for this table taken from:
Ayer, N. W., & Son's Directory of Newspapers & Periodicals, 1933
Park, Immigrant Press And Its Control
- (2) Park, Immigrant Press And Its Control, pg. 253
- (3) Ibid., pg. 254
- (4) Wittke, The German-Language Press In America, pg. 13
- (5) Ibid., pg. 14
- (6) Ibid., pg. 15
- (7) Park, Immigrant Press And Its Control, pg. 255
- (8) Faust, The German Element In The U. S., pg. 368
- (9) Ibid., pg 374
- (10) Korner, The German Element, 1818-1883, pg.63
- (11) All figures and statistics taken from Ayer, Directory of Newspapers and Periodicals, 1900, 1920 & 1933.
- (12) Jewish Encyclopedia, Vol. 1, pg. 446
- (13) Soltes, The Yiddish Press, pg.20
- (14) Ibid., pg. 20-21
- (15) Mr. Harry Rogoff, Editor, Jewish Daily Forward (letter)
- (16) Ayer, Directory Of Newspapers & Periodicals, 1961
- (17) Ibid., 1961,
- (18) Dr. Horacia Aguirre, Editor, Diario Las Americas (letter)
- (19) Immigration & Naturalization Service statistics
- (20) Ayer, Directory of Newspapers & Periodicals, 1925
- (21) Ibid., 1961
- (22) Ibid., 1961

CHAPTER II

CURRENT CIRCULATION TRENDS

The foreign-language press, whatever nationality it may happen to represent, has a double role to perform. As a matter of self-interest, as well as for emotional reasons, it is concerned with preserving the cultural ties of the immigrant with the land of his origin and keeping the mother tongue alive as long as possible. The language of the immigrant is interwoven with the vitality of his particular nationality group, as well as being the most important cultural medium. When interest in the language begins to die out, the foreign-language press begins to die also.

By their own successful service in Americanizing newcomers to the United States in language and customs, the foreign-language newspapers foredoomed their readership gradually to decline in most cases after a generation or two.

This ironical phenomenon has occurred roughly in the past forty-five years.

Since about 1914, the foreign-language press has been faced with an almost inevitable downward trend. Often, in an almost desperate attempt to keep circulation up, editors introduce English pages and sections. This generally facilitated assimilation rather than spurred circulation.

Table II which follows, is a comparison of the 1940 and 1960 circulations of thirty-six randomly selected foreign-language newspapers.

TABLE II (1)

Comparison Of 1940 And 1960 Circulation Figures Of 36
Randomly Selected Foreign-Language Newspapers

<u>Language</u>	<u>Newspaper</u>	<u>City</u>	<u>Circulations</u>		<u>Increase or Decrease</u>
			<u>1940</u>	<u>1960</u>	
Arabic	Al-Hoda	New York	5,000	5,000	0
Chinese	Chinese Times	San Francisco	9,558	9,000	- 558
"	Young China	San Francisco	7,500	4,977	- 2,523
"	Chinese Journal	New York	15,000	17,650	+ 2,650
Chinese Language Total			32,058	31,627	- 431
Croatian	Zajednicar	Pittsburg	50,000	55,000	+ 5,000
Danish	Bien	San Francisco	4,800	3,300	- 1,500
French	Courrier Francais	San Francisco	6,780	3,000	- 3,780
"	Le Messenger	Lewiston, Me.	5,327	3,292	- 2,035
French Language Total			12,107	6,292	- 5,815

TABLE II (con't.)

<u>Language</u>	<u>Newspaper</u>	<u>City</u>	<u>Circulations</u>		<u>Increase</u> <u>or</u> <u>Decrease</u>
			<u>1940</u>	<u>1960</u>	
German	Cal. Staats-Zeitung	Los Angeles	10,560	9,800	-- 760
"	Abendpost	Detroit	28,864	5,420	-- 23,444
German Language Total			39,424	15,220	-- 24,204

Greek	Greek Star	Chicago	10,000	4,500	-- 5,500
"	Atlantis	New York	14,277	18,519	+ 4,242
"	National Herald	New York	14,600	16,625	+ 2,025
Greek Language Total			38,877	39,644	+ 767

Hungarian	Americai Magyar Szo	New York	29,054	19,225	-- 9,829
"	Wisconsini Magyarsag	Milwaukee	18,700	18,700	0
Hungarian Language Total			47,754	37,925	-- 9,829

