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**CONTENT ANALYSIS OF AIR FORCE NEWSPAPERS
A COMPARATIVE STUDY OF CAREER NEWS AND INFORMATION
BEFORE AND AFTER ADVENT OF ALL-VOLUNTEER FORCE,
JULY 1, 1973**

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by

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THESIS

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CHAPTER I

THE PROBLEM AND BACKGROUND

Nature of the Problem

The United States Armed Forces is now an All-Volunteer Force and has been since July 1, 1973. The United States Air Force, since becoming a separate branch of the military in 1947, has never drafted members into its ranks. It has always been a "volunteer" force. But, as will be discussed later, it relied upon the draft to influence young Americans to join this branch of the military.

Considerable discussion about the draft and its alternatives, both pro and con, began in the mid-1960s and continued into the early 1970s. The major focus was on the "All-Volunteer Force." The arguments were not restricted to scholars nor the Armed Services Committees of the Senate and the House of Representatives. The draft and its alternatives became a major public issue during this period.

Considering this long period of public and political debate on recruitment policy and on maintenance of the necessary military strength for national defense, and considering the change in 1973 from draft to volunteer

recruitment, what has happened to the intra-service expression on key aspects and effects of this change in national policy? A study of this question should reveal some measures by which we can judge how well the new concept of the "All-Volunteer Force" is working within the military.

To provide a substantial part of the answer to the above question, this study uses content analysis to examine a sample of Air Force newspapers for the periods of 1971 and 1974. The investigation attempts to determine (a) what relevant subject matter is being published, and (b) what difference, if any, may have occurred within a specific branch of the military in its public expression regarding career benefits, fringe benefits, etc., that go with enlistment and with remaining in the service.

To provide a fuller understanding of the historical background of national issues involved in this study, the next section will give a brief history of military enlistment in the United States. Following that, highlights of the pros and cons of the nation wide public debate about the all-volunteer armed force will be developed.

The remaining sections deal with the immediate research problem. An exposition on Air Force newspapers is given, followed by the statement of the hypotheses investigated. The last section is a brief outline of the remaining chapters of the study.

A Short History of Military Enlistment
in the United States

To give a proper perspective to the problems of recruitment in the United States, a short history of military enlistment in this country is presented here.

The drafting of U.S. citizens into military service during peacetime is of recent making, considering the country will be celebrating its bicentennial in the near future. During the beginnings of the United States, universal obligation to all male members to protect the single colony from Indians was practiced by all the colonies. The laws of each colony differed and the defense forces were more of an organized militia than a national military.¹ The shortcomings of separate governance for each colony became apparent with the outbreak of the American Revolution. There was no uniformity among the colonies for the raising of troops. Consequently, there was never a unified, dependable force for effective prosecution of the war against the organized forces of Great Britain. The war was fought by direct volunteers, existing colonial and independent militia units, and a variety of additional militia-type organizations creating many problems in the conduct of the war. The Continental Congress had authorized a regular Army but did not have the power nor public support to compel recruitment.²

The Continental Army disappeared after the Confederation period, and the separate militia units again became the only organized military force. This ultimately gave rise to difficulties during the War of 1812. Congress had authorized a regular Army, but without provisions for compulsory service manpower problems were as acute as during the Revolution.

When War occurred, with Mexico in 1847, for the third time in 70 years the United States found its military effort hindered by problems of manpower. The issue of universal draft was never raised. Short-term enlistments were used, but proved detrimental. An estimated 40 percent of General Scott's troops had to be sent home during the middle of the excursion into Mexico because their enlistments had expired.³

A regular standing army dates from the War of 1812. Except for the Civil War period, it was manned in peacetime (until 1940) exclusively by volunteers. During most of the 19th century, the Army served as a defensive force for the country's westward-moving frontiers. It was during the Civil War the first military conscription effort was employed. The initial efforts by President Lincoln lacked national legislation, and an extension of the former practice of calling up militia units was used. Finally, in 1863, Congress passed the Federal Enrollment Act. It

too, was criticized in its operation of the lottery and draft riots occurred in many Northern cities.⁴

At the turn of the century, the U.S. was involved in war with Spain. There was an abundance of volunteers, largely because of the popularity of the war, and conscription was not necessary. In 1901, Congress reorganized the Army and established the framework from which today's system of a standing army has developed, with its cadre of trained and experienced personnel at all levels.

Entry of the United States into World War I was quickly followed by passage of the Selective Service Act of 1917. The Act provided for full mobilization of manpower and resources, authorizing a "selective" draft of citizens for military service "for the duration" of the national emergency. Following the end of the war, the military establishment reverted to an all-volunteer organization and continued so until 1940.⁵

The Selective Training and Service Act of 1940 was enacted against a background of war in Europe, which had seen the German Army quickly overrun the Low Countries and France. It was similar to the 1917 Act in the use of a lottery system. By 1942, however, it was replaced by a system of establishing sequence by date of birth because the problems of military manpower procurement were inseparable from the companion mobilization goal of ensuring continued

availability of skilled individuals to the civilian economy. Congress permitted the Act to expire on March 31, 1947, after President Truman stated that if voluntary enlistments could not provide needed manpower, he would request reenactment.⁶

For the next 12 months the military services conducted an extensive recruiting campaign, but fell short of their goal of 180,000 volunteers by 38,000. At that point, the total armed forces were 15 percent below authorized strength. On March 17, 1948, President Truman asked Congress for universal military training. Congress rejected his proposal, but renewed the "selective" draft.⁷

On June 25, 1950, the day North Korea attacked South Korea, there were 1,459,000 men in uniform facing an unexpected war. The presumably professional American forces were ill-prepared. Stress had been placed on "the good life" instead of training for combat.⁸

The virtually dormant draft system was reactivated. It had been dormant since its passage in 1948 because the armed forces had been reduced in an economy move. In fact, from its passage until June 1950 approximately 30,000 men were inducted and that was only in a three month period from November, 1948 until mid-January, 1949.⁹ When fighting ended in 1953, the armed forces were reduced to approximately 2.5 million people.

With passage of the 1948 Act--which was extended, renamed, and otherwise amended in 1951--came general student deferments for the first time. The Universal Military Training and Service Act of 1951, overlooking the Vietnam buildup, was extended at four year intervals in more or less routine fashion. In 1967, with the U.S. heavily involved in Vietnam, the basic draft legislation was again extended, but was renamed and significantly amended. In June, President Lyndon B. Johnson signed into law the Military Service Act of 1967.¹⁰

Public and Congressional criticism had already begun prior to the 1967 Act. In 1970 the Random Selection system for determining induction order was signed into law, but criticism continued to mount. In 1971, with troop levels gradually declining in Vietnam, Congress extended the law for just two years, at the request of the president, and it was finally signed into law three months after the expiration of the 1967 Act.¹¹

The end of the draft had been a campaign promise of Richard M. Nixon in 1968, and on April 23, 1970, then President Nixon presented a message to Congress on the ultimate elimination of compulsory military service. This message came two months after receiving the report of the Commission of an All-Volunteer Armed Force, headed by former Defense Secretary Thomas S. Gates. The President agreed

with the findings of the commission that an All-Volunteer Armed Force was feasible and projected a gradual phasing out of the draft, subject to considerations of national security.¹²

Additionally, Nixon stated a standby draft system would be needed in case of an emergency. He further added:

I have today directed the Secretary of Defense to give high priority to the expansion of programs designed to increase enlistments and retentions in the services

I am also directing the Secretary of Defense to review the policies and procedures of the military services to give new emphasis to recognition of the individual needs, aspirations and capabilities of all military personnel.

No one can predict with precision whether or not--or precisely when--we can end conscription. It depends in part on the necessity of maintaining required military-force levels to meet our requirements in Vietnam and elsewhere. It also depends on the degree to which the combination of military-pay increases and enhanced benefits will attract and hold enough volunteers to maintain the forces we need; the attitude of young people toward military service, and the availability of jobs in the labor market.¹³

On January 28, 1971, President Nixon restated his proposal for an "All-Volunteer Armed Force" with specific requests for increased pay and other benefits to increase enlistments and retention. Included in his request were:

- (1) basic pay increases
- (2) quarters allowance increases
- (3) special pay incentives
- (4) barrack's improvement and
- (5) special initiatives (which included elimination of

unnecessary work details, extended commissary hours, provided constructive off-hours facilities, and assist in locating housing and facilities for incoming families). These proposals were to be part of the fiscal year 1972 budget beginning July 1, 1971.¹⁴ The only significant difference between Nixon's proposals and what he signed into law in September 1971 was the size of basic pay increases. Congress increased the pay higher than had been requested.

By January 1973, the Defense Department was able to reduce the draft call to zero. Thus the All-Volunteer Force began six months prior to the date required by law.

Pros and Cons of an All-Volunteer Armed Force

There were many arguments concerning the draft, the Army, and the military in general since the buildup in Vietnam during the mid-1960s. Any discussion of an All-Volunteer Force would be incomplete without a presentation of the highlights of those presentations. For the purpose of this report, the pros and cons will be presented in chronological order beginning with 1967.

At that time, both President Johnson and the House of Representatives Armed Services Committee appointed respective committees for investigating the possibilities of eliminating the draft. The President's commission was headed by former Attorney General Burke Marshall, and the

House's advisory panel was headed by retired General Mark Clark. At this same time, at the University of Chicago, a "Conference on the Draft" was called.

