

The undersigned, appointed by the Dean of the Graduate Faculty, have  
examined a thesis entitled

ASSOCIATED PRESS TELETYPESETTER WIRE SERVICE  
USAGE BY MISSOURI AFTERNOON DAILIES

presented by Robert K. Payne

a candidate for the degree of Master of Arts

and hereby certify that in their opinion it is worthy of acceptance.

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## INTRODUCTION

In addition to news of their own cities and circulation areas, gathered and written by members of their own staffs, the editors of daily newspapers have at their disposal today news from around the state, across the nation and throughout the world, delivered by the giant newsgathering associations commonly known as wire services. Of the approximately 1,760 daily newspapers in the United States, "only a score or so...do not use one or more of these great national news services."<sup>1</sup> The largest of these is the Associated Press, which serves more than 7,600 newspapers, news magazines, and radio and television stations in 75 countries.<sup>2</sup>

The Associated Press, like the other wire services, tries to give the newspapers it serves the news the way they want it. News of government, international affairs, and politics, of crime and disaster, of agriculture and labor, is transmitted in proportions the editors seem to want, as determined by the managers of the bureaus serving them.

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<sup>1</sup>Frank Luther Mott, The News in America (Cambridge, Mass.: Harvard University Press, 1952), p. 101.

<sup>2</sup>Mimeographed data sent to the author in personal correspondence by James P. Hackett, administrative assistant, Associated Press General Office, New York, on Oct. 23, 1957.

The editors, in turn, pick and choose from articles coming in over the wire. Some stories are run in full, some are supplemented with or rewritten to include local facts, some are cut to a paragraph or two, and others consigned to the "kill hook" as the editors concoct a daily news menu they feel will best appeal to the interests of their own readers. Both the wire bureau men and the editors "play it by ear"--that is, they determine intuitively, from their own news judgment and experience, what stories to run long, which ones to cut, and which to ignore.

Some questions thus arise: To what extent are the press association news disseminators in tune with the wishes of the editors they serve? How do the proportions of the various categories of news they send out compare to those chosen and published by the editors? "In the absence of general agreement on what newspapers ought to print, it seems important to do whatever can be done on finding out what they do print. This is an enormous and continuing task."<sup>3</sup>

The purpose of the study which will be described in the following pages is to analyze the content of the Missouri state teletypesetter wire, and to see what use is made of it by the sixteen afternoon dailies it serves.

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<sup>3</sup>Content of Selected U. S. Dailies supplement (Bulletin 16, Department of Agricultural Journalism, University of Wisconsin), October, 1949.

## CHAPTER I

### THE ASSOCIATED PRESS, PAST AND PRESENT

In 1848, competition in news-gathering and for access to the newly erected telegraph lines had reached a point where something had to give. Young Samuel Topliff had started it all by beginning, in 1811, to row out to meet incoming ships and get from them the much-coveted European news. The popularity of his news books at the Exchange House in Boston provided the tipoff to newspaper editors of the day that immediate publication of news, even if it was several weeks old when it reached this country, would impress readers. As a consequence, newspapermen began to go out and meet the news, not just to accept it and print it at their own convenience.

The first competition took the form of rowboat warfare. Some newspapers had their own rowboats and sold news to other papers, and some privately owned boats contracted with newspapers to deliver the news packets from the ships. Inevitably, combinations were effected, and by the middle 1820s, loosely formed associations were providing news to several newspapers.<sup>1</sup>

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<sup>1</sup>Victor Rosewater, History of Co-operative News-Gathering in the United States (New York: D. Appleton and Company, 1930), p. 14.

By 1830, the competition for news had spread to the land, and horse expresses were active, especially those arranged by New York newspapers to bring the latest intelligence from Boston, Philadelphia, Baltimore and Washington. Temporary combinations were employed on special occasions.<sup>2</sup>

James Gordon Bennett, who entered the New York morning daily field in 1835 with his Herald, immediately took the lead in the news-gathering competition. By 1838 he had regular correspondents in the principal cities of Europe and in the foreign nations of Texas, Mexico and Canada in addition to reporters in the major cities of the United States. In 1845-46, when 16 newspapers teamed up during the Oregon excitement to obtain by chartered steamer the latest information from England, Bennett branded his opponents the "Holy Alliance."<sup>3</sup>

In 1847, Bennett was leaving other publishers far behind with his coverage of the Mexican War. With the collaboration of the New Orleans Picayune, the Baltimore Sun and the Philadelphia Ledger, he was running a horse express all the way from the border.<sup>4</sup> It was at this point that David Hale, whose Journal of Commerce had been the leading paper in news-gathering competition

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<sup>2</sup>Ibid., p. 21.    <sup>3</sup>Ibid., p. 29.

<sup>4</sup>Oliver Gramling, AP--The Story of News, (New York: Farrar and Rinehart, Inc., 1940), p. 14.

until Bennett's entry upon the scene, is reported to have made a fateful decision. Casting aside the dislike that he and other members of the so-called "Wall Street Press" felt for the penny sheets in general and Bennett in particular, Hale paid a call on Bennett. The meeting resulted in an agreement by the two men to pool their resources to cover the Mexican War and the other big news of the day. According to Gramling, Hale was convinced that no one paper could continue indefinitely to meet the multiplying problems of individual news collection, and his decision to end the senseless schism between the 6-cent and 1-cent papers "was the first positive step toward co-operative news-gathering after years of fumbling, groping, and bitter competition."<sup>5</sup>

With the penny press now tacitly recognized by the other New York publishers, and with the fiercest elements of the competition for news eliminated by the Hale-Bennett pact, it was possible in 1848 for the daily newspaper publishers in New York to attack common problems. The most important of these was that involving access to the telegraph line. The telegraph had been in operation for four years, and the publishers were just beginning to realize its significance in the gathering and publication of news, and were competing vigorously for access to the one available wire.

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<sup>5</sup>Ibid., pp. 14-15.

Gramling describes the problem:

Each paper arranged for this (telegraph) news independently and paid the full rate to the company; there was only one wire available to serve all the New York papers; it had its terminus across the Hudson River on the New Jersey shore; the papers had to take fifteen-minute turns on the facilities, and all but the first in line were out of luck. News was read aloud from the crude Morse ticker to a representative of the receiving paper and there was deliberate eavesdropping and pilfering.

...It was common knowledge that the telegraph companies were selling news from their various offices to anyone with the price in spite of the fact that it had been gathered by representatives of the papers themselves...certain wire enterprises were secretly toying with the idea of setting up regular subsidiary organizations to gather and transmit news for sale... papers would be forced to surrender the vital function of news-gathering.<sup>6</sup>

That was the primary problem to be solved as the publishers, and their assistants, of the six most important New York newspapers met in the office of the New York Sun in May, 1848. Although all ten men present were newspapermen and one of them was later to write the first history of United States journalism, and the subject of the conference was news, the exact date of the meeting is unrecorded. The reason probably is that those in attendance did not envision the formation of a news-gathering agency that would blanket the world, as was to be the case; rather, they met only to try and solve an immediate and pressing problem, and one which they deemed as insignificant in a news sense. As Gramling states

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<sup>6</sup>Ibid., p. 20.

of "the first real co-operative news-gathering organization...Its concept was limited and largely selfish."<sup>7</sup>

The organization was effected; it was called The Associated Press, and Gerard Hallock, Hale's partner on the Journal of Commerce, was elected president. Henry Raymond, then of the Courier and Enquirer, and Frederic Hudson, assistant to Bennett on the Herald, were appointed to negotiate with the telegraph company, and it was agreed that a general agent would be employed, a man who was familiar with free lance news sources and with the general operation of the telegraph. Dr. Alexander Jones, an M.D. turned journalist, was to fill this post for the first three years. The original member papers, those represented at the meeting, were the Journal of Commerce, Courier and Enquirer, Herald, Horace Greeley's Tribune, the Sun, and the Express. When Raymond founded the Times three years later, it was promptly admitted to membership. Raymond and Hudson succeeded in reaching an agreement with the operator of the New York-Boston telegraph line, and the new association started receiving its foreign news off the ships arriving at Boston as a group at special rates.<sup>8</sup>

Another organization of the same newspapers was formed shortly afterward for the purpose of co-operating in the gathering of New York Harbor news, and the two

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<sup>7</sup> Ibid., pp. 19-21.      <sup>8</sup> Ibid., p. 22.

operations were combined into one formal organization, the General News Association of the City of New York, in 1856. This cumbersome name later was dropped in favor of the New York Associated Press.<sup>9</sup>

The new association immediately began to take advantage of its position. The contract gave the Associated Press news priority on the Boston-New York wire; it also had reserved the right to sell its news to other papers. The Philadelphia Ledger and the Baltimore Sun soon were receiving its news, not as members but as paying clients. Other newspapers followed, and the New York group customarily handled its business with them as members of various geographical groups. Hence there developed such informal associations as the Philadelphia Associated Press, New York State Associated Press, Southern Associated Press, Western Associated Press, and others.<sup>10</sup> In this convenient habit, the New York organization sewed the seeds of its own eventual destruction.

The early history of the New York Associated Press was filled with its effort to control the news-gathering field, if not to dominate it. When the Western Union Company was organized in 1855, agreements

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<sup>9</sup>Mott, American Journalism (New York: The Macmillan Company, 1950), p. 251.

<sup>10</sup>Gramling, op. cit., pp. 22,29.

were made which gave the Associated Press low rates and the Western Union a monopoly of newspaper business.<sup>11</sup> With the appointment of Daniel H. Craig, who replaced Dr. Jones as general agent in 1851, the Associated Press had a man who was devoted to this cause. For the two previous years, as the Associated Press' foreign news agent at Halifax, Nova Scotia, where the Cunard Steamers docked, and prior to that as an independent news-gatherer, Craig had demonstrated a remarkable determination, aggressiveness, even ruthlessness, in his efforts to deliver the news to his clients before anybody else got it. A specialty of his was the use of carrier pigeons, which he often dispatched from steamers after attaching news packets to them, and sent them winging toward the newspaper offices of his clients.

The Associated Press, through Craig's heavy hand, cracked down on clients using reports of rival newsgathering organizations, of which there were some. The purpose and policy of the association was to build up and maintain a news monopoly, and as Craig declared, "we succeeded and compelled the editors to abandon their arrangements and come into ours."<sup>12</sup> Craig resigned or was fired under mysterious and dramatic circumstances in 1866, and was succeeded by James W. Simonton.<sup>13</sup>

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<sup>11</sup>Mott, op. cit., p. 251.

<sup>12</sup>Rosewater, op. cit., p. 106.   <sup>13</sup>Ibid., p. 107.

In the meantime, the auxiliary associations had grown and some of them were beginning to chafe under the selfish policies of the New York association, with the Western Associated Press in particular voicing its displeasure. The Western papers felt they were receiving an inadequate report and paying too much for it. They asked for improvement and relief but Craig only cut them off entirely, and forced them to beg his pardon and promise never to repeat the offense.<sup>14</sup>

After a number of individual conferences and much correspondence, principal newspaper publishers of several western states met in Indianapolis in 1862 to see what could be done about their common problem. This was the beginning of a momentous movement, but like the 1848 meeting in New York, it was insufficiently recorded.<sup>15</sup> Joseph Medill, of the Chicago Tribune, was appointed chairman of a committee to represent the Western press in any negotiations with the New York association. The committee went to New York and won in negotiations the right to put an agent in the New York office to prepare and send two extra dispatches, of course at an increased price.<sup>16</sup>

Organized informally in 1862, the Western Associated Press decided to incorporate under a new

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<sup>14</sup>Ibid., p. 113.

<sup>15</sup>Ibid., p. 114.

<sup>16</sup>Ibid., p. 115.

Michigan Law in 1864, and in 1866, the year of Craig's departure, grew bold enough to issue the New York association an ultimatum. The Western association informed New York that:

...The Western Associated Press proposes to get news from all parties who have news to sell...to take the regular report of the New York Press at Buffalo and provide for its transmission to the various western cities. For this news, they will pay their own equitable proportion of the cost of collection... to appoint their own agent in New York.<sup>17</sup>

The New York Associated Press answered as expected that it would "permit no newspaper accepting its news to enter into any arrangement with any rival organization." The Western leaders then proceeded to make a contract with the United States and European telegraphic News Association, and appointed as their general agent none other than their old nemesis, Daniel H. Craig. There followed a struggle in which the New York Associated Press threatened to come apart at the seams, but the Western Associated Press, also torn by dissension in its ranks, failed to press its advantage properly. An agreement signed in January, 1867, gave the western association some concessions that were more apparent than real, but the death struggle was ended, at least for the time being.<sup>18</sup>

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<sup>17</sup>Ibid., p. 119.

<sup>18</sup>Ibid., pp. 117-128.

In 1869, Henry George was turned down summarily in his effort to obtain Associated Press news for the San Francisco Herald and set up an independent news-gathering agency. It was to become, in turn, the Hasson News Association, then the American Press Association, then the National Associated Press Company, and finally, the United Press. Under this last name--not to be confused with present-day United Press Associations--it was to play an important role in the final outcome of the struggle between the Western and New York Associated Press.<sup>19</sup>

By 1880, friction between the New York and Western associations had reached the boiling point again, particularly involving territorial claims. New negotiations ensued, with the Western Union as an interested party. The telegraph company had quarreled with the New York association and was making plans to set up its own news-gathering service, with the aim of taking over all the clients of the Associated Press. For some not entirely explained reason, the Western Associated Press threw its support to the New York group, helping to mediate a peace between the other two.<sup>20</sup> A significant new plan grew out of it.

This was the joint board of control, in which the

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<sup>19</sup>Ibid., pp. 148-156.    <sup>20</sup>Ibid., pp. 167-168.

New York association and the Western association each had two members, with the New York group having also the right to a third member as chairman. William Henry Smith, general manager of the Western Associated Press, was promoted to the general managership of the combined organizations. His getting that position probably contributed to the willingness of the Western association to agree to the joint control plan, which gave the New York association the controlling votes in the governing committee. The two associations retained their previous territorial rights, with the exception that New York surrendered California and Colorado--points of contention in the dispute--to the Western organization.<sup>21</sup>

The joint control plan seemed to work very well indeed, and in 1887 the contract was extended for another five years. In the meantime however, the rival United Press seemed to be growing in number and strength. Walter Polk Phillips had assumed the general managership and was pushing for a news service which knew no geographic divisions. Of his two principal associates one, William M. Laffan, held a peculiar position. He was business manager of the New York Sun, published by Charles A. Dana, who was the chairman of the joint board of control of the New York and Western Associated Press. John R. Walsh, Chicago banker and co-owner of

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<sup>21</sup>Ibid., p. 168-169.

the Chicago Herald, was the other.<sup>22</sup>

During this period, especially in the eighties, the news-gathering services were both expanding and taking advantage of technological improvements. As the population grew and spread westward and southward, more dailies sprang up; there was more demand for the wire services. The cable across the Atlantic had been successfully completed in 1866, and news of Europe was now being transmitted with astonishing rapidity. As a result, ties with the Reuter Company and its affiliates were strengthened, and experienced journalists were put in charge of offices in London and Liverpool. Lines also were extended to Chile and Brazil, and South American news became more important. The use of leased wires was begun during the eighties, and the typewriter, introduced in 1884, was quickly put to use by operators receiving Morse code messages over the wires.<sup>23</sup>

The line between the devious and the straight and narrow became obscured as the Associated Press and United Press scrapped for new members and clients across the country. It was an advantage to the latter to be able to sell its service to some Associated Press member who wanted to keep any rival from buying it and starting a competing paper. Also, the United Press is reported

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<sup>22</sup>Ibid., p. 170.      <sup>23</sup>Ibid., pp. 174-175.

to have encouraged the launching of new papers to add to its patronage, and to have taken on a number of papers shut out by the Associated Press.<sup>24</sup>

Gradually, however, a curious amity between the two big rivals began to be noticed, and western members, particularly, were made suspicious by Associated Press reports to them appearing also in the United Press reports of rival newspapers. A resolution ordering an inquiry into the relations existing between the Western Associated Press and the United Press was adopted at the former's 1890 meeting. The result of the inquiry, stunning to members of the Western association, was the discovery of a covert agreement between the United Press and members of the joint board of control of the Associated Press. Rosewater describes the developments:

As the United Press had gained ground, despite an uphill climb, its commercial possibilities had loomed larger and larger. It became clear...that the revenues could be immensely expanded, and the expenditures greatly curtailed, by harmonious relations with the Associated Press. The idea was "sold" ...to the members of the Joint Executive Committee... of the Associated Press, and a policy of reciprocity inaugurated. The effective part of the understanding consisted in an exchange of news between the two ostensibly "opposing" associations. Competition, henceforth, was to be limited to enlarging the number of members and clients, and inferentially, getting out of them all the traffic would reasonably bear. At first but a working plan, legal form and binding obligation were added by execution of a trust agreement dated October 1, 1885, over the signatures of Walter P. Phillips and others, as controlling stockholders of the United Press, and John R. Walsh, of the

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<sup>24</sup>Ibid., p. 180.

Chicago Herald, as "trustee."