Italian	La Notizia	Boston	20,975	32,809	+ 11,834
"	La Voce del Popolo	Detroit	12,000	14,107	+ 2,107
"	Unione	Pittsburg	14,230	15,089	+ 859
"	La Tribuna Italiana	Milwaukee	4,900	11,600	+ 6,700
Italian Language Total			52,105	73,605	+ 21,500

Jewish	Jewish Daily Forward	New York	103,788	58,350	-- 45,438

Lithua- nian	Draugus	Chicago	25,043	43,430	+ 18,387
"	Keleivis	Boston	33,698	6,700	-- 26,998
Lithuanian Language Total			58,741	50,130	-- 8,611

TABLE II (con't.)

<u>Language</u>	<u>Newspaper</u>	<u>City</u>	<u>Circulations</u>		<u>Increase or Decrease</u>
			<u>1940</u>	<u>1960</u>	
Norwegian	Decorah Posten	Decorah, Iowa	29,474	20,374	-- 9,100

Polish	Przewodnik Katolicki	New Britain, Conn.	23,976	21,000	-- 2,976
"	Dziennik Chicagoski	Chicago	24,952	23,500	-- 1,452
"	Wiadomisci Codzienne	Cleveland	29,371	27,143	-- 2,228
"	Kuryer Polski	Milwaukee	25,640	24,706	-- 934
Polish Language Total			103,939	96,349	-- 7,590

Portu- guese	Jornal Portuguese	Oakland, Calif.	8,950	2,750	-- 6,200

Spanish	La Opinion	Los Angeles	8,325	12,278	+ 3,953
"	Traduccion-Prensa	Tampa, Fla.	13,250	5,000	-- 8,250
"	La Prensa (2)	New York	8,676	14,312	+ 5,636
"	La Prensa	San Antonio	7,118	10,700	+ 3,582
Spanish Language Total			37,369	42,290	+ 4,921

Swedish	Swenska-American Tribunen	Chicago	54,326	28,965	-- 25,361
"	Svea	Worcester, Mass.	35,008	30,623	-- 4,385
Swedish Language Total			89,334	59,588	-- 29,746

Ukrain- ian	Svoboda	Jersey City	13,947	20,100	+ 6,153

Yogoslav- ian	Prosvetta	Chicago	34,433	14,250	-- 20,183

The totals for Table II are:

1. Total circulation of sample for 1940 - 762,100
2. Total circulation of sample for 1960 - 631,794

Circulation decrease for twenty-year period - 130,306

It is believed that Table II presents overwhelming proof of the decrease in total circulation. It is interesting to note that out of the eighteen language groups represented in Table II, only four (Croatian, Greek, Italian and Spanish) have increased their circulations over the twenty-year span indicated.

What is the cause of the decrease in total circulation? This question is very difficult to answer. The Inter-Racial Press of America believes that one of the key factors is the increased teaching of the English language throughout the world. Another, as previously mentioned, is the successful and rapid Americanization of immigrants. The foreign-language newspapers themselves, play a vital role in this factor.

Whatever the reasons, the fact remains that for the most part, circulation is decreasing. What does this do to the total readership of foreign-language newspapers? Even with this reduction in total circulation, the Inter-Racial Press of America reported that more than 15 million persons in the United States speak languages other than English in their homes and

that these same 15 million more than likely read foreign-language newspapers. It further notes that when the foreign-born population and those of foreign or mixed parentage are added, the foreign-language newspaper market increases to more than 35,000,000.

CHAPTER II NOTES

- (1) All figures for Table II taken from Ayer, Directory of Newspapers & Periodicals, 1940 and 1960.
- (2) The circulation of the New York La Prensa jumped from 14,312 in 1960 to 25,500 in 1961.

CHAPTER III

HYPOTHESIS

It has been stated by foreign-language newspaper editors that because of the falling circulation, news and publicity sources tend to minimize the values of these papers and therefore do not submit news or publicity to them. This author raises some doubt as to the correct sequence of this statement. The doubt raised is this; is it because of the falling circulation that news, publicity and, even more important from the paper's revenue point of view, advertising sources do not submit their material to foreign-language newspapers or, that these sources do not submit their material thereby causing the declining circulation? In other words, which comes first -- the declining circulation or the lack of submitting material? This question can be of utmost importance to the foreign-language newspapers.