The Chicago Conference was different. Instead of public figures, it was composed of about one hundred scholars representing almost every possible position on the draft. Included in the group were such figures as Morris Janowitz, Margaret Mead, Milton Friedman and Walter Y. Oi. The papers and discussions resulted in a rather large book: The Draft: A Handbook of Fact and Alternatives.¹⁵

At this conference, paper after paper condemned the draft and presented two major alternatives: national service and the volunteer army. The points of disagreement over the national service, which was never approved, was it would be more inefficient and authoritarian than the draft, and force the individual to donate his services to the state without proper compensation.¹⁶

Criticism of the All-Volunteer Force, which remained throughout the entire period of debate, was centered around the issues of economics, and race. Walter Oi, University of Washington economist, provided statistical support that it was possible with a 68 percent increase in new recruits pay and 17 percent increase in career personnel pay. Milton Friedman refuted the race argument and said that the Negro argument was a "red herring."¹⁷ Even though the Conference

was productive, it had little effect on the 1967 draft law, which was passed with little change from 1963.¹⁸

In contrast to the Chicago Conference, the other appointed groups concluded that the All-Volunteer Force was not an acceptable alternative to the draft. General Mark Clark, who headed the House's Advisory Panel, said that it would be exorbitantly expensive, there would be no assurance that the qualitative and quantitative manpower requirements would be met, and that "such a force of 'mercenaries' would have serious moral and psychological shortcomings."¹⁹ Similarly, President Johnson's committee agreed, but stated that enough men simply would not volunteer. Assistant Secretary of Defense (Manpower) Thomas D. Morris said that with an unemployment figure of 4 percent no more than a 2 million-man force could be maintained.²⁰

John Mitrisin, in his article "The Pros and Cons of a Voluntary Army," points out another consideration for removal of the draft: effective use of the draftee. Because individuals drafted are in uniform only two years and with less than an 8 percent reenlistment rate, the Defense Department was unwilling to provide advance training. Whereas, with a volunteer serving three years, advance training is provided. Thus a volunteer is equal to two draftees and fewer men would be needed annually. He further pointed out that the armed services could also be made more

appealing if the environment of military bases were improved with better housing, schools and entertainment facilities. "These improvements are especially important if married men are to be retained."²¹ The Negro issue was also discredited by Mitrisin. He states that the fear of an all black army stems from feelings that it might elicit adverse opinions from other nations, who could accuse the U.S. of using the poor to fight its wars. Others fear that Negro veterans would use their military skills to foment violence at home. Finally, others believe that Negroes should not fight and die out of proportion to their numbers in society as a whole, but that each racial and ethnic group should suffer proportionate losses.²²

Another point made by Mitrisin concerned the fear of political interference by a volunteer armed force. He points out that in both Greece and Argentina, both having gone through a military takeover, that the military forces were conscripted. Those that held this fear never presented any past incidents and even the confrontation between President Truman and General Douglas MacArthur occurred while the draft was in effect.²³

Blair Clark²⁴, Senator Eugene McCarthy's national campaign manager in 1968, criticized the proponents of the Volunteer Armed Forces not for concentrating on the unfairness of the draft but for focusing upon libertarian and

constitutional grounds. He believed that the supporters were stating implicitly that if there was such a "professional" force, properly paid, it would be infinitely more difficult to expand such a force. It would take Congressional action and it would seriously hinder the furtherance of "Presidential"--i.e., undeclared and therefore unconstitutional--wars. Further, the Defense Department would be checked, each time it desired a sudden and rapid expansion of the military, by the need to apply to a budget-conscious Congress for the enormous sums with which to pay for it. He concluded his argument by saying:²⁵

If the citizens of the United States were ever to surrender their right, and their obligation, to serve in defense of their own society--if they were to turn this responsibility entirely over to professionals--far from having disposed of a monster, they will have created a much greater monster, and an uncontrollable one. A professional military force could take this country headlong down the road of endless military adventures, and finally, destroy the democratic fabric of this society.

Time²⁶ and Reader's Digest²⁷ took the position that the nation already had a volunteer force, in the sense that two-thirds of its present personnel were volunteers. Both agreed with Nixon on eliminating the draft to eliminate "leaving 20 million young Americans who will come of age during the next decade in constant uncertainty and apprehension." It is also pointed out that "the draftees go to

the Army, mostly to the infantry; the glamorous Air Force never has to draft anyone, and the Navy and Marines only rarely."²⁸

At the beginning of 1970, a survey of military leaders was conducted for reaction to the prospect of an All-Volunteer Armed Force. An unidentified Army general said the Army in general was opposed for two reasons:

- (1) the quality of manpower would decrease sharply, and
- (2) there would be no way to keep together a substantial reserve force, a necessity in case of a major war. But, if it did happen it would be supported, and that it would involve quantum increases in fringe benefits like better housing and medical care for dependents.²⁹

An unidentified senior Navy officer concluded that abandonment of the draft would not hurt the Navy, mainly because a large number of their enlistees join for adventure and travel which would remain. The major concern of an Air Force general was "the caliber of recruit it might get in an all-volunteer force." He further stated:³⁰

We think the brightest youngsters now try to avoid the Army and thus volunteer for the Air Force, which needs higher I.Q.'s to maintain aircraft, radar and sophisticated weapons systems. If they stop coming to us when the draft ends, then the Air Force will be in serious trouble.

Peter Barnes³¹ criticized both the prospect of the All-Volunteer Armed Force as well as the draft. He felt that the liberals see an end to peacetime conscription as a way to limit the military's size, and thus its power. Also, that the underlying objective of the middle-class pragmatists objective was not to control the military more but to quell the restless students. He was also critical of the Gates Commission for what he believed they failed to do--talk to any of the GIs who did enlist during the past.

During those time periods unemployment was high and "recruiters were literally turning people away." His picture of the recruit is:³²

Many a naive young man enlists with strange impressions of what awaits him. Others are accepted who shouldn't be in the military. The volunteer who signs up, or thinks he signs up, for airplane mechanics and then finds himself in an infantry platoon is not always a happy soldier. Nor is the youth who volunteers because a judge offered him a choice between the army and the county jail. Nor is the so-called New Standards man--accepted since 1966 under Project 100,000--with a fifth grade reading ability, who falls humiliatingly behind his buddies in training. Nor is the runaway, or the kid from a broken home.

Statistics are also cited to disprove the contention of the present two-thirds volunteers. Comparison of the 7.4 percent reenlistment for draftees and 14.6 percent "bear out the fact that volunteers are not appreciably happier in the army than the draftees." Further, that 60 percent of the military

offenders in stockades were volunteers, and about the same percentage of deserters known to be in Canada and Sweden. "Indeed, some volunteers are even more embittered than draftees because they were led to expect something other than they got."³³

He further attacked the proponents for "by having us believe that by eliminating coercion, we would wipe out the indignities associated with military service." He concluded this by stating:³⁴

But an all-volunteer army would not eliminate the indignities of military service so much as it would remove them from the sight of those who prefer not to see and experience them--primarily the sons of the educated white middle class.

As can be seen in this man's argument, he believes that the military machine needs humanizing before it would be a "worthy kind of army for our young people and for a healthy democracy."³⁵

Evidently the Army Chief of Staff, General William Westmoreland, agreed with this criticism. In a speech Oct. 30, 1970, to the Annual Meeting of the Association of the United States Army, he outlined in specific terms the "humanizing" of the military. He stated:³⁶

If we are to attract and, more importantly, retain young talent, reasonable opportunities for advancement must exist

Second, we must eliminate unnecessary irritants and unattractive features of Army life where they exist

Third, we will not achieve our goal without the application of resources, and I mean money. We will need to increase pay. And we will probably find that we must put our money primarily in those jobs which are most arduous and have the least application to civilian pursuits ... the infantry, artillery, and armor.

We will need money for housing our people We will need money to maintain those houses. We will need modern barracks. We will need money for civilian labor contracts so that our helicopter mechanics are not cutting grass and our radar technicians are not washing dishes

A final point, and one in which I have great personal interest, is the broad opportunities for the men and women to improve themselves.

The results of an Air Force survey were reported in 1971³⁷ in which 97 percent of new recruits in August 1970 "regarded the Air Force and the Navy as 'safer' services than the Army or Marine Corps." In this survey of military experts article, many of the same doubts and issues were asserted by sundry officials, i.e., maintaining a quality armed force, attracting the poor, and disproportionately black. It was again pointed out that with a volunteer force "far fewer men who receive job training in the service will be returning to civilian life just when they begin to be most productive."³⁸

How have other nations managed? In 1971, only two other countries, Britain and Canada, had volunteer forces.

Britain's experience, since 1961, has been less than encouraging because recruitment has continuously fallen below minimum requirements. But, in an effort to overcome the problem two major reforms were introduced: (1) a reduction from six to three years as the minimum period of enlistment, and (2) changing to a "military salary" system to make pay competitive with wages in comparable civilian jobs.³⁹ Canada has not had to resort to drastic measures for recruiting because of the shrinking size of their strength; it was projected by 1973 only 82,000 men will be in uniform. It did integrate its forces and ordered all elements into the same uniform with an estimated savings of \$500 million a year. General Frederick R. Sharp, Chief of the Defense Staff of the Canadian Forces in 1971, summed up their experience:⁴⁰

Men have to be given the same advantages in pay, opportunity and professional challenge as they would get outside the military establishment.

After we get through training a man, we have to compete with private industry to hold him.

Thomas H. Clancy⁴¹ and W. W. Yale⁴² were both critical of a volunteer force but for slightly different reasons. Clancy was in agreement with the necessary changes of pay, etc., but was concerned over the recruitment of

officers. Yale presented a very stinging criticism, not of a volunteer force, by saying:

Unless the President and the Congress, together with the media, can somehow ... put an end to the vilification of our soldiers, sailors and airmen, we might as well shelve any idea of an all-volunteer force. Pride and prestige are at stake here.

In further expansion of his idea that the timing was not right, he added this comment:⁴³

... that highly professionalized, tough, dedicated, hard-working and disciplined combat forces with the high standards of leadership demanded in mobile war cannot be developed on a five-day-week schedule, with appeals to a life of ease in well-appointed barracks. This concept of an all-volunteer force is bound to fail.

