

1950

United States publishers--a profile

<https://hdl.handle.net/2144/5739>

Downloaded from DSpace Repository, DSpace Institution's institutional repository

BOSTON UNIVERSITY
School of Public Relations
Thesis

UNITED STATES PUBLISHERS--A PROFILE

BY

OVIDE E. DESMARAIS

(A.B., The College of Idaho, 1948)

Submitted in partial fulfillment of the
requirements for the degree of
Master of Science

1950

SPR
MS
1950
de
cop. 2

Approved

by

First Reader.....*David M. White*.....
Professor of Journalism

Second Reader.....*John H. Gleason*.....
Professor of Journalism

TO MY WIFE

CONTENTS

LIST OF TABLES	v
ACKNOWLEDGEMENTS	vii
INTRODUCTION	viii
THE TWO HUNDRED AND FOUR PUBLISHERS	xiv
COPY OF QUESTIONNAIRE	xxiii
CHAPTER I	1
Origin	
CHAPTER II	14
Education	
CHAPTER III	23
Professional Background	
CHAPTER IV	30
Religion	
CHAPTER V	36
Family and Community Life	
CHAPTER VI	42
What They Read	
CHAPTER VII	53
Politics	
CHAPTER VIII	63
Attitudes	
CHAPTER IX	75
Economic Status	
CHAPTER X	77
Conclusion	

LIST OF TABLES

- I. OCCUPATIONS OF FATHERS OF PUBLISHERS AS COMPARED WITH THE COUNTRY'S POPULATION. p. 2.
- II. OCCUPATIONS OF FATHERS OF PUBLISHERS. p. 3.
- III. ECONOMIC STRATIFICATION OF PUBLISHERS AS COMPARED WITH NATIONAL EARNINGS FOR SAME DATES. p. 7.
- IV. AGES WHEN PUBLISHERS BEGAN CONTRIBUTING TO OWN SUPPORT. p. 9.
- V. COMPARISON OF PUBLISHERS' PLACE OF BIRTH WITH THE THE DISTRIBUTION OF THE 204 NEWSPAPERS. p. 11.
- VI. EDUCATIONAL TRAINING OF PUBLISHERS. p. 15.
- VII. EDUCATION OF PUBLISHERS AS COMPARED WITH EDITORS AND WASHINGTON CORRESPONDENTS. p. 17.
- VIII. FIELD OF SPECIALIZATION IN COLLEGE. p. 19.
- IX. REASONS FOR ENTERING JOURNALISM. p. 24.
- X. EDITORIAL POSITIONS BEFORE BECOMING PUBLISHERS. p. 26.
- XI. OUTSIDE OCCUPATIONS OF THE PUBLISHERS. p. 28.
- XII. CHURCH ATTENDANCE OF PUBLISHERS AS COMPARED TO WASHINGTON CORRESPONDENTS. p. 31.
- XIII. RELIGION OF THE PUBLISHERS. p. 32.
- XIV. BREAKDOWN OF PROTESTANT GROUPS WITH CHANGES. p. 34.
- XV. AGES OF PUBLISHERS AND THEIR WIVES AT MARRIAGE. p. 37.
- XVI. SOCIAL ORGANIZATIONS OF THE PUBLISHERS. p. 39.
- XVII. NEWSPAPERS READ REGULARLY BY 153 PUBLISHERS NOT INCLUDING THEIR OWN. p. 42.
- XVIII. MAGAZINES READ REGULARLY BY 182 PUBLISHERS. p. 45.
- XIX. NEWSPAPERS CONSIDERED "MOST FAIR AND RELIABLE" BY 123 PUBLISHERS. p. 48.

LIST OF TABLES

- XX. THE NEWSPAPERS CONSIDERED "LEAST FAIR AND RELIABLE"
79 PUBLISHERS. p. 50.
- XXI. BREAKDOWN OF POLITICAL AFFILIATION OF PUBLISHERS
AND THEIR FATHERS. p. 54.
- XXII. POLITICAL CHOICE OF PUBLISHERS IN LAST PRESIDENTIAL
ELECTION--ACCORDING TO POLITICAL PARTY. p. 57.
- XXIII. ANSWERS TO QUESTION: "DID YOU SUPPORT YOUR CHOICE
EDITORIALLY?" p. 59.
- XXIV. ANSWERS TO QUESTION: "DID YOU ATTACK THE OPPOSING
CANDIDATES EDITORIALY?" p. 60.
- XXV. PUBLISHERS' CHOICE OF PRESS ASSOCIATIONS. p. 68.
- XXVI. REASON FOR PUBLISHERS' CHOICE OF PRESS ASSOCIATIONS. p. 69.
- XXVII. PUBLISHERS' PREFERENCE OF EDITORIAL EMPLOYEES. p. 71.
- XXVIII. THE ATTITUDES AND PREFERENCES OF 199 NEWSPAPER
PUBLISHERS. p. 72.

ACKNOWLEDGEMENTS

I wish to express my appreciation and thanks to the two hundred and four Publishers who were kind enough to take time out from their many duties to answer a long involved two-page questionnaire.

These men understand the statement by Robert S. Lynd in the preface to Middletown in Transition upon which enlightenment depends:

...Knowledge cannot advance without both insight and data, and the need is obviously for the maximum admixture of both, the one constantly checking the other in the endless game of leapfrog between hypothesis and evidence as understanding grows.

Without the co-operation of these men and women this thesis could never have been written.

I am particularly indebted to Dr. David Manning White, Director of Graduate Studies, Boston University, for his guidance and assistance in a field of research in which he is well qualified. The project was undertaken at his suggestion.

Principal credit for assistance throughout the entire time this thesis was in process goes to my wife, Inez (Frakes) Desmarais, a most patient and skillful tabulator, copyreader and editor.

I cheerfully accept all responsibility for the pages which follow.

Ovide E. Desmarais

INTRODUCTION

The people of a democracy depend heavily upon the newspapers for the presentation of the facts upon which social, political and economic opinions are based and the issues around which the controversies revolve.

Attitudes are influenced and many times changed on important problems by newspapers, but we know almost nothing of the men and women who own and control this potent fourth estate.

There are over 1500 publishers of daily newspapers in this country controlling more than 1900 daily newspapers, a body three times the size of congress.

These men are charged with the grave responsibility of informing the people on the "state of the union." Whether they undertake their duty objectively or subjectively, whether there are liberal or conservative, radical or reactionary will depend heavily on the environment in which they grew up.

All the information for this thesis was gathered from questionnaires mailed to 1533 publishers of daily newspapers. Two hundred and four of the publishers were generous enough to comply with the request. The results of this thesis are based on their answers.

The questionnaire was designed to discover who the

publishers are, in terms of social origin, education, professional training, experience, the economic stratum from which they come, the newspapers and magazines they read and their attitudes on some of the key social, economical, political and journalistic problems of the day.

Information on the social, economic and professional characteristics of specific skill groups is so meager that an attempt is made here to dissect one unit of what Harold D. Lasswell calls "symbol manipulators."

The present data offer statistical verification of generalizations about publishers that are accepted only because they seem plausible. It is conceded that 204 publishers out of 1533 is not by any means a representative sample, but that is not too important in this study because the intent is not to create the average publisher, but rather to present and interpret the personality and characteristics of the 204 publishers who supplied the information.

They are formidable enough to make this study worthwhile. These 204 publishers distributed over 43 states and the District of Columbia have an aggregate daily circulation of 5,507,758, or in terms of readership 22,031,032 daily readers.

The questions answered by the publishers are relevant to any understanding of the forces behind the free press of a democratic society.

It has been suggested that a profession attracts certain personality "types" by its very nature, and stamps the perspective of its members with a characteristic identity. Since absolute objectivity in journalism is an impossibility, the social heritage, the "professional reflexes," the individual temperament, and the economic status of publishers assume a fundamental significance.¹

This study deals with the publishers because it is believed that it is more important to know something about the publishers than the reporters or other members of the editorial staff.

Most publishers work out the policies of their newspapers and check very closely to see that they are followed. Almost everyone who has worked on a newspaper has experienced and sensed the wishes of the publisher without ever having been told what they were specifically. The beliefs and desires of publishers seem to infiltrate the newsrooms.

The newspaperman whose publisher has a phobia about income taxes may communicate a different version of a congressional debate than the reporter whose publisher is crusading for government control of profits and unearned increment. However unaware the reader in "Keokuk" may be of these factors, they may have entered, whether consciously or subconsciously, into the dispatches he reads each night, and will influence his own attitude on the subject.²

1. Leo C. Rosten, The Washington Correspondents (N.Y., 1937) p. 149.
 2. Rosten, op cit., p. 150.

The publishers were, on the whole, gratifyingly responsive to the purposes of the investigation. The response amounted to 13 per cent of the questionnaires mailed.

It is pleasant to report that the distribution of the newspapers answering was very well proportioned. One hundred (100) of the newspapers were located in rural areas (population less than 10,000). Eighty-five (85) in urban areas (over 10,000 and under 100,000) and nineteen (19) in metropolitan centers (over 100,000 population).

Answers were received from such newspapers as the Washington Post, Kansas City Star, Atlanta Constitution, Denver Post, New York Herald-Tribune, Philadelphia News, Seattle Post-Intelligencer, Charlotte News and many other nationally known newspapers.

Many of the publishers requested copies of the completed study and expressed sincere interest in the project. Here are some of the remarks by these extremely busy publishers:

I have been so busy that it has taken me a long time to answer your questionnaire. However, I have at last completed it to the best of my ability. It will be pleasant to hear from you and to learn of the progress of your work.

I am interested in the study you are making and, if anything is ever published or

put out in any form, would be glad to see a copy. If you are interested in seeing copies of any of the papers, I shall be glad to send them to you. Success in your study.

We are handing you herewith form hurriedly filled out regarding my activities in newspaper work. The policy of a small paper like ours is quite different to that of a large city paper where there is strong opposition. As an illustration, a large local concern was planning to double its capacity recently and we learned of it, in fact, had a part in bringing about this enlargement. However, we deferred a story for several weeks, since there was some advantage in keeping it quiet as some opposition might have been developed if the story had been broken prematurely.

The writer, who owns the paper and forms the policies, believes there are advantages at times in taking the human side on stories rather than that of a news angle. To illustrate this, a number of years ago when bank failures were a daily occurrence and many people throughout this section were afraid of banks we ran a story and gave it considerable prominence that we would discontinue the publication of glaring bank failures unless they had some local angle. Of course, we realized this is foreign to the average newspaperman's ideas and would be dangerous to adopt as a general policy for all newspapers, but we put special emphasis on boosting and constructive news even at the expense of a sensational news story that would be widely read, commented on attract attention to the paper.

Thanking you for your interest and with kind regards...

The latter was reproduced in full because it is so much to the point of this survey. This publisher who

professes to be the exception when he states "Of course, we realize this is foreign to the average newspaperman's ideas" is actually following the rule of the majority. Our free press is made up of hundreds of small newspapers with publishers who believe that their personal interest in the community is foreign to other publishers. The impact on the attitudes of the millions of people who read these newspapers is tremendous. This especially true in non-competitive towns where the people have no choice but to read the only newspaper available.

The thesis has been divided into chapters with some unavoidable overlapping of subject matter. This is done so that the reader will not have to go back and refer to material already covered in previous chapters but necessary for better understanding of the material under consideration.

Other studies along this line have been concerned with either writers in the metropolitan field or a diversified group.* A study, Kansas Publishers--A Professional Analysis, was conducted by Dr. Raymond D. Lawrence in 1938. It was published in the Journalism Quarterly, volume 15, December, 1938, and it dealt with publishers of daily and weekly newspapers in Kansas.

This study is an application of the techniques of social and cultural analysis made by these pioneers in Journalism research.

* Rosten, op cit.; Robert Frank Harrel and Walter B. Pitkin Vocational Studies in Journalism (N.Y.; Columbia University Press, 1931).