If the falling circulation causes the lack of material submission, then this problem can be a very difficult one for the newspapers to solve, if at all. If the lack of interest in the parents' native language is so great, then very little can be done by the newspapers to first and even moreso in the second-generation Americans to have them read (if possible) a foreign-language newspaper.

But, if the lack of submitting material to foreign-language newspapers is the reason for the falling

circulations, then, perhaps something can be done. Even foreign-language newspapers have to compete, somewhat, with English-language dailies as far as attracting interest is concerned. If the foreign-language papers do not attract any interest of second and third-generation Americans, then they most certainly will not be read by this group. This is what is meant by 'compete' -- not in presenting late news. This latter is not an important function of foreign-language papers, although news is usually presented about the native country from which the foreign-language stems.

It has been shown that foreign-language newspapers are dropping in circulations. This decline has taken place since about 1914 which, somewhat indicates that the second and third generations of foreign born persons are losing interest in foreign-language newspapers. If this is true, one very possible reason could be the lack of general interest news in these papers. Admittedly, there are very many reasons which could cause this disinterest and the remaining part of this paper explores one of them.

In the experience this author has had in dealing with foreign-language newspapers, one observation is crystal clear -- very few public relations agencies and departments take advantage of this communications medium to "tell their stories".

Because of this, the following hypothesis is

being presented:

"Of the many news and publicity sources contributing to foreign-language newspapers, public relations agencies and departments are responsible for less than 10% of the total volume."

In order to prevent any misinterpretation, the above hypothesis refers to the total amount of material RECEIVED from public relations agencies and departments and not the total amount of news and publicity from these sources that are PUBLISHED. It is most certainly recognized that the individual editors determine what will and what won't be published in their respective papers.

The study presented in the next chapter was devised to:

- a) prove or disprove the above hypothesis, and
- b) discover any data which would indicate the desire or lack of desire on the part of foreign-language newspaper editors to receive news releases from a variety of sources.

CHAPTER IV

THE STUDY

Methodology

The Working Press Of The Nation lists 116 principal foreign-language newspapers being published in the United States. It was determined that this list of newspapers would be used as a sample in a questionnaire survey. Because addresses of six of the 116 could not be acquired, the remaining 110 were used as the sample. This sample represented twenty-three different states and a total of thirty-eight different cities (see appendix (C)).

The questionnaire used (see appendix (B)) was mailed to the editors of these newspapers. A covering letter (see appendix (A)) was mailed with the questionnaire sufficiently explaining the reason for the questionnaire without getting into too much detail. It was felt that if any details, such as giving the stated hypothesis, were given in this letter they may cause some bias in the answers given.

Both the letter and the questionnaire were kept as short as possible without sacrificing any questions which would reveal data necessary to the study.

One comment in the letter which needs explanation is the statement which requests this information for a Master's Thesis. It was felt that the word 'thesis'

would be more understandable and perhaps would imply a greater need for the information (although this is not true) than the term 'Honor's Paper'.

All questionnaires sent to foreign-language newspapers within the New England States were mailed first-class -- with first-class return postage. All others were air mailed -- with air mail return postage.

The mailings were made on a Monday and Tuesday morning. This is stated because of a previously unthought of factor which, if taken into account, might have produced greater results. The majority of foreign-language newspapers are weeklies, and of all the weeklies, most are published on Thursday or Friday. With the mailings being made during the early part of the week, the questionnaires reached their destinations during the busiest time of the week (true only for weeklies-- this factor need not be considered for mailings to dailies), thereby decreasing the chances for a larger percentage of returns.

Results

There were a total of 38 responses received. (See appendix (D)). This represents 34.5 percent of the total sample. Unfortunately, four of the 38 responses were discarded because the questionnaires were not properly completed.

Because of the comparatively small number of cases involved, it was absolutely essential that there should be no doubt whatsoever as to the reliability of the data. Therefore, the four improperly completed questionnaires (3.6% of the sample) were discarded and thirty-four or 30.9% were used in the collection of data.

Tables III through X which follow, present the results of the questionnaire's first page. The information obtained from the second page of the questionnaire, namely the language characteristics of the newspapers and the titles of the respondents, can be found in appendices (E) and (F).