By this instrument, 480 shares of the stock of the United Press of New York, out of the 800 representing its total capitalization, were pooled in the name of John R. Walsh...Certificates for half of these pooled shares were bought and paid for at par by Charles A. Dana, Whitelaw Reid, Richard Smith and W. N. Haldeman, members of the joint executive committee. In the delivery, one-third of the shares bought by Smith and Haldeman were issued at their request to William Henry Smith, general manager of the Associated Press..."Shortly thereafter a 100 per cent dividend was declared and paid to these individuals on this stock."<sup>25</sup>

The arrangement proved so profitable that the United Press was re-incorporated, under Illinois laws, in 1887. The powers of the corporation were enlarged; capitalization was increased to \$1,000,000. In a second trust agreement, the new United Press bought the 480 shares of the old United Press involved in the deal with the Associated Press executive committee, repaying the investment of those concerned in full the second time. Then they were issued, without further consideration, fifty shares of stock in the new United Press for every one held in the old arrangement. Thus the six Associated Press men shared holdings totaling \$367,500.<sup>26</sup>

Despite the strength of the circumstantial evidence against these men, the committee found extenuating conditions which seemed to equal or outweigh the disadvantages, and reached the conclusion that it

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<sup>25</sup>Ibid., pp. 183-184    <sup>26</sup>Ibid., pp. 184-186.

would be "useless now to attempt a complete separation of the Associated Press and the United Press."<sup>27</sup> A year later, however, when the full report was presented to the Western association at its 1891 meeting, the two members of the joint executive committee were removed. William Henry Smith was retained, however, as general manager. The contract with the United Press was found to be illegal and notice of abrogation was sent.<sup>28</sup>

Victor F. Lawson, publisher of the Chicago Daily News, who headed the special committee that revealed the undercover agreement between the United Press and the joint board, was elected to head the West's reconstituted executive committee, and his group set to work to weld the Western Associated Press and its affiliates into a more compact front. Particularly important was the Southern Associated Press, which was to be the central figure in a new pitched battle with the United Press. It was partially because of his influence with the auxiliary associations, especially the South, that Smith was retained as general manager.<sup>29</sup>

Looking forward to the transformation of the Western association into a national organization, the association was incorporated under the laws of the state

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<sup>27</sup>Ibid., pp. 187-189.

<sup>28</sup>Gramling, op. cit., pp. 114-115.

<sup>29</sup>Ibid., pp. 117-118.

of Illinois as The Associated Press of Illinois, in December, 1892. Negotiations with the United Press were continuing, but the Western organization was moving rapidly to head off a clean sweep by the United Press of the remnants of the New York Associated Press.

The split over the joint committee scandal had spelled the end for the New York Associated Press. Charles A. Dana pulled his Sun and Whitelaw Reid his Tribune out of the New York association and cast their lots with the United Press. The Western association believed the United Press was making arrangements to take over everything that remained of the New York organization at the beginning of 1893--its foreign report, its wires and news-gathering facilities, its New York and Washington budgets, and most of the old organization's members as well as all the "outside" clients.<sup>30</sup>

To be prepared for any possibility, the Associated Press of Illinois met in Chicago the same day of its incorporation. Sixty-five newspaper members agreed on a set of by-laws establishing the association as a non-profit, co-operative news-gathering organization. William Penn Nixon was elected president, and the executive committee was composed of Lawson; Colonel Frederick Driscoll of the St. Paul Pioneer-Press, and Charles W. Knapp, of the St. Louis Republic. At the same time,

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<sup>30</sup>Ibid., p. 119.

the association approved a contract to be made with the United Press, in which the two organizations would agree to a division of territory and would deal jointly with the Reuter Company and its affiliates in Europe, with the auxiliary associations to be divided between the two. So carefully were the details of the plan worked out that it seems highly unlikely either organization was going into it only as a ruse to lull the other into a false sense of complacency. Yet this is what each accused the other, in effect, of doing when the proposed arrangement fell through.<sup>31</sup>

During the first half of 1893, attention was focused on the final effort of the two associations to reach an agreement. The United Press wanted \$104,000 yearly in addition to the territorial divisions, while the Associated Press was willing to pay only \$75,000. The former refused to consider any compromise offer. Lawson and Knapp seemed inclined to give in and agree to the United Press' terms, but Colonel Driscoll held out.

"...If they will be unreasonable in this, what is to prevent them from stating their own terms upon which they will accept even the \$104,000? Bear in mind it is not as though we were treating with honorable

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<sup>31</sup>Rosewater, op. cit., pp. 207-16.

gentlemen."<sup>32</sup>

In July, 1893, the directors of the Associated Press instructed the general manager to make preparations for a full foreign and domestic independent news service, but Lawson voted against the resolution, still hoping for a truce with the opposition agency. He made, with the directors' permission, an offer of \$95,000 yearly for a ten-year contract with the United Press, but was summarily turned down. General Manager Melville E. Stone, in arranging for the reception of the United Press' service to continue through December, secured the oral agreement of John R. Walsh of the rival association for a truce in the raids on each other's members and clients. When on August 1 the Western Associated Press went out of existence and the Chicago Tribune took the opportunity to switch over to the United Press rather than join the new Associated Press of Illinois, the latter decided not to consider it a violation of the truce. But when the Louisville Courier Journal did the same thing nearly a month later, the Associated Press decided the truce had been violated and formally declared the United Press and the newspapers in the Western area served by it antagonistic to the Associated Press. Even so, one more

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<sup>32</sup>Charles H. Dennis, Victor Lawson--His Time and His Work (Chicago: University of Chicago Press, 1935), pp. 200-203.

attempt to make peace with the New York organization was attempted, through a special committee of the Associated Press members considered friendly to the other agency. These men, too, failed to make any headway, and on September 7, 1893, the executive committee of the Associated Press issued an effective declaration of war by notifying the United Press that all relations between the two organizations were at an end.<sup>33</sup>

Shortly after the re-incorporation of the western group, Melville E. Stone was invited to become general manager. One of his first acts was to go to Europe and complete a transaction which gave his association an exclusive ten-year contract with the Reuter Company and its affiliates, the Havas and Wolff agencies, which dominated European news-gathering. Armed with this valuable connection, and convinced finally that the United Press would not agree to any reasonable terms, the leaders of the Associated Press geared themselves for a showdown session at Chicago in October, 1893.

Lawson told the assembled publishers of the plans to carry on the fight, and of the money it would require. The Associated Press' biggest disadvantage, he said, was the belief--frightening especially to individual newspapers with a side to choose--that the western co-operative was

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<sup>33</sup>Ibid., pp. 203-204.

substantially bankrupt and would not be able to continue in the competition much longer. He and other speakers then laid the issue before the newspapermen: Did they want to give up the fight now or did they want to raise a war chest that would see them through it successfully? Lawson himself kicked it off with a \$20,000 pledge, and the final total, including some pledges that came in subsequent to the meeting, was \$550,000.<sup>34</sup>

Only a week later, Lawson, Stone and Charles S. Diehl, the new assistant general manager, were in the East seeking converts among the United Press clients. One of the earliest was Frank B. Noyes, of the Washington Star. Noyes investigated a claim by Diehl that the United Press, not his group, was the organization nearing collapse. He found it was true, and not only aligned his paper with the Associated Press, but joined the campaign to woo others away from the rival agency. The campaign was a tremendous success, and the western leaders went back home convinced the fight was virtually won, the enemy all but destroyed.<sup>35</sup>

The United Press was still hanging on, however, thanks mostly to financial support from its big paper members, in 1894 when Lawson was elected president of the

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<sup>34</sup>Gramling, op. cit., pp. 126-129.

<sup>35</sup>Ibid., pp. 129-132.

Associated Press. The United Press still had the Sun, the Tribune, the Times, and other New York papers, but lost the World, the Evening Post, and the Staats-Zeitung, and the Brooklyn Eagle to the Associated Press on its foray into the East. In the meantime, the battlefield swung southward, where the Southern Associated Press was waiting to cast its lot with the winner. The Southern association had notified both rivals that it would abide by a tripartite contract jointly executed, but it was common knowledge that most Southern members were sympathetic to the United Press. For this reason, the Associated Press of Illinois offered the New Orleans papers full membership, and they accepted. The angered Southern association issued an ultimatum to the New Orleans group to pay at the old rate, was turned down, and threw its fortunes with the United Press. This netted the eastern association forty papers in one haul. The Associated Press had a friend, however, in the publisher of the Chattanooga Times, Adolph S. Ochs. Ochs came into the Associated Press on an individual basis, and persuaded the association to leave the door open for other southern papers to do so.<sup>36</sup>

After another series of conferences and negotiations aimed at an agreement between the two bitter rivals, the war was continued. Three years passed with no cessation of the struggle, a particularly strong financial

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<sup>36</sup>Rosewater, op. cit., pp. 236-238.

drain on the big papers carrying the load for the United Press. Finally the inevitable began to occur. The New York Times collapsed, partially because of its burden of helping to support the United Press, and soon changed ownership. Ochs was the new owner. James Gordon Bennett Jr. tired of the irritation and constant financial drain, and the New York Herald changed over to the Associated Press. The proprietor of the Boston Herald and president of the New England Associated Press, John H. Holmes, heretofore an outspoken advocate of the United Press, defected and joined the opposition. Other New York papers followed the Herald, including the Times, the Tribune, and the Telegram, leaving only the Sun, Evening Sun, and the Journal in the United Press fold. On April 7, 1897, the United Press, having declared bankruptcy, ended its news service.<sup>37</sup>

The war was over at last, and the Associated Press of Illinois was alone and supreme in its field. The New York Associated Press had gone out of business quietly on December 31, 1892, the United Press taking over most of its services, facilities and clients. Now the United Press, too, was dead, and there remained only the regional associations, all of them dependent on the Associated Press of Illinois for their foreign and domestic news.

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<sup>37</sup>Ibid., pp. 245-246.

These various regional groups included the New York State Associated Press, composed of papers outside New York City; the New England Associated Press, the Philadelphia Associated Press, the Baltimore Associated Press, the Northwestern Associated Press, the Kansas and Missouri Association, the Southern Associated Press, and in San Francisco, the Call-Union-Bulletin service, allied with the New York Associated Press, and the Chronicle service, operating under the Western organization.<sup>38</sup> All of these organizations had existed at one time or another during the years of the struggle, although not necessarily as formal, incorporated associations. There were, in addition, papers primarily in the South and Far West receiving reports from the New York Associated Press.

Credited with turning the tide in favor of the Western association in the long and costly struggle was the co-operative principle under which it chose to operate. Newspaper publishers, for the most part, turned almost instinctively to the organization in which they would be full-fledged members, with a chance to have a voice in the policies and operations, rather than to the corporation organized for profit, in which the clients

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<sup>38</sup>M.E.S.--His Book (New York: Harper and Brothers, 1918), p. 29; a collection of articles, sketches, personal tributes and addresses, presented to Melville E. Stone in 1918 in recognition of his 25 years as general manager of the Associated Press.)

were to have no voice in its affairs.<sup>39</sup>

The Associated Press was not, of course, to remain without opposition. Even among the rubble of defeat, from papers unwilling or unable to obtain service from the victorious organization, were laid the foundations for what were to become the two major opposition wire services of the present day. However, these two--the United Press Associations and the International News Service--never became involved in a life-or-death struggle with the Associated Press, coming as they did in a later period when there seemed to be room for all three.

The Associated Press was not without troubles, however. Its next big problem was not long in coming, although it proved to be internal and legal, rather than external and economic. In January, 1898, only a few months after the collapse of the United Press, the Chicago Inter-Ocean filed suit against the Associated Press after having been suspended for violation of one of the membership regulations, in this case supplying news to and receiving it from the New York Sun, an "antagonistic" paper. Defeated in the lower court, the Inter-Ocean appealed, lost again in appellate court, and finally, after two years, won on February 19, 1900, a Supreme Court of Illinois decision that was to force the Associated Press

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<sup>39</sup>Dennis, op. cit., p. 205.

once again to change its basic organization. The Supreme Court ruling held that the news service was in the nature of a public utility because of a section in its charter stating as one of its purposes "to erect, lease, or sell telegraph and telephone lines." The Associated Press had never engaged in this business, but its hastily worded charter placed it in the unfavorable position of having to be classed as a public utility and made it necessary for the association's leaders once more to do some fast and effective maneuvering.<sup>40</sup>

Faced with the unpleasant prospect of having to admit to membership not only the Inter-Ocean, but all newspapers on request, the Associated Press decided on another move, literally, which was calculated to retain its basic principle of operation by and for its membership alone. The fact that a Missouri decision, involving the St. Louis Post-Dispatch and the St. Louis Star, had been as favorable to the Associated Press as the Illinois decision was unfavorable, only added a touch of irony.

An unquestionable indication that something of a startling nature was planned came at the annual meeting of the Associated Press of Illinois in 1900. All officers of the organization, including General Manager Stone, refused re-election, and a new slate was elected. A

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<sup>40</sup>Rosewater, op. cit., pp. 260-265.

week later, a certificate of incorporation was issued to "The Associated Press of New York," with the application signed by leaders of the Illinois corporation and Stone sending out invitations to newspapers to join. The new organization was incorporated under a New York law providing for the legal status of social clubs, charities, agricultural societies, and stock exchanges. Its purpose was very carefully defined by precise wording: It was "not to make a profit, nor to make or declare dividends, and...not to engage in the business of selling intelligence nor traffic in the same." Its purpose was to gather "all kinds of information and intelligence...for the use and benefit of its members."

After an investigation of the New York set-up by a committee representing the Illinois association, the Illinois organization was disbanded; its property and business were transferred to the New York association. The controversy with the Inter-Ocean had been "amicably arbitrated," and all was well again. A court challenge of the transfer, filed by the New York Journal, resulted in confirmation of its legitimacy.<sup>41</sup> Frank B. Noyes was elected president and Stone general manager, and both were to continue in these positions for many years.

Two major accomplishments by Stone deserve

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<sup>41</sup>Ibid., pp. 266-277.

description in any history of the Associated Press. The first was the extension of the foreign news service, during the first decade of this century, by personally persuading the rulers of France, Italy, Germany and Russia to eliminate censorship and obstacles to freedom of news-gathering, and to give news dispatches priority on the wires. The second was a verdict of the United States Supreme Court, in 1919, establishing the property right in the news. This came about as the result of a suit filed by the Associated Press against the International News Service, which had been pirating news dispatches from Associated Press papers after they first appeared in papers on the East or West Coasts and sending them out to its own clients. The Court held that there was at least a quasi-property in news, and that the practice of appropriating an opposition news agency's dispatches for its own commercial profits represented unfair competition in business.<sup>42</sup>

Stone continued as general manager of the Associated Press until 1920, when he took a leave of absence, and in 1921 retired to the position of counselor. He died in 1929. Stone was succeeded by Frederick Roy Martin, who held the post for five years. On Martin's resignation, Kent Cooper became general manager in 1926.

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<sup>42</sup>Ibid., pp. 284-289.

He in turn was succeeded by Frank Starzel in 1948.

Noyes remained as president of the Associated Press until 1938, when he was succeeded by Robert McLean, publisher of the Philadelphia Bulletin. McLean was president for 19 years, retiring in 1957, and was replaced by Benjamin McKelway of the Washington Star, the same newspaper that gave the Associated Press of New York its first president, Noyes.

Still one more major change was to come in Associated Press membership provisions, and it too was to result from a legal challenge. In August, 1942, the recently organized Chicago Sun, denied an Associated Press membership by the Chicago Tribune, under the news service's bylaws, succeeded in getting federal anti-trust action filed against the Associated Press. Since the Sun was a supporter of President Franklin D. Roosevelt and the Tribune perhaps his most outspoken critic, a cry of politics arose, especially after the federal court of the Southern District of New York ordered the Associated Press to change its bylaws after a summary hearing in October of the same year. However, the Supreme Court upheld the ruling in June, 1945, and the Associated Press in November amended its bylaws to conform, and admitted the Sun and several other newspapers which had been denied membership for similar reasons.

The membership provision in question was one which stipulated that in a field where there was already an Associated Press member, a new applicant could be admitted only on payment of ten per cent of the total assessments by the Associated Press in that field since its reorganization in 1900, unless the existing member waived the payment. The Tribune refused to waive the payment, which would have amounted to \$334,250.46. Although the decision was an adverse one from the Associated Press' point of view, it did have one beneficial result: According to Mott, "the stigma of monopolistic practice attached to the Associated Press throughout its century of existence ...appeared to have been removed by the...decision of 1945."<sup>43</sup>

The Associated Press today, still a non-profit cooperative, is a tremendously big business, operating on a yearly budget of \$32,000,000. It has more than 7,500 persons on its regular payroll and transmits approximately 5,000,000 words a day through teletype and radio circuits to members and subscribers, plus hundreds of news pictures daily by wirephoto to newspapers and television stations.<sup>44</sup>

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<sup>43</sup>Mott, American Journalism, pp. 773-75.

<sup>44</sup>Hackett, op. cit.

## CHAPTER II

### ASSOCIATED PRESS OPERATIONS

Operating out of the world's largest newsroom, at 50 Rockefeller Plaza in New York City, the Associated Press keeps the news flowing around the clock at a rate of more than 200,000 words an hour. In the United States alone, the Associated Press has approximately 400,000 miles of leased wires and more than 100 bureaus and offices.<sup>1</sup> The main artery, the great trunk line of the news service is its A wire, which serves all the regional bureaus and connects directly with virtually all of the larger newspapers in the nation.