THE TWO HUNDRED AND FOUR PUBLISHERS

NEWSPAPER

Ada (Okla.) Evening News
 Albany (N.Y.) Times Union
 Albert Lee (Minn.) Evening Tribune
 Albion (M., ch.) Recorder
 Allentown (Pa.) Call-Chronicle
 Ambridge (Pa.) Daily Citizen
 Americus (Ga.) Times-Recorder
 Anderson (Ind.) Herald
 Annapolis (Maryland) Evening Capital
 Athens (Ohio) Messenger
 Atlanta (Ga.) Constitution
 Augusta (Kan.) Daily Gazette
 Batavia (N.Y.) Daily News
 Bath (Me.) Times
 Beckley (W.Va.) Post Herald & Register
 Bedford (Ind.) Daily Times-Mail
 Beloit (Wis.) Daily News
 Big Rapids (Mich.) Pioneer
 Blackwell (Okla.) Journal Tribune
 Bloomington (Ill.) Pantagraph
 Bloomington (Ind.) Daily Herald
 Bozeman (Montana) Daily Chronicle

PUBLISHER

William D. Little
 Fred I. Archibald
 P.C. Belknap
 J.C. Bedient
 David A. Miller
 Vaughn R. Arnold
 James R. Blair
 Harriet W. Toner
 Elmer M. Jackson, Jr.
 Gordon K. Bush
 Clark Howell
 H.G. Hutcheson
 Milton R. Miller
 Frank B. Nichols
 Charles Hodel
 Stewart Riley
 Clenton F. Karstaedt
 Arthur E. Anderson
 Phil McMullen
 Loring C. Merwin
 George J. Wise
 Jefferson Jones

Brazil (Ind.) Daily Times
 Bremerton (Wash.) Sun
 Cape Girardeau (Mo.) Southest Missourian
 Cedartown (Ga.) Standard
 Celina (Ohio) Daily Standard
 Centerville (Iowa) Citizen
 Centerville (Iowa) Iowegian
 Charleston (Ill.) Courier
 Charlotte (N.C.) News
 Chester (Pa.) Times
 Cleveland (Tenn.) Daily Banner
 Clinton (Mass.) Item
 Clinton (Okla.) Daily News
 Cocoa Beach (Fla.)
 Columbia (Tenn.) Herald
 Columbus (Ga.) Ledger & Enquirer
 Concord (N.H.) Monitor
 Connersville (Ind.) News-Examiner
 Coral Gables (Fla.) Reviera-Times
 Dalhart (Tex.) Texan
 Danville (Pa.) Morning News
 Denton (Tex.) Record-Chronicle
 DeQueen (Ark.) Citizen
 Defiance (Ohio) Daily Crescent News
 Denver (Col.) Post

George H. James
 Julius Gius
 George A. Naeter
 Roy N. Emmet
 Parker R. Snyder
 Jesse McFall Beck
 R.K. Beck
 Benjamin Weir
 Thomas L. Robinson
 Alfred G. Hill
 J. L. Bradford
 Craren H. Coulter
 Charles E. Engleman
 Floyd J. Miller
 John W. Finney
 M. R. Ashworth
 James M. Langley
 George S. Tatman
 Edwin J. Paxton
 J. Kenneth Hogue
 Ivan Boxell
 Riley Cross
 Ray Kimball
 Lee O. Tustison
 Palmer Hoyt

Dodge City (Kan.) <u>Globe</u>	J.C. Denious
Dublin (Ga.) <u>Courier-Herald</u>	W. H. Champion
Duncan (Okla.) <u>Daily Banner</u>	B.L. Abernethy
Edinburg (Tex.) <u>Daily Review</u>	Allan Engleman
El Centro (Calif.) <u>Post-Press</u>	E.A. Fitzhugh
Elko (nev.) <u>Daily Free Press</u>	Chris H. Sheerin
Ellensburg (Wash.) <u>Daily Record</u>	J. Clifford Kaynor
Ellwood City (Pa.) <u>City Ledger</u>	W.F. Kega
Ennis (Tex.) <u>News</u>	R. Weldon Nowlin
Escondido (Calif.) <u>Times Advocate</u>	H.R. McClintock
Escondido (Calif.) <u>Times Advocate</u>	Fred W. Speers
Fairfield (Iowa) <u>Daily Ledger</u>	Walter E. Williams
Fort Lauderdale (Fla.) <u>Daily News</u>	Robert Hayes Gors
Fort Madison (Iowa) <u>Evening Democrat</u>	W.T. Merchan
Freemont (Ind.)	No name--reported on 3 papers
Fremont (Ohio) <u>News-Messenger</u>	F.J. Daubel
Gainesville (Ga.) <u>Daily Times</u>	Charles A. Smithgall
Gallipolis (Ohio) <u>Tribune</u>	H.W. Wetherholt
Gallup (N.M.) <u>Independent</u>	A.W. Barnes
Grand Junction (Col.) <u>Daily Sentinel</u>	Walter Walker
Grass Valley (Calif.) <u>Union</u>	Robert T. Ingram
Greenfield (Ind.) <u>Reporter</u>	Dale B. Spencer
Greenfield (Mass.) <u>Recorder-Gazette</u>	H. Irving Jenks
Greenville (Miss.) <u>Delta-Democrat</u>	Hodding Carter
Greenville (Mich.) <u>News</u>	S.D.R. Smith

Greenwood (Miss.) <u>Commonwealth</u>	Sumter Gillespie
Greenwood (Miss.) <u>Morning Star</u>	Virgil Adams
Greensburg (Ind.) <u>Daily News</u>	Ruth Hancock
Griffin (Ga.) <u>Daily News</u>	Quimby Nelton
Guymon (Okla.) <u>Panhandle News-Herald</u>	Bob E. Johnson
Hannibal (Mo.) <u>Courier-Post</u>	E.L. Sparks
Harrisburg (Ill.) <u>Daily Register</u>	Curris G. Small
Henryette (Okla.) <u>Daily Free Lance</u>	J. Leland Gouriey
High Point (N.C.) <u>Enterprise</u>	R.B. Terry
Hope (Ark.) <u>Star</u>	Alexander H. Washburn
Hopewell (Va.) <u>News</u>	Autustus Robbins, Jr.
Hopkinsville (Ky.) <u>News Era</u>	Thomas F. Wood
Hot Springs Nat'l Park (Ark.) <u>Sentinel-Rec.</u>	Clyde E. Palmer
Houghton (Mich.) <u>Daily Mining Gazette</u>	John W. Rice
Huron (S.D.) <u>Daily Plainsman</u>	Robert Dluss
International Falls (Minn.) <u>Daily Journal</u>	Paul A. Anderson
Janesville (Wis.) <u>Gazette</u>	R.W. Bliss
Jasper (Ind.) <u>Herald</u>	Albert T. Rumbach
Jeanette (Pa.) <u>News Dispatch</u>	C.M. Bomberger
Johnson City (Tenn.) <u>Press-Chronicle</u>	Carl A. Jones, Jr.
Kansas City (Mo.) <u>Kansas City Star</u>	Roy A. Roberts
Kearney (Neb.) <u>Daily Hub</u>	Ormond P. Hill
Kokomo (Ind.) <u>Tribune</u>	Richard H. Blacklidge
LaCross (Wis.) <u>Tribune</u>	W.T. Burgess
LasCruces (N.M.) <u>Sun News</u>	Orville E. Priestley

LaJunta (Col.) <u>Tribune-Democrat</u>	Al Burtis
Lawrenceburg (Ind.) <u>Press</u>	W.D.Murray
Lewiston (Mon.) <u>Daily News</u>	Kenneth R. Byerly
Little Rock (Ark.) <u>Arkansas-Democrat</u>	K.A.Engel
Lock Haven (Pa.) <u>Express</u>	Rebecca R. Gross
Lockport (N.Y.) <u>Union-Sun & Journal</u>	Egbert D. Corson
Logan (Utah) <u>Herald Journal</u>	Gunner Rasmuson
Los Angeles (Calif.)	Belmont J. Sanches
Loveland (Col.) <u>Reporter Herald</u>	Harley E. Holden
Lowell (Mass.) <u>Telegram</u>	Bessie London Pouzzner
Lubbock (Tex.) <u>Avalanche Journal</u>	Charles A. Guy
Lufkin (Tex.) <u>Daily News</u>	Walter R. Beaumier
Lumberton (N.C.) <u>Robesonian</u>	J.A. Sharpe, Jr.
Madison (S.D.) <u>Daily Leader</u>	George M. Hunter
Manitowoc (Wis.) <u>Herald-Times</u>	Reed T. Bayne
Marshalltown (Iowa) <u>Times-Republican</u>	Paul G. Norris, Jr.
McComb (Mass.) <u>Enterprise-Journal</u>	J.O. Emmerich
Meadville (Pa.) <u>Tribune</u>	Robert S. Bates
Medina (N.Y.) <u>Journal-Register</u>	Alonzo Lewis Waters
Midland (Tex.) <u>Reporter-Telegram</u>	James N. Allison
Morristown (Tenn.) <u>Sun</u>	Robert H. Fackelman
Moscow (Idaho) <u>Idahonian</u>	W.T. Marineau
Muncie (Ind.) <u>Star</u>	Willard C. Worcester
Murfreesboro (N.C.)	No name
Nampa (Idaho) <u>Free Press</u>	Bernard Mainwaring

Neosho (Mo.) <u>Daily Democrat</u>	James G. Anderson
New Haven (Conn.) <u>Journal Courier</u>	Everett B. Harvey
Newburyport (Mass.) <u>Daily News</u>	E.E. Huckin
New Iberia (La.) <u>Daily Iberian</u>	Matthew Parks Vernon
New York (City) <u>Herald Tribune</u>	Helen Rogers Reid
New York (City)	No name
Norman (Okla.) <u>Transcript</u>	Fred E. Tarman
Norwalk (Ohio) <u>Reflector-Herald</u>	Dudley A. White
Oak Ridge (Tenn.) <u>Oak Ridger</u>	Don J. McKay
Oceanside (Calif.) <u>Blade Tribune</u>	Harold Beck
Olean (N.Y.) <u>Times-Herald</u>	M.G. Fitzpatrick
Ontario (Calif.) <u>Daily Report</u>	Mrs. Jerene Appleby Harnish
Oregon City (Ore.) <u>Enterprise</u>	Walter W. R. May
Oxnard (Calif.) <u>Press-Courier</u>	George Grimes
Palatka (Fla.) <u>Daily News</u>	A. Bev. Baker
Paris (Tenn.) <u>Post-Intelligence</u>	W. Percy Williams
Pasadena (Calif.) <u>Independent</u>	Elmer D. Bates
Paterson (N.J.) <u>Morning Call</u>	Robert Williams
Philadelphia (Penn.) <u>News</u>	Lee Ellmaker
Pittsfield (Mass.)	Donald B. Miller
Plymouth (Ind.) <u>Pilot News</u>	Samuel E. Boys
Pomona (Calif.) <u>Progress Bulletin</u>	Almon R. Richardson
Popular Bluff (Mo.) <u>Daily American Reporter</u>	John H. Wolpers
Portales (N.M.) <u>Daily News</u>	Gordon K. Greaves
Port Angeles (Wash.) <u>Evening News</u>	Charles N. Webster

Portsmouth (Va.) <u>Star</u>	Norman R. Hamilton
Radford (Va.) <u>News Journal</u>	Asa W. Reese
Raleigh (N.C.) <u>Times</u>	John A. Park
Raton (N.M.) <u>Daily Range</u>	Frank Pfeiffer
Ridgewood (N.J.) <u>News</u>	Bennett H. Fisher
Rochester (Ind.) <u>News Sentinel</u>	Hugh A. Barnhart
Rocky Mount (N.C.) <u>Telegram</u>	Joseph L. Homer
Russel (Kan.) <u>Daily News</u>	Russell T. Townsley
Ruston (La.) <u>Leader</u>	Clarence E. Faulk, Jr.
Salem (Ore.) Oregon <u>State³man</u>	Charles A. Sprague
San Francisco (Calif.)	No Name
San Jose (Calif.) <u>Daily Beacon</u>	Joseph A. Lowry
Santa Maria (Calif.) <u>Times</u>	Stanley H. Stauffer
Savannah (Ga.) <u>Morning and Evening News</u>	H. V. Jenkins
Sayre (Pa.) <u>Evening Times</u>	Allyn S. Brown
Seattle (Wash.) <u>Post Intelligencer</u>	Charles B. Lindeman
Seminale (Okla.) <u>Seminale Producer</u>	Milt Phillips
Shawnee (Okla.) <u>News Star</u>	N.B. Musselman
Shenandoah (Iowa) <u>Evening Sentinel</u>	W.D. Archie
Sheridan (Wyo.) <u>Press</u>	Carl A. Rott
Sikeston (Mo.) <u>Standard</u>	C.L. Blanton, Jr.
Somerset (Pa.) <u>Daily American</u>	Henry Baker Raley
Sonoma (Calif.) <u>Union Democrat</u>	Donald I. Segerstrom
South Bend (Ind.) <u>Tribune</u>	F.A. Miller
Statesville (N.C.) <u>Daily Record</u>	J.P. Huskins

Staunton (Va.) Leader
 St. Joseph (Mo.) News- Press & Gazette
 Sturgis (Mich.) Journal
 Sweetwater (Tex.) Reporter
 Tarentum (Penn.) Daily News
 Terre Haute (Ind.) Tribune-Star
 Texarkana (Tex. Ark.) Gazette-News
 Tipton (Ind.) Daily Tribune
 Trenton (Mo.) Republican Times
 Trenton (N.J.) Times
 Troy (Ala.) Messenger
 Turlock (Calif.) Journal
 Union City (Tenn.) Messenger
 Vandergrift (Pa.) News
 Wabash (Ind.) Plain Dealer & Times Star
 Walla Walla (Wash.) Union Bulletin
 Washington (Iowa) Evening Journal
 Washington (D.C.) Washington Post
 Watsonville (Calif.) Register Pajaronian
 Wausau (Wis.) Record Herald
 Waycross (Ga.) Journal Herald
 Webb City (Mo.) Daily Sentinel
 West Point (Miss.) Daily Times Leader
 Westerly (R.I.) Sun
 Winsted (Conn.) Citizen

Evarts W. Opie
 Henry B. Bradley
 Mark P. Haines
 Elmer A. Wright
 Eugene A. Simon
 Crawford F. Failey
 C.E. Palmer
 C. L. O'Banion
 Ray Van Meter
 James Kerney, Jr.
 Glenn Jones
 Lowell E. Jessen
 E.S. Critchlow
 Herbert D. Brauff
 Eugenia H. Honeywell
 Roland E. Miller
 Ralph E. Shannon
 Philip L. Graham
 Frank F. Orr
 John C. Sturtevant
 Jack Williams
 Hal. M. Wise, Jr.
 Edgar Harris
 George B. Utter
 Theodore Vaill

Winter Haven (Fla.) Daily News Chief

Worland (Wyo.) Daily News

Worthington (Minn.) Daily Globe

Yonkers (N.Y.) Daily Times

York (Pa.) Daily Gazette

Zanesville (Ohio) Times-Recorder & Signal

Zanesville (Ohio) News

William E. Rynerson

Hugh K. Knoefel

V.M. Vance

Norman H. Orr

J.W. Gitt

O.B. Littick

Ross G. Miller

Ovide E. Desmarais **xxiii**
 Division of Journalism
 Boston University
 178 Newbury Street
 Boston 16, Massachusetts

Dear Mr. Publisher:

There has been a long-existing need in the field of Journalism research for a profile of this nation's newspaper publishers. Dr. Leo Rosten pioneered this type of study in his work on the Washington Correspondents. Mr. Desmarais, a graduate student in the Division of Journalism at Boston University, is doing this study. Your cooperation in answering as much of the following questionnaire as possible will be of great assistance to us. With sincere appreciation for your interest.