TABLE III

Responses to Question, "On the average, what percentage of the total news you receive comes from wire services?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	19	55.9%	26-30	2	5.9%
1-5	1	2.9	31-35	1	2.9
6-10	0	0	36-40	5	14.8
11-15	0	0	41-45	0	0
16-20	1	2.9	46-50	0	0
21-25	1	2.9	51-100	4	11.8

TABLE IV

Responses to Question, "On an average, what percentage of the total news you receive comes from your reporting staff?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	4	11.8	26-30	2	5.9
1-5	1	2.9	31-35	5	14.7
6-10	1	2.9	36-40	6	17.7
11-15	1	2.9	41-45	1.	2.9
16-20	2	5.9	46-50	4	11.8
21-25	3	8.8	51-100	4	11.8

TABLE V

Responses to Question, "On an average, what percentage of the total news you receive comes from public relations agencies?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	6	17.7%	26-30	0	0
1-5	15	44.1	31-35	0	0
6-10	4	11.8	36-40	1	2.9
11-15	1	2.9	41-45	1	2.9
16-20	4	11.8	46-50	0	0
21-25	2	5.9	50-100	0	0

TABLE VI

Responses to Question, "On an average, what percentage of the total news you receive comes from public relations departments within industry?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	13	38.2%	26-30	1	2.9
1-5	16	47.1	31-35	0	0
6-10	2	5.9	36-40	0	0
11-15	2	5.9	41-45	0	0
16-20	0	0	46-50	0	0
21-25	0	0	50-100	0	0

TABLE VII

Responses to Question, "On an average, what percentage of the total news you receive comes from ethnic organizations?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	5	14.7	26-30	0	0
1-5	8	23.5	31-35	1	2.9
6-10	7	20.6	36-40	1	2.9
11-15	6	17.7	41-45	0	0
16-20	4	11.8	46-50	0	0
21-25	2	5.9	50-100	0	0

TABLE VIII

Responses to Question, "On an average, what percentage of the total news you receive comes from other newspapers?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	6	17.7%	26-30	2	5.9%
1-5	8	23.5	31-35	0	0
6-10	7	20.6	36-40	0	0
11-15	3	8.8	41-45	0	0
16-20	2	5.9	46-50	0	0
21-25	4	11.8	50-100	2	5.9

TABLE IX

Responses to Question, "On an average, what percentage of the total news you receive comes from other sources?"

<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>	<u>Percent Groups</u>	<u>Number of Responses</u>	<u>Percent</u>
0 %	9	26.5%	26-30	2	5.9
1-5	11	32.3	31-35	0	0
6-10	6	17.7	36-40	0	0
11-15	3	8.8	41-45	0	0
16-20	0	0	46-50	0	0
21-25	2	5.9	50-100	0	0

TABLE X

Responses to Question, "Are you willing to accept news of general interest from:" (1)

<u>Answer</u>	<u>Number of Responses</u>	<u>Percent</u>
a) Universities and Colleges?		
YES	16	47.1%
(Sometime) (2)	11	32.3
Sometime	3	8.8
NO	4	11.8
b) Industry?		
YES	18	53.0
(Sometime)	8	23.5
Sometime	3	8.8
NO	4	11.8
No Answer	1	2.9
c) Organizations and clubs of the ethnic group your newspaper services?		
YES	28	82.5
(Sometime)	3	8.8
Sometime	1	2.9
NO (3)	1	2.9
No Answer	1	2.9

TABLE X (con't.)

<u>Answer</u>	<u>Number of Responses</u>	<u>Percent</u>
d) Organizations and clubs of ethnic groups other than the one your newspaper services?		
YES	14	41.2
(Sometime)	9	26.5
Sometime	2	5.9
NO	8	23.5
No Answer	1	2.9
e) Public relations agencies		
YES	18	53.0
(Sometime)	6	17.6
Sometime	6	17.6
NO	2	5.9
No Answer	2	5.9
f) Government Agencies		
YES	23	67.7
(Sometime)	6	17.6
Sometime	2	5.9
NO	2	5.9
No Answer	1	2.9
g) Other (4)		
YES	12	35.4
(Sometime)	4	11.8
Sometime	2	5.9
NO	3	8.8
No Answer	13	38.1

Interpretation Of Data

Tables III through IX present the results of questions 1a through 1g. Table X presents the results of questions 2a through 2g.

Table III reveals that less than half of the newspapers depend upon wire services for the receipt of news.

Table IV reveals that a greater percentage of the newspapers depend quite a bit on their reporting staff for news. Twenty-two newspapers or 64.7% of the sample falls in the upper-half (26%-100%) of the groupings.