Mott captures the spirit, if not the speed, of the trunk line with this description:

The A wire...goes on, clickety-clack, day and night, in its three cycles each 24 hours, without pause for holidays or anything else...When the early cycle closes at 8 in the morning (in New York) 5 o'clock editions of a.m.'s on the Pacific Coast are just going to press.<sup>2</sup>

The A wire transmits news of general interest only. Theoretically at least, any news items on the A wire will have just as much appeal for a medium-sized daily in Alabama as it will for the San Francisco

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<sup>1</sup>Hackett, mimeographed data, Oct. 23, 1957.

<sup>2</sup>Mott, The News in America, pp. 131-132.

Chronicle. A supplementary trunk line, the B wire, contains items of regional interest, and also is used for messages and schedules. Two other national wires, which unlike the A and B operate for only short periods daily, are the specialized D and SP (sports) wires, the former intended for the transmission of routine financial news. In addition there are news wires for certain regions, for example the C wire for the East Coast, the E wire for New England, the G wire for the South.

The Kansas City bureau is from an operational standpoint second in importance only to the New York office. From its pivotal geographical position, the Kansas City bureau serves the western half of the nation in much the same manner that New York does the eastern half. The Kansas City office intercepts the eastern wires, tailoring them to meet western needs, and re-transmits them. The B wire is filed manually from Kansas City 24 hours a day; the A wire from 10 a.m. to 11 p.m. CST.

The Kansas City bureau is unique in the Associated Press' operational system, there being no other full-fledged divisional points. However, several other bureaus do handle special assignments: The Baltimore office relays to West Virginia, the Columbus, Ohio, bureau to Cincinnati, the Minneapolis office to the Dakotas, the Newark office to Delaware, and the Philadelphia bureau handles copy from Delaware. Similarly, in the west,



Denver serves Wyoming and Montana, Los Angeles relays to Las Vegas and southern Nevada, Salt Lake City to Idaho, San Francisco to northern Nevada and to Hawaii, and Seattle to Alaska. Seattle also has connection with Canadian press through Vancouver and trunks some western Canada news, particularly that of British Columbia.

At a more localized level, the Associated Press feeds its news to the medium and smaller sized newspapers through a system of circuits for states or combinations of states. By utilizing a system of splits, bureaus are able to serve two or more states on one wire. The split is a brief period when the main bureau withholds its service, and offices in each state transmit news of interest to the state's papers only. A primary example is news from the state capital. The Kansas City bureau serves four states on what is known as the Missouri-Kansas wire. Arkansas and Oklahoma also are served on this wire. Bureaus at Little Rock and Oklahoma City provide news of their respective states to members during the splits, and Missouri and Kansas receive news of special interest during splits with Kansas City transmitting articles gathered in from St. Louis and Jefferson City bureaus for Missouri points, and from Topeka and other Kansas cities for Kansas papers. In addition to newspapers in the four states, Memphis, Tenn., receives the Arkansas wire service, and Lincoln, Neb., receives the Kansas wire on Sunday night only.

These state circuits are teletypesetter wires, rather than teletype wires as are the A and other wires of greater scope. The teletypesetter, or TTS, wires, adopted by Associated Press members in most states in the early 1950s, are characterized by shorter lines, justified to fit one line of type in an ordinary sized newspaper column, and by the use of both capital and lower case letters. The member paper may receive a pre-punched tape along with the visual, or monitor, copy on paper. The tape, attached to an especially equipped typesetting machine, converts the Associated Press news automatically into type. Some editors prefer to have only the monitor copy, however, for the greater freedom of editing, and have the copy, once edited locally, set on their own machines by human operators.

The TTS wire is designed primarily, although not exclusively, for newspapers which receive only the one wire service. It contains the major news stories of the day as taken from the A wire, the B wire, and the SP and D wires, in addition to state news. It is possible for a newspaper to present a quite satisfactory account of the day's happenings in the world, the nation, region, state and immediate area by the simple combination of the TTS wire and the local staff. Many of the smaller papers, in fact, are operating in this manner. However, many newspapers use the TTS wire as a supplement to other

wires, taking it primarily for the state news it offers. Only the largest metropolitan papers for the most part forego the use of the TTS wire service altogether, and these usually profit indirectly by it, since the Associated Press bureaus are often located in their buildings and send the state news off the TTS wire to their news desks by pneumatic tube.

The teletypesetter influence also has spread to the trunk lines. The Associated Press now has a TA wire, which is a teletypesetter version of the A wire, and which like its counterpart operates 24 hours a day. Many newspapers receiving the state TTS circuit service get a head start on their news by taking the TA wire from 1 to 6 a.m. daily. The stories on the TA wire almost invariably are repeated on the TTS wire, but the editors have the advantage of having the news ready and waiting for them when they begin work. Also, the SP wire now has a TTS counterpart, and many newspapers geared to TTS service prefer this to the SP wire.<sup>3</sup>

The foregoing has been an attempt to describe briefly the Associated Press' wire services for newspapers. Of course, there are additional wires, especially the radio wire which serves radio and television stations,

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<sup>3</sup>Information in this chapter was obtained personally from the Kansas City AP bureau officials and other sources.

and the wirephoto system. Also, the newspapers often receive competing wire services, such as those of the United Press Associations, and the International News Service, both of whom have similar operations. However, the study with which this thesis is concerned is of the content of the Associated Press TTS wire, and the effort here is to explain the manner in which the TTS wire operates, and its relationship to other wires.

A brief mention of one other wire used by the Associated Press will suffice to set the stage for the chapters to follow. This is the news collection wire, which connects bureaus with their branch offices, such as those in state capitals or other major cities. As its name implies, the wire is used for the gathering in of news to be disseminated on the TTS and other wires, and not primarily as a news circuit to papers. However, it does serve this latter purpose as well. Especially, it is used in some cases as a pony, or abbreviated, service to smaller newspapers to whom the wire is geographically convenient.

## CHAPTER III

### THE ASSOCIATED PRESS IN MISSOURI

The Associated Press has thirty-six daily newspapers in Missouri on its membership rolls. These range from the St. Louis Post-Dispatch, with a weekday circulation of 396,603, to such small dailies as the Cameron News-Observer with 1,460 subscribers.<sup>1</sup> The Post-Dispatch and nine other newspapers in five Missouri cities were charter members of the Associated Press on its re-organization under New York laws in 1900. Other charter members are the St. Louis Globe-Democrat, Kansas City Star and Times, Joplin Globe and News-Herald, St. Joseph Gazette and News-Press, and the Springfield Daily News and the Leader and Press.<sup>2</sup>

All of the thirty-six newspapers receive one or more of the news wires. In addition, ten of the papers receive and send Wirephotos, thirteen receive telemats,<sup>3</sup> and thirty-seven receive mail news and features. Fifty-

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<sup>1</sup>1957 Editor & Publisher International Yearbook, Vol. 90, No. 9, pp. 94-98.

<sup>2</sup>Personal correspondence from Daniel DeLuce, general executive, Associated Press, New York, July 1, 1957.

<sup>3</sup>Wirephoto is the AP's copyrighted name for pictures transmitted by wire. Telemats, also an AP trademark, are stereotyping mats of pictures mailed to members.

three radio stations and nine television stations in Missouri also receive AP news service. Eight of the television stations also receive and send Wirephotos.<sup>4</sup>

Six newspapers in three cities receive the service of the main trunk lines of the AP. These are the Kansas City Star and Times, the St. Louis Globe-Democrat and Post-Dispatch, and the St. Joseph Gazette and News-Press. The St. Joseph papers and the Springfield News receive the TTS sports wire, which carries top national and area sports stories. The Kansas City and St. Louis newspapers receive the SP wire, and also receive tube service on the D wire.

Twenty-one Missouri dailies receive the state TTS wire, sixteen afternoon and five morning papers. All of the five receiving TTS service for A.M.'s are affiliated with afternoon dailies receiving the day wire. The twenty-one TTS papers, with morning dailies indicated in parentheses, are as follows: Cape Girardeau Southeast Missourian, Carthage Press, Columbia Missourian, Columbia Tribune, Hannibal Courier-Post, Jefferson City Capital-News (M) and Post-Tribune, Joplin Globe (M) and News-Herald, Kennett Daily Dunklin Democrat, Macon Chronicle-Herald, Moberly Monitor-Index, Nevada Mail, Poplar Bluff American Republic, St. Joseph Gazette (M) and News-Press, Sedalia Capital (M) and Democrat, Sikeston Standard,

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<sup>4</sup>DeLuce, op. cit.

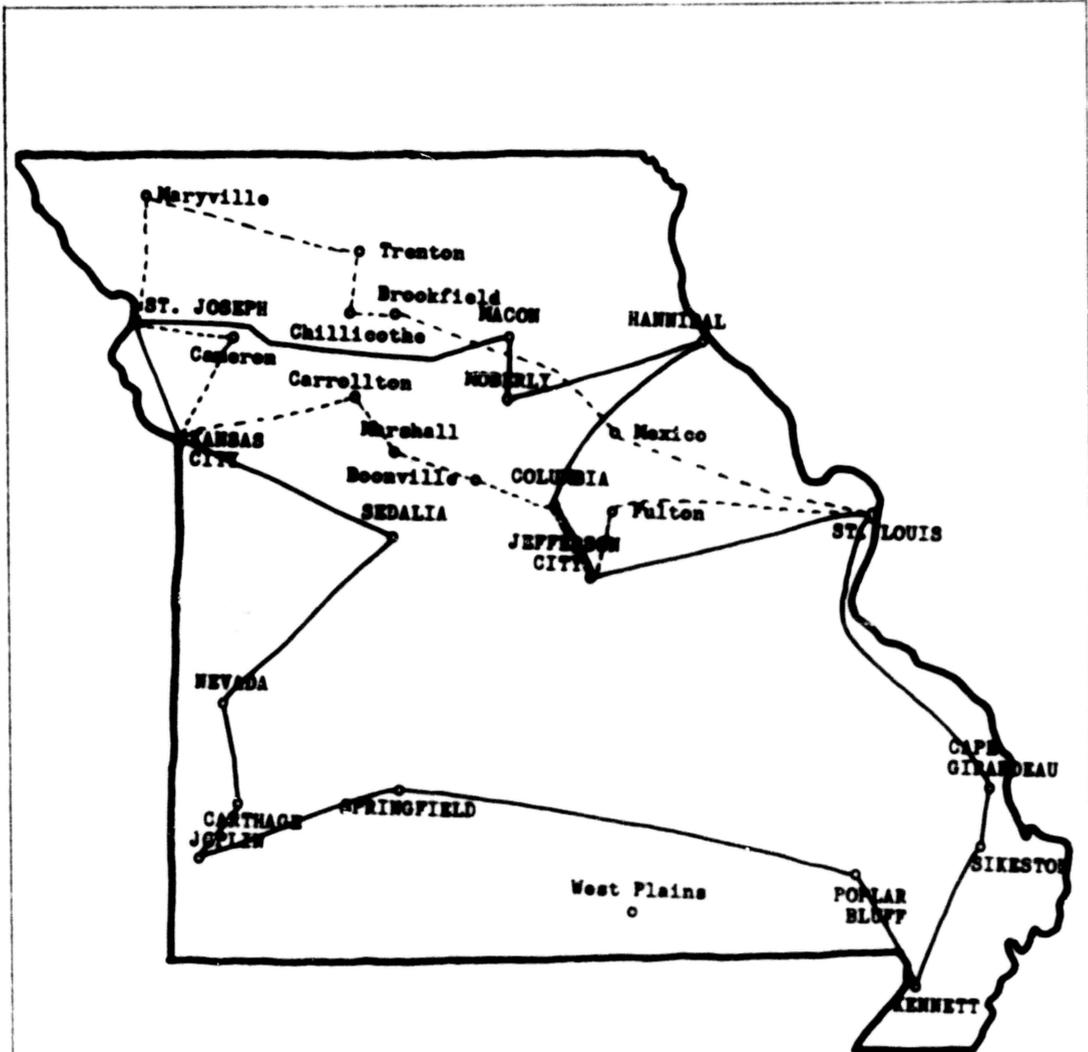


Figure 2. Locations of Associated Press wire service subscriber members in Missouri. Solid lines connect teletypesetter (TTS) wire points, listed in capital letters. Dash lines join pony service recipients, listed in capital and lower case letters, and news collection points, listed in capitals. West Plains, not joined to any of the others, is served by the AP's radio wire.

Springfield News (M) and Leader and Press.

Ten Missouri afternoon dailies, located primarily in central and north central Missouri, receive a special abbreviated report, known as a pony service, four hours a day, from 10 o'clock in the morning until 2 in the afternoon (8 o'clock until noon on Saturdays.) The service is provided on the Missouri news collection wire, which stretches from Kansas City to Jefferson City to St. Louis to Columbia to St. Joseph and back to Kansas City. Dailies in that vicinity receiving the pony service are: Boonville News, Brookfield News-Bulletin, Carrollton Democrat, Chillicothe Constitution-Tribune, Fulton Sun-Gazette, Marshall Democrat-News, Maryville Forum, Mexico Ledger, Trenton Republican-Times, and Cameron News-Observer. One newspaper, the West Plains Quill, receives the AP radio wire under a special arrangement because it is not in proximity to the news collection wire. The papers on this pony line get a 2,500-word summary of all the national and regional news at the beginning of each day and again shortly before the transmission period ends. During the remainder of the time they receive state news as it comes up in regular transit from the three bureaus and other news-gathering points on the news collection wire.<sup>5</sup>

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<sup>5</sup> Information received personally from Calvin Mannon, assistant manager of the AP bureau in Kansas City, Feb. 9, 1957.

Four newspaper units in three cities receive competing wire services in addition to the TTS wire of the AP. These are the Columbia Missourian, which is a United Press client; Columbia Tribune, which receives the International News Service wire; and the St. Joseph and Springfield newspapers, which receive both the UP and INS services.<sup>6</sup>

The St. Joseph newspapers are a special case and merit a special mention. In addition to the previously mentioned wires--the Associated Press' A and B, TTS sports, and Missouri TTS news wires--and the two competing service wires, the St. Joseph papers also receive the AP's Kansas TTS wire, since it is a border city with a large circulation in both states. Not counting the news collection wire, the St. Joseph papers receive a total of five Associated Press wires in addition to UP and INS.

All other dailies on the AP's Missouri TTS wire receive only the one wire service. Among the newspapers in the pony service group, one, the Mexico Ledger, receives a competing news report, that of the United Press.

Of the sixteen afternoon dailies on the TTS circuit in Missouri, ten receive the 1 to 6 a.m. service known as the early TA wire. These are the P.M.'s at Cape Girardeau, Hannibal, Jefferson City, Joplin, Poplar Bluff,

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<sup>6</sup>1957 Editor & Publisher International Yearbook, pp. 94-98.

St. Joseph, Sedalia, Sikeston, Springfield and Moberly. Not receiving the early TA service are the papers at Carthage, Columbia, Kennett, Macon and Nevada.

Eight of the sixteen afternoon TTS newspapers receive the pre-punched tape, while the other eight take the TTS monitor copy only. Those receiving the tape are the newspapers at Carthage, Jefferson City, Joplin, Moberly, St. Joseph, Sedalia, Springfield, and the Columbia Missourian.

The Kansas City and St. Louis papers, of course, receive a virtual multitude of wire services. In addition to the three major wire associations, the metropolitan dailies receive other special wires as follows:

St. Louis Post-Dispatch--The New York Times, New York Herald-Tribune, and Chicago Daily News services.

St. Louis Globe-Democrat--The Chicago Tribune-New York Daily News, North American Newspaper Alliance, Reuter's, and Dow Jones services.

Kansas City Star and Times--The Chicago Daily News, Chicago Tribune-New York Daily News, Reuter's, North American Newspaper Alliance, and the New York Times services.

Eighteen daily newspapers in Missouri are not members of the Associated Press. Of these, one, the Kansas City News-Press, receives both the United Press and the International News Service and also the New York

Herald-Tribune service. Ten receive United Press service exclusively, and seven have no wire service.

The ten United Press papers are: Clinton Democrat, Excelsior Springs Standard, Festus-Crystal City News-Democrat, Independence Examiner, Kirksville Express & News, Lebanon Record, Lexington Advertiser-News, Neosho News, Rolla News, and Warrensburg Star-Journal.

The seven dailies without wire service are: Butler Democrat, St. Francois County Journal (Flat River), Lamar Democrat, Monett Times, St. Charles Banner-News, St. Charles Cosmos-Monitor, and Webb City Sentinel.<sup>7</sup>

To handle its national, regional and state wire operations, the Associated Press has in its Kansas City bureau a total of seventy-two employes. Of these, thirty-two are editorial and forty are traffic workers. The traffic division employes are primarily teletype machine operators, supervisors and apprentices. The editorial employes include a number of specialists such as sports men. They also are divided into categories based on geographical or wire specialties, and according to shift.

Some of the editorial positions in the AP's Kansas City operation are as follows: The early supervisor and early editor, who have the overnight assignment; the day supervisor, day East editor, day Coast editor, day Kansas editor, day Missouri editor, day sports,

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<sup>7</sup>Ibid.

radio and photo editors. There are corresponding night editors for the evening shift.