Dr. David M. White
 Director of Graduate Studies
 Division of Journalism
 Boston University

- (1) Name (Optional) (2) Birthplace
- (3) Year of Birth (4) Number of years in journalism, in any capacity (5) As a publisher
- (6) Do you write editorials? (7) How often? (8) How did you get into journalism?
 (Coincidence? Choice? Desire to write? Through a school of journalism? etc.)
- (9) List the jobs you have held in newspaper work, giving age at the time:
- (10) List the jobs you have held besides newspaper work, giving age at the time:
- (11) Number of years in grammar school? Location and population
- (12) Number of years in High school? Location and population
- (13) Number of years in College? Location and population
- (14) Specialization in college (Economics, etc.): (15) College degrees
- (16) Honors? (Varsity, debating, etc.):
- (17) At what age did you begin contributing to your support? (18) At what age did you begin supporting yourself
 wholly? (19) At what age did you leave home to live elsewhere? (20) Father's occupation
- (21) Father's political bent (22) No. of brothers and sisters (23) Mother's occupation
- (24) Were you given religious training (25) Mild or strict? (26) Church
- (27) Do you attend church today? (28) Regularly, rarely, occasionally, never?
- (29) Which denomination?

Check father's income-level yearly:

\$1,000-2,500

\$2,500-5,000

\$5,000-10,000

Over \$10,000

(30) While you were in grammar school

(31) While you were in High school

(32) At college, or between 17-21

- (33) How old were you when you married? (34) Wife's age at marriage? (35) Her occupation
- (36) How many children have you had? (37) Single? Married? Divorced?

(over)

(38) Which newspapers do you read regularly?

(39) Which magazines do you read regularly?

(40) To which magazines have you contributed articles?

.....(41) No. of books written?.....

(42) List your clubs, societies, etc.

.....(43) Hobby or sports?

(44) Show your preference of employee type by marking (1) for first choice, (2) for second, etc. Place a (0) for type you would

not hire: College graduate with a major in journalism College graduate with major in liberal arts High school

graduate Grammar school graduate High school graduate with five years experience as reporter on small

daily

If you agree with a statement, check it.....✓

If you disagree, mark it.....0

If you are uncertain, mark it.....?

(45) "I favor government operation of mines, public utilities and railroads."

(46) "I favor higher taxes on the upper income brackets, on huge profits, etc."

(47) "I favor the Taft-Hartley Labor Relation Act."

(48) "I favor the Marshall Plan."

(49) "I favor the Fair Deal."

(50) "I favor the Newspaper Guild."

(51) "I favor the placement of atomic energy under world control."

(52) "I favor our foreign policy in China."

(53) "I believe the United Nations is definitely contributing to the security of the world."

(54) "I believe newspapers should attempt to mold public opinion when it's to public interest."

(55) What is your political affiliation?.....(56) Who did you vote for in the last presidential election?.....

(57) Did you support your choice editorially?.....(58) Did you attack the opposing candidates editorially?.....(59) Do

you hold any political office?.....(60) What is the nature of the office?.....(61) Please check, public

opinion polls are of:.....great value,.....fair value,.....little value,.....no value.

(62) What is the estimated value of your newspaper?.....(63) What was initial cost?.....(64) What

is the circulation?.....(65) What was circulation when purchased?.....(66) What is your average annual income

received from your newspaper?

(67) I prefer the stories of (check one):.....AP.....UP.....INS.....US (68) Why?.....(69) The three U.S. newspapers

which give the most fair and reliable news are:.....

.....

(70) The three newspapers which are least fair and reliable are:.....

.....

(71) How often do you find it judicious to comment editorially on local affairs?.....

(72) "In general my newspaper agrees with the dominant points of view of my community:".....

CHAPTER I

ORIGIN

The most valuable tools of the journalist are words. It would seem from this that newspapermen are drawn from an environment which places a premium upon articulateness. One would expect publishers to be children of parents who handled ideas rather than things: teachers, clergyman, lawyers, editors, publishers, rather than farmers or industrial workers.

It would seem from this hypothesis that they would come from middle-class origin where they would have been exposed to the attraction of talk, particularly talk about social, economic and political affairs, in homes with literate preoccupations.

In light of this information it is not surprising that ⁶/₇ of 192 publishers who supplied information on this point, seventy-three (38 per cent) are children of professional parents. Of the professional group, forty-one (21.3 per cent) were publishers, eight were lawyers, seven teachers, five editors, four medical doctors, three reporters.

Twenty-nine (15.1 per cent) publishers' fathers were members of the proprietary class and twenty-three (12 per cent) were of the clerical group, or so-called "white-collar" class. The labor group, including skilled, semi-skilled

and unskilled workers, contributed thirty-three (17.1 per cent) men to the group. The farmers of the country produced thirty-four (17.2 per cent) of the publishers.

In separating the professional, proprietary and clerical groups from the labor and farmers we find that one-hundred and twenty-five (65.1 per cent) are in the former groups and sixty-seven (34.9 per cent) in the latter.

These figures gain significance from the fact that in 1900, the date closest to the average year of birth of the publishers studied, the professions formed only 4.3 per cent of the country's population, whereas the farm population was 35.6 per cent, and the labor population totaled 48.4 per cent.³ The two sets of figures are contrasted in the chart below:

TABLE I*

OCCUPATIONS OF FATHERS OF PUBLISHERS AS
COMPARED WITH THE COUNTRY'S POPULATION

	Per Cent Contributed To Publishers	Per Cent Of Population in 1900
Professions	38	4.3
Labor (All groups)	17.1	48.4
Farmers	17.2	35.6

* The proprietary and the clerical groups are omitted from this table.

3. Robert Frank Harrel, "Factors Making for Success in Journalism," in R. F. Harrel and Walter Pitkin, Vocational Studies in Journalism (N.Y. Columbia Press, 1931) pp. 101-02.

TABLE II*
OCCUPATIONS OF FATHERS OF PUBLISHERS

	NUMBER	PER CENT
PROFESSIONAL	73	38
Teachers	(7)	(3.6)
Publishers	(41)	(21.3)
Editors	(5)	(2.6)
Clergymen	(8)	(4.1)
Lawyers	(5)	(2.6)
Medical Doctors	(4)	(2)
Reporters	(3)	(1.5)
PROPRIETARY	29	15.1
CLERICAL	23	12
LABOR	33	17.1
Skilled	(15)	(7.8)
Semi-Skilled	(11)	(5.7)
Unskilled	(7)	(3.6)
FARMERS	34	17.2

* 192 publishers answered this portion of the questionnaire, 11 of them were not able to answer because their fathers were deceased at an early age, one did not answer.

In searching into the origin of the publishers, it is important to know how much of a family life they enjoyed as children. One hundred and sixty-seven (83 per cent) of the publishers' mothers had no occupation except that of housewife. Twenty-one (10.4 per cent) were teachers, two proprietary, one cook, one printer, one artist, one nurse, and three were deceased at an early age.

It would seem from the above figures, at least, that

the publishers enjoyed better than average family relationship. The size of the family with an average of 3.1 sibling is close to the national average.

Important in determining the origin of the publishers is the economic strata in which they grew up. This has been determined on three different levels: while they were in grade school, in high school and in college, or between the ages of 17 and 21.

Of the 180 publishers who answered the question concerning income while in grade school, 96 (53.3 per cent) of the publishers families had incomes of less than \$2,500 and 84 (46.7 per cent) had incomes over \$2,500. Of those above the \$2,500 mark; 43 (23.8 per cent) had incomes of over \$2,500 and less than \$5,000; 26 (14.4 per cent) had incomes of over \$5,000 and less than \$10,000; and 15 (8.3 per cent) had incomes over \$10,000. Eleven of the publishers' fathers were deceased and 13 did not answer.

Of the 163 publishers who answered the question concerning income while in high school, 66 (40.4 per cent) of them had incomes of less than \$2,500 and 97 (59.6 per cent) had incomes over \$2,500. Of those above \$2,500, 42 (25.7 per cent) had incomes of over \$2,500 and less than \$5,000; 35 (21.4 per cent) were over \$5,000 and less than \$10,000; and 20 (12.2 per cent) had incomes of over \$10,000. Eighteen were deceased and twenty-three did not answer.

Of the 146 publishers who answered the question concerning income while in college, or between the ages of 17 and 21, 50 (34.2 per cent) had incomes less than \$2,500 and 96 (65.8 per cent) had incomes over \$2,500. Of those above \$2,500, 39 (26.7 per cent) had incomes of over \$2,500 and less than \$5,000; 29 (19.8 per cent) were above \$5,000 and less than \$10,000; and 28 (19.1 per cent) had incomes over \$10,000. Twenty-two of the fathers were deceased and 36 did not answer.

The figures compare most favorably with the average annual income of wage earners in the country at that time. To make the comparison it is necessary to know the arithmetical average age and the median age of the group.

The publishers range in age from 24 to 82 (as of 1950). Over one-third of the 201 answering (36.8 per cent) are between 46 and 57 years of age. The arithmetical average age for the group is 53 years and two months. The median line, dividing the older from the younger one-half, falls directly on 51 (11 of the publishers are 51). Twenty-five publishers (12.4 per cent) are under 40 years old; thirty-two (15.9 per cent) are between 40 and 45; thirty-nine (19.4 per cent) are between 58 and 65; and thirty-one (15.4 per cent) are over 65 years of age.

With an arithmetical average of 53 years, and a median age of 51 years, the previous figures on income take signi-

ficance when compared with the average annual income of wage earners in the country for the years that the publishers attended grade school, high school and college, or between the ages of 17 and 21.

According to the analysis of income stratification upon which economist^s still depend, the 1918 estimates of the National Bureau of Economic Research, 92 per cent of the gainfully employed in the United States earned less than \$2,500 a year. Only two per cent earned \$5,000 or over.⁴

The annual-earning figures for employed wage-earners as compiled by Paul H. Douglas and F. T. Jennison shows that in 1910 the average annual earning (per wage-earner) was \$573; in 1918 it was \$997; and in 1920 it was only \$1,337. Even as late as 1928 it had only increased to \$1,405.⁵

In comparison to these figures the publishers came from families which had incomes considerably above those of the averages for the country's wage-earners as a whole.

The two sets of figures with the corresponding dates according to the median age of the publishers follows:

4. In Robert S. Lynd, "The People as Consumers," Recent Social Trends, p. 860.

5. Rosten, op cit., p. 156.

TABLE III*

ECONOMIC STRATIFICATION OF PUBLISHERS AS COMPARED
WITH NATIONAL EARNINGS FOR SAME DATES

PUBLISHERS	NAT'L EARNINGS
GRADE SCHOOL	
NO. INCOME	YEAR 1910
96: Less \$2,500 (53.3%)	
43: Over \$2,500 less \$5,000 (23.8%)	
26: Over \$5,000 less \$10,000 (14.4%)	\$573.
15: Over \$10,000 (8.3%)	
11: Deceased	
13: No Answer	
HIGH SCHOOL	
NO. INCOME	YEAR 1918
66: Less \$2,500 (40.4%)	
42: Over \$2,500 less \$5,000 (25.7%)	
35: Over \$5,000 less \$10,000 (21.4%)	\$997.
20: Over \$10,000 (12.2%)	
18: Deceased	
23: No Answer	
COLLEGE OR BETWEEN 17 AND 21	
NO. INCOME	YEAR 1920
50: Less \$2,500 (34.2%)	
39: Over \$2,500 less \$5,000 (26.7%)	
29: Over \$5,000 less \$10,000 (19.8%)	\$1,337
28: Over \$10,000 (19.1%)	
22: Deceased	
36: No Answer	

* In 1928 the National Average Annual Earnings was \$1,405.