A comparison of Tables III and IV shows that more foreign-language newspapers depend more heavily upon their own respective reporting staffs than they do on wire services for news.

Tables V and VI reveal information that has a direct bearing on the hypothesis. The data categorized in these tables will either prove or disprove the hypothesis.

Because the hypothesis contains a percentage which must be compared with data that is revealed in the study, the means (averages) for Tables V and VI shall be obtained for this comparison.

The formula for the mean of grouped data is

$$M = \frac{\sum fx}{N}$$

Using this formula, the following are presented:

TABLE XI

Computation Of The Mean Of Table V

<u>Steps</u>	<u>Midpoint</u>	<u>f</u>	<u>fX</u>
0	0	6	0
1-5	3	15	45
6-10	8	4	32
11-15	13	1	13
16-20	18	4	72
21-25	23	2	46
26-30	28	0	0
31-35	33	0	0
36-40	38	1	38
41-45	43	1	43
46-50	48	0	0
51-100	76	0	0
		<hr/>	<hr/>
		34	289

$$M = \frac{\sum fX}{N} = \frac{289}{34} = 8.50$$

TABLE XII

Computation Of The Mean Of Table VI

<u>Steps</u>	<u>Midpoint</u>	<u>f</u>	<u>fX</u>
0	0	13	0
1-5	3	16	48
6-10	8	2	16
11-15	13	2	26
16-20	18	0	0
21-25	23	0	0
26-30	28	1	28
31-35	33	0	0
36-40	38	0	0
41-45	43	0	0
46-50	48	0	0
51-100	76	0	0
		<hr/>	
		34	118

$$M = \frac{\sum fX}{N} = \frac{118}{34} = 3.47$$

Average Of Means Of Tables V and VI

$$\begin{array}{r} 8.50 \\ 3.47 \\ \hline 2 \mid 12.97 \\ \hline 6.485\% \end{array}$$

The mean of each table is, in itself, less than 10%, the percentage stated in the hypothesis. Because of this, the average of the two means is necessarily also less than the 10%.

Therefore, THE HYPOTHESIS AS STATED IS PROVEN.

It is interesting to note in Table Vii that although 85.3% of the responding newspapers receive news from ethnic organizations, the average percentage received is only 10.2%. Many persons still have the belief that foreign-language newspapers cater to ethnic organizations and that a large percentage of the newspapers are devoted to ethnic organizational news. Without a doubt, Table VII proves this to be a false belief.

Table VIII reveals that a large percentage of foreign-language newspapers do tend to use other newspapers as a source for news, but the percentage of news used from this source is low.

Table IX, other than showing that sources aside from the ones mentioned are used for gathering news, doesn't prove much because the respondents did not list the other sources.

Table X shows that foreign-language newspapers are willing, in most cases, to accept material from a variety of sources.

Their priority listing by the highest percentage of the 'YES' answer is as follows:

<u>Sources</u>	<u>% that answered yes</u>
Own ethnic groups	82.5%
Government Agencies	67.7
Public Relations Agencies	53.0
Industry	53.0
Universities & Colleges	47.1
Other ethnic groups	41.2
Other	35.4

In every case, except category 'Other', the percentage that answered YES greatly outnumbered the percentage that answered NO. The Maximum that a 'YES' percentage was over a 'NO' was 79.6% and the minimum was 35.2%.

CHAPTER IV NOTES

- (1) "General Interest" is defined (as it is in appendix (A)) as news that is not tailored for only one ethnic group, but rather, news that would be of interest to all ethnic groups.
- (2) (Sometime) indicates that the answer "Sometime" was chosen but an explanation was given to qualify the answer. The explanation was that the newspaper would be interested in news from that source, but only if the news was of special interest to the paper's particular language group.
- (3) The only 'NO' in this group was from a Hungarian newspaper. The editor of this particular paper also noted, "We receive news from Switzerland, which is 100% true, from sources who have connections in Hungary".
- (4) Out of the nineteen responses (12 Yes, 4 (Sometime) and 3 Sometime) which indicated some desire, only one gave any explanation as to what the 'other' sources may be -- the explanation was "City, State and Foreign Agencies".

CHAPTER V

CONCLUSION

This written conclusion is brief because the data revealed in the study aims most of the conclusions into one channel.

It has been shown that public relations agencies and departments contribute much less than 10% of the news and publicity received by foreign-language newspapers.