The AP has two full-time editorial employes in its Jefferson City office to handle state government news, and temporary help is added during sessions of the Legislature. In the St. Louis office there are six editorial and fifteen traffic employes, making a total of forty editorial and fifty-five traffic employes of the Associated Press in Missouri.<sup>8</sup>

These figures of course do not include Associated Press correspondents or stringers on the staffs of the member newspapers, who contribute news of their localities to the AP. These part-time correspondents are in some cases paid for their efforts on a by-the-word basis, and in other cases there is no direct payment. The AP is entitled to the use of all news gathered by its member papers because of its organizational set-up. Because of this right, the editors of some papers sometimes will follow a policy of assigning the reporter turning in a story deemed worthy of wire service dissemination to file it to the Associated Press. Despite this right, however, the AP usually has made it a custom to pay correspondents where special effort or inconvenience is required in getting the story for the news service.

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<sup>8</sup>DeLuce, op. cit.

## CHAPTER IV

### PREPARATION OF THE STUDY

As stated in the introduction, the purpose of this study is to analyze the content of the Missouri teletypesetter wire service of the Associated Press, and to see what use is made of it by the sixteen afternoon dailies it serves.

In order to carry out the project, it was necessary to (1) select a period with which the study would be concerned; (2) obtain the full reports of the AP's teletypesetter wire for each day during the period; (3) obtain copies of the sixteen afternoon newspapers involved, for each day in the study period; (4) establish a method of analysis whereby the news distributed by the Associated Press and that used by the TTS subscribers could be broken down into appropriate categories for comparison.

Selection of period. It was decided that the length of the period should be two weeks, and the period selected was January 21 through February 2, 1957. This period was chosen on the basis of its news. A wide variety of newsworthy occurrences or events spaced out throughout the world was recorded during this period. The rationale behind the selection was that this abundance of news would make it possible to study just how

much of what types of news the editors would use when they had a large variety available.<sup>1</sup>

Some of the principal news events taken into consideration in selecting the period were: The inauguration of President Eisenhower to begin his second term on January 21, the first day of this period; the birth of a daughter to Grace Kelly, the former movie queen of America, and her husband, Prince Rainier, of Monaco; the capture of George Metesky, the "Mad Bomber" who had terrorized New York for years with his home-made bombs; the gruesome murder of the Grimes sisters in Chicago and the subsequent arrest, confession and retraction of Benny Bedwell, the Skid Row dishwasher accused of the crime.

There were also important political news developments in the United States and the world. The United Nations was discussing the tense Israeli-Egyptian dispute over Gaza and other after-effects of the November, 1956, flare-up of hostilities; the United States Senate was involved in a controversial debate over Middle East policy; some senators were indignant over the prospective visit of Premier Tito of Yugoslavia, and Tito called off the proposed trip; King Saud of Saudi Arabia arrived in the United States for an official visit, to be snubbed officially in New York and welcomed warmly in Washington.

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<sup>1</sup>The suggestion was made by Frank Gorrie, manager of the Associated Press' Kansas City bureau.

There were also news stories concerning racial strife in the South, sports in Australia, an airplane disaster in Alaska, a sensational murder trial in England, the establishment of a new station for scientific exploration and experimentation in Antarctica, Greek and Turkish rioting on Cyprus, Chinese Nationalist activity on Formosa, new rumblings of Nasser moves out of Cairo, and of course, a great deal of news emanating from Moscow.

It would be difficult, unquestionably, to choose any one two-week period of the year when there was not a large amount of news-making activity in the world; newspapers depend to a great extent on the principle that there is always something important happening somewhere in the world, and the Associated Press and other news services make it possible to take advantage of this phenomenon. However, the period chosen for the study is without doubt an extremely productive one, from the standpoint of news.

In selecting the period on a basis of news content, the principle of random sampling was ignored. Random selection could have been made the primary aim, and in effect achieved, by another method of selecting the period: by assigning the different days of the week to weeks of the year determined by drawing lots, or some other similar method in which all weeks of the year have equal chances of being selected. Another method, which would have been more random than the arbitrary content

method chosen, but less than the one just described, would have been the consecutive weeks plan. This involves assigning a particular week to the first Monday in the study, taking the Tuesday edition the following week, and continuing in this manner for as many days as are involved in the period decided upon. An alternative plan would be to assign arbitrarily a different weekday to each month of the year, thus insuring that the entire year will be represented in the study.

In settling on the content basis, the deciding factor was the assumption that the study would be more meaningful if the editors have a wide variety of types of news from which to choose. An example of this assumption would be that a true preference is established if a newspaper editor uses a significantly larger proportion of crime news than political, or vice versa, if an abundance of both types is available, whereas the true preference can not be established if the editor has no choice but to run the crime news.

Obtaining the material. A preliminary step to the study was the obtaining of the Associated Press' TTS wire for the period, as well as copies of the sixteen afternoon newspapers it serves. Associated Press officials<sup>2</sup> made available the AP's own files of the TTS wire

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<sup>2</sup>Mr. Gorrie, manager, and Calvin Mannon, assistant manager.

for the period, and the sixteen newspapers all co-operated by sending copies of their newspapers for each day of the period on request of the investigator.

The sixteen newspapers served by the TTS wire for afternoon publication, their publishers or editors, town size and circulation are:<sup>3</sup>

Cape Girardeau Southeast Missourian, Naeter Brothers Publishing Company, Fred W. and George A. Naeter, publishers; Juel Mosley, managing editor; city population 21,758, ABC circulation 14,677.<sup>4</sup>

Carthage Press, Carthage Publishing Company, E. L. Dale, president, publisher, and editor; city population 11,188, circulation 6,145.

Columbia Missourian, University Missourian Association, John C. Stapel, president; W. B. Bickley, editor; city population 31,974; ABC circulation, 3,415.

Columbia Tribune, Tribune Publishing Company, H. J. Waters, Jr., president, publisher, and editor; city population 31,974; ABC circulation 9,930.

Hannibal Courier-Post, Courier-Post Publishing Company; E. L. Sparks, publisher; William A. Cable, editor; city population 20,675; ABC circulation, 10,909.

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<sup>3</sup>1957 Editor & Publisher International Yearbook, Volume 90, No. 9, February 28, 1957, New York, pp. 94-98.

<sup>4</sup>Audit Bureau of Circulation, a national agency which certifies circulations as accurate.

Jefferson City Post-Tribune, News-Tribune Company, Mrs. R. C. Goshorn, president and publisher; Richard Shelton, editor; city population 32,288; circulation, 9,367.

Joplin News-Herald, Joplin Globe Publishing Company, Cowgill Blair, president and publisher; city population 51,134; ABC circulation, 11,800.

Kennett Dunklin Democrat, Kennett Publishing Company, Jack Stapleton Sr., president; Jack Stapleton, Jr., publisher; William E. Dye, editor; city population estimated 12,000<sup>5</sup>; circulation, 4,777.

Macon Chronicle-Herald, Chronicle-Herald Publishing Company, Frank P. Briggs, editor; city population, 4,152; circulation, 4,416.

Moberly Monitor-Index, Moberly Index Printing Company; James Todd, president, publisher, managing editor; W. T. Van Cleve, editor; city population 13,115; circulation, 8,771.

Nevada Daily Mail, Nevada Publishing Company, Oscar S. Stauffer, president; Ben F. Weir, publisher; city population 8,009; circulation 4,469.

Poplar Bluff American Republic, Poplar Bluff Printing Company, Mrs. John H. Wolpers, publisher;

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<sup>5</sup>Not included in Editor & Publisher Yearbook figures. Estimated by investigator from Hammond's New Supreme World Atlas, p. 129.

Robert M. Wolpers, editor, managing editor; city population 15,064; ABC circulation, 12,233.

St. Joseph News-Press, The News-Press & Gazette Company, David R. Bradley, publisher; Arthur V. Burrowes, editor; city population 91,353; ABC circulation 48,129.

Sedalia Democrat, Sedalia Democrat Company, George H. Scruton, editor; city population, 21,131; ABC circulation, 7,935.

Sikeston Standard, Sikeston Publishing Company, C. L. Blanton, Jr., publisher, editor; city population 11,640; ABC circulation 4,611.

Springfield Leader & Press, Springfield Newspapers, Inc., T. W. Duvall, president; C. W. Johnson, editor; city population 91,910; ABC circulation 36,242.

Analyzing the content. A major step in the preparation for the study was the selection of news content categories. Dividing the news into types has proved a consistent challenge to journalism research workers, and it has been agreed generally that no one basic category list will prove acceptable in all cases.<sup>6</sup> The investigator's solution was to develop his own set of categories intended to be most adequate for the study being undertaken. It was, however, based largely on a list of

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<sup>6</sup>Content of Selected U.S. Dailies, a joint study issued in October, 1949, by journalism research workers at Emory University, Kansas State College, University of Oregon, and University of Wisconsin. Supplement.

categories used in a study, Content of Selected U. S. Dailies, issued in October, 1949, and based on a joint project by journalism research workers at four institutions of higher education,<sup>7</sup> and on a supplement to that study.

The aforementioned list was inapplicable to the study being undertaken, since it included numbered categories for such things as advertising and pictorial matter, opinion, and special features, such as crossword puzzles, cartoons and comic strips. These things would all be included logically in a content analysis of newspapers in general, but would have no place in a study intended strictly as an analysis of wire service news. The list of categories derived by the investigator is, with only slight differences, virtually the same as the aforementioned list exclusive of the mentioned exceptions.

As finally selected, the list included twenty-seven categories. These categories, with an explanation of the types of stories that would be included in each, are:

United States Government--This category includes official acts of the non-military branches of the national government; discussion of governmental acts or public

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<sup>7</sup>Ibid.

issues when political parties or candidates are not directly involved; health and social welfare work of public officials or bodies; civil suits, court rulings, or administrative action of police or judicial bodies when criminal action is not involved.

State Government--Included in this category are the same types of news stories as in the first category, except that they apply to the official functioning of the state of Missouri, rather than to the national government.

United States Politics--Included are stories pertaining to national elections, political activities, discussions of political issues as parts of campaigns, political criticism of governmental action; political statements by office-holders during non-election periods; and appearances before political groups. Specifically, for example, a story which might originally be classified as governmental might on subsequent occasions be classified as politics if in the investigator's opinion the particular activity or criticism that resulted from the original event seemed in the main politically inspired. This happened on several occasions during the study, particularly when governmental officials were called upon by political opponents to explain their actions.

State Politics--This covers the same general area on the state level. A specific consideration was the case of a state politician or office-holder whose duty was in Washington but whose home was in Missouri; if the story

concerned the subject's activities on the national level, it would be classified as national politics, but if it concerned the individual himself, it would be listed under state politics. These two political categories also include personnel stories--the addition, resignation or discharge, or transfer of appointive employes.

Defense, Military--Included are official acts of government involving the United States Department of Defense, the Army, Navy, Air Force, Coast Guard, National Guard, or other military body, developments of new weapons, bases, military transportation, and other defense technology.

International--This category is concerned primarily with news events that could reasonably be interpreted as worldwide, or truly international, as opposed to foreign, in scope. It specifically includes all United Nations stories, and all news involving the relations between two countries. Generally, news was classified as international, rather than foreign or (in the United States) national government or politics, if it directly concerned another nation or the official of another nation. While a story that concerned the Congress' deliberations on foreign policy of the United States would be classified as governmental, for instance, the same body's consideration of a resolution seeking to prevent the issuance of an invitation to President Tito of Yugoslavia would be listed under the international category.

Economic--Business activity of all types, including specifically the daily market news, was included in this category. Included was news of business and industry, trade and commerce, banking, salaries, social security, money, finances, and stories of similar nature.

Crime--Included are all news stories which had crime or vice as the central subject, whether the actual news was an account of the crime itself, a subsequent arrest, or any of the judicial proceedings that resulted. Not included are administrative functions of law enforcement agencies, or other phases of activities not directly related to the committing of an unlawful act.

Accidents--Stories of automobile, airplane or other types of accidents, natural disasters, or fires, are generally included in this category. If a fire story were under consideration, for example, it would be classified under accidents unless arson were involved, and even then would remain under accidents unless the central theme of the story was the investigation of the possibility of arson. Stories concerning accidents on the highways caused by bad weather were classified according to emphasis. No story was put under two different classifications and if it was felt that the accidents were emphasized, the story would come in this category, whereas if the story concerned itself with bad road conditions primarily, then the story would be placed in the weather category.

Weather--All news primarily concerned with weather,

including the forecasts, weather roundups, stories of bad road conditions due to the weather, all are included in this category.

Sports--All news pertaining directly to athletic events, or to athletes, whether professional or amateur, are included in this category. If a story concerned an athlete indirectly--that is, if the athlete were involved in the story but the story itself concerned something other than sports, the story was not included in this category even though such stories often are included on sports pages. For example, a story whose news value was that the relative of an athlete had been injured in an automobile accident, the story would be classified under accidents rather than sports.

Labor--News concerning the relationship between management and labor, labor unions, wage contract negotiations, and related stories all are included. If the news concerned labor-management relations less directly, such as the consideration of legislation by the Congress, or the criticism of some aspect of the management-labor situation by an office-holder or would-be office-holder, the story would be classified under the other, appropriate heading.

Agriculture--This category included news concerning the field of agriculture itself, developments, or stories concerning agriculture as an institution, with the stories of agriculture organization activities, except

those that were purely social. Like the labor category, this did not include agriculture legislation, or the frequent and often bitter political news related to this field.

Education--This category was used like the preceding two for stories pertaining to the field of education--public schools or private, colleges or universities, with the requirement that the news must pertain directly to the field to qualify for inclusion in this category.

Religion--Similarly, the developments, or activities of, the field of religion, churches, or religious associations, are included in this classification.

Philanthropy--Included are stories of such organizations as the Red Cross, Community Chest, fund drives for such special groups as the National Foundation for Infantile Paralysis, and contributions of funds by private individuals or groups to colleges or other institutions.

Social Groups--The social activities of groups of whatever kind, whether agricultural, labor, business, public, or any other, are included in this category.

Home, Family--News pertaining to the individual as a member of a home or family group, adolescent or child care problems, homemaking, and activities of primary interest to the family or its members are included.

Personalities--This broadly defined category was used to eliminate what could have been a serious dilemma

in the categorizing of news content in the study. Classified as personalities were not only those persons clearly recognizable as such--that is, celebrities--but also persons whose names had become well enough known, for whatever reason, to merit special attention in wire news stories. In the case of obituaries, for an important example, the very fact that the person was of sufficient importance to merit a wire story of his death was enough to classify him as a personality. In other words, the investigator in setting the study's minimum requirement for being rated as a "personality," accepted the same level that the Associated Press used to determine whether to put the information on the particular wire being studied. According to this definition, a person could become a personality by having a career in politics, entertainment, sports, business, or any other field, or by having become a public figure in a sense as a result of having been involved in the news before. The death of an athlete, for example, would be classified under personalities rather than sports, as would an entertainer's making news in any other way than by entertaining. The birth of a daughter to Grace Kelly and Prince Rainier was classified under personalities, for instance, since the news value of the event was dependent on the fact that Miss Kelly was an acclaimed movie idol.

Arts, Leisure--All stories concerning the arts, literature, and leisure time activities were included.

Classified under this heading were all news items concerning movies, radio, television, the stage, music, art, books, museums, zoos, travel for recreation, vacations and hobbies.

Human Interest--This category was defined rather more narrowly than have human interest stories by some newspaper editors or journalism textbook authors. For the purposes of this study, a story was placed in the human interest category if its appeal was personal or human, and not if it was merely novel or unusual.

Science-Invention--Included in this category are stories of new discoveries in medicine, natural science, technological advancements, and scientific research.

Entertaining--A category with this name was required because of the presence in the AP's daily file of the Hal Boyle column. This column could not be placed daily in any one other category because it might cover a different subject each day; yet the determining factor in running the column was not the editor's decision as to whether he wanted a column on that particular subject; it was merely that, in the case of most editors, he did or did not have a policy of running the Boyle column. Boyle has as his general purpose to be entertaining, thus that name for this category.

Brights, Novelties--Stories which were chosen primarily for their laughter-provoking value, or for their novelty, are included in this category. Editors as a

general rule are fond of the little "brights" or "light-eners" as they are often called. Apparently the editors feel these stories provide a needed comic relief from the bulk of the news, which is so often tragic or grim or tedious.

Social Forces--A category which was not at first planned but which was found to be needed, this one was added to include stories which did not properly fit into any other, and yet were of such a definite nature as to be ill advised for the final, catch-all miscellaneous category. The social forces heading was added to include the news of such happenings as racial strife in the South when those happenings had not progressed to the point that they could be called crimes. The bombing of a home would be classified as a crime, for the purposes of this study, but the actions of groups seeking to promote integration or continued segregation could not very well be. Stories of schools being integrated would fit more appropriately under this heading than under education.

Miscellaneous--A final, catch-all heading under which stories which would not fit in any other category was necessary. Some stories defied classification in any of the aforementioned categories, and thus were placed in this one.

## CHAPTER V

### FINDINGS OF THE STUDY

The analysis of the material in the study is broken down into three main divisions: (1) a categorizing of all the Associated Press wire stories included anywhere in the newspapers, (2) a study by category proportions of the Associated Press news on page one, and (3) an analysis of the datelines into state, regional, national, and foreign categories.