Ten of the publishers' fathers stayed above the \$10,000 earnings for the entire period of the publishers' schooling or up to 21 years of age. Five of them were in the proprietary class, two clerical, two publishers, one editor and one lawyer. Seven of these publishers received a college degree, two received two years of college, and one received one year of college.

Nine of the publishers' fathers were above \$5,000 but less than \$10,000 for the grade school period, but were above \$10,000 for the high school and college period. Eight of them were publishers and one in the proprietary class. Seven of these publishers received a college degree, one received three years of college and one two years.

Fifteen of the publishers' fathers were above \$5,000 but less than \$10,000 for the entire period of the publishers schooling or up to 21 years of age. Four of them were publishers, four in the proprietary class, five farmers, one clerical and one medical doctor. Fourteen of these publishers received a college degree and one received three years of college.

Another important element in dealing with the origin of the publishers is the age when they began contributing to their own support, or became wholly self-supporting, or left the family home to live elsewhere.

Sixty-two (31.1 per cent) of the group (199 reporting)

started earning some of their expenses during the grade school period (5 to 13 years of age); Ninety-two (46.2 per cent) during high school (14 to 18); forty (20.1 per cent) during college (19 to 23); and five (2.5 per cent) after 23 years of age. The arithmetical average is 15 years and 4 months.

Two hundred publishers reported the age at which they became wholly self-supporting. Three (1.5 per cent) began during grade school; sixty-four (32 per cent) during high school; one hundred and thirteen (56.5 per cent) during college; and twenty (10 per cent) after 23 years of age. The arithmetical average is 19 years and 11 months.

One hundred and ninety-six publishers noted when they left home to live elsewhere. Two (1 per cent) left during grade school; fifty-four (27.5 per cent) during high school; ninety-four (48.1 per cent) during college; and forty-six (23.4 per cent) after their 23rd birthday. The arithmetical average is 20 years and 8 months.

TABLE IV

AGES WHEN PUBLISHERS BEGAN CONTRIBUTING TO OWN SUPPORT*

	NUMBER	PER CENT
Grade School (5 to 13 years)	62	31.1
High School (14 to 18 years)	92	46.2
College (19 to 23 years)	40	20.1

	NUMBER	PER CENT
Later (After 23 years)	5	2.5

*Arithmetical average: 15 years and 4 months.

AGES WHEN PUBLISHERS BECAME WHOLLY SELF-SUPPORTING*

	NUMBER	PER CENT
Grade School (5 to 13 years)	3	1.5
High School (14 to 18 years)	64	32
College (19 to 23 years)	113	56.5
Later (After 23 years)	20	10

*Arithmetical average: 19 years and 11 months.

AGES WHEN PUBLISHERS LEFT HOME TO LIVE ELSEWHERE*

	NUMBER	PER CENT
Grade School (5 to 13 years)	2	1
High School (14 to 18 years)	54	27.5
College (19 to 23 years)	94	48.1
Later (After 23 years)	46	23.4

*Arithmetical average: 20 years and 8 months.

Relevant as an index to the publishers earliest environment is the size of communities in which they were born, raised and in which they received their elementary education.

Of the 204 publishers, 138 (67.6 per cent) were born and raised in towns which had a population under 10,000, 39 (19.1 per cent) come from urban communities over 10,000 and under 100,000. The number who were born

and raised in cities of 100,000 or over totaled 27 (13.2 per cent) of the group.

Twenty-two of the publishers were born in the state of Indiana, 17 were born in Iowa, 12 in Kansas, 11 in Missouri, 11 in Ohio and 11 in Pennsylvania.

Ninety-three (45.5 per cent) of the publishers established newspapers in their state of birth. As indicated above, the place of birth is predominantly Middle West, the distribution of the newspapers is more diversified.

TABLE V

COMPARISON OF PUBLISHERS' PLACE OF BIRTH WITH
THE DISTRIBUTION OF THE 204 NEWSPAPERS

STATE	BIRTHPLACE	PRESENT LOCATION	ESTABLISHED IN STATE OF BIRTH
Alabama	2	1	1
Arizona	1	0	0
Arkansas	1	4	0
California	4	16	3
Colorado	1	4	0
Connecticut	2	2	0
Delaware	0	0	0
District of Columbia	0	1	0
Florida	1	5	
Georgia	4	9	4
Idaho	0	2	0

STATE	BIRTHPLACE	PRESENT LOCATION	ESTABLISHED IN STATE OF BIRTH
Illinois	6	3	2
Indiana	22	18	13
Iowa	17	7	6
Kansas	12	3	1
Kentucky	5	1	1
Louisiana	4	2	2
Maine	2	1	1
Maryland	2	1	1
Massachusetts	7	5	4
Michigan	6	5	4
Minnesota	3	3	1
Mississippi	3	5	2
Missouri	11	9	5
Montana	0	2	0
Nebraska	6	1	0
Nevada	1	1	1
New Hampshire	0	1	0
New Jersey	2	3	2
New Mexico	1	4	0
New York	6	8	4
North Carolina	8	7	6
Ohio	11	8	6
Oklahoma	3	9	1
Oregon	1	2	0

STATE	BIRTHPLACE	PRESENT LOCATION	ESTABLISHED IN STATE OF BIRTH
Pennsylvania	11	14	8
Rhode Island	2	1	1
South Carolina	1	0	0
South Dakota	2	2	1
Tennessee	3	7	1
Texas	7	9	4
Utah	1	1	0
Vermont	1	0	0
Virginia	4	4	2
Washington	2	5	2
West Virginia	2	1	0
Wisconsin	6	5	3
Wyoming	0	2	0
FOREIGN			
Canada	2	0	0
Alaska	1	0	0
Sweden	1	0	0
UNKNOWN	2	0	0

CHAPTER II

EDUCATION

In dealing with this chapter some standards had to be established as to what constituted a school year. For the purpose of this study a school year constitutes a year of schooling that has been completed either by attendance or by completing a higher grade or year of study. For instance, a man who graduates from high school is credited with 12 years of schooling whether he spent 10 years or two years in grade school. Similarly, a man who graduates from college is credited with sixteen years of schooling whether it took him ten or twenty years to complete the work.

Considering the origin of these publishers, one might expect that they would represent a considerable amount of formal education. It is recalled that one hundred and twenty-five (65.1 per cent) of those answering come from professional, proprietary or clerical families.

The academic record of the publishers cannot be compared to that of other professional groups--since all lawyers, doctors or teachers are, ipso facto, college graduates and most have earned a higher degree. But compared to members of their own profession, that is, journalism, they rate very high.

Academically, they rate higher than the editors and correspondents they employ.⁶ The publishers in this study, which covers the entire United States, rate higher academically, than the Kansas Publishers, a study conducted by Dr. Lawrence in 1938.⁷ Dr. Lawrence's study included all publishers whether of daily or weekly publications, while this thesis includes only publishers of daily newspapers.

Of the 203 publishers giving information concerning their educational background, 200 (98.1 per cent) completed grade school. One hundred and eighty-three (90.1 per cent) completed high school. One hundred and fifty (73.8 per cent) completed two or more years of college. One hundred and fourteen (56.1 per cent) completed college and received degrees, and twenty (17.5 per cent) of those receiving degrees obtained a higher degree. Out of the total group the percentage receiving higher degrees was 9.8 per cent.

TABLE VI

EDUCATIONAL TRAINING OF PUBLISHERS

Higher Degrees	Number	Per Cent
L.L.D.	4	
Litt. D.	2	
L.L.B.	3	
A.M.	9	
S.M.	2	
Total	<u>20</u>	<u>9.8</u>

6. Rosten, op cit., pp. 159-60.

7. Lawrence, op cit., p. 341.

Graduate Work (No Higher Degree)	Number	Per Cent
----------------------------------	--------	----------

1 year	2	0.9
--------	---	-----

Degrees (Includes those with higher degrees)		
--	--	--

A.B.	82	
------	----	--

S.B.	22	
------	----	--

J.B.	7	
------	---	--

Ph.B.	2	
-------	---	--

E.B.	<u>1</u>	
------	----------	--

Total	<u>114</u>	56.1
-------	------------	------

Years in College (No degree)		
------------------------------	--	--

4 years	5	
---------	---	--

3½ years	2	
----------	---	--

3 years	7	
---------	---	--

2½ years	2	
----------	---	--

2 years	20	
---------	----	--

1½ years	1	
----------	---	--

1 year	<u>11</u>	
--------	-----------	--

Total	<u>48</u>	23.6
-------	-----------	------

Years in High School (No college education)		
---	--	--

4 years	21	
---------	----	--

3 years	3	
---------	---	--

2 years	6	
---------	---	--

1 year	<u>3</u>	
--------	----------	--

Total	<u>33</u>	16.2
-------	-----------	------

Years in Grammar School (No high school)		
--	--	--

8 years	5	
---------	---	--

5 and less	<u>3</u>	
------------	----------	--

Total	<u>8</u>	3.9
-------	----------	-----

This record is very impressive when compared with a sample group of American editors, managing editors, and feature writers. The analysis of Harrel, previously referred to, shows that in 1931 only 40.8 per cent of 505 successful journalist in an editorial position were college graduates.⁸

The analysis of Rosten shows that in 1937 the Washington correspondents rated higher with 47.2 per cent of 127 correspondents⁹ as compared to 56.1 per cent of the publishers. Harrel shows that 67.4 per cent of his group attended college at all, and Rosten is again higher with 72.4 per cent as compared to 89.6 per cent for the publishers. The arithmetical average of educational years for the entire group of publishers is fourteen years and six months.

TABLE VII

EDUCATION OF PUBLISHERS AS COMPARED WITH
EDITORS AND WASHINGTON CORRESPONDENTS

	Harrel's Group	Rosten's Group	Publishers
College Graduate	40.8%	47.2%	56.1%
Attended College	67.4%	72.4%	89.6%
No High School	8.4%	1.5%	3.5%

Of those who graduated from college, eighty-two received Bachelor of Arts degrees, twenty-two received Bachelor of Science degrees, seven received Bachelor of

8. Harrel, op cit., p. 152.

9. Rosten, op cit., p. 159.

Journalism degrees, two Bachelor of Philosophy, one Bachelor of Engineering.

In the higher degree department, nine received Master of Arts degrees, two Master of Science degrees, three Bachelor of Legal Letters, two Doctorate of Literature, and four Honorary Doctorate of Legal Letters.

Suggestive for our purposes is the kind of education which was chosen by the publishers. The curricular specializations of those publishers who received a University education shows a pronounced Liberal Arts emphasis, as indicated before by the number who received Bachelor of Arts degrees. Nevertheless, these men did not strictly adhere to Liberal Arts in the sense of Humanities, but actually received their training in Economics, Journalism, English, History and although only three received their degrees in Political Science, five minored in the field.

Twenty-nine (25.4 per cent) of the publishers majored in English with sixteen of them chiefly interested in English, while seven minored in History, three in Journalism, two in Economics and one in Political Science.

Twenty-seven (23.6 per cent) concentrated their efforts in Journalism, with sixteen chiefly interested in this one field, while four minored in English, three in History, two in Economics and one in Social Sciences.

Twenty (17.5 per cent) majored in Economics (this is

a very high percentage as compared to Rosten's Washington correspondents' 2.3 per cent)¹⁰ with seven concentrating mainly on this field, three ~~monored~~¹ in Political Science, three in English, one in Law, two in History, one in Journalism, one in Geography.

Nine (7.9 per cent) did most of their work in History with two extending their knowledge to Political Science and two in English.

The others were concerned with Humanities and General Sciences.

TABLE VIII*

FIELD OF SPECIALIZATION IN COLLEGE

FIELD	NUMBER	PER CENT
Journalism	27	23.6
Minor:		
English	4	
History	3	
Economics	2	
Social Sciences	1	
Business Adm.	1	
English	29	25.4
Minor:		
History	7	
Economics	2	
Political Science	1	
Journalism	3	
Economics	20	17.5
Minor:		
Political Science	3	
Law	1	
English	5	
History	2	
Geography	1	
Journalism	1	

10. Rosten, op cit., p. 160.

FIELD	NUMBER	PER CENT
History	9	7.9
Minor:		
English	2	
Political Science	2	
Political Science	3	2.6
Humanities	9	7.9
Business Adm.	3	2.6
General Sciences	12	10.5
Sociology	1	0.8
Education	1	0.8

* Includes only those with a college degree.

The meaning of these figures is deepened by remembering some facts about the origin of these men and the duty they have to perform in their society.

They have a daily responsibility of recording the events of the contemporary political, economic and social scene to over twenty-two million readers every day of the week and some every day of the year. They ~~are~~ not only record the events but they ^{interpret} and editorialize on their meaning and importance.

It is important that these gendarme^s of the fourth estate be qualified in their work of recording, interpreting and editorializing news which is a compo^und of economics, political science, monetary problems, constitutional and

international law, public administration, social service. Journalism deals with every phase of our culture.