Even the various elements of the federal government submitted numerous comments concerning the all-volunteer force. One point, not discussed by very many, was that the actual cost of a volunteer force would actually be cheaper than the draft. This judgement is given by the Gates Commission as paradoxical because hidden costs of the draft are never reflected in the budget. The hidden costs include: (1) men are forced to serve at artificially low pay and are actually paying a form of tax which subsidizes those who do not serve (2) the output of the civilian economy is reduced because more men serve in the military than would be required for an all-volunteer force of the

same size (3) the loss in output resulting from the disruption in the lives of young men who do not serve, but rearrange their lives in response to the possibility of being drafted.⁴⁴

Senator Mark Hatfield⁴⁵ in a speech to the Senate, and Representative William Steiger⁴⁶ in a speech to the House of Representatives, both presented strong support to the concept of an all-volunteer force.

Senator Hatfield was sharp in his attack on the draft by saying:⁴⁷

It is ironic that so unjust and inequitable an institution as peacetime conscription, with all its inefficiencies, should be maintained by unproven assumptions, groundless fears, and the mere momentum of the past 20 years. Even more unfortunate is how the focus of concern is so easily lost when the issue of conscription is discussed. We always proceed by assuming that the status quo is naturally virtuous and preferable, unless proven otherwise.

Representative Steiger approached it from a different view and stated:

... In a democratic society, particularly in an affluent democratic society, it is intolerable that we use compulsory military service to reduce the cost of defense to the general public.

Many others criticized both the draft and the all-volunteer force during this period in Congress, with the

final outcome being approval of the draft until 1973 when the military would be converted to an all-volunteer force.

In two related articles in the Air University Review, the all-volunteer force was discussed from its meaning to the military profession. The one discussed the determinants that shape the role of the military and included:⁴⁸ American Society, the world environment, technology, and the profession itself. The military cannot be separated from any one segment, it is part of the whole making the all-volunteer force part of the changes necessary for the military. The second was concerned, primarily, with the officers, "who are for the most part a professional corps of volunteers."⁴⁹ Again, it was stressed:

... economic incentives and overall upgrading of the quality of service life are fundamental to the success of a volunteer system. Success means not only the ability of a manpower system to recruit the required personnel to manage the military enterprise but, more important, the ability of a system to recruit, develop, and retain people of a quality that will insure professional vitality.

Even after the vote was decided in 1971, public debate continued. The New Republic⁵⁰ asked:

With a volunteer army would our civilian population give the President freer reign knowing its sons are not being plucked away by the draft and killed? Will the military become increasingly professional, cut off from civilian views and the small bit of healthy internal dissension forced on it by the draft? And finally, will it result in an American economic and political

elite defending its interests around the globe with the blood of the poor?

Morris Janowitz⁵¹ departed from the draft/volunteer force controversy and presented a discussion of "the crucial question of the relationship of the military to a career pattern." He further predicted that the All-Volunteer Force will most likely fail. He felt this failure would come as a result of several factors: "low prestige of the military profession, family dissatisfaction, excessive job rotation, underemployment during early assignments." He added "it is clear that the decline in career prospects will operate as the most powerful negative incentive. Why enter a profession whose career and promotion opportunities are highly uncertain and declining?"⁵²

Further, he said:⁵³

The problem before us, then, is what kind of armed forces does a modern democratic society need, and how does professional service in the army, for officers and enlisted men, mesh with civilian life. In short, the military is no longer the distinctive, isolated 'heroic' calling of the past, maintaining the 'honor' of society, but is now a profession and occupation subject to all the vicissitudes which life is hazard to in a bureaucratic setting.

Janowitz even suggested that a career in the military should be linked to public service offering individuals who separate after a period of time a position with federal, state or local governments. Such a system is in

operation in the Federal Republic of Germany today. Another change suggested would be the individual remaining with one organization throughout his career, thus reducing the movement of people. And he says "the amenities supplied by the military base are essential for the well-being of the military officer and his family. The military establishment is more of a welfare state than civilian society, and these benefits are important for the retention of personnel."⁵⁴

The criticism mentioned many times of military isolation from civilian society can be overcome a different way, according to Janowitz. He says for integration into civilian society that civic participation is more important than location of residence, and "the vitality of the military profession depends upon a delicate balance between a special sense of inner-group loyalty and participation in the larger society."⁵⁵

In another article, Janowitz discusses the North Atlantic Treaty Organization (NATO) and the All-Volunteer Forces, and concludes:⁵⁶

The all-volunteer armed force represents the end of the historical phase of the mass armed force. With the emergence of a new type of all-volunteer force, civilian society will have to assume an active role in directing the military to redefine its professional perspectives and to help to understand that peace-keeping through a military presence, deterrence, and participation in the control of national emergencies are the modern definitions of the heroic role.

Janowitz, in another essay⁵⁷, pointed out that the social demography of an all-volunteer force will tend to have South and Southwestern regionalism. This pattern emerges from the increase in these regions of ROTC units, and reduction of like units in the Midwest and New England, plus the high concentration of military installations in these southern areas, and the tendency for military personnel to marry disproportionately women close to installations and to retire in the region.

He also points out that military men will become more and more like civilians, that is, those with a career commitment are as likely or more likely to be married than their civilian counterpart in their age group. In 1973, over 95 percent of those who were majors or of higher rank were married. To this he adds:⁵⁸

... military families, which already have a lower divorce rate than civilian families, will serve as a source of stability ...

Edwin A. Deagle, Jr.,⁵⁹ in an essay on professionalism in the military, believed that the pattern to today's military is different than any previous peacetime standing armed force. He believes that bureaucratic developments have taken over professionalism through institutional pressures. He states, "the system rewards not demonstrated competence in combat--as it did in World

War II--but the kind of bureaucratic political skills which accompany successful advancement in any large organization. Thirty years of this process have, as the Army's professionalism study reveals, institutionalized it."

In conclusion, it can be said that many, many points were made by both supporters and critics of the All-Volunteer Force concept during the period prior to the final adoption by the Congress. Some strong, some weak, some had rational foundations and others were heavy with emotional appeal. But in the final analysis, the All-Volunteer Force itself will demonstrate whether it is a successful system for this country now and in the future.

Air Force Newspapers

An Air Force newspaper is generally produced by personnel assigned to offices of information. Its purpose is to provide Air Force news and information not immediately available from other sources to military and civilian members of the Air Force and their families at specific locations. It serves as a principal medium for dissemination of service news and information in support of the Internal Information Programs of the United States Air Force.⁶⁰

The purpose of the Internal Information Program, broadly defined, "is to increase the effectiveness of Air Force personnel within their organization."⁶¹ Policies

governing the operation of the program are based upon several considerations, two of direct significance to this study: (1) information formats and media should be tailored to reach individuals for whom they are intended and (2) an Air Force base newspaper is a major tool of the Internal Information Program.⁶²

There are two types of Air Force newspapers--official and unofficial. Official newspapers are financed by Air Force money either derived from Congress or through funds obtained through self-supporting activities on military bases such as the exchanges, bowling alleys, etc., those activities which charge a fee, but return a portion to the military for its purposes for morale and welfare of assigned personnel. Unofficial newspapers are commercial enterprise newspapers published under written agreement with Civilian firms exclusively in the interest of Air Force personnel of a particular base, at no cost to the U.S. Government.⁶³

Additionally, Air Force newspapers are classified as follows:

Class I--Multilith/Mimeograph Newspapers

Class II--Official Letterpress/Offset Newspapers

Class III--Unofficial Letterpress/Offset Newspapers

According to a March 1974 listing, active duty newspapers included seven Class I, 37 Class II, and 106

Class III.⁶⁴ Of the Class III newspapers, 84 are published within the United States, 49 of which belong to the three largest operational commands, the Military Airlift Command (MAC), the Strategic Air Command (SAC), and the Tactical Air Command (TAC). These three commands accounted for approximately 44 percent of all Air Force personnel and in both 1971 and 1974 were totally within the continental United States.⁶⁵

Therefore, to keep this study within manageable bounds, the sample for the investigation was selected from Class III newspapers, which account for the majority of all Air Force newspapers. Further, the sample was selected from the three continental commands cited above--MAC, SAC and TAC. The other major combat commands are operational in Europe and the Pacific and presented difficulties in obtaining the necessary papers, and the function of overseas base papers have a slightly different function from those inside the U.S. Also, the Air Training Command was not included primarily because the majority of Air Force personnel do not remain long at the base after receiving specific training.

Finally, because offices of information are relatively small and must perform many other functions, the newspaper staff rarely, at the base level, has more than two or three full-time editorial staff members.

Consequently, to produce even a weekly newspaper, the editor must rely upon many sources other than his immediate staff for input of copy. Other sources are non-local in nature, that is, news and information materials are prepared at other locations for distribution throughout the Air Force. These sources include major air command news services, Air Force News Service (AFNS), American Forces Press Service (AFPS), Commanders Digest, plus numerous other items which are not used frequently and are too numerous to include for discussion.

An Air Force newspaper has three distinctive audiences found on every Air Force base: officers, enlisted personnel, and dependents. Civilian employees are also part of the base, but based upon a pilot study conducted by this writer during the fall of 1974, it was found that the quantity of material published was of an inconsequential nature and thus was eliminated from this study.⁶⁶

News holes of respective Air Force newspapers are governed by central directive and incorporated into the written agreement with a civilian publisher. The monthly ratio of advertising copy to news copy in commercial enterprise newspapers, including inserts and supplements, should average:⁶⁷

- (1) 4-8 page newspaper, 50 percent advertising
- (2) 12-16 page newspaper, 55 percent advertising
- (3) 20-24 page newspaper, 60 percent advertising
- (4) More than 24 page newspaper, 65 percent advertising

Thus, the news hole is dependent upon the publisher and the amount of advertising sold. To get lucrative weekend advertising, newspapers are normally published on Friday, and most have one issue a week.