In the first-mentioned division, the total numbers of lines used by the newspapers are categorized, as is the Associated Press' TTS copy itself, and the proportions compared. Two main findings in this phase of the study would be: (1) the similarity or dissimilarity of the proportions in each category by the sixteen newspapers and the Associated Press, and (2) the proportion of total lines used by the various newspapers as compared to the total sent out by the AP.

The main effect of the second phase of the study, the page one comparisons, is to draw out further any definite preferences editors might have in regard to the twenty-seven different news categories, and to ascertain in at least a semi-scientific manner what types of news, and how much of the various types, are being printed on

the front pages of the newspapers.

In the third division of the study, the datelines are analyzed to serve as a supplemental feature, and to provide an additional breadth and scope not possible in a strictly content<sup>9</sup> study. Each of the districts of the dateline study--state, regional, national and foreign--is broken down into specific subdivisions, certain cities which were logically expected to appear frequently in the news, and into categories of "undated" or "others" to account for stories which either had no datelines or whose datelines were not one of the major ones. These last-mentioned categories are included under each of the main divisions, and stories classified in respect to their scope. An undated story, for instance, could be placed in the undated listing for state, regional or national depending upon its content.

Content was not taken into consideration in the placing of datelines in any other case, however. If a foreign dateline appeared on a story, it was classified as foreign, even though the story itself might pertain almost exclusively to Americans or an American activity. For example, a Tijuana, Mexico, dateline was used because a golf tournament was in progress there during the period of the study. The participants were predominately United States citizens--the touring golf professionals and amateurs, but the dateline was not in the United States and thus it was listed as foreign. This and other series

of stories with foreign datelines but with subjects that would be more logically classified as national, helped to increase the percentage of the foreign area in the dateline study and to create a discrepancy in comparison to the foreign and international news categories in the content study.

### I. GENERAL CONSIDERATIONS

The over-all study of content, the first-listed division of the project, is summarized in Tables I and II. Table I, on pages 66 and 67, shows the percentage of news contained in each category, on the average, by the sixteen newspapers in the study, an average of all of them, and by the Associated Press. The figures listed for each newspaper in each category are the percentages calculated from the average number of lines used by the papers in the ten days of the study period. The totals at the bottom of each column are not the totals of the columns themselves, since the percentages in each column naturally total approximately 100.<sup>1</sup> Rather, the totals represent the percentages of the average total number of lines used by each newspaper as compared to the average total issued by the Associated Press.

The actual totals of lines used are shown in

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<sup>1</sup>The percentages were rounded off to two decimal places for convenience in tabling. In each case, however, the total is between 99 and 101 per cent.

TABLE I

PERCENTAGES OF NEWS CATEGORIES USED BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
U. S. Government	9.01	13.04	8.05	7.48	6.48	10.31	10.44	9.21	8.34
State Government	9.91	9.26	9.98	10.54	10.39	11.42	.41	4.41	10.83
U. S. Politics	8.02	6.32	6.69	6.95	7.42	10.81	7.64	8.81	9.35
State Politics	1.86	.47	.55	1.76	.63	1.09	.78	1.23	1.20
Defense-Military	.85	1.18	1.25	2.90	1.69	2.15	1.63	2.52	2.31
International	5.00	6.91	2.50	5.70	6.64	8.63	7.90	10.37	6.68
Foreign	1.18	.72	.08	.86	1.70	.45	1.67	1.90	.75
Economic	8.94	6.84	2.50	4.85	14.01	7.35	10.07	10.68	6.14
Crime	8.78	10.58	8.25	7.22	8.49	8.02	8.60	10.41	9.42
Accidents	8.66	8.92	5.24	11.93	9.26	4.79	7.05	7.85	8.65
Weather	4.18	2.51	7.47	5.12	2.88	4.13	3.16	2.80	5.55
Sports	18.69	20.45	31.62	16.84	17.10	16.32	21.85	12.95	19.88
Labor	2.72	.00	.21	.98	.32	2.38	1.46	1.93	1.06
Agriculture	.32	.00	.32	1.14	.22	.25	.23	.31	.22
Education	.00	.00	.00	.24	.00	.00	.14	.00	.21
Religion	.06	.00	.00	.00	.28	.13	.73	.51	.21
Philanthropy	.10	.00	.00	.16	.12	.12	.18	.17	.08
Social Groups	.87	.58	.87	1.77	.91	.80	.62	.90	.83
Home-Family	.00	.00	.00	.00	.00	.00	.00	.00	.00
Personalities	2.40	1.38	1.92	2.54	3.37	1.42	2.21	3.52	2.31
Arts-Leisure	.26	.00	.84	1.09	.27	.47	.62	.37	.48
Human Interest	.43	.09	.00	.81	.09	.60	.74	.37	.07
Science-Invention	.16	.30	.00	.30	.39	.29	.20	.47	.19
Entertaining	4.75	8.63	10.49	5.20	1.39	6.12	4.67	2.88	2.20
Brights	1.52	1.53	.63	2.01	4.38	.78	4.09	3.33	1.34
Social Forces	.52	.19	.22	.86	.17	.50	1.19	.97	.62
Miscellaneous	.80	.00	.31	.82	1.40	.62	1.81	1.54	1.08
Totals	78.52	44.48	34.22	35.64	47.08	62.91	78.85	96.31	67.79

Car.--Carthage; Ken.--Kennett; Nev.--Nevada; Mac.--Macon; C.G.--Cape Girardeau;  
 Han.--Hannibal; J.C.--Jefferson City; Jop.--Joplin; Mob.--Moberly.

TABLE I (Continued)

PERCENTAGES OF NEWS CATEGORIES USED BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	P.B.	Sed.	Sik.	C.M.	C.T.	S.J.	Spr.	Avg.	A.P.
U. S. Government	6.84	10.04	5.68	9.24	6.81	7.15	8.93	8.73	8.64
State Government	4.41	7.60	12.42	18.64	11.63	1.96	5.46	7.50	8.59
U. S. Politics	8.51	7.35	9.91	7.49	.92	9.78	6.78	7.82	5.55
State Politics	1.27	1.14	3.37	2.69	4.64	.40	1.35	1.31	1.87
Defense-Military	3.24	1.76	.27	2.95	1.11	4.74	3.06	2.20	1.14
International	9.97	7.18	2.40	6.05	1.88	12.57	9.24	7.59	4.48
Foreign	1.23	1.42	1.11	2.85	.00	1.93	1.47	1.23	.66
Economic	5.27	5.19	9.46	10.84	10.78	7.90	4.86	7.84	17.02
Crime	11.42	8.61	7.45	8.29	8.78	10.37	11.11	9.44	7.99
Accidents	6.93	5.97	6.75	5.54	6.81	6.41	7.57	7.46	7.96
Weather	3.36	2.76	7.02	5.77	2.18	2.72	4.12	3.22	8.04
Sports	17.98	19.08	17.52	11.16	35.56	15.17	16.88	18.91	17.08
Labor	2.15	2.19	.27	.75	.70	2.64	1.75	1.58	.78
Agriculture	.17	.29	1.22	.00	.39	.00	.32	.28	.27
Education	.00	.22	.00	.00	.19	.15	.19	.08	.00
Religion	.48	.77	.97	.30	.32	1.18	.71	.42	.23
Philanthropy	.06	.00	.38	.00	.00	.00	.03	.08	.07
Social Groups	1.20	.73	.91	1.81	.82	.82	1.23	.94	1.17
Home-Family	.00	.00	.00	.00	.00	.04	.00	.00	.00
Personalities	3.56	2.42	1.56	1.43	2.24	3.51	3.02	2.59	1.89
Arts-Leisure	.85	.57	.00	1.14	.65	.37	.79	.53	.32
Human Interest	.75	1.05	.00	.00	.23	.76	.80	.48	.16
Science-Invention	.15	.00	.00	.50	.00	.44	.22	.19	.14
Entertaining	2.17	6.34	10.19	1.51	1.10	1.10	4.61	4.10	2.34
Brights	5.10	5.15	1.00	.69	1.37	4.16	3.68	2.85	1.14
Social Forces	1.30	.41	.00	.00	.36	1.63	.77	.73	.38
Miscellaneous	1.63	1.74	.14	.37	.58	2.21	1.09	1.15	1.34
Totals	86.62	46.49	14.33	23.90	45.24	56.28	78.05	56.04	100.00

P.B.--Poplar Bluff; Sed.--Sedalia; Sik.--Sikeston; C.M.--Columbia Missourian;  
 C.T.--Columbia Tribune; S.J.--St. Joseph; Spr.--Springfield; A.P.--Associated Press.

TABLE II

AVERAGES OF LINES IN NEWS CATEGORIES BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
U. S. Government	218.1	178.8	84.9	82.2	94.4	200.7	253.9	273.5	174.2
State Government	239.9	126.9	105.3	115.7	150.8	221.4	9.9	131.0	226.3
U. S. Politics	194.2	86.6	70.6	76.4	107.7	209.7	185.7	261.5	195.4
State Politics	45.1	6.5	5.8	19.3	9.2	21.3	19.0	36.6	25.0
Defense-Military	20.6	16.2	13.2	31.9	24.5	41.7	39.5	74.9	48.3
International	121.0	94.7	26.4	62.6	96.4	167.4	192.0	308.0	139.6
Foreign	28.5	9.9	.8	9.5	24.6	8.8	39.3	56.4	15.6
Economic	216.4	93.8	26.4	53.3	203.3	142.5	244.8	317.1	128.3
Crime	212.6	145.0	87.0	79.3	123.2	155.6	209.1	309.0	196.9
Accidents	209.7	122.3	55.3	131.2	134.4	92.8	171.3	233.2	180.8
Weather	101.1	35.8	78.8	56.3	41.8	80.0	76.7	83.0	116.0
Sports	452.4	280.4	333.5	185.0	248.2	316.4	531.0	384.5	415.4
Labor	65.9	.0	2.2	10.8	4.7	46.1	35.5	57.3	22.1
Agriculture	7.8	.0	3.4	12.5	3.2	4.8	5.5	9.2	4.6
Education	.0	.0	.0	2.6	.0	.0	3.3	.0	4.3
Religion	1.6	.0	.0	.0	4.0	2.5	17.7	15.0	4.3
Philanthropy	2.3	.0	.0	1.8	1.7	2.3	4.4	5.1	1.7
Social Groups	21.1	8.0	9.2	19.5	13.2	15.7	15.0	26.8	17.4
Home-Family	.0	.0	.0	.0	.0	.0	.0	.0	.0
Personalities	58.1	18.9	20.3	27.9	48.9	27.6	53.6	104.6	48.3
Arts-Leisure	6.2	.0	8.9	11.0	3.0	9.1	15.1	10.9	10.1
Human Interest	10.5	1.2	.0	8.9	1.3	11.6	18.0	11.0	1.4
Science-Invention	3.9	4.1	.0	3.3	5.6	5.6	4.8	1.4	4.0
Entertaining	114.9	118.3	110.7	57.1	20.1	118.7	113.5	85.5	46.0
Brights	36.8	21.0	6.6	22.1	63.6	16.2	99.4	99.0	28.0
Social Forces	12.6	2.6	2.3	9.5	2.5	9.7	28.9	28.8	13.0
Miscellaneous	19.3	.0	3.3	9.0	20.3	12.0	43.6	45.7	22.5
Totals	2420.6	1371.0	1054.9	1098.7	1451.2	1939.2	2430.5	2969.0	2089.5

TABLE II (Continued)

AVERAGES OF LINES IN NEWS CATEGORIES BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	P.B.	Sed.	Sik.	C. M.	C.T.	S.J.	Spr.	Avg.	A.P.
U. S. Government	182.6	143.9	25.1	68.1	94.9	124.1	214.9	159.9	266.3
State Government	117.8	108.9	54.9	137.3	162.2	34.0	131.3	129.6	264.7
U. S. Politics	227.2	105.4	43.8	55.2	12.8	169.6	161.9	135.2	171.0
State Politics	33.8	15.4	14.9	19.8	64.7	7.0	32.4	23.6	57.5
Defense-Military	86.6	25.2	1.2	21.7	15.5	82.2	73.5	38.5	57.9
International	266.1	102.9	10.6	44.6	26.2	218.0	222.4	131.2	138.0
Foreign	32.9	20.4	4.9	21.0	.0	33.4	35.4	21.3	20.2
Economic	140.8	74.4	41.8	79.9	149.8	137.0	116.9	135.4	524.7
Crime	305.0	123.4	32.9	61.1	122.4	179.9	267.3	163.1	246.5
Accidents	185.1	85.5	29.8	40.8	94.9	111.2	182.0	128.8	245.3
Weather	89.6	39.6	31.0	42.5	30.4	47.2	99.2	65.6	247.9
Sports	480.0	273.4	77.4	82.2	496.0	263.2	406.0	326.6	526.6
Labor	57.3	31.4	1.2	5.5	9.7	45.8	42.2	27.4	23.9
Agriculture	4.5	4.2	5.4	.0	5.5	.0	7.6	4.9	8.4
Education	.0	3.2	.0	.0	2.6	2.6	4.6	1.5	.0
Religion	12.7	11.0	4.3	2.2	4.5	20.4	17.2	7.3	7.2
Philanthropy	1.7	.0	1.7	.0	.0	.0	.7	1.5	2.3
Social Groups	32.1	10.6	4.0	13.3	11.4	14.3	29.7	16.3	36.1
Home-Family	.0	.0	.0	.0	.0	.7	.0	.0	.0
Personalities	95.0	34.7	6.9	10.5	31.2	59.8	72.7	44.9	58.4
Arts-Leisure	22.7	8.1	.0	8.4	9.1	6.5	19.0	9.3	10.0
Human Interest	20.1	15.1	.0	.0	3.2	13.1	19.2	8.4	4.9
Science-Invention	4.0	.0	.0	3.7	.0	7.6	5.3	3.3	4.2
Entertaining	57.9	90.9	45.0	11.1	15.3	19.1	111.0	70.9	72.1
Brights	136.3	73.8	4.4	5.1	19.1	71.4	88.6	49.4	35.1
Social Forces	34.8	5.9	.0	.0	5.0	28.2	18.5	12.6	11.6
Miscellaneous	43.6	24.9	.6	2.7	8.1	38.4	26.3	20.0	41.4
Totals	2670.2	1433.2	441.8	736.7	1394.5	1734.7	2405.8	1727.5	3082.5

Table II, pages 68 and 69. Some of the more important general findings of the study may be discovered most easily by reference to the totals and the last two columns of Tables I and II.

The AP's day TTS wire transmitted to the sixteen newspapers an average of 3,082.5 lines a day during the period under study. Of this total, the average or mean use by the newspapers was 1,727.5 lines daily, according to Table I. This is shown in Table II to be 56.04 per cent of the total transmitted by the AP on the TTS day wire. There was a great diversity of usage of the wire news, however, the totals columns disclose. Table II shows that while the mean use was 1,727.5 lines daily, the mean totals ranged widely, from 441.8 to 2,969.0 lines. Percentagewise, this range was from 14.33 to 96.31 per cent of the Associated Press' mean total.<sup>2</sup> With a standard deviation value of 23.58 per cent, the generally accepted normal range of from minus one to plus one standard deviation would stretch from 32.46 to 79.62 per cent of the mean AP total. In a normal population, this area would include approximately 68 per cent of the

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<sup>2</sup>It was not possible in many cases to determine whether the AP story used by a newspaper was printed from the TTS wire or the early TA wire, and in some other cases from another wire service of the AP. Therefore the total lines used by newspapers in this study includes news items which came, or could have come, from the TTS wire. AP stories which obviously came from another wire were not counted.

total. In this study, twelve of the sixteen papers, or 75 per cent, are included in that range. However, there was a great deal of variation within the minus one-plus one standard deviation range, with three papers grouped in the 78-plus per cent bracket at the top and two others around 35 per cent. The other seven newspapers within this range were spaced out fairly evenly, with four in the forties, one in the fifties, and two in the sixties.

One hypothesis concerning the use of the total amount of Associated Press copy was not necessarily borne out by the study. It was theorized that papers which received the Associated Press service only would use a greater percentage of the available wire news than would the newspapers which received the reports of rival agencies. For convenience the newspapers are grouped in Table I according to whether they received only the TTS wire service of the AP, other AP wire news, or opposition associations' reports. The first four newspapers listed in Table I, those published at Carthage, Kennett, Nevada, and Macon, receive only the day TTS wire. Their percentage of AP usage totaled 78.52, 44.48, 34.32, and 35.64 per cent, respectively, with a median value of approximately 39 per cent. The next eight papers listed, those at Cape Girardeau, Hannibal, Jefferson City, Joplin, Moberly, Poplar Bluff, Sedalia, and Sikeston, receive only Associated Press service, but get the early TA wire service in addition to the TTS. The percentages in this

group ranged from 14.33 to 96.31 per cent, with a median of 65-plus per cent. The next two newspapers listed, the Columbia Missourian and Columbia Tribune, receive the TTS wire of the AP, but not the early TA wire, and also receive the news services of other wire associations, the United Press in the case of the Missourian and International News Service in the case of the Tribune. The Tribune also gets the news collection wire of the AP, which serves the pony wire points in addition to functioning as a news-gathering wire. It is possible that the Tribune on some occasions would have access to news off the collection wire which supplemented or contained more details than the TTS wire story. The Tribune's percentage of AP usage was 45.24 per cent, as compared with 23.90 for the Missourian. The last two papers listed, St. Joseph and Springfield, receive both the United Press and International News Service reports in addition to the Associated Press TTS service, the early TA wire news, and the TTS sports wire service. St. Joseph also receives the AP's main trunk wire and others previously described. These two papers showed Associated Press TTS usage of 78.05 per cent for Springfield, and 56.28 per cent for St. Joseph.