It has also been shown that foreign-language newspapers are most willing to accept material from practically all sources.

There is no definite figure as to the potential of a foreign-language newspaper market in the United States today. The best estimate is that made by the Inter-Racial Press of America --- between 15 and 35 million (see pages 18 and 19)

The by-passing of this public (about 20 million or approximately 11% of the population of the United States) indicates to this author one of two major reasons:

- 1) Foreign-language groups are still thought of as minority groups thereby categorically being classified as unimportant.
- 2) The most obvious reason-- unexplainable oversight (this public, and specifically the medium of foreign-language newspapers has

never been thought of).

If the first is the reason, this author would like to see a sociological study initiated aimed at showing exactly how "minority" these groups really are in the United States today. The results would prove to be very revealing -- especially due to the fact that these groups comprise at least 11% of the population of the United States.

If the second is the reason, it is sincerely hoped that this paper will have provided some material to help remedy this oversight.

APPENDIX (A)

44 Riverview Road
Brighton 35, Mass.
July 21, 1961

Dear Sir:

I am a graduate student at Boston University's School of Public Relations and Communications.

For my Master's Thesis I am conducting a study of foreign language newspapers published in the United States. I am greatly interested in the role that foreign language newspapers play as a communications medium in our society.

Enclosed is a brief, 2-page questionnaire which asks you information that is needed for my study.

The focus of the questionnaire is primarily on your attitudes towards "news of general interest". By news of general interest I do not mean news that would be tailored for your ethnic group but rather news that would be of interest to all ethnic groups.

Most of the questions require short answers. However, if you require more space for an explanation, please use the back of the questionnaire.

Enclosed you will also find a self-addressed, stamped envelope to aid you in returning this questionnaire to me.

I wish to thank you in advance for your cooperation.

Yours truly,

James Morakis

APPENDIX B

1. On an average, what percentage (%) of the total news you receive comes from the following sources:

- a) Wire Services _____%
- b) Reporting Staff _____%
- c) News releases from public relations agencies _____%
- d) News releases from public relations departments within industry _____%
- e) News releases from ethnic organizations _____%
- f) Other newspapers _____%
- g) Other sources _____%

(please have total of all percentages equal 100%)

2. Are you willing to accept news of general interest from: (please circle one)

- a) Universities and colleges YES NO
 SOMETIME (explain) _____
- b) Industry YES NO
 SOMETIME (explain) _____
- c) Organizations and clubs of the ethnic group your newspaper services. YES NO
 SOMETIME (explain) _____
- d) Organizations and clubs of ethnic groups other than the one your newspaper services. YES NO
 SOMETIME (explain) _____
- e) Public Relations Agencies YES NO
 SOMETIME (explain) _____
- f) Government Agencies YES NO
 SOMETIME (explain) _____
- g) Other _____ YES NO
 SOMETIME (explain) _____

APPENDIX (B) (con't.)

GENERAL INFORMATION

1. Name of newspaper _____

2. What is your position within the newspaper? _____

3. What ethnic group does your newspaper service? _____

4. In what language is your newspaper published (please check one):
____ a) Completely in a foreign language (please name language)

____ b) Completely in English.
____ c) _____% English _____% foreign language (please name
language). _____
____ d) Other combination (explain) _____

APPENDIX (C)

GEOGRAPHIC LOCATIONS

OF SAMPLE

California

Los Angeles	- 5
Oakland	- 1
San Francisco	-14

20

Colorado

Denver	- 2
--------	-----

Connecticut

New Britain	- 1
-------------	-----

Florida

Miami	- 1
Tampa	- 1

2

Hawaii

Honolulu	- 1
----------	-----

Illinois

Chicago	-14
---------	-----

Iowa

Decorah	- 1
---------	-----

Maine

Lewiston	- 1
----------	-----

Maryland

Baltimore	- 1
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APPENDIX (C) (con't.)

Massachusetts

Boston	- 3
Fitchburg	- 1
New Bedford	- 1
Worcester	- 1
	<hr/>
	6

Michigan

Detroit	- 5
---------	-----

Minnesota

Minneapolis	- 1
-------------	-----

Nebraska

Omaha	- 1
-------	-----

New Hampshire

Manchester	- 1
------------	-----

New Jersey

Perth Amboy	- 2
Jersey City	- 1
Passaic	- 1
Trenton	- 2
	<hr/>
	6

New York

New York City	-22
Rochester	- 1
	<hr/>
	23

Ohio

Akron	- 1
Cleveland	- 4
	<hr/>
	5

APPENDIX (C) (con't.)