Regarding central news services, AFNS is an activity of the Office of Information, Office of the Secretary of the Air Force, and is produced with careful attention to the support of Air Force objectives. It provides news emanating from Air Force Headquarters weekly to all Air Force newspapers. Additionally, news of greatest importance is transmitted electronically. Other services include news stories on major air command activities, feature stories and editorials, a photo service, and articles of interest to wives. Coverage includes information on national events having important Air Force aspects, Air Staff actions of general interest (including personnel matters, housing, regulations, and policies), and material explaining basic Air Force missions and doctrine. Coverage does not include general world or national news.⁶⁸

Major air command news services are established to provide information of specific interest to that command's personnel, but must not duplicate AFNS. AFPS is a military clipsheet prepared weekly, carrying text and art, by the Department of Defense Office of Information for the Armed Forces (IAF). Commanders Digest is a publication containing Department of Defense policies, and seat-of-government news and information and is also produced by IAF.⁶⁹

Hypotheses for the Investigation

To put the hypotheses in proper context, a part of the opening statement of the problem will be elaborated here. The nation-wide public debate that preceded the change in the system of recruiting for the U.S. military services raised some profound questions. Under the leadership of the President and by the action of the Congress, a major change in U.S. national policy was brought about by the conversion of recruitment for the military services from the draft system to the voluntary system. The All-Volunteer Military Service has been in effect de facto since January 1973, although de jure since July 1973. The question this study investigates is: What has happened to the intra-service public expression on key aspects of this change in national policy? This investigation seeks answers to this general question by means of content analysis of Air Force

newspapers. The broad approach is to find what subject matter relevant to the question is being published, and what differences, if any, have occurred between 1971 and 1974.

While the investigator had certain notions about some of the results expected before the study was done, the hypotheses for the study are stated in the null hypothesis form. In the discussion of results, in Chapter V, comment will be given as to whether the outcome was as expected or not.

The hypotheses are:

I. There will be no difference in the proportional distribution of career benefit news and information by the three categories (presented in Chapter III)--Direct, Fringe, and Individual Recognition--before and after the advent of the All-Volunteer Force of July 1, 1973.

II. There will be no difference in the proportional distribution of career benefit news and information by source--local and non-local--before and after the advent of the All-Volunteer Force of July 1, 1973.

III. There will be no difference in the proportional distribution of career benefit news and information by the four audiences--officer, enlisted, dependent, and general--before and after the advent of the All-Volunteer Force of July 1, 1973.

No other studies were located in which Air Force or any other military branch newspapers have been analyzed for its treatment of any subject. Consequently, this is an exploratory, comparative study of Air Force newspapers through a content analysis of career benefit news and information.

Outline for the Remainder of the Study

Chapter II presents an overview of the literature concerning content analysis. To attempt to cover the period from its earliest usage to the present time would be impossible because of the extensive use of the method in many disciplines. Therefore, only selections from the literature of the last decade which are associated with the mass media, particularly newspapers, have been included from the last decade.

Chapter III is a discussion of the methodology used in this study. Chapter IV presents the results obtained from the analysis of the data. Chapter V is the summary of the study, with conclusions and recommendations.

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CHAPTER II

REVIEW OF THE LITERATURE

Overview

Historically, the label "content analysis" has been primarily associated with research in journalism, however, it has been widely utilized in many other disciplines. In fact, today, in one form or another it can be found in virtually every discipline. This chapter highlights some of the criticism of the method in its general application and focuses on its usages in mass media during the past decade. It is beyond the scope of this chapter to detail trends as well as its application in other disciplines.¹

Criticism

Content analysis has generated many criticisms since Bernard Berelson defined it in 1952:²

Content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication.

The criticism has risen from this definition and included issues over "quantitative-qualitative," "manifest-latent," and the problem of "inference" from the data collected. Ole R. Holsti³ points out that the "viewpoint that

the analyst should use a combination of all methods that aid in the process of inference seems to dominate the field today." He also points out that a rigid distinction between these forms of measurement poses a dichotomy that is useful neither for limiting the scope of content analysis nor for evaluating a specific piece of research. The resolution of this issue or its lack of recent attention can be partially attributed to the use of computers as well as the application of theories and specific hypotheses with the technique.

The "manifest-latent" issue also centers around Berelson's definition. Specifically, the issue is over whether the analyst is restricted to "recording only those items which actually appear in the document" and reading between the lines must be reserved to the interpretation stage.⁴ But as Danielson points out⁵ ". . . manifest is a relative term. It indicates an area of meaning in which content analysts have traditionally tried to operate, rather than a definite point." This issue is also one of making inferences from the source, and as the technique has evolved, the issue has resulted in a broader definition of content analysis:⁶

Content analysis is any research technique for making inferences by systematically and objectively identifying specified characteristics within text.

Yet the issues are still not completely resolved, but have receded into less prominence as far as content analysis is concerned today.

Of course, there is still the problem of inference derived from the content of any document. As with the approach to the resolution of any problem there is still the need to assess the reliability and validity of the results of the investigation.

Selected Content Analysis, 1965 - 1975

To review all of the usages of the technique during the last decade would be a monumental task, therefore, the investigations reported here will be narrowed to specific circumstances: journalism, primarily the print media, but a few instances of electronic media.

In a content analysis of newspapers in Australia and their treatment of U.S. news, it was found that neither measurement of space nor item count satisfied the purpose of the study.⁷ Simple observation by the author, however, indicated that there was a difference among the newspapers analyzed. The difference manifested itself through the "play" of the news: headline size, position on the page, page number, with or without photographs, and the length of the story.

This difference was ultimately accounted for by the development of an "attention score." But to verify the observed difference, the editors of the eight newspapers were surveyed to obtain their opinion of the importance of each of these items. As a result, the photo item was deleted, and minor modifications to the others was made by the author. The attention scores were then correlated with both the column inches and number of items. Both measures showed a high correlation with the attention scores.

Even though this high correlation was obtained, it was pointed out that it might serve as an alternate technique for analyzing daily newspapers, and to be more positive it would even be better to use it in conjunction with one of the more conventional methods of content analysis.⁸

"Journalese," that particular style of writing for newspapers, was investigated to determine if "a stylistic factor was consistent across different news content areas, or does it vary with a given type of material?" The authors⁹ point out that there was a lacking of an inclusive definition of writing style, but they believed it related to the variable features of a given language code--those which allow the encoder "some freedom of selection."

A computer program was developed to allocate each word in a given passage to its grammatical category in one day's UPI wire service copy. A total of 8,070 words was

available for analysis. The computer system first assigned each word to one of 10 categories: articles, adverbs and adjectives. The next step involved obtaining the conditional probabilities associated with a given "grammatical string determining an adjacent part of speech."¹⁰ This was done in both a forward and backward direction to determine the preceding and the subsequent word class. Then it was done with the middle word missing to determine what the probabilities were of the different possible middle words.

The authors reduced the possible number of strings of words to 22 more common strings for comparison across their four topical areas of news categories--world, national, state or sports. It was found that there was a high degree of similarity across the four content areas, thus no distinct pattern between the various types was discernible. This investigation adds to the notion of syntactic structure being fundamentally a function of the language code, and relatively invariant under different conditions of language generation.¹¹

One of the problems often confronted in content analysis is the sampling of newspaper content. In the majority of cases, titles have been sampled as well as issues, but the entire content is coded. Some researchers investigated the possibility of devising content units "below the level of the issue."¹²

To develop a "basic space unit" the following criteria was used: (1) it had to be large enough to have "meaning" (2) it had to be small enough not to have too many meanings (3) easily identifiable and (4) the total number of units in the sampled issues had to be easily ascertainable for sampling purposes.

Using this criteria several units, such as the "story" or "advertisement," were rejected as well as the column inch. Finally, a variable space measure was devised: the "basic space unit." Danielson and Mullen defined the BSU as "an area one column wide and one-twentieth of a column deep." For a standard eight column newspaper there are 160 BSUs.

To test the BSU a computer program was devised for drawing of samples and then applied to predict the percentage of advertising in five consecutive issues of nine different newspapers. The results were compared with measurements taken with a ruler. In this case, the BSU proved to be a valuable tool for sampling units but certain disadvantages were pointed out. These included such items as (1) sample selection is tedious without the use of a computer (2) coders must be well-trained because of the difference between coding units and context units (3) problems when the coding unit overlaps two or more content classifications and (4) the method becomes inefficient if the study is limited to anything less than the total content.¹³

In another attempt to improve and simplify content analysis, an investigator compared headline-and-lead scanning to reading the whole-item.¹⁴ This was a preliminary to a much larger investigation, 12 newspapers versus 100 newspapers, in an attempt to isolate an alternate procedure for classifying the data.

A specific hypothesis was made for testing the procedure, which was "to isolate and identify foreign affairs items for further analysis, the headline-and-lead will accurately reflect the whole item."¹⁵ The sample consisted of 121 issues from 12 different newspapers and every word was read with a count kept for mention of "foreign affairs" mentioned in the (a) headline and lead and (b) in the remainder of the item, with the sum of these two being (c) the total number of items containing a foreign affairs mention.

A sub-analysis of the data compared the frequency of United Nations items and non-United Nations by the two methods. First, for the general foreign affairs items, using the headline-and-lead scanning method, 24 percent of the items would have been missed. Whereas with the United Nations items a significantly higher accuracy was obtained, 83 percent. Also, it was found that there was considerable variation among newspapers on the foreign affairs items which ranged from a low of 64 percent to a high of 84 percent. This means that the scanning method will be more accurate

for some newspapers than others. Haskins¹⁶ accepted the level of accuracy for his expanded study because there were several thousand man-hours of work involved; the percentage compared favorably with the sampling completion rate in mail, telephone or personal interview surveys, and the foreign affairs mentions found in the item but not by scanning were of minor significance.