The publisher is not required to be an economist or social scientist, his job is to report the facts accurately, or rather, to see that they are reported accurately. But to report facts it is necessary to understand what is being reported. Similarly, it is necessary for the publisher to understand what is being reported, especially when he demands certain slanting of the news. Understanding is of paramount importance when the publisher intends to editorialize about complex socio-political problems.

To illustrate the importance of this is the fact that 177 (87.1 per cent) of the 203 publishers reporting stated that they write editorials. Sixty-seven (33.1 per cent) write editorials daily; thirty-four (16.8 per cent) write editorials frequently, that is, two to four times per week; fifty-eight (28.7 per cent) write them occasionally; and sixteen (7.9 per cent) seldom write editorials.

This means that close to 50 per cent of the publishers write editorials from two to seven times per week, a figure which indicates a tremendous amount of initiative on the part of the publishers. It is an indication that these men are just as much journalists as they are business men.

Of the 144 publishers who received college degrees, 70 (61.4 per cent) indicated participation in at least one extra-curricular activity, or were awarded academic honors.

Sports were mentioned twenty-nine times, editor of college publications 21 times, debating 19 times, editorial staff of college publications 11 times, president of student association 4 times, class president 8 times, fraternity president 5 times, student senate 1, glee club 6, dramatics 4, class historian 1, business manager 2, member of fraternity 21.

Honors and awards for academic achievements were mentioned 25 times: Phi Beta Kappa 4, Summa Cum Laude 2, Cum Laude 1, Scholarship 2 and 15 awards for various academic achievements.

The record of the publishers who finished their academic work is auspicious. Very few of the publishers who attended college without receiving a degree reported participation in extra-curricular activity.

CHAPTER III

PROFESSIONAL BACKGROUND

To further strengthen previous statements on the qualifications of the publishers as journalists, is the number of years devoted to journalism before becoming publishers and in what phase of the newspaper business they concentrated their efforts.

All of the publishers answered the question relating to the number of years in journalism, in any capacity. The arithmetical average for the group is 29 years and 6 months and as publishers the arithmetical average is 17 years and 10 months.

First, before going into the professional experience of the publishers, the question is raised as to what motivated them to enter upon a journalistic career.

All the publishers answered this question. Seventy-eight (38.2 per cent) of the publishers entered journalism by "choice," and eighteen (8.8 per cent) entered because of a "desire to write."

As expected after surveying the origin of the publishers, forty-eight (23.5 per cent) got in journalism through "family inheritance." Forty (19.6 per cent) got in by "coincidence." Only eleven publishers entered the portals of journalism via the school of journalism. The reason for this low figure is probably because many decided to call it "choice" instead of "school of journalism."

TABLE IX
REASONS FOR ENTERING JOURNALISM

REASON	NUMBER	PER CENT
Choice	78	38.2
Inheritance	48	23.5
Coincidence	40	19.6
Desire to Write	18	8.8
School of Journalism	11	5.4
Printer	3	
Business	1	
Artist	1	
Circulation	2	
Marriage*	1	
Advertising	1	

*In this case the publisher was a woman.

These figures may be compared to those of Rosten who discovered that 75.5 per cent of his 127 Washington correspondents entered journalism by "choice and 11.8 per cent by "accident" (coincidence), or with Harrel's who indicated that 49.6 per cent of his 505 cases as having entered journalism by "deliberate planning," and 26.5 per cent by "chance opportunity" (coincidence).¹¹

Clearly, the publishers represent a considerably lower proportion of men who chose to make newspaper work their careers.

11. Rosten, op cit., p. 184.

The pre-publishing experience of the publishers adds strength to the previous suggestions that the publishers are newspapermen in the journalistic sense as well.

One-hundred and twenty-eight (62.7 per cent) of the publishers have had previous editorial positions on one or more newspapers. Fifty-six (27.4 per cent) had no previous editorial experience, but have served in the mechanical, advertising, circulation or business end of newspaper work.

Only nineteen (9.8 per cent) entered the field directly as publishers without any previous newspaper experience of any kind.

Of the 128 publishers with editorial experience, 106 (82.6 per cent) have served as reporters; 79 (61.7 per cent) have held an executive editorial position in the form of editor: sixty (46.8 per cent) have been editors, twenty-six (20.3 per cent) city editors, seventeen (13.2 per cent) managing editors, ten (7.8 per cent) news editors.

The other positions noted by the publishers are included in the following table:

TABLE X

EDITORIAL POSITIONS BEFORE BECOMING PUBLISHERS

POSITION	NUMBER	PER CENT
Reporter	106	82.6
Editor	60	46.8
City Editor	26	20.3
Managing Editor	17	13.2
Sports Editor	10	7.8
News Editor	10	7.8
Associate Editor	7	5.4
Wire Editor	7	5.4
Night Editor	4	3.1
State Editor	4.	3.1
United Press Bureau Manager	2	1.5
United Press Correspondent	3	2.3
Associated Press Correspondent	5	3.9
Automobile Editor	1	.7
Literary Editor	1	.7
Editorial Writer	4	3.1
Re-write	2	1.5
Copy Desk	6	4.7
Make-up	1	.7
Washington Correspondent	2	1.5
Radio News Director	1	.7
Carriers	22	17.9

It is interesting to note that twenty-two (17.9 per cent) of this group of publishers have been carriers, or newsboys. This fact plus the figures on the number that have been reporters seems to indicate that the publishers, as a group, start their journalistic careers from the bottom and work their way up in the editorial department to various editorship positions.

The pre-publishing experience of the group with no editorial experience, but with some newspaper background is suggested by the following facts, listed at random:

Five publishers have served in the circulation section.
Nineteen have served in the mechanical department.
Twenty-three in the advertising department.
Nine in the business office.
Eighteen have been advertising managers.
Sixteen have been business managers.
Two have been circulation managers.
Two have been general managers.

Ninety (44.1 per cent) publishers have at one time or another held full-time jobs outside of newspaper work. In this group, fourteen were teachers, seven were college professors, six lawyers, ten laborers, four chemists, a minister, two radio announcers, twelve have owned businesses, thirty-three have held clerical positions, two librarians, a postmaster, a policeman, a concert pianist, a promoter for a circus, a cook, a script writer, a radio engineer and a press agent.

The occupational record of the group, as the educational, is obviously more varied than that of the accepted professions; the professional disciplines of the latter generally lead in an unbroken line from academic preparation to professional duties. This is not true of the journalists.

TABLE XI
OUTSIDE OCCUPATIONS OF THE PUBLISHERS

	NO PREVIOUS NEWSPAPER EXPERIENCE	NO PREVIOUS EDITORIAL EXPERIENCE	PREVIOUS EDITORIAL EXPERIENCE	TOTAL
Lawyer	2	1	3	6
Teacher	3	1	10	14
Cook	1	0	0	1
Promoter	1	0	0	1
Librarian	1	0	1	2
Professor	1	0	6	7
Laborer	1	4	5	10
Clerical	1	15	17	33
Concert Pianist	1	0	0	1
Business	2	5	5	12
Radio Announcer	0	2	0	2
Script Writer	0	1	0	1
Radio Engineer	0	1	0	1
Postmaster	0	1	0	1
Chemist	0	1	3	4
Policeman	0	1	0	1
Minister	0	1	0	1
Press Agent	0	1	0	1

Many of the publishers have held both mechanical and editorial jobs, starting out as apprentices in the back shop and advancing to the front offices. An analysis of ages fails to indicate any significant difference between the younger and the older men in the route by which

they became publishers.

The type of work done by those having outside occupations indicated the dominant preference of the publishers for work somehow related to journalism--work concerned with the handling of symbols, rather than persons or things. Also interesting is the fact that only twelve of the publishers have owned other businesses outside of a newspaper.

CHAPTER IV

RELIGION

"Newspapermen are not church-goers by reputation." This is the popular view which characterizes reporters as indifferent to formal religion. Recalling the professional background of the publishers where 62.7 per cent had previous editorial positions on one or more newspapers, and 27.4 per cent had no previous editorial experience, but had served in the mechanical, advertising, circulation or business end of newspaper work it could be assumed that the publishers would follow in the famed cynical footsteps of the journalists.

This conception may be true as it concerns the journalist, but it is certainly not true when dealing with this group of publishers, the majority of whom are and have been journalists all their life.

Out of 199 publishers, 196 received religious training--designated by one hundred and twenty (60.2 per cent) as "mild", fifty-eight (29.1 per cent) as "strict", and eighteen (9 per cent) as "moderate".

How many of these men and women attend religious services of any kind today? The figures on this question should erase the publishers from the iconoclastic roll of the journalist. One hundred and one (50.8 per cent)

attend church "regularly" and sixty-four (32.1 per cent) "occasionally". Only eleven (5.5 per cent) "never" attend church, and twenty-three (11.5 per cent) attend "rarely".

It is of interest that only 17 per cent are either never or rarely within a sacerdotal institution. These figures are markedly above the best estimates for the religious membership of the country as a whole.

In 1926, 59 per cent of the adults living in cities of 25,000 and over were church members. Half of the American people thieteen years of age or over are on church rolls today.¹²

It is even more interesting to compare the publishers with Rosten's Washington correspondents:¹³

TABLE XII

CHURCH ATTENDANCE OF PUBLISHERS AS COMPARED
TO WASHINGTON CORRESPONDENTS

ATTENDANCE	PUBLISHERS PER CENT	CORRESPONDENTS PER CENT
Regularly	50.8	9.4
Occasionally	32.1	23.6
Rarely	11.5	13.3
Never	5.5	51.1

The religious training of the publishers has been predominantly Protestant. Of the 199 publishers, 196 had religious training with 179 (91.3 per cent) receiving

12. C. Luther Fry, "Changes in Religious Organization," Recent Social Trends, pp. 1021-22.

13. Rosten, *op cit.*, p. 168.

their training in one of the Protestant denominations. Only eleven (5.6 per cent) of the publishers received their training in the Roman Catholic church, two were Christian Scientist, one a Seven Day Adventist and three received religious training but not in any specific faith.

How well they adhered to this training in later life is an important clue to the personality type of the publishers.

One hundred and twenty-two (61.3 per cent) have made no change in their religion while seventy-seven (38.7 per cent) have changed religion but mostly the changes have been within the various Protestant sects.

TABLE XIII

RELIGION OF THE PUBLISHERS

RELIGION	CHILDHOOD		PRESENT	
	NUMBER	PER CENT	NUMBER	PER CENT
Protestant	179	91.3	176	88.4
Catholic	11	5.6	11	5.5
Christian Science	2		2	
Seven Day Adventist	1		0	
Mormon	0		1	
None	3		9	4.5
No Training*	3		0	

*These three publishers did not get any religious training but they are now members of the Protestant faith: Congregational, Methodist and Presbyterian. They are included in the proper category in the above table.

The above figures testify to the amount of stability to be found in the religion of the publishers. And still there has been a certain amount of individuality and free thinking which separates the publishers from the large majority of people who accept the religion of their parents without question.

The kind of religious training, whether "strict", "mild" or "moderate" does not seem to vary the later religious participation of the publishers.

The ones classified as receiving "moderate" religious training in their childhood are 100 per cent church-goers today, the ones who received "mild" training are 93.3 per cent and the "strict" are 94.8 per cent. These figures seem to indicate that a middle course is slightly more impressive than a strict or mild attitude.

In line with this also is the fact that of the publishers receiving "moderate" religious training, only 20.3 per cent have changed their religion in later life as compared to 39.2 per cent for the "mild" and 39.6 per cent for the "strict".

Only one Catholic changed to the Protestant faith and one Protestant changed to the Catholic church. One Seven Day Adventist changed to a Protestant denomination and one Protestant changed to the Mormon faith. All the other changes occurred within the Protestant denominations.

TABLE XIV

BREAKDOWN OF PROTESTANT GROUPS WITH CHANGES

DENOMINATION	CHILDHOOD RELIGION		PRESENT RELIGION	
	NUMBER	PER CENT	NUMBER	PER CENT
Methodist	55	30.7	49	27.8
Presbyterian	31	17.3	46	26.1
Episcopalian	24	13.3	39	22.1
Baptist	22	12.2	15	8.5
Congregational	16	8.9	10	5.6
Lutheran	9		5	
Protestant*	6		1	
Christian	6		1	
Unitarian	3		2	
Disciples	2		1	
Evangelical Reformed	2	17.3**	3	9.6**
First Christian	0		3	
First Methodist	1		0	
United Brethren	1		0	
Mennonite	1		0	
Church of Christ	0		1	

*No denomination was specified by these publishers. They included in the survey because they had answered all the other questions pertaining to religion.

**These percentages take in all the remaining denominations included in the above table but not calculated individually.

From the figures on the preceding table, it is apparent that the present religions of the publishers center around three sects of the Protestant faith: Methodist, Presbyterian and Espiscopalian, with the biggest changes occurring within the Presbyterian and Episcopalian.

Seventy-six per cent of the Protestant publishers today belong either to the Methodist, Presbyterian or Episcopalian sects while the percentage for these same sects during their childhood is 61.3.