The heterogeneity of the newspapers involved in the study, from a standpoint of average newspaper size, other wire services available, home city population and news potential, proximity to larger cities such as St.

Louis and Kansas City, and the newspapers' own staff situations were factors which apparently affected the use of TTS wire copy. The larger papers which had rival wire services tending to cut into the total of AP copy used often counteracted this factor by having more pages and running more stories of all kinds. If the news space of all the papers were equated, the variation of space would be eliminated as factor and perhaps would make possible a more meaningful analysis of the totals used.

## II. THE COMPOSITE PAPER

An interesting composite picture of the average TTS newspaper may be drawn by reference to the six tables included in this chapter, and by the use of other, non-tabulated material.

The composite paper averaged 12.9 pages per issue<sup>3</sup> and used approximately 216 inches of Associated Press TTS copy, 1727.5 lines, or slightly more than 56 per cent of the total average transmitted daily by the Associated Press on the TTS wire. Table VI, pages 103 and 104, shows that the AP transmitted an average of 106.3 stories a day, and of these, the composite TTS paper used 52.0 stories, or 48.99 per cent of the AP total. Table V, pages 101 and 102, shows that of the stories used by the

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<sup>3</sup>The range of each paper's mean size in page numbers during the period was from 7.0 to 21.6 pages, with the smallest paper six and the largest forty-two pages.

composite paper, 57.66 per cent carried national date-lines, 28.62 per cent state, 11.02 international or foreign, and 2.64 per cent regional.

The most popular category in the composite paper, as indicated by Tables I and II, was sports, with a daily average of 326.6 lines, or approximately 41 inches of AP sports news, representing 18.91 per cent of the wire copy used. Correspondingly, sports was the biggest item in the TTS file, with a mean daily transmission of 526.6 lines, or 17.08 per cent of the total transmitted in all categories. However, in the AP averages, the economic category, with its heavy dependence on the markets, received virtually equal treatment, totaling 524.7 lines on the average, or 17.02 per cent. The composite newspaper did not use so great a proportion of the economic news, but dropped it to fourth place, grouped with four other news categories.

After sports, the composite paper's next favorite news category was crime, with a daily use averaging 163.1 lines, or approximately twenty inches, and representing 9.44 per cent of the total TTS copy used. United States government was the third most popular category, averaging 150.9 lines, or a little more than eighteen inches daily, and 8.73 per cent. Grouped below these three, in the seven-plus per cent bracket, were these categories: economic, with 135.4 lines and 7.84 per cent; national politics, with 135.2 lines and 7.82 per cent; international,

with 131.2 lines and 7.59 per cent; state government, with 129.6 lines and 7.50 per cent, and accidents, with 128.8 lines and 7.46 per cent of the composite total line mean. Others receiving mentionable attention were the entertaining category, consisting entirely of the Hal Boyle column, 70.9 lines, 4.10 per cent; weather, 65.6 lines, 3.22 per cent; brights and novelties, 49.4 lines, 2.85 per cent; personalities, 44.9 lines, 2.59 per cent, and defense-military, 38.5 lines, 2.20 per cent.

On page one, the composite paper showed some different ideas. Lines of AP copy totaled 420.2 daily, or 24.3 per cent of the daily average in the entire paper. This is approximately fifty-two and one-half inches, and the composite total was approximately 60 per cent of the front page average of the leading individual newspaper, as regards page one usage. The Hannibal Courier-Post carried a daily average of 702.2 lines of AP copy on the front page, or approximately eighty-eight inches.

With sports relegated to the inside pages and registering a negligible .19 per cent on page one, the composite paper showed new favorite categories for front page use. Leading the list was national government, with 66.5 lines, or 15.83 per cent of the front page total, according to Tables III and IV, pages 92, 93, 94, and 95. Almost equally favored were: national politics, with 62.5 lines and 14.87 per cent; accidents, with 53.9 lines, 12.73 per cent; crime, 51.2 lines, 12.19 per cent; state

government, 49.4 lines, 11.75 per cent; and international, 46.1 lines, 10.97 per cent. Other categories receiving some degree of attention on page one were: weather, 29.5 lines, 7.02 per cent; personalities, 9.3 lines, 2.21 per cent; brights, 8.9 lines, 2.12 per cent; defense-military, 8.4 lines, 1.99 per cent; economic, 7.4 lines, 1.76 per cent; and state politics, 5.6 lines, 1.33 per cent.

### III. TOTAL CONTENT CONSIDERATIONS

Variation was the keynote of the news content study during the period. The news varied, not too surprisingly, from category to category and from day to day throughout, and even the AP's day TTS wire itself, highly standardized and geared to a set time schedule, varied in total volume by more than 1,000 lines. Producing a mean total of 3,082.5 lines daily, the TTS wire's daily totals ranged from 3,414 lines on January 22 to 2,393 the next day. Some of the major categories were relatively consistent, notably sports and economic, whose high daily totals made them the over-all leaders in the average of the individual days of TTS service. Others, however, ranged widely as the news changed in nature from day to day. The national politics category, for example, included more lines than any other in the AP totals on January 21, first day of the period. The first day total was 698 lines, but two days later, the TTS wire did not contain any news classified as United States politics.

The explanation in this case was apparent: President Eisenhower was inaugurated for his second term on that day, and the stories of his inauguration, speech, and related activities dominated the AP's file. Except for sports and economic, which recorded 653 and 535 lines, respectively, other categories were left with only a relative scattering of lines on this day.

The crime category made its biggest surge of the period on January 22, second day of the study period, with 526 lines, more than double its over-all average of 246.5 lines. The occasion was the arrest of George Metesky, New York's "Mad Bomber." Congressional activity concerning the Middle East policy and the national budget brought federal government news its biggest total on January 23, with 434 lines, after a low of 97 lines on the previous day. The state government category was active on January 22 and again January 24, due to legislation being considered by the newly reconvened General Assembly, and administrative department and institutional budget requests.

Crime news showed an 80 per cent decline on the day after the Mad Bomber story broke, but surged again the following day, January 24, on the strength of mushrooming mystery and news developments surrounding the murder of the teen-aged Grimes sisters of Chicago. The crime category registered 326 lines January 24, increased to 388 January 25, and continued strong the following

Monday with 318 before tapering off for the rest of the period.

Defense and military news got its biggest play on January 28, with 239 lines, on the strength of previously secret missile program information disclosed by the Army.

State government news soared to its highest point on January 30 with the half-billion dollar state budget request by Governor James T. Blair, Jr. The category totaled 621 lines that day and 452 the following day on the strength of the budget story and related news.

Two categories which proved more consistent than most others during the period were accidents and weather. The accidents category had its two biggest days on January 22, when the Gans, Okla., tornado and others occurred, and January 31, when two planes collided and parts fell on school children near Van Nuys, Calif. On those two days the accidents category recorded 342 and 365 lines, respectively, compared with an average of 245.3 lines. Weather news showed the least variation of any category, with an almost unbroken line of 200-plus days. There were only two exceptions, a 322-line total on January 28, and 184 lines on January 31. Another relatively consistent category was international news, which ranged from a low of 46 lines on the first day of the period to a high of 230 on the last day. The February 1 total was increased by a "most hated man" analysis from London, involving Secretary of State Dulles of the United States, Prime Minister

Nehru of India, and President Nasser of Egypt; by a description of King Saud's visit to this country; and a United Nations story about a rift between Canada and the United States over the Sinai Desert problem.

Among the less major categories, personalities surged on January 23 with the birth of a daughter to the abdicated American movie queen, Grace Kelly, and her husband, Prince Rainier, in Monaco. The arts and leisure category was bolstered by the AP's inclusion of stories about the quiz show sensation, Charles Van Doren, who won more than \$100,000 on the program "Twenty-One" during the period. Otherwise, the arts, books, entertainment and leisure time activities received little attention on the TTS wire.

Categories which received negligible coverage on the TTS wire included agriculture, education, religion, philanthropy, human interest, and science-invention, all of which averaged fewer than 10 lines a day. In most of these categories there were no stories at all a majority of the days. Education, as such, received no attention at all, but it should be pointed out that in this category and some of the others, especially agriculture, news related to them was included on frequent occasions in other classifications, such as governmental. Labor news received more space than the other specific field categories did during the period, averaging 23.9 lines a day. It was helped by the fact that an American Federation of

Labor-Congress of Industrial Organizations convention was held in Miami Beach, Fla., during the period studied. The social groups category also fared slightly better than several of the others, exceeding one hundred lines on two days and averaging 36.1 lines for the entire period.

#### Individual Newspapers

The mean use of TTS wire copy through a description of the composite newspaper has been given. However, the individual newspapers varied widely in their use of the AP's news selection on the TTS wire. In the following space, a brief description of the principal characteristics of the use made by each of the sixteen newspapers will be given:

Carthage Press. The Press proved to be one of the most prolific users of AP copy. One of the four newspapers which receive only the TTS day wire, and not the early TA service, the Press had a mean use of 78.52 per cent of the wire service's daily average lines total. Carthage used 2,420.6 lines a day, on the average, in a paper with a mean size of 11.4 pages. In its selection of the various categories of news, the Press corresponded substantially with the proportions sent out by the AP. In all but four cases, the percentages recorded for Carthage were within one or two percentage points of those recorded for the TTS wire. One of these was the economic category, which took up 17.02 per cent of the TTS wire, and

in which the individual papers were undoubtedly expected to be selective. Carthage's use averaged 8.94 per cent. The Press used approximately 3 per cent more national political news, 2 per cent more labor copy, and 2 per cent more of Hal Boyle's column than the percentage figures for the AP. There is no evidence of significance in any of these differences.

Dunklin Democrat, Kennett. The Kennett paper, which averaged 9.8 pages per issue during the period, used 44.48 per cent of the AP total, of 1,371.0 lines. The Democrat's category proportions differed more markedly from the TTS wire than did those of the first-mentioned paper, but not so much as to indicate any decided difference in news values. The Democrat used 13.04 per cent of federal government news, more than 4 per cent more than the TTS figure. Kennett also used slightly more crime news, proportionately, than the AP sent out, and less weather information. The Boyle column was used daily and took up proportionately some 6 per cent more of the paper's total AP usage.

Nevada Mail. With a 7.0-page mean for the period, the Mail was the smallest paper of the sixteen. A striking feature of its TTS wire usage was an unusually high percentage of sports news, 31.62 per cent. The Mail used an average of 1,054.9 lines of TTS wire news a day, or 34.22 per cent of the AP's output on that wire. Of this, 333.5 lines, were devoted to sports. The Boyle

column took up another 110.7 lines, or 10.49 per cent of the total used by the paper. Other categories corresponded reasonably well with the TTS proportions.

Macon Chronicle-Herald. Like the first-named three, the Chronicle-Herald receives only the TTS day wire of the AP and no competing wire service. It used a mean total of 1,098.7 lines a day, or 35.64 per cent of the available wire copy, in a paper averaging 8.2 pages an edition. Of the totals used, the proportions corresponded with few exceptions to those recorded for the Associated Press. There was the expected lesser use of economic news, 4 per cent more crime news, and 3 per cent less than the AP percentage in the weather news category. Around its 1098.7 mean, the Chronicle-Herald's daily totals ranged from 744 to 2,348 lines, or approximately ninety-three to 294 inches.

Cape Girardeau Southeast Missourian. Averaging 14.2 pages a day, the Southeast Missourian used a mean 47.08 per cent of the TTS wire total, or 1,451.2 lines daily. The range was from 880 to 1,933 lines. The category proportions were generally in line with the AP's; however, the Southeast Missourian used slightly more state government, national politics, international, and crime news, and slightly less federal government and weather. Cape Girardeau used 14.01 per cent economic news, an extremely large proportion compared to other papers, but corresponding roughly to the Associated

Press percentage.

Hannibal Courier-Post. A distinguishing feature of the Courier-Post's TTS news usage was its larger, and virtually equal, percentages given over to government and political news. The Courier-Post used an average daily total of 1,939.2 lines, or 62.91 per cent of the TTS total. Of the wire copy used, the Courier-Post devoted roughly 40 per cent to news of political significance, as follows: federal government, 10.31 per cent; state government, 11.42; national politics, 10.81; international, 8.63. These exceeded the AP proportions in all cases. In the case of two others political categories, state politics and foreign news, the Hannibal percentage corresponded with that of the AP. There was a corresponding decline in accident and weather news, with others generally approximating the TTS proportions. The Courier-Post averaged 14.4 pages daily.

Jefferson City Post-Tribune. The Missouri capital city's afternoon paper, averaging 12.2 pages a day for the period, used a mean total of 2,430.5 lines of AP copy daily, or 78.8 per cent of the TTS wire average daily total. Naturally, the Jefferson City paper showed a negligible use of Associated Press wire news in the state government and state politics categories: These stories almost invariably originated from Jefferson City, and were written locally, although it is possible AP stories may have been used to supplement or initiate

locally written news items. The Post-Tribune showed a slightly heavier use of wire sports news, with 21.85 per cent of its total devoted to that field, and also used larger percentages of federal government, national politics, and international news. Its weather news was 3.16 per cent of the paper's mean total, 5 per cent less than the TTS proportion. The Jefferson City paper had a relatively wide range of total AP lines used, from 3,672 on January 21 to 1,662 on January 22.

Joplin News-Herald. Typifying this newspaper was its great volume of Associated Press news. The News-Herald used during the period a mean total of 2,969.0 lines of AP wire news, or 96.31 per cent of that available on the TTS wire. The paper's daily totals ranged from 2,268 to 3,578 lines. Apparently in some instances the early TA wire stories containing more words than their TTS counterparts were used by the News-Herald, making it possible to publish more lines of AP news than were transmitted on the TTS wire. Although the Joplin paper averaged only 12.8 pages daily, just under the mean of the entire group of newspapers in the study, its totals approximated 371 inches daily. Another distinctive characteristic of the News-Herald was its even spread of content proportions throughout the various categories, and particularly its relatively reduced use of sports wire news. In contrast to the AP's average 17.08 per cent of sports news, and the equally high or higher percentages recorded

for other newspapers, the Joplin newspaper carried a mean percentage of only 12.95 in the sports category. Proportionately increased was the international news category, with 10.37 per cent compared with the TTS wire's 4.48. Also above the wire service proportion was national politics news, with 8.81 per cent, three above the AP figure. Crime news was approximately 5 per cent above the TTS wire percentage, at 10.41; and weather category news, as in many other cases, was down by approximately 5 per cent.

Moberly Monitor-Index. Averaging 11.2 pages an issue, this TTS subscriber used a mean daily total of 2,089.5 lines of AP copy, representing 67.79 per cent, or almost exactly two-thirds, of the TTS file available to it. The Monitor-Index in general used approximately equal proportions to those sent out by the AP in the various categories; but with the percentage points gained in the usual lower economic proportion, Moberly showed slight increases over the AP level in state government, national politics, international, crime, and sports news. A slight decline was recorded in the weather category.

Poplar Bluff American Republic. One of the heaviest users of Associated Press copy, the American Republic printed a mean 2,670.2 lines daily, 86.62 per cent of the TTS wire's average daily total. The paper used proportionately less federal government and state government news but greater percentages of international, defense-

military, and crime news. Sports news corresponded proportionately almost exactly with the AP percentage. The economic and weather categories were correspondingly lower, as in most of the other papers. Range of the American Republic daily totals was rather wide, from 2,222 to 3,129 lines.

Sedalia Democrat. This newspaper, which published a paper averaging 12.0 pages daily during the period, was slightly under the mean in use of TTS wire news, printing an average of 1,433.2 lines a day, or 46.4 per cent of the AP's mean total. Sedalia's range of total lines was from 861 to 1,841, or approximately 108 to 230 inches. Like many of the other newspapers, the Democrat showed a sharp decline from the AP proportions in its use of economic and weather news, and it exceeded by a small margin, 2 per cent, the TTS wire's sports percentage of 17.08. Slight increases also were noted in federal government, national politics, and international, and foreign news, and a slight decrease in accident category lines. Also typifying the Democrat was the consistent use of the Boyle column, averaging 90.9 lines daily and 6.34 per cent of the total used, and a somewhat heavier than usual dependence on brights, with 5.15 per cent of the wire copy used coming in this category.

Sikeston Standard. The Sikeston paper, which averaged 10.4 pages an issue during the period, showed the

lowest mean usage of the TTS wire, with 441.8 lines, or 14.33 per cent of the AP's daily mean total. The Standard's daily totals ranged from 255 to 632 lines, or approximately thirty-two to seventy-nine inches. Several moderate deviations from the AP proportions were recorded in certain categories. The Democrat used a greater percentage of state government, national political, and state political news, but showed a 3 per cent reduction in federal government news, and 2 per cent in international. The Standard corresponded to the AP's proportion of sports news, with 17.52 per cent, thus taking up 77.4 of its 441.8 daily line average. It also used the Boyle column four days, for a mean use of 45.0 lines, or 10.19 per cent of the paper's total wire copy lines.