Levy¹⁷ attempted a complex approach through the combination of a semantic differential instrument and content analysis. An adjective scale and a verb scale were used in order to compare the results with other work on the semantic differential. A total of 45 editorials were selected from three magazines.

The concepts were determined after reading the editorial and the primary idea was selected. The selection of scales was more complicated, but the 18 most frequently occurring categories formed the basis for the 18 semantic differential-type scales. Following this, the editorials were divided into several sections with each forming a meaningful whole.

A factor analysis was done to determine the similarity of the scales between sources. The author concluded that the verb scales did not all load on a single factor as he expected had they represented an active-passive dimension. Also, the factors that did emerge were usually not

conceptually clear and did not fall into the previous pattern of semantic-differential research. Finally, factors did not appear comparable from one source to another. Not only did the sources differ in the number of significant factors, but the same factor did not appear in all of the sources. Those few scales that appeared in more than one source did not indicated consistency with respect to the factors which was loaded the highest.¹⁸

In subject categories, much has been done with content analysis that relates to journalism. For instance, analysis of the race issue has received wide attention as well as news about foreign countries and news of the United States in foreign media. Teenagers, the elderly, drugs, women, agriculture, community development and politicians have also been studied through content analysis.

Teenagers, as a group with separate identity and specific needs, began to have a number of magazines aimed at them starting soon after World War II and increasing since the middle fifties.

A study of the content of a group of such magazines was conducted in conjunction with a survey of teenagers to measure their importance to them.¹⁹ The content analysis consisted of determining the types of articles in the nine magazines and two were found with what "parents might deem really objectionable language or ideas." It was found that

the great majority leaned heavily toward entertainment heroes with other articles on fashion, pen pals and problems with answers. The questionnaire was an attempt to determine what type of magazine and article appealed to boys and girls of different ages. Questions about adult magazines were included to try and get a balanced picture. From the questionnaire it was determined that adult magazines were read more by teenagers than were teen magazines. As far as teen magazines were concerned, the peak period of reading was the seventh grade for both sexes and the lowest period was the twelfth grade. In all grades and both sexes, the average adult magazines read regularly was 2 to 2.8 compared to teen magazines of .1 to 1.2. Stewart concluded that teen magazines were not particularly harmful, and that among the students of better than average family backgrounds and of higher than average ability, adult magazines are more important than teen magazines.²⁰

Following the 1971 White House Conference on Aging, the visibility and image of old people in television programs was investigated. Also, if visibility varied with sex was analyzed. As pointed out by the author,²¹ there had been studies done on visibility and image of various sex sub-groups but none of age sub-groups.

Visibility was determined by the presence of the sub-group and was done in conjunction with a frequency count

(the percentage of the sub-group) and image was defined as the representation of the sub-group in an attitude-shaping manner. Two specific hypotheses were tested:

1. People who are old are less likely to be proportionately visible than people who are not old.
2. Women who are old are less likely to be proportionately visible than men who are old.

Thirty half-hour prime time programs were sampled and from the February 25 through March 3, 1972 period the first hypothesis was not supported and second hypotheses was supported. A check was also done to determine if frequency count had been skewed by disproportionate appearances of the sub-group during the program. It was found that for this study it was adequate. The author concludes, "it appears that television is, indeed, a man's world for the elderly."²²

A different content analysis of television focused on the matter of public service drug messages.²³ The content analysis was conducted in Hartford, Conn., during two periods in December 1971. Coding of the commercials was done by 22 coders working in six hour blocks using a five-page coding instrument covering 19 variables. In addition to the three major networks being monitored, independent stations in several different locations were observed and

recorded. Intercoder reliability ranged from 79 to 95 percent with the least agreement over the number of characters in the commercial.

Coded during the periods were 85 presentations of 32 different messages and it was found that NBC outlets were the highest with 38 percent and ABC the lowest with 24 percent and CBS had 32 percent. It was also found that 94 percent of the messages were presented during periods of lower audience attendance. For an audience breakdown 49 percent was for a general, nonspecific audience, 18 percent youth oriented and 33 percent about adult use.

It was concluded that the messages typically included little specific informational content, were not directed at identifiable audience segments and generally involved an actor or sport celebrities as sources and some type of fear appeal as a message strategy. The author was not critical of the medium because he felt an exploratory study was needed in order to ascertain the quantitative and qualitative aspects of televised drug abuse advertising.²⁴

Women's liberation and its ramifications have been the subject of content analyses. In one investigation, an attempt was made to determine if, during the late 1960s, there was a "black-out" of news concerning the women's liberation movement in the United States and England.²⁵ The specific hypothesis for testing concerned what mechanism

can be used to control conflict generated by the social movement called women's liberation. One method may be to withhold information from the general public about the movement, so minimizing its impact. In this case, it was general circulation newspapers, two from the United States and 12 in England.

Items analyzed were those dealing with any phase which could be associated with women's liberation and then each was weighted according to its size. From the data collected, the comparison of the Los Angeles Times to the Herald Examiner indicated that little information regarding women's liberation was provided. A total of 19 units were found in the Times and seven in the Examiner for entire 12 month period. From these 26 units there were just 10 referring to local activities.²⁶ The situation was almost similar with the English newspapers. Even though there were 396 units counted, 40 percent was in the Sunday Times and that was during a two-week period. Also, nearly one-half (48 percent) of the units were concerned with the movement outside of England.

Morris²⁷ states:

On the basis of this evidence, the suggestion that newspapers would tend to withhold information about the newly emerging women's liberation movement appears to be supported. That the movement was large enough and active enough to have been covered by the press during the time spans chosen. . .has been demonstrated.

In another investigation, women's pages were analyzed.²⁸ It was suggested that these pages are changing from a variety of factors, one being women's liberation. These changing pages have also changed titles, but unless the quality and type of content changes, it might just be incidental.

Investigated in this study was that renamed and redesigned pages would have less traditional content and present topics which critics believe relevant to modern readers. Twelve papers were analyzed, six with new pages and six with traditional pages. Content categories were based on data gathered from the articles to establish traditional content and categories for redesigned pages were taken from in-puts by critics, writers and women's editors.

It was found that traditional content was much higher on the traditional women's pages than in the modern versions. But, surprisingly, the study revealed that "the idea of changing the section to a broad-interest one incorporating entertainment does not seem to encourage better coverage in the areas suggested by the critics." The author concluded that traditional content, as critics have stated, did take a large amount of space in the traditional sections and was cut back considerably in the modernized sections. However, the updated sections failed to meet the criteria of the critics. Only half or less of the topics suggested

were reported in either version and none of the sections had the scope of coverage critics felt should be presented. Entertainment stories appeared to replace traditional content, and in the updated sections it seemed that traditional content was replaced with stories on movies, books, etc., instead of items deemed important to the readers. There was a willingness indicated by management to expand the number of pages in the revised sections by the finding that the broad-interest sections did contain more pages. Consumer news was conspicuously absent.²⁹

Miller³⁰ analyzed all the roles of women portrayed in newspaper photos and compared this coverage to the portrayal of similar roles for men in the Washington Post and the Los Angeles Times during a twelve month period. A comparison was made of the number of photos, the roles portrayed and the sections where these pictures appeared.

In the 46 issues sampled, 2,168 photos were found in the Post and 1,493 in the Times. Pictures of men outnumbered women 3 to 1 in the Post and 2 to 1 in the Times. The only section which contained more photos of women than men was the lifestyle section. In the sections dominated by men, the ratio of photos of women to photos of men ranged from 1:2 in the entertainment up to 1:13 in the sports.

There was also strong differences in the spread per sex in the various sections. Almost half of the women's

pictures were in the lifestyle section, whereas 10 to 15 percent of the men's photos appeared in this section. Almost 25 percent of the men's pictures appeared in the sports section but just 5 to 6 percent of the women's photos were found in sports.

For the various roles depicted in the photos, women overwhelmingly dominated the roles of spouse and "other" (primarily fashion models). Between the two papers the ratios ranged from 3:1 for spouse in the Times to 15:1 in the Post. In both newspapers, half of all the pictures of women showed them as spouses, socialites or entertainers, but less than 25 percent of the photos of men were in these categories. About 75 percent of the photos of men showed them as politicians, professionals or sports figures, but less than 25 percent of the women's photos were in these categories.

Surprisingly, obituaries accounted for a major portion of the photos in the Post portraying women as professionals. In the Times, almost half of the professional women's photos were in the lifestyle section. Both newspapers published about equal numbers of men and women in human interest features, and neither carried blatant "cheese-cake" to publicize new products or to boost athletic events. The Times, however, did have something for beauty queens-- there were 12 photos in 46 issues, for an average of more than one every four days.³¹

This author concluded:³²

The portrayal of women's roles in the Post and the Times news photos does not reflect the roles women occupy in the Washington and Los Angeles communities, nor does it reflect the impact of changes in women's roles on economic and social factors.

A different study combined content analysis with personal interviews to reveal how editors use and view agricultural news in Illinois when farm population had declined to the level of 6 percent of the state's total.³³ For the investigation, nine weeks, stratified seasonally, were analyzed during nine weeks of the year of 28 different daily newspapers.

From the survey 36 percent of the editors considered farm news page or section as a "money-maker" in terms of attracting advertising and circulation. One-third said they believe nonfarmers had little interest in agriculture news, but 42 percent reported a growing trend of interest. Finally, editors preferred sources that provided local agriculture news, regularly, and 80 percent said they judged a story on the basis of its local interest.