Rosten indicates that these same three sects were the most popular among his Washington correspondents with 14.1 per cent Methodist, 13.3 per cent Presbyterian and 12.5 per cent Episcopalian. The correspondents were more diversified within the Protestant faith and the Roman Catholic numbered 10.2 per cent of the entire group.¹⁴

14. Rosten, op cit., p. 329.

CHAPTER V

FAMILY AND COMMUNITY LIFE

It is a popular conception that the character of newspaper work with its irregular hours, tensions and insecurity does not encourage proper domestic relations. It is also believed that reporters are temperamentally restless and "not the marrying kind;" or that their private lives are characterized by discord and divorces.

The publishers do not by any means confirm these fancies. It is possible that financial success and employment security would tend to make them atypical of other newspapermen.

One hundred and ninety out of 197 publishers reporting are married today. Five are single and have never married. One was married but is a widower today. One divorced but remarried.

The publishers marry at a later age than the average of the country as a whole. This is explained by recalling the large percentage which attended college. This makes the publishers fairly representative of other professional groups requiring a certain amount of education.

The arithmetical average age of marriage for the publishers is 26 years and 6 months, and the median line falls on 26. The arithmetical average for the wives of the publishers is 24.6 and the median line falls on 23.

TABLE XV

AGES OF PUBLISHERS AND THEIR WIVES AT MARRIAGE

AGE	PUBLISHERS	WIVES	AGE	PUBLISHERS	WIVES
18	0	1	30	9	8
19	0	9	31	4	1
20	5	15	32	2	1
21	9	26	33	4	0
22	9	26	34	2	1
23	26	24	35	1	0
24	24	22	36	5	1
25	21	18	37	1	0
26	22	15	39	1	1
27	16	9	44	1	0
28	16	6	45	1	0
29	11	7	49	1	0

Twenty-two of the publishers married older women, 34 married women of the same age, 38 married women one year younger. The widest age span for the publishers who married younger women is 15 years, and the widest span for the publishers who married ~~an~~ older women is six years.

One hundred and sixty-eight of the publishers were 30 years of age or younger when married. One hundred and forty-one of the wives were 25 years of age or younger.

One hundred and seventy-eight of the 192 publishers who are or have been married are parents. The average number of children per married publishers is 2.3.

Fifty-five of the publishers' wives had no occupation prior to their marriage; 27 were secretaries or stenographers; 48 were teachers; 11 reporters; 16 students; 5 nurses; 5 bookkeepers; 4 saleswomen; 3 artists; 3 actresses; 2 cashiers.

The remaining occupations received one mention: milliner, attorney, architect, costume research, show director, foreign translator, model, social worker, city editor, office manager, radio announcer.

It is obvious from the above that the middle-class and "white collar" character of the publishers extends to their marital choices.

Although only 8.9 per cent of the publishers have held or presently hold an elective or political office, 176 (96.8 per cent) of the 182 reporting belong to social or community organizations. Of the 22 not answering, eight made such notations as "numerous", "all local clubs", "too many to list", etc.

The most popular organization with the publishers is the Rotary club. Seventy-one (40.3 per cent) of the publishers are Rotarians. Sixty-four (36.3 per cent) belong to a golf or country club. Fifty-three (30.1 per cent) belong to the Masons and ten are Shriners. Fifty-three (30.1 per cent)

belong to the Elks. Forty-eight (27.2 per cent) belong to press associations. Sixty (30 per cent) belong to various fraternities with twenty-five belonging to Sigma Delta Chi.

Thirty-two (18.1 per cent) belong to the Kiwanis. Thirty-one (17.6 per cent) to the American Legion; twenty-seven (15.3 per cent) to the Chamber of Commerce.

The 176 publishers belong to an average of 4.6 organizations in their community, indicating that as a group the publishers are far above the average in social participation.

TABLE XVI

SOCIAL ORGANIZATIONS OF THE PUBLISHERS*

ORGANIZATION	NUMBER	PER CENT
Rotary	71	40.3
Golf and Country	64	36.3
Masons	53	30.1
Elks	53	30.1
Press Associations	48	27.2
Fraternity	35	20.4
Kiwanis	32	18.1
American Legion	31	17.6
Chamber of Commerce	27	15.3
Sigma Delta Chi	25	14.2
City and Town Clubs	33	18.7

ORGANIZATION	NUMBER	PER CENT
Church and Social Clubs	29	16.4
University Club	17	9.6
Lions	12	6.8
Athletic Club	11	6.2
Moose	11	6.2
Historical Society	11	6.2
Yacht	10	5.6
Shriner	10	5.6
Veterans of Foreign Wars	10	5.6

*This table includes only those organizations which received ten or more mentions. Some 31 odd organizations have been mentioned by the publishers but are not included into this report.

Forty-three various hobbies were noted by the publishers. The choices ranged from the popular golf, hunting and fishing to collecting old newspapers, after dinner speaking and magic.

Only fifteen of the 185 reporting had no hobbies of any kind. The arithmetical average for the hobbies is 1.8.

The most popular hobby is golf with 52 mentions, fishing 46 mentions, hunting 28, farming and gardening 21, and spectator sports such as football and baseball 20 mentions.

Photography 19 mentions, sailing and boating 14,

traveling 17, woodwork and model building 11, stamp collecting 6, card playing 6, reading 6, horseback riding 6, target shooting 6, bowling 5, camping 5, All other hobbies are excluded because they received less than five mentions.

CHAPTER VI

WHAT THEY READ

Of paramount importance to the newspaperman is the reading of newspapers. In this way he is supplied with information which he incorporates, consciously or not, into his own dispatches.

Besides supplying information which he may use directly in his own newspaper, the information he receives will, over a period of time, influence his own attitude on political, social and economic problems. He is probably as susceptible to the influence of other newspapers as is the reader of his own newspaper.

Accordingly, it is important to consider which newspapers the publishers read regularly, besides their own. The table which follows gives the leading papers as indicated by 153 publishers who answered this question:

TABLE XVII*

NEWSPAPERS READ REGULARLY BY 153
PUBLISHERS NOT INCLUDING THEIR OWN

NEWSPAPER	NUMBER	PER CENT**
New York <u>Times</u>	48	31.3
Chicago <u>Tribune</u>	27	17.6
<u>Christian Science Monitor</u>	25	16.3
New York <u>Herald Tribune</u>	16	10.4
Wall Street <u>Journal</u>	14	9.1
Indianapolis <u>Star</u>	11	7.1
Los Angeles <u>Times</u>	10	6.5

*The following newspapers having received less than ten mentions each are not included in the table: Nine mentions: St. Louis Post Dispatch, Daily Oklahoman. Eight mentions: San Francisco Chronicle. Seven mentions: Desmoine Register, Denver Post, Atlanta Constitution. Six mentions: Kansas City Star, Pittsburg Post Gazette, Atlanta Journal. Five mentions: Philadelphia Inquirer, Cleveland Plain Dealer. Four mentions: Boston Herald, Tulsa World, Dallas News, Oklahoma City Times. Three mentions: Seattle Times, Miami Herald, Indianapolis News, Chicago Sun-Times, Chicago Daily News, Louiville Courier Journal, Baltimore Sun, Washington Post. Two mentions: New Orleans Times-Picynne, Raleigh News, Savannah News-Press, Huston Chronicle, Detroit Free-Press, Rocky Mt. News, Toledo Blade. One mention: Pittsburg Press, Portland Oregonian, Oregon Statesman, Providence Journal, Chicago Examiner, Spokane Daily Chronicle, Louiville Times, Burmingham News, Boston Post, New York Sun, Atlanta Daily Times, The Compass, Seattle Post-Intelligencer, Boston Globe, Mineapolis Tribune, Hartford Courant, New York Mirror, New York World Telegram, Mineapolis Star.

**To be compared with the Washington correspondents: New York Times 90.9 per cent, New York Herald Tribune 65.4, Baltimore Sun 63.6, Washington Post 59.0, Chicago Tribune 4.5. No mention was made of the Christian Science Monitor which was read by 16.3 per cent of the Publishers.¹⁵

15. Rosten, op cit., p. 170.

The above table lists only those newspapers specifically named. Many of the publishers wrote in "all exchanges," without designating any by name, making it impossible to include all the newspapers read.

The table demonstrates the popularity of the New York Times among the publishers. Almost one-third of the publishers answering read the Times regularly for information.

This certainly increases the political influence of the Times to a much greater extent than its circulation figures would indicate. Similarly, almost one-fiftyth of the publishers read the Chicago Tribune and 16.3 per cent read the Christian Science Monitor. The average number of newspapers read regularly by each publisher is 1.9.

Second in importance, but first in interest to the publishers are the magazines to which they turn each week and month. Here the average number read by 182 publishers reporting is 4.2.

It is interesting that Time magazine, which dramatizes the news of the week in capsule form, plus Life, Newsweek, U.S. News and Business Week have a striking popularity with the publishers. Time rates first place with 115 (63.1 per cent) of the publishers stating that they read it regularly. Next in line is the Readers

Digest with 97 (53.2 per cent) of the publishers reading it regularly.

Other popular magazines include: Life with 47.2 per cent readership; Saturday Evening Post 45.6 per cent; Editor and Publisher 27.4 per cent; Newsweek 21.4 per cent; Colliers 17 per cent and U.S. News 15.9 per cent.

Interestingly enough, Rosten's Washington correspondents in 1937 selected Time as the number one magazine with 58.7 per cent, the Nation 34.1 per cent, Harpers 34.1 per cent, Saturday Evening Post 34.1 and Colliers 28.8 per cent.¹⁶

One reason for the over-emphasis of news-synthesizing magazines is the insatiable desire of the journalist to assimilate as much of the news available plus the fear and anxiety of missing or overlooking something that may be of some importance in his work.

The following table lists the magazines specifically mentioned by one hundred and eighty-two publishers:

TABLE XVIII

MAGAZINES READ REGULARLY BY 182 PUBLISHERS

MAGAZINES	PUBLISHERS	
	NUMBER	PER CENT
Time xxx	115	63.1
Readers Digest	97	53.2
Life	86	47.2
Saturday Evening Post	83	45.6

16. Rosten, op cit., p. 172.

MAGAZINES

	PUBLISHERS	
	NUMBER	PER CENT
Editor and Publisher	50	27.4
Newsweek	39	21.4
Colliers	31	17.0
U.S. News	29	15.9
New Yorker	20	10.9
National Geographic	18	9.8
Atlantic Monthly	15	8.2
Fortune	14	7.6
Harpers	12	6.5
Business Week	12	6.5
Coronet	12	6.5
Rotarian	11	6.0
Saturday Review of Literature	10	5.4
Look	8	4.3
Holiday	7	3.8
Nation	7	3.8
American Mercury	7	3.8
American	6	3.2

* The following magazines are not included in the table, having received less than five mentions each. Four mentions: Omnibook, Pathfinder, Esquire, Popular Photography, World News & Report, New Republic, Home and Garden. Three mentions: Quick, House Beautiful, Popular Science, Forbes, Elks, Broadcasting. Two mentions: Sports Afield, Cosmopolitan, Good Housekeeping, Tide, Fortnight. One mention: American Legion, Companion, Ladies Home Journal, National Publisher, Writers Digest, American Philatelist, Country Gentlemen, Vogue, Harpers Bazaar, Dezeus, Quill, American Business, Partisan Review, True, Commentary, Extension, Foreign News, Christian Century, Columbian, Progressive, Farm Journal, Sunset, Advertising Age.

The question of newspaper reading was pursued further with an analysis of the newspapers the publishers considered the "most fair and reliable" and the "least fair and reliable."

These two questions received the lowest response. Many of the publishers remarked that they did not wish to "cast any stones." Nevertheless, the results are interesting and have an important bearing on the question of honest and objective reporting.

The almost unanimous choice of the publishers for the newspaper which gives the "most fair and reliable news" was the New York Times. It received 76 first choice, 23 second choice and 5 third choice, giving it a total of 104 out of a possible 123.

The Christian Science Monitor was second with 22 first choice, 25 second choice and 7 third choice, giving it a total of 54. The St. Louis Post Dispatch was third with 6 first choice, 8 second and 6 third choice with a total of 20.

The table which follows on the next page gives the leading newspapers as indicated by 123 publishers. The table has been computed according to a point system allowing ten points for each first choice, five for second and three for third.

TABLE XIX

NEWSPAPERS CONSIDERED "MOST FAIR AND RELIABLE"
BY 123 PUBLISHERS

	1st	Points	2nd	Points	3rd	Points	Number Mentions	Total Points
New York Times	76	760	23	115	5	15	104	890
Christian Science Monitor	22	220	25	125	7	21	54	366
St. Louis Post Dispatch	6	60	8	40	6	18	20	118
New York Herald Tribune	4	40	7	35	5	15	16	90
Kansas City Star	1	10	8	40	6	18	15	68
Washington Post	2	20	4	20	7	21	13	61
Los Angeles Times	3	30	1	5	4	12	8	47
Dallas News	2	20	3	15	1	3	6	38
Chicago Tribune	2	20	2	10	0	0	4	30
Washington Star	1	10	2	10	2	6	5	26
New York Daily News	1	10	3	15	0	0	4	25
Chicago Daily News	0	0	2	10	4	12	6	22
San Francisco Chronicle	1	10	1	5	2	6	4	21
Atlanta Constitution	0	0	2	10	3	9	5	19
Pittsburg Post-Gazette	0	0	3	15	1	3	4	18
Des Moines Register	0	0	2	10	2	6	4	16
Milwaukee Journal	0	0	2	10	1	3	3	13

One vote for first choice was cast for the Denver Post and the Compass. One vote for second place was cast for each of the following papers: Chicago Sun, Baltimore Sun, Cleveland

Plain Dealer, Wall St. Journal, New Orleans Time-Picayune, Daily Oklahoman, Indianapolis Star, Boston Herald, Detroit News, Baltimore News, Philadelphia Inquirer, Hartford Courant, Louisville Courier-Journal, St. Louis Star-Times, New York Sun, Miami Herald, Philadelphia Bulletin.