The newspapers described up to this point have all been strictly Associated Press newspapers, although eight of them receive the additional early TA wire service, while four receive only the day TTS wire being studied. The last four papers present a different situation in that they all subscribe to opposing telegraph news agencies, and also have in certain cases additional AP wire reports. The totals, averages and percentages listed pertain only to the use of AP wire news.

Columbia Missourian. The second lowest user of AP wire news in the period studied, the Missourian published 736.7 lines daily, as a mean figure, representing 23.90 per cent of the TTS wire news available. The range

of daily totals was from 329 to 1,222 lines. The most noticeable feature of the Missourian's usage was an unusually high percentage, 18.64, of state government news, and a daily total lines average of 137.3. With the other categories corresponding generally fairly closely to the TTS wire proportions, there is an indication of the possibility that the Missourian depended more heavily on the Associated Press for state governmental news than on the other agency, the United Press; an alternative possibility is that the Missourian emphasized state government news far more than other categories, and used additional reports from the UP as well. Another feature of the paper's AP usage was its reduced sports category proportion, 11.16 per cent. This is roughly 7 per cent less than the TTS percentage, and suggests the possibility that the Missourian utilized the opposition wire service for the remainder. Some of the Columbia paper's locally written sports news replaced AP copy, of course, since several AP stories concerning the University of Missouri football squad and coaches emanated from Columbia.

Columbia Tribune. The Tribune used somewhat more AP news during the period than did the other Columbia paper, averaging 1,394.5 lines daily, or 45.24 per cent of the TTS daily total. A striking characteristic usage of this usage, was the fact that 35.56 per cent of it, or 496.0 lines a day, was sports news. The Tribune, which also is a client of the International News Service,

apparently depended more on the AP for sports and state news, on the INS to a slightly greater extent for its national and international news. The Tribune's national politics category proportion of the AP wire copy was down nearly 5 per cent, to only .92 per cent, and the federal government, international, and foreign categories were slightly lower. Greater use of the state government and state politics categories also was made.

St. Joseph News-Press. By using 56.28 per cent of the TTS wire's daily mean total, the News-Press most closely approximated the 56.04 average for all the newspapers in the study. Total lines average was 1,734.7. There was probably more variation, from category to category, in the St. Joseph paper than in any other. The News-Press showed a tendency to exceed the TTS proportions in its use of AP news in the national and international categories, but used a great deal less, proportionately, in state categories. Except for the federal government category, which corresponded closely with the TTS proportion, the News-Press used more AP copy in the national and supra-national areas. The News-Press' percentage of international news, 12.57, exceeded that of any other paper analyzed. National political news, averaging 9.78 per cent, almost doubled the TTS figure, and defense-military lines quadrupled the AP average proportion. St. Joseph also used more AP crime news, relatively, with 10.37 per cent. Only 1.96 per cent of the total

averaged by the News-Press each day went into the state government category, compared with 8.59 per cent by the AP, and the state politics category totaled only .40 per cent. The News-Press, which receives both UP and INS service in addition to the TTS and TA and three other AP wires, averaged 21.6 pages to the issue during the period, one of two papers with the biggest average.

Springfield Leader and Press. Like the News-Press of St. Joseph, the Leader and Press receives both the UP and INS services in addition to the AP wires, and averaged 21.6 pages an issue during the period. The percentage of AP copy used by Springfield, however, was greater, 78.05 being one of the highest figures recorded. The Leader and Press also showed somewhat less variation in its category content from the TTS proportions. The Springfield paper exceeded the AP proportions in international, defense-military, and crime news, and used proportionately less TTS copy in state government.

Summation. Considered collectively, the newspapers corresponded closely in most cases to the AP's category proportions. Headings under which the newspapers exceeded the TTS proportions by more than 1 per cent are: national politics, by 2.27 per cent; defense-military, 1.06 per cent; international, 3.11 per cent; crime, 1.45 per cent; sports, 1.83 per cent, and brights, 1.71 per cent. Categories in which the collective newspapers' proportions were under those of the TTS report

are: state government, 1.09 per cent; economic, 9.18 per cent; and weather, 4.82 per cent.

#### IV. PAGE ONE COMPARISONS

In addition to the comparison of proportions for any evidences of dissimilarity and special preference, the page one phase of the news content analysis provides a way of ranking the news categories according to the space given them by the editors on their front pages. In this portion of the study, the first three categories in point of page one total line averages and percentages were listed for each of the sixteen newspapers, and the top categories, taken collectively, were calculated from those listed.

With the abundance and variety of news occurring during the period, the results of this sampling might be offered, with some confidence, as a near approximation of the general and true preferences of Missouri editors.

The top three categories, despite two crime stories of wide interest, were governmental and political. United States government was the top choice of the editors, with national politics a close second and state government a close third. News of accidents and disasters ranked fourth, with crime news fifth, international sixth, and weather seventh. No other categories were recorded among the top three for any newspaper. The three categories were assigned to each newspaper on a basis of

TABLE III

PERCENTAGES OF NEWS CATEGORIES ON PAGE ONE BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
U. S. Government	17.80	22.36	16.80	13.47	8.85	18.84	19.90	16.26	14.28
State Government	12.05	10.42	22.74	14.58	13.04	8.06	.37	3.13	16.49
U. S. Politics	18.75	7.15	11.17	7.65	14.24	16.39	14.26	19.76	21.00
State Politics	1.02	.57	.00	2.26	1.46	2.02	.00	.73	.96
Defense-Military	.67	.00	2.92	4.17	1.36	.40	.59	2.28	2.98
International	8.39	11.44	1.28	8.46	11.86	15.65	16.56	19.54	6.61
Foreign	.00	1.35	.00	2.24	.18	.38	.24	2.26	.91
Economic	1.31	3.92	.00	6.28	2.23	1.95	.00	.86	3.82
Crime	9.96	15.29	15.08	7.55	13.43	11.51	13.09	11.08	3.98
Accidents	13.32	17.20	9.40	14.69	18.77	7.82	16.51	12.31	12.07
Weather	15.64	7.10	14.48	7.55	6.01	4.37	2.54	2.81	13.00
Sports	.00	.00	.00	.18	.00	.66	1.34	.00	.00
Labor	.28	.00	.39	.15	1.20	3.83	3.47	4.43	1.18
Agriculture	.00	.00	.00	.79	.00	.00	.00	.00	.00
Education	.00	.00	.00	.00	.00	.00	.00	.00	.00
Religion	.00	.00	.00	.00	.00	.00	.00	.00	.10
Philanthropy	.00	.00	.00	.00	.49	.26	.00	.00	.00
Social Groups	.00	.00	1.14	.00	.79	.80	.37	.00	.18
Home-Family	.00	.00	.00	.00	.00	.00	.00	.00	.00
Personalities	.42	2.19	3.42	4.59	2.46	2.08	1.79	2.11	1.66
Arts-Leisure	.00	.00	.00	.99	.00	1.13	.00	.00	.00
Human Interest	.00	.00	.00	1.73	.00	1.03	1.28	.00	.00
Science-Invention	.00	.00	.00	.00	1.43	.21	.27	.00	.00
Entertaining	.00	.00	.00	.00	.00	.00	.00	.00	.00
Brights	.09	.99	.00	2.03	1.20	.46	5.90	.44	.00
Social Forces	.23	.00	.00	.66	.00	.46	.35	.00	.00
Miscellaneous	.00	.00	1.17	.00	1.20	1.71	1.18	2.05	.25
Totals	91.03	52.73	40.02	56.05	55.68	100.00	53.32	93.26	56.64

TABLE III (Continued)

PERCENTAGES OF NEWS CATEGORIES ON PAGE ONE BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	P.B.	Sed.	Sik.	C.M.	C.T.	S.J.	Spr.	Avg.
U. S. Government	12.02	17.32	11.36	11.61	22.15	11.46	15.90	15.83
State Government	6.83	20.21	15.50	41.47	20.52	4.81	9.13	11.75
U. S. Politics	12.58	15.39	18.17	14.49	.00	25.08	11.57	14.87
State Politics	1.40	2.85	5.29	.62	.00	.00	1.80	1.33
Defense-Military	4.34	1.47	.00	1.73	6.04	1.01	3.29	1.99
International	11.62	10.80	1.66	4.65	5.39	12.81	9.54	10.97
Foreign	.00	1.22	.18	.00	.00	.24	.00	.64
Economic	2.11	.25	4.23	.00	.00	.37	.79	1.76
Crime	15.36	10.41	12.51	4.17	10.14	21.47	17.13	12.19
Accidents	18.75	10.71	11.13	7.62	16.82	8.20	10.67	12.73
Weather	6.99	2.83	14.26	8.52	11.09	.20	3.30	7.02
Sports	.00	.16	.00	.00	1.29	.00	.00	.19
Labor	.69	1.52	.28	3.19	2.87	1.71	.77	1.71
Agriculture	.87	.95	.37	.00	.00	.00	.00	.19
Education	.00	.00	.00	.00	.00	.00	.00	.00
Religion	.00	.00	1.06	.00	.00	.00	.29	.07
Philanthropy	.00	.00	.00	.00	.00	.00	.00	.05
Social Groups	.00	1.83	.87	.31	.41	1.41	2.00	.64
Home-Family	.00	.00	.00	.00	.00	.00	.00	.00
Personalities	.00	1.97	2.67	1.64	.64	4.81	4.06	2.21
Arts-Leisure	.00	.00	.00	.00	.00	.00	.00	.17
Human Interest	.00	.00	.00	.00	.00	.00	.77	.35
Science-Invention	.00	.00	.00	.00	.00	.00	.00	.12
Entertaining	.00	.00	.00	.00	.00	.00	.00	.00
Brights	4.67	.00	.46	.00	.58	6.08	8.28	2.12
Social Forces	.27	.11	.00	.00	.00	.00	.00	.14
Miscellaneous	1.58	.11	.00	.00	2.05	.34	.72	.86
Totals	78.45	62.92	30.96	32.14	24.30	42.36	87.04	59.80

TABLE IV

AVERAGES OF LINES IN CATEGORIES ON PAGE ONE BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
U. S. Government	113.8	82.8	47.2	53.0	34.6	132.3	74.5	106.5	56.8
State Government	77.0	38.6	63.9	57.4	51.0	56.6	1.4	20.2	65.6
U. S. Politics	119.9	26.5	31.4	30.1	55.7	115.1	53.4	129.4	83.5
State Politics	6.5	2.1	.0	8.9	5.7	14.2	.0	4.8	3.8
Defense-Military	4.3	.0	8.2	16.4	5.3	2.8	2.2	14.9	11.9
International	53.6	42.4	3.6	33.3	46.4	109.9	62.0	128.0	26.3
Foreign	.0	5.0	.0	8.8	.7	2.7	.9	14.8	3.6
Economic	8.4	14.5	.0	24.7	8.7	13.7	.0	5.6	15.2
Crime	63.9	56.6	42.4	29.7	52.5	80.8	49.0	72.6	17.9
Accidents	85.2	63.7	26.4	57.8	73.4	54.9	61.8	80.6	48.0
Weather	100.0	26.3	40.7	29.7	23.5	30.7	9.5	18.4	51.7
Sports	.0	.0	.0	.7	.0	4.6	5.0	.0	.0
Labor	1.8	.0	1.1	.6	4.7	26.9	13.0	29.0	4.7
Agriculture	.0	.0	.0	3.1	.0	.0	.0	.0	.0
Education	.0	.0	.0	.0	.0	.0	.0	.0	.0
Religion	.0	.0	.0	.0	.0	.0	.0	.0	.4
Philanthropy	.0	.0	.0	.0	1.9	1.8	.0	.0	.0
Social Groups	.0	.0	3.2	.0	2.3	5.6	1.4	.0	.7
Home-Family	.0	.0	.0	.0	.0	.0	.0	.0	.0
Personalities	2.7	8.1	9.6	18.1	9.6	14.6	6.7	13.8	6.6
Arts-Leisure	.0	.0	.0	3.9	.0	7.9	.0	.0	.0
Human Interest	.0	.0	.0	6.8	.0	7.2	4.8	.0	.0
Science-Invention	.0	.0	.0	.0	5.6	1.5	1.0	.0	.0
Entertaining	.0	.0	.0	.0	.0	.0	.0	.0	.0
Brights	.6	3.7	.0	8.0	4.7	3.2	22.1	2.9	.0
Social Forces	1.5	.0	.0	2.6	.0	3.2	1.3	.0	.0
Miscellaneous	.0	.0	3.3	.0	4.7	12.0	4.4	13.4	1.0
Totals	639.2	370.3	281.0	393.6	391.0	702.2	374.4	654.9	397.7

TABLE IV (Continued)

AVERAGES OF LINES IN CATEGORIES ON PAGE ONE BY T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Category	P.E.	Sed.	Sik.	C.M.	C.T.	S.J.	Spr.	Avg.
U.S. Government	66.2	76.5	24.7	26.2	37.8	34.1	97.2	66.5
State Government	37.6	89.3	33.7	93.6	35.0	14.3	55.8	49.4
U. S. Politics	69.3	68.0	39.5	32.7	0	76.6	70.7	62.5
State Politics	7.7	12.6	11.5	1.4	0	0	11.0	5.6
Defense, Military	23.9	6.5	0	3.9	10.3	3.0	20.1	8.4
International	64.0	47.7	3.6	10.5	9.2	38.1	58.3	46.1
Foreign	0	5.4	.4	0	0	.7	0	2.7
Economic	11.6	1.1	9.2	0	0	1.1	4.8	7.4
Crime	84.6	46.0	27.2	9.4	17.3	63.9	104.7	51.2
Accidents	103.3	47.3	24.2	17.2	28.7	24.4	65.2	53.9
Weather	38.5	12.5	31.0	19.2	18.9	.6	20.2	29.5
Sports	0	.7	0	0	2.2	0	0	.8
Labor	3.8	6.7	.6	7.2	4.9	5.1	4.7	7.2
Agriculture	4.5	4.2	.8	0	0	0	0	.8
Education	0	0	0	0	0	0	0	0
Religion	0	0	2.3	0	0	0	1.8	.3
Philanthropy	0	0	0	0	0	0	0	0
Social Groups	0	8.1	1.9	.7	.7	4.2	12.2	2.6
Home, Family	0	0	0	0	0	0	0	0
Personalities	0	8.7	5.8	3.7	1.1	14.3	24.8	9.3
Arts, Leisure	0	0	0	0	0	0	0	.7
Human Interest	0	0	0	0	0	0	4.7	1.5
Science, Invention	0	0	0	0	0	0	0	.5
Entertaining	0	0	0	0	0	0	0	0
Brights	25.7	0	1.0	0	1.0	18.1	50.6	8.9
Social Forces	1.5	0	0	0	0	0	0	.6
Miscellaneous	8.7	.5	0	0	3.5	1.0	4.4	3.6
Totals	550.9	441.8	217.4	225.7	170.6	297.5	611.2	420.2

that newspaper's mean percentage use on the front page during the period, but without regard to the actual numerical value of the percentage. To arrive at the composite order, the ranks were changed to points, with each category receiving one point for each first place, two for second, three for third, and five for each newspaper which did not rank the category in the top three.

On this basis, with the lowest score best, the seven categories which dominated the top three positions of all the newspapers finished in this order: federal government, with 2.75 points; national politics, 2.81; state government, 2.88; accidents, 3.81; crime, 4.00; international, 4.37; and weather, 4.75. United States government was among the first three categories of the most newspapers, twelve, being first in four, second in four and third in four. National politics was first, having the highest average percentage, in the most newspapers, five, was second in three and third in three, failing to be included among the first three choices of five papers. State government finished either first or second on each of the seven occasions that it ranked among the first three, but was not ranked among the first three in nine newspapers. The accidents category was the favorite subject, according to the percentages, of three newspapers, second in one, and third in two. It was not among the top three in ten papers. Crime was the first choice in only one newspaper, second in two and third in

three, and was not among the first three in mean line totals of the other ten papers. International news was the second ranked category on two papers and third on two, not being included in that group on the other twelve. Weather news was ranked third on two newspapers to account for its composite rank.

The sixteen newspapers, with their first three categories listed in order of preference, are:

Carthage Press--national politics, federal government, weather; Dunklin Democrat, Kennett--federal government, accidents, crime; Nevada Mail--state government, federal government, crime; Macon Chronicle-Herald--accidents, state government, federal government; Cape Girardeau Southeast Missourian--accidents, national politics, crime; Hannibal Courier-Post--federal government, national politics, international; Jefferson City Post-Tribune--federal government, international, accidents; Joplin News-Herald--national politics, international, federal government; Moberly Monitor-Index--national politics, state government, federal government; Poplar Bluff American Republic--accidents, crime, national politics; Sedalia Democrat--state government, federal government, national politics; Sikeston Standard--national politics, state government, weather; Columbia Missourian--state government, national politics, federal government; Columbia Tribune--federal government, state government, accidents; St. Joseph News-Press--national politics,

crime, international; Springfield Leader and Press--  
crime, federal government, national politics.