Analysis of the content found that agriculture news made up 1.3 percent of the total lineage which was both advertising and copy. The greatest amount of agriculture lineage was during late summer and early fall. Daily variations were also found with Sunday having the largest amount and Tuesday for those which did not publish on Sunday.

Of all the agriculture lineage, 87 percent was printed copy with illustrations, mainly pictures, comprising the remainder. The average item was 8.3 column inches with the median between 4 to 5 inches. Almost 80 percent of the news items were directed mainly at farmers with about one-half in specific agricultural news sections.

News about events and market prices produced more than 60 percent of the printed news in all 28 newspapers. Items dealing with producing farm products made up about 15 percent with the remainder consisting of news about farm legislation and policy, marketing and human interest. It was also found, contrary to editor's opinions, that more than 36 percent of the items came from the wire services with 24 percent coming from local sources.

No specific hypotheses were tested in this study, and the writer points out that it will serve as a benchmark for planned future analysis of the same sample. He also suggests that it may aid those interested in supplying agriculture news to be aware of daily variations as well as seasonal peaks.³⁴

Erust³⁵ analyzed "crisis in the cities" through a corresponding "crisis in communication." To determine if newspapers were fulfilling their responsibility to local government and readers in the coverage of community development, a content analysis of three newspapers with different

levels of interest was conducted. This level of interest was defined as a national newspaper, metropolitan and small town. Categories were developed which included whether the article dealt with a program or a problem, and in what time frame. Also a directional code was added.

All the community articles were measured in column inches without correcting for varying number of columns or column widths between newspapers. This was done because it was a comparison based only on percentage of space to each category. Additionally, all headlines and photos were included in the measure.

The period analyzed was 1969 with a constructed six day week for each season, for a total of 24 issues being selected from each newspaper. The total number of inches in the 24 issues was estimated based upon a one week sample and then used to compute the percentages. As a point of reference, the study also compared sports news coverage with community development news.

Each newspaper was chosen solely on the basis of availability and no attempt was made to prove they were representative or typical.

It was found that the national newspaper devoted a greater proportion of its news coverage to community development than either the metropolitan or the small town. Proportionately, the national paper had more than four times

as much as the small town paper and almost three and one-half times as much as the metropolitan.

Regarding the time frame category, articles appearing dealing with present programs were twice as frequent as articles on present problems or future solutions. Coverage in the present program category was 12 times greater than future problems.

Comparison across sources indicated that the national newspaper was more interested in future solutions and least interested in present problems. The metropolitan newspaper also fell into this pattern. The small town paper, however, was more concerned with present problems. Sports coverage presented a totally reverse situation. The national newspaper was the only one which published more community news than sports. The metropolitan had five times more sports and the small town newspaper had 12 times as much.

Ernst implies that from this exploratory study of the limited space allocated to community development topics that the city was indeed an "undercovered story." Development topics tend to be lumped with the wrecks, robberies, etc., all under the City Desk. But sports has its own staff and budget and more reader concern, thus greater news value, plus it emphasizes competition and is filled with drama.³⁶

A similar type study was conducted to determine the coverage of 1967 Detroit Riots in ten leading newspapers. Instead of comparing different topics, the investigation focused upon whether the nation's readers received a commensurable coverage of the event.³⁷

The ten newspapers selected were obtained from two earlier studies made to determine the nation's most influential newspapers, and from those only the final editions of the two days after the outbreak of the riots in 1967 were analyzed to determine the consistency across the sources. The analysis portion consisted of the number, location and square inches given to the stories and photos and similarities in coverage through use of the wire services, general story types and the use of the same picture or illustration in more than one source.

The results of the study were centered around eight of the newspapers after it was found that the Detroit Free Press, as expected, had a maximum amount of coverage and the Christian Science Monitor had a lack of coverage because of its pre-date issue basis. It was felt that the results of this study would serve as a fair representation of national editorial judgement.

On July 24, the first date analyzed, the eight papers had nine stories and five pictures on page one. Inside pages contained 11 stories and nine pictures about

the riots. The second date had 18 stories and nine pictures on the front page and 45 stories and 29 pictures used on inside pages by the eight papers. Across the newspapers, the numbers were consistent, however, in square inches there was a wide divergence.

For the first date square inches ranged from a high of 371.1 to a low of 98.9, with an average difference between their total coverage of 35.2 square inches. When the two dates were combined the average difference between the totals increased to 55.9 square inches. Comparing the two dates, six newspapers had a sharp increase in the amount of coverage, one decreased and one increased only slightly, 98.9 to 112.6 square inches.

Therefore, while the number of articles and photos was consistent, the quantitative comparison of square inches was inconsistent.

Similarities were also noted in the stories and pictures published. For instance, all eight newspapers presented accounts of the riots that dealt, primarily, with reports of fire and looting. Six had interviews with either Detroit officials or the Detroit "man on the street." Five carried background information and interpretative reports of reasons for the riots. All eight had articles about concern in Washington over the riots. Finally, of the 83 stories and 62 photos from the two dates, 59 stories and all the pictures came from the wire services.

Breen concluded from her study that:³⁸

The similarity in the type of coverage presented by the eight papers is of such consistency that, despite the variance in quantity on a whole, readers of these papers received the same basic account of the riots for the two days studied.

Another content analysis was made to determine trends in media coverage during the 1960s and how it related to national issues.³⁹ There was an abundance of issues during that period including civil rights, black militancy, urban riots, war in Vietnam, ecology, women's liberation, etc. For the basis of this study 12 issues were analyzed in the three weekly news magazines with general readership.

News magazines were selected based upon the assumption that the contents would be a reasonable indicator of the contents of news media nationwide. A second assumption was that the Reader's Guide to Periodical Literature was thorough and accurate enough to serve as source of data for a survey of media content over an 11-year period. From these assumptions, a count was made of the number of articles dealing with selected national issues. Selection of the twelve issues was based on frequency of appearance in the Gallup Poll as one of the "Most Important Problems Facing America" or because they were important and unique to the 1960s. In data analysis, to nullify any single publication's bias, the numbers were combined from all three magazines.

Based upon the count, two things were apparent to the author: (1) the first few years of the decade were considerably less "newsy" than the last few, and (2) there was no uniform coverage of the issues and the profile of media coverage showed peaks, valleys and plains for every issue.⁴⁰

For further analysis, a distinction was made between "newsworthy" events and those issues that were not. Four issues were based on discrete events that were in and of themselves "news" and the other six were "pseudo-events."

Comparison of the "events" based issues with related statistics which "represent the 'realities' of the underlying issues" showed that there were mismatches between the volume of coverage and the covered situation. For example, the probable peak of the Vietnam War was in 1968 with the Tet offensive and the peak number of American troops (and battle deaths) were experienced, but the peak of the coverage was in 1966. Another example was the large number of civil disturbances recorded in 1968, 1969 and 1970, but the peak coverage was in 1967.

In summary, the author points out, while dependent upon regrettably soft data, some of the major issues received media coverage bearing a tenuous relationship to the real events underlying the issues. He further stated:⁴¹

Media attention fell while events were increasing, rose while they were declining, or was concentrated at

times when events were no different than at other times. If this analysis is correct, there are at least five mechanisms in addition to the flow of actual events that operate to influence the amount of media attention that a given issue may receive: adaptation of the media to the stream of events; over-reporting of significant but unusual events; selective reporting of the newsworthy aspects of otherwise non-newsworthy situations; "pseudo-events," the manufacturing of newsworthy events that pertain to an issue; and "events summaries," situations that portray non-newsworthy events in a newsworthy way.

The author also did a comparison of his content analysis to the Gallup Poll since 1964 and public opinion of the issues. Eight issues were compared in a 2 x 2 Chi Square test where the number of articles were divided at 25 (the approximate median) and it was found statistically significant in relation to the public opinion on the issue.⁴² He suggests that the Gallup Poll may be "no more than an indirect content analysis of recent news coverage."

Criticism of front page news encouraged an investigation of how similar were A.M. and P.M. newspapers in their treatment of national and international news.⁴³ In addition to front page criticism, another writer had reported that one telegraph editor was influenced by the make-up of the morning newspaper. From this criticism, a study of one morning metropolitan newspaper and several afternoon dailies within its circulation area was conducted.

Seven newspapers were analyzed during a seven day period. The examination was limited to the front pages and

focused upon national and international news and photographs, with special attention to position, headline width and length of the material. Every item was weighted with points for various positions on the pages as well as one point per column inch. Thus stories and photographs were assigned different values and tabulated for statistical analysis. It was found that the number of stories in the six afternoon newspapers ranged from 51 to 65, compared to 50 for the metropolitan morning newspaper. The percentage of repeat stories from the morning to the afternoon newspapers ranged from 12 to 22 percent. Comparing the repeat stories to only the afternoon dailies they accounted for nine to 20 percent of the story content.

A correlation analysis was also done for the six afternoon newspapers regarding their "play" of the news. Because only three had a value of .7 or higher no evaluation of the use of photographs was conducted. The results of this study, after considering the time limitation, indicated, to the authors, that as a trend, North Dakota's afternoon press displayed a considerable amount of independence in the "play" of national and international news.

Another study investigated social and ethical considerations of science news in newsmagazines. To answer the two main questions, a semantic content analysis technique known as word designation analysis was used. The two questions were (1) to what extent does social and ethical

content occur in the newsmagazine's science news? and (2) is there a delayed diffusion pattern for social and ethical content in science news that appears after a newsmagazine's initial hard news coverage?⁴⁴

The word designation technique was used to describe the frequency with which social and ethical concepts are referred to. It was assumed that a newsmagazine's attention to the social and ethical implications of a story would be adequately reflected by the relative frequency with which pertinent lexical signs of these concepts appear. In order to determine a particular trend, a case study was conducted using the first heart transplant and one year there after. It was felt that medical science has always comprised a large portion of what is called science news.