One vote for third place was cast for each of the following newspapers: Chicago Sun, Baltimore Sun, Cleveland Plain Dealer, Cincinnati Inquirer, New Orleans Time-Picayune, Daily Oklahoman, Indianapolis Star, Detroit News, Philadelphia Inquirer, Louisville Courier-Journal, New York Sun, Philadelphia Bulletin.

Only 79 publishers answered the question concerning the "least fair and reliable" newspapers. Number one on the list with a total of 61 mentions is the Chicago Tribune. It received 52 first choice, 9 second choice and no third choice.

Second on the list are the Hearst newspapers with 17 first choice, 19 second choice and 8 third choice with a total of 42 mentions.

The Denver Post was third with three first choice, two second choice and no third choice mentions.

The table which follows indicates the results as computed in the previous table.

TABLE XX*

THE NEWSPAPERS CONSIDERED "LEAST FAIR AND RELIABLE"
BY 79 PUBLISHERS

	1st	Points	2nd	Points	3rd	Points	Number Mentions	Total Points
Chicago <u>Tribune</u>	52	520	9	45	0	0	61	565
Hearts Newspapers**	17	170	19	95	8	24	42	289
Denver <u>Post</u>	3	30	2	10	0	0	5	40
Chicago <u>Sun-Times</u>	1	10	4	20	2	6	7	36
New York <u>Herald-Tribune</u>	2	20	3	15	0	0	5	35
New York <u>Post</u>	2	20	0	0	1	3	3	23
New York <u>Daily News</u>	1	10	2	10	0	0	3	20
The <u>Compass</u>	0	0	3	15	1	3	4	18
Scripps-Howard Papers***	0	0	1	5	4	12	5	17
New York <u>Daily Mirror</u>	0	0	2	10	2	6	4	16

* One vote for first place was cast for the New York Times.

One vote for second place was cast for each of the following newspapers: New York News, Washington Times-Herald, St. Louis Post Dispatch, Wichita Beacon, New York Mirror. One vote for third place was cast for each of the following: Kansas City Star, St. Louis Post Dispatch, Wichita Beacon.

** Some publishers listed their choice as "Hearst," "Any Hearst papers," or "Pick any three Hearst papers." To facilitate the tabulation, all mentions of Hearst papers have been combined in the total figures.

*** Footnote above also applies to Scripps-Howard papers.

It can be recalled that 17.6 per cent of the 153 publishers reporting stated that they read the Chicago Tribune regularly. It seems from this that, although, the publishers regard the Chicago Tribune as "least fair and reliable" they still feel a need to read it regularly. It can be safely presumed that they read it with reservation, thereby reducing its affect.

There is a consistency between the newspapers the publishers read regularly and the newspapers they consider the "most fair and reliable."

Except for the Chicago Tribune and the New York Herald-Tribune, there is also a consistency between the newspapers the publishers consider the "most fair and reliable," and "least fair and reliable."

The Chicago Tribune was mentioned in the "most fair and reliable" column to the extent of 30 points, this margin was greatly undermined by the 565 points it received in the "least fair and reliable" table.

The one newspaper which seems in doubt because of the inconsistency of the two tables is the New York Herald-Tribune. It received 90 points in the "most fair and reliable" table and 35 points in the "least fair and reliable." Interestingly enough, the New York Herald Tribune received five mentions in the "least fair and

reliable" table; sixteen mentions in the "most fair and reliable" table; also sixteen mentions as one of the newspapers read regularly by the publishers.

Most journalists do some writing for outside publications. Many write feature articles and some write books. Regardless of the fact that 87.1 per cent of the publishers write editorials, very few of them write features for magazines, and still fewer write books.

Only fifteen publishers indicated that they have written one or more books. This group averaged two books each with a total of 31 books. Two of the publishers have written five books and one has written four.

In the field of magazines ~~xxx~~ articles, 41 publishers mentioned that they had written articles covering 51 magazines.

Fourteen have written for trade magazines, thirteen for organizational and ten for news magazines. Only nine have written for slicks, three for literary, two sports, one pulp and four did not indicate the market.

CHAPTER VII

POLITICS

A query into the politics of the publishers discloses interesting information about their political affiliation, particularly as it concerns the 1948 presidential election.

The publishers, as most groups, follow in the footsteps of their fathers when it comes to politics. The influence of their early environment is a strong tie to break and most publishers never break it.

Out of 202 publishers reporting on their political parties, only 50 (24.7 per cent) listed themselves as Independents, and five out of this group had fathers who were Independents.

Of the 83 Republican publishers, 70 (85.3 per cent) came from Republican families. Of the 67 Democrat publishers, 50 (78.1 per cent) had fathers who belonged to the Democratic party.

The breakdown of the fifty Independents indicates that only 5 (10.8 per cent) of the publishers had fathers who were Independents, 23 (50 per cent) had Republican fathers and 18 (39.1 per cent) had Democrat fathers.

Only two of the publishers belonged to the Progressive party and one father belonged to the Prohibitionists. All other publishers and their fathers belonged either to one

of the two parties or were Independents.

These figures seem to support the popular belief that the party politics of the father creates a particularly strong and lasting impression for most individuals regardless of the economic or professional background.

Two hundred and two publishers indicated their political affiliations. 83 (41 per cent) were Republicans, 67 (33.2 per cent) were Democrats, 50 (24.7 per cent) were Independents and two were Progressives.

One hundred and ninety-four reported the political affiliation of their fathers. 105 (54.1 per cent) were Republicans, 77 (39.6 per cent) were Democrats, 11 (5.6 per cent) were Independents and one was a Prohibitionist. The political breakdown follows in the table below:

TABLE XXI

BREAKDOWN OF POLITICAL AFFILIATION OF
PUBLISHERS AND THEIR FATHERS

POLITICAL AFFILIATION OF PUBLISHERS:

Republicans	83	41.0%
Democrats	67	33.2%
Independents	50	24.7%
Progressive	2	
No Answer	2	
Total	<u>204</u>	

POLITICAL AFFILIATION OF FATHERS OF PUBLISHERS

Republicans	105	54.1%
Democrats	77	39.6%
Independents	11	5.6%
Prohibitionist	1	
Noxx Answer	<u>10</u>	
Total	204	

POLITICAL AFFILIATION OF FATHERS OF REPUBLICAN PUBLISHERS--83

Republicans	70	85.3%
Democrats	8	9.7%
Independents	3	
Prohibitionist	1	
No Answer	<u>1</u>	
Total	83	

POLITICAL AFFILAITION OF FATHERS OF DEMOCRAT PUBLISHERS--67

Republicans	11	17.1%
Democrats	50	78.1%
Independents	3	
No Answer	<u>3</u>	
Total	67	

POLITICAL AFFILIATION OF FATHERS OF INDEPENDENT PUBLISHERS--50

Republicans	23	50.0%
Democrats	18	39.1%
Independents	5	10.8%
No Answer	<u>4</u>	
Total	50	

POLITICAL AFFILIATION OF FATHERS OF PROGRESSIVE PUBLISHERS--2

Democrat	1	50.0%
No Answer	$\frac{1}{2}$	
Total	$\frac{1}{2}$	

POLITICAL AFFILIATION OF FATHERS OF NO ANSWER PUBLISHERS--2

. Republican	1
No Answer	$\frac{1}{2}$
Total	$\frac{1}{2}$

Who did the publishers vote for in the last presidential election (1948)? Were they loyal to their party?

If it had been up to the publishers, Governor Thomas E. Dewey would have been elected by a landslide. Of the 188 publishers answering, 141 (75 per cent) voted for Dewey and only 32 (17 per cent) voted for Truman. Fourteen (7.4 per cent) voted for Thurmond and one voted for Henry Wallace.

The Republican publishers adhered closely to the party line with all of them, except one, voting for Dewey, while only 46.6 per cent of the Democrats voted for Truman. Twenty per cent of the Democrats voted for Thurmond and 33.3 per cent for Dewey.

The Democrats like most Democrats throughout the country at that time were widely divided, but unlike the rest of the nation, the Republican publishers did not disintegrate at the last moment.

The Independent publishers supported Dewey with an 88.8 per cent vote, Truman with 6.6 per cent and Thurmond with 4.4 per cent.

TABLE XXII

POLITICAL CHOICE OF PUBLISHERS IN LAST PRESIDENTIAL
ELECTION--ACCORDING TO POLITICAL PARTY

REPUBLICAN PUBLISHERS' CHOICE IN THE LAST ELECTION--83

Dewey	80	98.7%
Truman	1	
No Answer	2	
Total	<u>83</u>	

DEMOCRAT PUBLISHERS' CHOICE --67

Dewey	20	33.3%
Truman	28	46.6%
Thurmond	12	20.0%
No Answer	7	
Total	<u>67</u>	

INDEPENDENT PUBLISHERS' CHOICE--50

Dewey	40	88.8%
Truman	3	6.6%
Thurmond	2	4.4%
No Answer	5	
Total	<u>50</u>	

PROGRESSIVE PUBLISHERS' CHOICE--2

Dewey	1	50.0%
Wallace	1	50.0%
Total	<u>2</u>	

NO ANSWER PUBLISHERS' CHOICE--2

No Answer	2	
-----------	---	--

TOTAL VOTES OF PUBLISHERS IN LAST PRESIDENTIAL ELECTION--204

Dewey	141	75.0%
Truman	32	17.0%
Thurmond	14	7.4%
Wallace	1	
No Answer	<u>16</u>	
Total	<u>204</u>	

The publishers did more than vote for their political choice. They tried to influence their readers, but with little success as the election results have shown.

As stated in the introduction to this thesis, this sample of 204 publishers does not, by any means, reflect on the publishers as a whole, but besides being formidable in itself because of its size, it is still a fair sample of the attitude of the average publisher on such questions as political affiliation and choice.

This is especially true with figures such as those just mentioned where 75 per cent of the publishers voted for Dewey although only 41 per cent were Republicans.

The newspaper publishers were against Roosevelt and the New Deal and apparently are now against Truman and the Fair Deal.

Of the Republicans who voted for Dewey, 90.9 per cent supported Dewey editorially in their newspaper, and 60 per cent of these went even further and attacked the opposing

candidates editorially.

Mr. Truman was not as fortunate. Only 64.2 per cent of the Democrats who voted for Truman supported him editorially, and a meager 28.6 per cent went as far as to attack the opposing candidates.

It is interesting to note that even the Independents who voted for Dewey went further and were stronger supporters of their choice than the Democrat publishers who voted for Truman. Sixty-four point one per cent of the Independents who voted for Dewey supported editorially and 50 per cent attacked the opposing candidates.

TABLE XXIII

ANSWERS TO QUESTION:
"DID YOU SUPPORT YOUR CHOICE EDITORIALY?"

REPUBLICANS WHO VOTED FOR:

CHOICE	SUPPORT		
	YES	NO	NO ANSWER
Dewey	70	7	3
Truman	1	0	0
No Answer	1	0	1

DEMOCRATS WHO VOTED FOR:

Dewey	10	10	0
Truman	18	10	0
Thurmond	9	3	0
No Answer	0	3	4

CHOICE	SUPPORT		
	YES	NO	NO ANSWER
INDEPENDENTS WHO VOTED FOR:			
Dewey	25	14	1
Truman	2	1	0
Thurmond	1	1	0
No Answer	2	1	2
PROGRESSIVES WHO VOTED FOR:			
Wallace	1	0	0
Dewey	0	1	0
NO ANSWER PUBLISHERS			
No Answer	0	0	2

TABLE XXIV

ANSWERS TO QUESTION:

"DID YOU ATTACK THE OPPOSING CANDIDATES EDITORIALY?"

CHOICE	SUPPORT		
	YES	NO	NO ANSWER
REPUBLICANS WHO VOTED FOR:			
Dewey	45	30	5
Truman	0	0	1
NoxxxAnswer	1	0	1
DEMOCRATS WHO VOTED FOR:			
Dewey	9	11	0
Truman	8	20	0
Thurmond	7	5	0
No Answer	0	3	4

CHOICE	SUPPORT		
	YES	NO	NO ANSWER
INDEPENDENTS WHO VOTED FOR:			
Dewey	19	19	2
Truman	2	1	0
Thurmond	0	1	1
No Answer	1	3	1
PROGRESSIVES WHO VOTED FOR:			
Wallace	0	1	0
Dewey	0	1	0
NO ANSWER PUBLISHERS			
No Answer	0	0	2

We have seen that the publishers are politically minded and active. That the majority belong to an established political party and that they exercise their franchise. But the extent of actual participation they indulge in is negligible. Only 18 (8.9 per cent) of the 202 reporting have held or presently hold an elective or political office.