#### V. DATELINE COMPARISONS

Supplementing the content analyses, the datelines study is aimed at helping to give geographical scope to the over-all study. In addition to the breakdown into specific regions of special interest--state, regional, national, and foreign--the study of datelines appearing in the TTS papers during the period makes it possible to describe, statistically, the leading sources of wire news within those areas.

As indicated in Tables V and VI, pages 101, 102, 103, and 104, the datelines analysis showed that the composite paper's news originated from points that were 28.62 per cent state, 2.64 per cent regional, 57.66 per cent national, and 11.02 per cent international or foreign. United Nations, although situated in New York, was classified as international and grouped with the foreign datelines.

The tables further disclose that within Missouri, St. Louis was the leading news source, with 7.98 per cent of the datelines in the study; Jefferson City was second among the individually classed places, with 6.43 per cent, and Kansas City third with 4.79 per cent. Collectively, all other state points provided 6.13 per cent of the datelines, and 3.28 per cent of the state stories were



undated.

In the national area, Washington was the greatest single source of news, with 12.34 per cent. New York was the source of 8.32 per cent, Chicago 5.77 per cent, and undated stories 6.10 per cent. A grouping of cities classified as major, and including Boston, Philadelphia, Baltimore, Cleveland, Cincinnati, Louisville, Dallas, Los Angeles, San Francisco, Denver, and others of generally metropolitan status, provided 12.30 per cent of the datelines. Another 12.82 per cent came from all others in the national area. Regional datelines were classified either as undated or "others," no one city being the source of sufficient strictly regional stories to merit individual listing. Making up the 2.64 total, 1.41 per cent of the regional stories were undated, and 1.23 per cent were in the others category.

In the international and foreign area, United Nations stories took up 1.05 per cent, and foreign datelines 9.98 per cent. The traditional news centers of London, Paris, and Rome were among the leading datelines sources, with the "new" traditional center, Moscow, being the actual leader. Foreign news has a way of shifting, of concentrating its focus on one or two areas at a time, and then moving on as the pendulum of world news swings to another place. During the period under study, the focus of world news was on the Near and Middle East. Budapest, Cairo, and New Delhi datelines appeared

frequently on the TTS wire during the period, with Bonn, Monte Carlo, and Melbourne, Australia, also the source of several stories. Total numbers of datelines on the TTS wire during the period were: Moscow, nine; London, seven; Budapest, five; Paris and Bonn, four each; Cairo, New Delhi, Melbourne and Monte Carlo, three each; Hong Kong, Warsaw, and Algiers, two each; and one each from Tijuana, Mexico; Ankara, Turkey; Rio de Janeiro; Port Said, Egypt; Alexandria, Egypt; Antarctica; Eastbourne, England; Toronto, Canada; Wellington, New Zealand; Nicosia, Cyprus; Anchorage, Alaska; Seoul, South Korea; Copenhagen, Denmark; Taipei, Formosa, and Belgrade, Yugoslavia.

Of the eight newspapers in the study which receive the early TA wire service in addition to the TTS, all either exceeded or closely approximated the TTS daily dateline average of 6.4. Of the four papers getting TTS service only, three were well under the TTS mean, and the other, Carthage, virtually duplicated the AP figure. The two Columbia papers, with no early TA wire service but with opposition wire agencies, had relatively negligible foreign dateline percentages. St. Joseph and Springfield, each with two other news association reports and other AP wire services, both exceeded the TTS daily average by moderate margins.

TABLE V  
PERCENTAGES OF NUMBERS OF DATELINES IN T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Datelines	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
<b>STATE:</b>									
Kansas City	10.26	1.54	5.06	6.04	2.91	3.69	4.51	6.59	8.29
St. Louis	6.21	10.19	2.68	7.42	9.27	8.30	7.17	5.45	8.29
Jefferson City	7.56	6.79	9.82	7.69	6.73	7.56	.00	4.32	7.15
Undated	1.62	2.78	4.46	3.02	2.73	3.69	2.25	1.59	4.39
Others	8.37	4.63	5.06	9.90	4.00	6.09	7.74	4.09	9.27
Total State	34.02	25.93	27.08	34.07	25.24	29.33	21.67	22.04	37.39
<b>REGIONAL:</b>									
Undated	1.62	3.40	3.87	.55	1.82	1.12	1.55	1.36	.98
Others	2.29	3.40	1.19	.27	2.54	.37	.70	1.93	1.63
Total Regional	3.91	6.80	5.06	.82	4.36	1.49	2.25	3.29	2.61
<b>NATIONAL:</b>									
New York	9.31	10.50	9.52	5.77	9.64	13.10	10.11	9.09	7.32
Washington	11.88	12.65	12.50	12.91	9.82	15.31	12.51	11.82	12.52
Chicago	4.99	3.70	4.76	1.47	9.64	10.15	3.52	8.64	3.09
Undated	4.72	10.19	9.23	2.75	2.37	5.35	5.91	3.98	6.34
Major Cities	9.72	11.11	10.42	10.44	12.90	9.96	15.19	13.86	9.76
Others	12.42	11.73	12.20	20.33	14.00	6.46	16.03	12.73	10.73
Total National	53.04	59.88	58.63	53.67	58.37	60.33	63.27	60.12	49.76
<b>INTERNATIONAL, FOREIGN:</b>									
United Nations	.54	2.16	.00	.27	1.45	1.48	1.13	1.36	.49
Foreign	8.50	5.29	9.23	10.17	10.18	7.38	11.67	13.18	9.76
Total Intl., For.	9.04	7.45	9.23	10.44	11.63	8.86	12.81	14.54	10.25
Daily Totals	69.71	30.48	31.61	34.24	51.74	50.99	66.89	82.78	57.85

TABLE V (Continued)  
 PERCENTAGES OF NUMBERS OF DATELINES IN T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Datelines	P.B.	Sed.	Sik.	C.M.	C.T.	S.J.	Spr.	Avg.	A.P.
<b>STATE:</b>									
Kansas City	3.19	3.77	7.93	1.92	4.55	3.11	3.38	4.79	8.67
St. Louis	6.80	5.03	12.80	13.94	14.55	3.45	6.18	7.98	8.37
Jefferson City	2.77	5.87	7.32	13.94	10.68	1.55	3.24	6.43	7.06
Undated	2.77	.63	6.10	5.77	5.00	2.43	3.24	3.28	4.33
Others	3.88	3.35	9.15	4.33	10.91	2.59	4.71	6.13	8.00
Total State	19.41	18.65	43.30	39.90	45.69	13.12	20.75	28.62	36.43
<b>REGIONAL:</b>									
Undated	1.25	.42	.00	.00	.45	2.25	1.91	1.41	3.57
Others	.55	.63	.61	.48	1.14	.35	1.62	1.23	1.22
Total Regional	1.80	1.05	.61	.48	1.59	2.60	3.53	2.64	4.79
<b>NATIONAL:</b>									
New York	9.15	5.45	6.71	4.81	5.45	9.33	7.94	8.32	10.60
Washington	11.37	14.46	11.59	15.38	7.04	13.30	12.35	12.34	11.90
Chicago	5.55	6.92	3.05	2.88	8.64	11.57	3.68	5.77	9.20
Undated	6.24	5.45	6.71	13.94	7.50	1.21	5.74	6.10	3.96
Major Cities	17.61	21.17	7.32	4.81	8.64	17.44	16.47	12.30	7.24
Others	16.78	14.89	7.93	6.73	12.05	14.85	15.29	12.82	9.41
Total National	66.70	68.34	43.31	48.55	49.32	67.70	61.47	57.66	52.31
<b>INTERNATIONAL, FOREIGN:</b>									
United Nations	2.08	1.68	1.83	.48	.23	.86	.74	1.05	.47
Foreign	9.99	10.27	10.98	10.58	3.18	15.72	13.53	9.98	6.02
Total Int., For.	12.07	11.95	12.81	11.06	3.41	16.58	14.27	11.02	6.49
Daily Totals	67.83	44.87	15.42	19.57	41.39	54.47	63.96	48.99	100.00

TABLE VI  
AVERAGE NUMBERS OF DATELINES IN T.T.S. NEWSPAPERS, JAN. 21-FEB. 1, 1957

Datelines	Car.	Ken.	Nev.	Mac.	C.G.	Han.	J.C.	Jop.	Mob.
<b>STATE:</b>									
Kansas City	7.6	.5	1.7	2.2	1.6	2.0	3.2	5.8	5.1
St. Louis	4.6	3.3	.9	2.7	5.1	4.5	5.1	4.8	5.1
Jefferson City	5.6	2.2	3.3	2.8	3.7	4.1	.0	3.8	4.4
Undated	1.2	.9	1.5	1.1	1.5	2.0	1.6	1.4	2.7
Others	6.2	1.5	1.7	3.6	2.2	3.3	5.5	3.6	5.7
Total State	25.2	8.4	9.1	12.4	14.1	15.9	15.4	19.4	23.0
<b>REGIONAL:</b>									
Undated	1.2	1.1	1.3	.2	1.0	.6	1.1	1.2	.6
Others	1.7	1.1	.4	.1	1.4	.2	.5	1.7	1.0
Total Regional	2.9	2.2	1.7	.3	2.4	.8	1.6	2.9	1.6
<b>NATIONAL:</b>									
New York	6.9	3.4	3.2	2.1	5.3	7.1	7.2	8.0	4.5
Washington	8.8	4.1	4.2	4.7	5.4	8.3	8.9	10.4	7.7
Chicago	3.7	1.2	1.6	.9	5.3	5.5	2.5	7.6	1.9
Undated	3.5	3.3	3.1	1.0	1.3	2.9	4.2	3.5	3.9
Major Cities	7.2	3.6	3.5	3.8	7.1	5.4	10.8	12.2	6.0
Others	9.2	3.8	4.1	7.4	7.7	3.5	11.4	11.2	6.6
Total National	39.3	19.4	19.7	19.9	32.1	32.7	45.0	52.9	30.6
<b>INTERNATIONAL, FOREIGN:</b>									
United Nations	.4	.7	.0	.1	.8	.8	.8	1.2	.3
Foreign	6.3	1.7	3.1	3.8	5.6	4.0	8.3	11.6	6.0
Total Int., Foreign	6.7	2.4	3.1	3.8	6.4	4.8	9.1	12.8	6.3
Daily Totals	74.1	32.4	33.6	36.4	55.0	54.2	71.1	88.0	61.5

TABLE VI (Continued)  
 AVERAGE NUMBERS OF DATELINES IN T.T.S. NEWSPAPERS, JAN 21-FEB. 1, 1957

Datelines	P.B.	Sed.	Sik.	C.M.	C.T.	S.J.	Spr.	Avg.	A.P.
<b>STATE:</b>									
Kansas City	2.3	1.8	1.3	.4	2.0	1.8	2.3	2.6	9.1
St. Louis	4.9	2.4	2.1	2.9	6.4	2.0	4.2	3.8	8.9
Jefferson City	2.0	2.8	1.2	2.9	4.7	.9	2.2	2.9	7.5
Undated	2.0	.3	1.0	1.2	2.2	1.4	2.2	1.5	4.6
Others	2.8	1.6	1.5	.9	4.8	1.5	3.2	3.1	8.5
Total State	14.0	8.9	7.1	8.3	20.1	7.6	14.1	13.9	38.6
<b>REGIONAL:</b>									
Undated	.9	.2	.0	.0	.2	1.3	1.3	.8	3.8
Others	.4	.3	.1	.1	.5	.2	1.1	.7	1.3
Total Regional	1.3	.5	.1	.1	.7	1.5	2.4	1.5	5.1
<b>NATIONAL:</b>									
New York	6.6	2.6	1.1	1.0	2.4	5.4	5.4	4.5	11.3
Washington	8.2	6.9	1.9	3.2	3.1	7.7	8.4	6.4	12.7
Chicago	4.0	3.3	.5	.6	3.8	6.7	2.5	3.2	9.8
Undated	4.5	2.6	1.1	2.9	3.3	.7	3.9	2.8	4.2
Major Cities	12.7	10.1	1.2	1.0	3.8	10.1	11.2	6.9	7.7
Others	12.1	7.1	1.3	1.4	5.3	8.6	10.4	6.9	10.0
Total National	48.1	32.6	7.1	10.1	21.7	39.2	41.8	30.7	55.7
<b>INTERNATIONAL, FOREIGN:</b>									
United Nations	1.5	.8	.3	.1	.1	.5	.5	.6	.5
Foreign	7.2	4.9	1.8	2.2	1.4	9.1	9.2	5.3	6.4
Total Int., Foreign	8.7	5.7	2.1	2.3	1.5	9.6	9.7	5.9	6.4
Daily Totals	72.1	47.7	16.4	20.8	44.0	57.9	68.0	52.0	106.3

## CHAPTER VI

### SUMMARY AND CONCLUSIONS

Chief value of the study is considered by the investigator to be its descriptiveness of the central tendency and variability of the newspapers in the selections of the different types of news, rather than in the findings of gaps or weaknesses in the wire association report or on the part of editors. The study was undertaken with no pre-determined assumptions or expectations; it was intended as a purely empirical experiment in which significant results would come to the fore statistically, although without any concerted effort toward extreme statistical refinement, tests of significance of differences, and the like.

The study seems to refute certain often-heard criticisms of newspapers and press associations, and to support others. The common contention that crime news is overplayed, for instance, appears to be disproved by the study, since crime was relegated to fifth place among the news categories in space given to the various types on the front pages of the sixteen newspapers. The accusation can not be entirely rejected, however, because the definition of "overplayed" becomes a problem of semantics. It is also true that while the government and political

categories gained higher averages on the newspapers' front pages, crime was the leading category, with the exception of sports, on an over-all basis.

Another criticism which has been commonly heard is that newspapers do not carry enough news of a strictly foreign nature; that is, news opposed to that classified as international, or world-wide in scope. To this the study seems to offer both verification and refutation. The percentage of the AP's day TTS wire devoted to foreign news daily was only .66 of a per cent; however, the newspapers collectively used a daily average of 1.23 per cent, and the statistics give some support to the supposition that they might use more if it were made available.

Still another common criticism of the wire news agencies and the newspapers is their large volume of sports news. Once again, the question can not be answered satisfactorily without an answer to the sematical question of "How much is too much?" Sports news took up 17.08 per cent of the TTS wire daily, compared to 7 or 8 per cent for most other major news categories. This may be considered too much by some critics, but not by others. The arbitrary categorizing of the news types also is a factor in this consideration. For instance, the two governmental categories, national and state, would if taken together total 16.23 per cent, roughly comparable to the sports percentage of 18.91.

An empirically derived criticism of the AP's news

selection for the TTS wire might be that it did not devote sufficient attention to certain of the minor news categories. While the two-week period chosen can not be accepted as entirely typical, it might be argued that at least a minimal amount of space should be devoted to these categories. For instance, the AP transmitted no stories at all in two categories, education and home-family; and negligible amounts of less than .50 per cent, in agriculture, religion, philanthropy, arts and leisure, human interest, science-invention, and social forces. The composite newspaper percentages were correspondingly low, but in most cases did exceed those of the TTS wire.

To another generally debated question as to whether the use of material from huge press associations and syndicates makes today's newspapers too standardized and similar, the study provides both confirming and rebutting evidence. As the averages indicate, there was general correspondence with the proportions calculated on the TTS wire; but at the same time, the variability of the sixteen newspapers was great, and probably was more significant than the over-all average. To cite a specific example, two individual newspapers might be compared. Cape Girardeau and Joplin both receive the TTS and early TA wires of the AP but no rival news agency's report, and thus are generally dependent on the AP for wire news. The News-Herald of Joplin used 96.31 per cent of the AP copy produced on the TTS wire, and the Southeast

Missourian 47.08 per cent. The two newspapers used amounts differing by 3 per cent or more in these categories: federal government, state government, international, and sports. Other evidence for a certain amount of individuality is offered in the category rankings in the page one study, which showed a great deal of variability and wide differences in news selection by the editors. Ideally, of course, all newspapers should be different, should have no stories identical to those in other newspapers, just as it would be ideal for all clothes to be individually tailored. However, this is out of the question today, and this study would seem to indicate that there is more diversity of news selection by the various subscribers to one wire service than might be suspected.

The popularity of several regular features of the early TA wire which were not reproduced on the TTS day wire appears to indicate that their inclusion on the latter would be welcomed by the editors. Three features which were used regularly by a majority of the TA wire but which did not appear in TTS-only papers were the Bob Thomas movie column, the Charles Mercer television column, and the James Marlow news interpretation feature. These, along with other news which obviously did not come off the TTS wire, were not counted in the totals for the newspapers in which they appeared, but were observed to have been used by a majority of the papers with access to

them. Of course, the TTS wire is limited, as an all-purpose wire, and would have to cut into some other material to include such additional regular features daily.

A general self-criticism of the study would be that it lacked preciseness. Contributing to this lack were: the heterogeneity of the papers involved, as regards access to wire news from sources other than the TTS wire; the length of the study period, and the fact that a small number of stories were missing from the original file. A more compact study, involving only newspapers with identical wire news affiliations, and tracing each story individually, might prove worthwhile to a greater degree. Similarly a comparison of the use of wire news in papers with access to opposing press associations' reports should be informative.

Despite these limitations, however, the investigator feels that the findings of the study, representing as they do the central tendencies and variations of the news judgment of sixteen different newspapers, have made it a worthwhile undertaking.

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