Three subcategories were developed to lend organization to the coding rather than the making inferences. The total of all coded signs per 1,000 words were used as the measure of social and ethical content. Different reliability tests were done and for reliability as a serial coder it was 90 percent, whereas for intercoder reliability it was 56 percent. Agreement on subcategory assignments ranged from 50 percent for depth and scope indicators and 61 percent for social indicators.

It was determined that one newsmagazine had the highest frequency of social and ethical signs, but the other two provided about three times more total coverage. The

second question concerning diffusion was not supported as the variations throughout the year did not indicate a trend.

The author summarized:⁴⁵

In general, the newsmagazines tended to provide social and ethical content on a timely basis in proportion to the amount of hard news coverage a story received. This content fell off almost as rapidly as did the hard news itself and a delayed diffusion of increased social and ethical content was not observed.

A trend analysis was done for science content in eight national magazines as it was felt it would be useful and meaningful when examined over a period of time. It was pointed out that investigation of science content had been done by various investigators for 50 years in different media and this was an addition.⁴⁶

The study compared science/technology content during the 1964-65 and 1969-70 periods, "periods during which attitudes toward science and public support of science underwent drastic changes." Subject matter was divided into five categories. One issue per magazine was analyzed and those which published more than once per month, the first issue of the month was selected. An item had to be at least one-half column inch long to qualify as an article and the article was considered to fit a category if at least one-half of its content supported the category. Reliability of coders was conducted randomly in 40 percent of the issues

and the system had a 95 percent reliability. As a further refinement to the investigation, one magazine was selected for a quantitative analysis. In addition to category assignment, the length of the article was recorded, excluding headlines and photographs.⁴⁷

It was found that there was an 83 percent increase in the total number of articles in the 1969-70 period over the 1964-65 period. All categories increased except one which had a 16 percent decrease. To further verify the change of emphasis in science/technology content the "in-depth" analysis of the one magazine was analyzed. It showed the same shift of emphasis, but the average length of the articles in each category remained very similar.

The study indicated that most of the increase in science/technology content was in space and environment, two areas of peak interest in the news, in governmental grants, and in local and national legislation at the time of the 1969-70 study. It also seemed to indicate that the subjects were not being dealt with in any greater depth in the later period than in the earlier.⁴⁸

In another investigation, letters to the editors were content analyzed through cluster analysis.⁴⁹ The investigation was an attempt to ascertain public concern through mass magazines' letters to the editors as "one leg of a triangle that fixes the locus of public concern." The

sample consisted one letter per issue per topic from five mass circulation magazines in 1966, to achieve a representative sampling while avoiding undue emphasis on issues which were newsworthy. This procedure provided an average of 7.2 letters per issue. Each word in a letter was considered free of context. Nouns and noun-adjectives only were included to eliminate within-letter redundancy. Inter-coder reliability between the two coders was .90. Additionally, all occurrences of a word which did not label that word's most common referent were deleted. Finally, only the root of each word was dealt with in the study. Final word clusters were based on co-occurrences of 99 key words chosen for their high frequency, public affairs relevance, and descriptive value. Key word lists had similarities across magazines. Of the 244 different words used on the six lists, 26 occurred on all lists and 60 occurred on at least three of the lists.

The results of the investigation found (1) U.S. involvement in a world of tension and hostility was a dominant theme throughout (2) in the domestic concerns, clusters were found in race relations, students and education, and the law (3) unique clusters related, apparently, to specific single events or articles in the respective magazine. Even though the researchers were successful in their identifying of "outcroppings" of public concern, they

felt some improvements would be necessary to provide closer correspondence to survey data. Included in their recommendations were such items as the broadening of the sampling base to include more magazines and newspapers, a more formal content analysis phase for assignment of words to categories, and analyzing categories instead of individual word-types, and use of a broader set of content elements should be added.⁵⁰

Another content analysis of letters to the editors, not as detailed as the foregoing, was done to obtain multiple and unobtrusive measurement of political attitudes and behavior during the 1968 Presidential election.⁵¹ In this part of a larger study, only what was manifestly in the newspapers was examined to avoid interviewing of editors and questionnaires, techniques the authors believed often overused, too costly and potentially biasing. Content analysis was then made of the letters from two newspapers during four time periods pertinent to the election process, total letters amounted to 711.

It was found, however, that editorial policy severely restricted the research and challenged the whole concept of letters as valid indicators of political feeling. Just about 5 percent of the total volume of letters dealt with candidates and it was discovered that the policy of the newspapers, one publicly stated and the other not, was

letters concerning political candidates or ballot propositions would not be published. Also, the two newspapers' staffs estimated that roughly two-thirds of the letters written actually appeared in print because of libel, length, and incoherence. One practice, in contrast to the general rule, was that of allowing a single person to write as frequently as they wanted.

Even though limited in their sampling, the authors made some observations from the data collected and said that most of the political interest appeared in the periods predicted, political issues were concerned with the Democratic convention, social unrest and law and order, Vietnam (in that order), little interest in the Nixon-Humphrey campaign, pro-Republican comments were in the majority in the letters in both papers, and letters clearly tended to be more negative than positive.⁵² In this study, letters to the editor were only minimally effective largely because of editorial policy.

Finally, in still another study of letters to the editors, the "social safety value" theory was researched.⁵³ For this investigation, one newspaper was selected and the letters concerning the killing of four students by National Guardsmen was content analyzed to determine the validity of the theory. Of the 188 letters published in the newspaper which emphasized local opinion and always printed every

letter received, it was found that there was an overwhelmingly expressed hostility against students, 51 percent of the letters, and praise for the national guard, 48 percent.

The author points out that the response to the incident, based upon the letters to the editor, was not "a harmless safety valve by emotion citizens." He concluded that the theory was useful in interpreting many letters, but it did not explain all of them.

Letters of a different type were investigated by Smith and Levin to determine "the nature of sex-role conceptions as depicted in lovelorn advice columns."⁵⁴ Specifically, the investigation centered around how the behavioral and conceptual aspects of sex roles had recently changed and whether such changes might be represented in the columns.

A random sample of advice columns were content analyzed from two time periods: 1947-51 and 1967-71. Five year intervals were selected to control for seasonal changes or short-lived fads. More importantly, they felt the 20 year interval would be sufficient to reflect the occurrence of important social change in sex roles.

Analyzed in the initial period was three columns and only two were satisfactory in the latter period. All of the columns were found in Boston newspapers and were directed to a large heterogeneous audience of all ages and

both sexes. The sample consisted of one column taken from 10 dates per year selected randomly in the 47-51 period, and one column from seven dates per year in the second period, for a total of 288 letters.

The letters were coded for sex of the writer when they were concerned with same-sex relationship or with problems not related to a particular social relationship. The remaining letters, ones dealing with opposite sex relationship, were coded for role relationship, sex of writer, burden of the blame, role expectation, degree to which traditional sex roles supported, advice and degree of expressivism in advice. A check was conducted on intercoder reliability and the mean agreement coefficient was $k=.90$. Also, a check was conducted on the internal consistency of the columnists through an analysis of variance and no significant difference was found indicating similar advice was offered with respect to traditional sex-role expectations.

The analysis failed to find a significant change in the proportion of letter writers over the 20 year period by sex. Females consistently dominated the correspondence as more than 81 percent from both periods were female writers. However, there was a marked difference in the variety of problems. Writers tended to shift from problems

of dating and engagements in the earlier period to issues of family and friendship in the later period. It was also found in a 2 x 2 analysis of variance that there was no significant difference in the degree to which advice columnists supported or refuted traditional sex-role expectations. Also, expressivism analysis failed to produce any significant differences. The authors point out "traditional sex roles are deeply ingrained in American culture and may not change very much in any given 20-year time period."⁵⁵

Significant changes were discovered, however, with respect to male/female differences in fixing the burden of blame over time. This was found in the advice offered and in the earlier period the male right/female wrong was predominate and in the later period it was the opposite. From this evidence, the authors suggest that sex roles as depicted in advice columns may be changing, though not at an abstract level of role conception.

As can be seen by the foregoing examples, newspapers and magazines have had their various departments and sections analyzed for a variety of subjects. But each was primarily a single case or study investigating a particular portion of "manifest content" and rather independent from each other with the exception of the technique utilized for investigation, "content analysis."

The technique also received wide application in other areas and included such items as visibility of politicians in the wire services, and newsmagazines, foreign news in sundry United States media, United States news in foreign media, and the problems of minorities, their access to the media, as well as their images.

One study⁵⁶ analyzed President Kennedy's press conferences as a descriptive content analysis. Categories for the investigation were obtained from writings of political scientist and subdivided into minor categories obtained from a government manual.

Audio tape recordings of the conferences were transcribed and the content was coded according to category and time in seconds. It was generally concluded that (1) President Kennedy stressed foreign relations policy over any other category in his opening remarks (2) domestic policy received more attention in the question and answer period (3) both the President and reporters gave the least attention to national defense (4) Kennedy was able to answer most of the questions without referring reporters to other statements and (5) less than 15 percent of the questions dealt with specific topics discussed by Kennedy in his introductory statements.

During the 1966 gubernatorial campaigns in California "one of the most bitter" political campaigns in the

state's history was conducted. In addition to the ideological differences between the candidates, the voters were highly motivated and vociferous.⁵⁷ But how did the press react to the campaign? Because of criticism of not receiving fair and equal coverage from the press by numerous candidates, this investigation was an "attempt to determine the objectivity of two major California daily newspapers." The two newspapers expressed sharp differences in their political views, reached a large audience, and represented important publishing organizations in California.

The literature on political campaign coverage revealed that prior to 1960, most of the works primarily considered content, while after 1960, there was a considerable shift to the effects of the newspaper coverage. But for two major reasons, this study considered the contents and not the effects. First, it was felt to be extremely difficult to relate media habits to voting behavior, and second, the means for carrying out a sample survey of the kind called for was not available to the writers.