Of the 18, four are regents of a state university, three are on school boards, one in state legislature, one city councilor, one town court judge, one chairman of city recreation board, one is a member of a local civil service commission, one former United States

Congressman, one city library commissioner, one chairman of a Republican county committee, one on local public affairs board and one former United States Senator.

CHAPTER VIII

ATTITUDES

What do the publishers think about some of the key political, economic, social and international problems of today? If one were to read all the editorials written by these publishers over a long period of time it is possible that a good enough sample of their attitudes could be obtained.

The information which follows attempts to determine their attitudes in a more direct way. The publishers were presented with a questionnaire designed to get objectified evidence about their attitudes on major problems. One hundred and ninety-nine publishers indicated their attitudes on the questionnaires.

POLITICAL

How radical are the publishers? Only one publisher favors "government operation of mines, public utilities and railroads."* one hundred and ninety-six are opposed to this type of socialism; two are uncertain.

Thirty publishers "favor higher taxes on the upper income brackets, on high profits, etc." One hundred and forty-six are opposed; twenty-three are uncertain.

Publishers are not in favor of strong unions, one hundred and eighty-two "favor the Taft-Hartley Labor Relation

* Statements indicated in quotation marks represent the exact language used in the questionnaire.

Act." Twelve are opposed and five are uncertain.*

The Fair Deal is not any more popular with the publishers than was the New Deal. It will be recalled that although sixty-seven (33.2 per cent) of the publishers belong to the Democratic party, only thirty-two (17 per cent) voted for Mr. Truman. The number in "favor (of) the Fair Deal" is even smaller. Only ten publishers "favor the Fair Deal." One hundred and fifty-five are opposed; thirty-four are uncertain.

INTERNATIONAL

The publishers show an interest and understanding of international problems. They believe in the Marshall plan and the United Nations. This is very important because they could be very powerful opponents. Similarly, they are opposed to our present foreign policy in China.

How much of the present popular resentment of our policy in China is due to the dissatisfaction of the publishers or how much of the popular approval of the Marshall plan and complacency in regards to the United Nations is due to the approval of the publishers is very difficult to estimate, but one thing is certain, they are a powerful force in creating or maintaining public opinion.

One hundred and thirty-four of the publishers "favor the Marshall plan." Twenty-one are opposed; forty-four

* Similarly, only 18 publishers "favor the Newspaper Guild." 155 are opposed; 40 are uncertain.

are uncertain. Only twenty-four publishers "favor our foreign policy in China." One hundred and thirteen are opposed; sixty-two are uncertain. One hundred and thirty-nine publishers "believe the United Nations is definitely contributing to the security of the world." Twenty disagree; forty are uncertain.

The highly controversial question on atomic control indicated as much confusion and disunity within the press as there is in all the other groups of our society. This, I believe, is a point in favor of the strength of the publishers. So far the majority of the publishers agree with the dominant points of view of the country as a whole, or vice-versa. But on a problem which is not too well articulated or coherent to the masses, or to a problem which meets with much divided public opinion, the publishers are also divided.

On the atomic question eighty publishers "favor the placement of atomic energy under world control." Eighty are opposed; thirty^{NINE} are uncertain.

JOURNALISM

The publishers believe that they can and do mold public opinion along to their way of thinking. They also believe that it is their duty to "...attempt to mold public opinion when it's to public interest." Of

the 199 publishers reporting, 183 (91.9 per cent) "... believe newspapers should attempt to mold public opinion when it's to public interest." Seven of the publishers disagree; nine are uncertain.

Consistent with the above data, 57 (28.6 per cent) of the publishers "...find it judicious to comment editorially on local affairs" daily; 86 (43.2 per cent) frequently--two or more times per week. Forty-seven (23.6 per cent) occasionally, and only nine (4.6 per cent) seldom.

This is certainly an indication of the part which the publishers play in the local community. It means that 71.8 per cent of the publishers comment editorially on local economic, social, political or civic affairs two or more times per week.

Considering the large readership, it means that 71.8 per cent of 22,031,032 persons who read these newspapers, or specifically 15,718,281 persons are subject to editorial propaganda about their own community consistently. It is impossible to determine the extent of the influence of the propaganda, but it can be ventured that it is not negligible by any mean.

One hundred and thirty-seven (69.5 per cent) of the 197 publishers reporting agree that "In general my newspaper agrees with the dominant points of view of my com-

munity." Fifty-four (27.4 per cent) of the publishers disagree; six (3 per cent) were uncertain.

It seems that these newspapers support the dominant social values in their particular cultural patterns, and although they are ready to mold public opinion, they mold along the sides of the majority.

After the last fiasco of the public opinion polls during the presidential election of 1948, it was felt that it would be interesting to get the reaction of the publishers as to the importance of the polls.

The question was: "Please check, public opinion polls are of great value, fair value, little value, no value." Only ten (5.1 per cent) of the publishers thought the polls were of "great value;" eighty-one (41.7 per cent) indicated they were of "fair value;" eighty-six (44.3 per cent) noted "little value;" seventeen (8.7 per cent) said that they were of "no value."

The twentieth-century journalism has seen the rise of the press associations serving hundreds of newspapers all over the nation.

The dependence which modern journalism places on the press associations increases as the size of the world shrinks before the applied sciences of man.

The realization of Wendle Willkie's "One World" makes it more and more important for the newspaper to give a

daily account of world news.

The press associations spare the newspapers the expense of having special correspondents in news-centers outside of their city either by being affiliated members of the Associated Press, or by buying services of the United Press, International News Service or many other smaller press agencies in different regions of the country.

The importance of these organizations makes the opinions of the publishers about them especially interesting.

One hundred and seventy-nine publishers expressed their choice of the press agencies and the reasons for that choice. They made a check opposite the name of one of the three leading associations, in answer to the question: "I prefer the stories of (check one); AP, UP, INS." The tabulated results show:

TABLE XXV

PUBLISHERS' CHOICE OF PRESS ASSOCIATIONS

PRESS ASSOCIATION	NO. PUBLISHERS	PER CENT
Associated Press	98	54.7
United Press	62	34.6
International News Service	19	10.6

This was followed by the question: "Why?" The publishers were free to indicate as many reasons as they

felt to apply to the press association they had selected. Eighty-one publishers indicating their choice did not state a reason. Nevertheless, the results are illuminating.

TABLE XXVI

REASON FOR PUBLISHERS' CHOICE OF PRESS ASSOCIATIONS

PRESS ASSOCIATION	BETTER WRITTEN	MORE RELIABLE	WIDER VARIETY	NO REASON	TOTAL
Associated Press	4	33	17	44	98
United Press	14	7	12	29	62
International News Service	9	0	1	9	19

Several striking conclusions may be drawn from the evidence. The Associated Press dispatches are 37 per cent more popular with the publishers than the United Press. International News Service is not regarded highly. The publishers who selected the Associated Press dispatches were more impressed with their reliability than by their style as against those of the United Press.

About the same percentage of those selecting the Associated Press and United Press made their choice because of "wider variety." About the same percentage gave "no reason" for their choice except for the International News Service where almost 50 per cent gave "no reason."

Another point of interest, particularly to young persons interested in a journalistic career, is the type of employes the publishers prefer in the editorial department.

College graduates are preferred two to one by the publishers. The high school graduate with five years experience on a small daily is preferred before a college graduate with a major in liberal arts, but the college graduate with a major in journalism is the most promising prospect with the publishers.

The high school graduate without any college or experience will have a trying time getting his necessary five years experience which would place him second on the list of promising prospects.

According to the results and the many side remarks of the publishers, a college education seems to be mandatory. It will also be helpful to the aspirant to take some journalism courses while in college. The results are illustrated in the following table:

TABLE XXVII*
PUBLISHERS' PREFERENCE OF EDITORIAL EMPLOYEES

	1st Choice	Points	2nd Choice	Points	3rd Choice	Points	Number Mentions	Total Points
College Graduate with Major in Journalism.	89	890	54	270	12	36	155	1196
High School with Five Years Experience.	63	630	45	225	28	84	136	939
College Graduate with Major in Liberal Arts.	31	310	65	325	45	135	141	770
High School Graduate with No Experience.	4	40	21	105	29	87	54	232
Grammar School Graduate with No Experience.	2	20	2	10	1	3	5	33

* The publishers were also asked to indicate the type of employees they would not hire. The results: College Graduate with Major in Journalism received four mentions; College Graduate with Major in Liberal Arts three mentions; High school with five years experience on a small daily newspaper received three mentions; High school Graduate with no experience eleven mentions; and the Grammar school graduate with no experience received sixty-nine mentions.

TABLE XXVIII

THE ATTITUDES AND PREFERENCES OF 199 NEWSPAPER PUBLISHERS

"I favor government operation of mines, public utilities and railroads."

	NUMBER	PER CENT
Yes	1	.5
No	196	98.4
Uncertain	2	1.0

"I favor higher taxes on the upper income brackets, on high profits, etc."

	NUMBER	PER CENT
Yes	30	15.1
No	146	73.3
Uncertain	23	11.5

"I favor the Taft-Hartley Labor Relation Act."

	NUMBER	PER CENT
Yes	182	91.4
No	12	6.0
Uncertain	5	2.5

"I favor the Marshall Plan."

	NUMBER	PER CENT
Yes	134	67.3
No	21	10.5
Uncertain	44	22.1

"I favor the Fair Deal."

	NUMBER	PER CENT
Yes	10	5.0
No	155	77.8
Uncertain	34	17.1

"I favor the Newspaper Guild."

	NUMBER	PER CENT
Yes	18	9.0
No	141	70.8
Uncertain	40	20.1

"I favor the placement of atomic energy under world control."

	NUMBER	PER CENT
Yes	80	40.2
No	80	40.2
Uncertain	39	19.5

"I favor our foreign policy in China."

	NUMBER	PER CENT
Yes	24	12.0
No	113	56.7
Uncertain	62	31.2

"I believe the United Nations is definitely contributing to the security of the world."

	NUMBER	PER CENT
Yes	139	69.8
No	20	10.0
Uncertain	40	20.1

"I believe newspapers should attempt to mold public opinion when it's to public interest."

	NUMBER	PER CENT
Yes	183	91.9
No	7	3.5
Uncertain	9	4.5

"In general my newspaper agrees with the dominant points of view of my community."

	NUMBER	PER CENT
Yes	137	69.5
No	54	27.4
Uncertain	6	3.0

"Please check, public opinion polls are of:"

	NUMBER	PER CENT
Great Value	10	5.1
Fair Value	81	41.7
Little Value	86	44.3
No Value	17	8.7

CHAPTER IX

ECONOMIC STATUS

The publishers of today are not in the financial straits of the poverty stricken printer-publisher of yesteryear.

The publishers today enjoy financial stability to be envied by the better accepted types of businesses.

The smallest annual income reported among 112 publishers was \$4,000; the largest \$85,000. The average annual income is \$18,808.

The estimated value of the newspapers ranges from \$20,000 to \$10,000,000 (M). The total value of the 105 newspapers reporting is \$46,190,000 (M). The arithmetical average value is \$444,134.

It is interesting to compare the original cost of the newspapers with their present value. To do this it is necessary to eliminate the \$10,000,000 (M) newspaper from the present value figures, because its original cost was not reported. This reduces the present value to \$36,190,000 (M) for 104 newspapers, with an arithmetical average value of \$347,980 for each newspaper.

The initial total cost of the newspapers to the present publishers, or the value of the newspapers when inherited, was \$9,975,200 (M), the arithmetical average was

\$95,915.

It took these 104 publishers an average of 17 years and 4 months to increase the value of their newspapers more than three and one-half times. A most profitable venture, difficult to equal in any field of business.

CHAPTER X

CONCLUSION

In general, the picture presented by this analysis is that of a middle class American with a conservative point of view.

How typical or atypical the publisher is could only be determined by similar analyses on a much wider scale. It would have to include members of other occupations before it could be possible to say how the average newspaper publisher differs from his readers.

Comparisons were made throughout the analysis whenever it was possible, but due to the definite lack of information on the social, economic and professional characteristics of specific skill groups it was not possible to carry it further.

It is ^{so} hoped that the information gathered in this study can someday be used in the comparison of other specific skill groups. The lack of comparisons in this study should not detract from the importance of the information gathered.

Again, I wish to explain that it does not attempt to create the "average" daily newspaper publisher in the United States.

The thesis deals only with the 204 publishers who submitted information, and even within this group it does not attempt to create an "average" publisher.

There is no such creature as an "average" man, and similarly there is no "average" publisher.

In view of this, no attempt is made in the conclusion to present the average publisher as might be expected.

There also does not appear to be any need to epitomize the findings in the conclusion. Such an attempt would mean an involved reiteration of the information already covered and would not serve any practical purpose.