Oregon

St. Benedict - 1

Pennsylvania

Philadelphia - 4
Pittsburg - 3
Scranton - 1

8

Rhode Island

Providence - 1

Texas

El Paso - 1
San Antonio - 1

2

Washington

Seattle - 3

Wisconsin

Milwaukee - 3
Stevens Point - 1

4

APPENDIX (D)

RESPONDING NEWSPAPERS

<u>Language</u>	<u>Newspaper</u>	<u>City</u>	<u>1961 Circulation</u>
Arabic	Al-Hoda	New York	5,000
Armenian	Hairenik	Boston	3,896
Chinese	Chinese Daily Post	San Francisco	3,285
Czech.	Novy Svet	Cleveland	3,967
"	New Yorky Dennik**	New York	12,524
French	L' Action	Manchester, N.H.	3,975
"	Le Messenger	Lewiston, Me.	2,994
German	St. Josephs Blatt	St. Benedict, Oregon	5,765
"	Baltimore Correspondent	Baltimore	18,000
"	Wachter & Anzeiger	Cleveland	3,000
"	Staats-Zeitung & Herold	New York	25,117 Daily 45,119 Sunday
"	Gazette-Democrat	Philadelphia	12,000
Greek	National Herald	New York	17,003
"	New California	San Francisco	2,850
"	Atlantis	New York	18,500
Hungarian	Wisconsini Magyarsag	Milwaukee	18,700
"	Szabad Sajto	Passaic, N.J.	3,480
"	Herado	Perth Amboy, N.J.	6,000
Italian	La Notizia	Boston	32,506
"	L' Italia	Chicago	6,023
"	Italian Echo	Providence, R.I.	8,000
"	Il Popolo Italiano	Philadelphia	15,712
"	L' Italia	San Francisco	14,000

APPENDIX (B) con't.

<u>Language</u>	<u>Newspaper</u>	<u>City</u>	<u>1961 Circulation</u>
Japanese	New Jap.-Amer. News	Los Angeles	5,500
"	Colorado Times	Denver	1,500
"	Hokubei Mainichi	San Francisco	6,019
"	Rafu Shimpo**	Los Angeles	10,266
Norwegian	Western Viking	Seattle	3,900
Polish	Polish Daily Zgoda	Chicago	31,000
"	The Catholic Leader	New Britain, Conn.	21,000
"	Glos Narodu	Perth Amboy, N.J.	6,410
"	Gwiazda Polarna	Stevens Point, Wisconsin	17,355
"	Straz**	Scranton, Pa.	10,504
Portuguese	Portuguese Jornal	Oakland, Cal.	2,750
Serbian	American Srbobran**	Pittsburg	12,000
Spanish	La Prensa	San Antonio	12,000
Swedish	Svenska Amerikanaren Tribunen	Chicago	28,965
Ukrainian	Svoboda	Jersey City, N. J.	20,100

Total responses - 38 or 34.5% of chosen sample.

(1) Circulation figures from Ayer, Directory of Newspapers & Periodicals, 1961.

** The four newspapers marked with the double asterisk (**) were not included in the results of the survey because questionnaires were not completed properly. Rather than taking the chance of misinterpretation, these were discarded.

APPENDIX (E)

LANGUAGE CHARACTERISTICS OF RESPONDING NEWSPAPERS

<u>Language of Paper</u>	<u>Number of Papers</u>	
All English	1	
All Foreign Language	15	
All Foreign Language (except advertisements in English when requested)	1	
Both Languages Utilized		
<u>% Foreign Language</u>	<u>% English</u>	
98	2	1
95	5	1
90	10	1
85	15	2
75	25	1
70	30	2
60	40	2
50	50	2
25	75	1
10	90	3
Other Combinations		
a) Daily paper: everyday in foreign language except one day per week in English		1

34

APPENDIX (F)

TITLES OF RESPONDENTS

<u>Title</u>	<u>Number</u>
Editor	10
Editor & Publisher	4
Publisher	4
Editor-in-Chief	3
Managing Editor	3
Associate Editor	2
Editor; English Section	2
Editor & Business Manager	2
Bookkeeper	1
President and Manager	1
Secretary - Treasurer	1
Treasurer	1
	<hr/>
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