The sampling was done from September 1, 1966 through election day and the final home edition was reviewed. From a daily review of the 69 newspapers, three weeks was selected to indicate the postures of the two newspapers and their handling methods for news of the campaign. The content was divided into four categories as

well as direction. It was found that of the more than 450 stories, editorials, columns, etc., that just nine news stories, less than 90 column inches, fell into the \pm category. This category was for news stories which were inclined toward one candidate but could not be separated into the favorable for that candidate or unfavorable for the opposition.

Test for reliability was done with the "equivalent forms method" where three coders coded one-third of the total sample and a portion of another coders. There was total agreement on beneficial items and 90 percent agreement on the allocation of the direction categories.

Also, of concern was a possible difference in coverage of the two candidates because one was the incumbent governor. An inequity was found, but the writers believed it was not a reflection of bias as much as non-political, editorial judgement. Also, the one newspaper was published in the capital and probably felt that the activities of the governor was of more interest to its readers than he would be to readers of other newspapers in the state. Comparing the categories for the two newspapers, there was almost 80 percent more items and double the column inches in the newspaper published in the state capital. The percentage of favorable items in each newspaper was similar.

As further validation to the study, the authors investigated the election returns to relate the treatment given the two candidates to the actual vote in the respective newspaper's circulation areas.⁵⁸ Voting did not, however, relate as the Democratic candidate received .4 percent fewer votes in the Republican paper's area as compared to 1.1 percent fewer registered Democrats.

Another phase to the study considered a qualitative measure to try and determine objectivity in the stories. In one newspaper's 126 stories, less than 10 percent were classified as bias or very bias. The other newspaper had 130 stories and again less than 10 percent came under the bias classification. From this the authors concluded that both newspapers presented an acceptable record.

The final phase of the investigation concerned the play of positioning of the stories in both newspapers, as defined from earlier campaign studies and reading habits studies. Both newspapers gave similar play to both candidates, and it was concluded that no preference was indicated for the candidate it supported editorially.

Interestingly, the authors concluded by stating:

As long as the American voter continues to rely to some presumed extent on the communications media for news of a political campaign, the type of coverage presented, and its objectivity, must be studied. Continuing investigations like this one are enlightening if for no other reason than to help fracture the inaccurate political stereotypes that newspapers often suffer.

Another target of criticism in recent years has been political advertising. It has been criticized for its cost as well as distorting the truth about the candidate by emphasizing his personal attributes instead of information about issues. But, unfortunately, the criticism has not been based on objective data. Thus, an exploratory content analysis was conducted to investigate what kind of information is available in political advertising and how are differences in content related to party affiliation or the offices they were seeking.⁵⁹

The study analyzed newspaper advertising for senatorial, gubernatorial and congressional candidates in the 23 states holding elections in 1970. The study was limited to newspapers because of problems of content analyzing broadcast media, time, money, and accessibility to sources of data. Because of the number of states involved, only two newspapers from each state was selected. It was assumed that political candidates would choose the media vehicle which would give them the greatest amount of exposure, therefore, the largest morning and evening newspapers were selected. Five issues were selected from each newspaper during the 15 days prior to the election. Further, the random sample was stratified to insure that at least one issue from the three days immediately prior to the election was included.

The units of analysis were both verbal and nonverbal assertions. An assertion was no longer than a sentence, but a sentence could contain more than one assertion, and each would be classified and counted separately. Assertions were coded into four different categories with verbal having separate subcategories. The categorization scheme was developed from analysis of pilot data and intercoder reliability, measured by Cohen's k , was .96.

From the total of 15,295 assertions measured in 820 advertisements, it was indicated that information content of political advertising was in part a function of the candidate's personal familiarity to the voters, the familiarity of his political party and the salience of the office sought.⁶⁰

Wilhoit and Sherrill⁶¹ and Weaver and Wilhoit⁶² investigated the visibility of U.S. Senators in Associated Press National Wire and news magazines, respectively. Both investigations attempted, through content analysis, to determine the variables involved in the coverage or "visibility" of senators in the separate sources.

The study of the wire services tested six hypotheses and the news magazine study used the same six plus one more. Additionally, both counted only the name identification whether it appeared once or several times in an article. Finally, the wire service study was conducted in

an election year, whereas the news magazine study was during a non-election period.

The sample for the wire service analysis consisted of eight "constructed weeks" from the calendar year 1964. To simplify the procedure, AP data tapes for the dates selected were read by computer with instructions from key symbols. Once the symbol was identified, the computer printed out a context unit of 40 words preceding the symbol and 60 words following it.

Political party labels were introduced as a control in the analysis of the data because Democrats outnumbered Republicans two to one. Also, the national spotlight was on the Democratic President as leader of the party, thus party label required separate analysis.

The sample wire content produced 741 references and the modal senator received two mentions. Results of the study indicated that the population of the state, seniority, and committee prestige variables produced significant rank-order correlations with wire service visibility. Controlling for party labels produced slightly higher correlations for Republicans on the population and seniority variables, but weaker coefficients for the Democrats on these variables.

From the three newsmagazines sampled, six "constructed months" were analyzed for a total of 24 issues of

each magazine during an off-election time period of 1965-66. No computer readout was available and thus each issue was personally scanned from cover to cover. Again, party labels were controlled for data analysis because Democrats outnumbered Republicans two to one and there was a Democratic President as the party leader.

The sample of the three magazines produced 1,091 references to senators; Republicans averaged 9.9 times and Democrats 11.9 times. None of the seven hypotheses were supported for both Republican and Democratic senators. Committee assignment and state size hypotheses were supported for the Republicans only.

These results contrast to the wire service study where seniority and state size were correlated with senatorial visibility. But both did discover state size correlated to visibility. In conclusion, comparing the results of the two studies plus a related master's thesis, the authors suggest that a future study could investigate the association between a three-variable index ranking for each senator and news visibility. The index would be from seniority, committee assignment, and size of state.⁶³

Minorities, blacks, race relations, and similar topics were mentioned by press critics during the past years. Many investigations have been conducted into these areas including several utilizing content analysis, ranging from access to the media to depiction in cartoons.

Media access concerns many related activities varying from governmental commissions to press councils. Jerome A. Barron, probably the leading advocate of a right of access, believes that legal intervention is necessary, arguing that the media stifle unpopular and unorthodox concepts.⁶⁴

Fedler developed three hypotheses to test minority access to newspapers, which were (1) newspapers devote more space to established groups and their ideas than to comparable minority groups (2) electronic media cover more established groups than comparable minority groups and (3) publicity received by minority groups is more apt to concern demonstrations and violence than publicity received by established groups.⁶⁵

To test these hypotheses, the type and amount of publicity that 20 minority and 20 established groups received during the first 10 months of 1970 were examined. In an attempt to select representative groups, the author established seven criteria to select comparable groups from an estimated list of more than 100,000 organizations in Minneapolis.

The content analysis was conducted from two newspapers and every edition from January 1 to October 31, 1970 was examined. From a pilot study it was determined that only stories which specifically named a group would be

counted. Measuring only that portion of the story which referred directly to the group was abandoned after the pilot study indicated it was difficult, time-consuming and more subjective.

For the radio and television coverage, a spokesman for each station was interviewed, because it was impossible to view or listen to programs that mentioned the 40 groups as the majority had already been aired.

Comparing the results, it was found that the minority groups received 202 stories and 60 pictures, whereas the established groups received 112 and 17, respectively. There was no statistical significance and the first hypothesis was not supported.

There were more pictures, editorials, and letters about minorities than the established groups. The average story about the minority groups was 15.43 column inches in contrast to the 11.64 for the established groups. Photos averaged 17.46 column inches for minority groups whereas the established groups received 14.52. Altogether the two newspapers devoted 4,357 column inches to the minorities and 1,669 to material about the "in-group."

To test the last hypothesis, the 77 photos were analyzed in detail, and assigned to one of six categories. The picture analysis reliability was checked and the average intercoder reliability was .778. It was found that

more than two-thirds of the photos of the minority groups showed them engaged in either a demonstration or violence, but for the established groups just 17.6 percent involved a demonstration and none showed any violence. A chi square test of the photographs between the two groups was statistically significant and thus confirmed the third hypothesis.

The author concluded that minority groups do gain access to the media, but the publicity is not always favorable. He suggests further studies to determine if the blame lies with the groups seeking access or with the media or, more probably, is shared by both.⁶⁶

Baron⁶⁷ investigated the allegation that the press systematically afford "white" news more attention than "black" news. In order to examine this charge, six newspapers were content analyzed regarding their reporting of the deaths of white students versus deaths of black students. The six newspapers were chosen for their locales and characters and were checked for seven days following the killings of the students which occurred at two different time periods. Only those stories dealing with the killings were recorded and editorial comment was not included. The length of the stories was weighted where every 10 column inches received one point and so on for every interval of 10 inches.

The results indicated that of the twelve comparisons of mean daily scores there were four that were statistically significant but without a clear pattern. The one factor that did appear related to the coverage was the proximity of the event to the reporting newspaper.

Surprisingly, another investigation researched the trend in Playboy magazine and its cartoons of blacks. The magazine was felt to have done more to provide a civil rights forum, encourage black writers, mock bigotry and shun separatism, than most contemporary magazines.⁶⁸

All issues of the magazine for 1956, '58, '60, '64 to '68 and the first seven months of 1969 were examined. All cartoons were counted and marked as either containing or not containing a black person for the trend analysis. For the comparative portion, the black cartoons were placed into those showing blacks in a contemporary setting and those in jungle or aboriginal settings. A sample of non-black cartoons was taken by selecting the cartoon preceding and following the black. A total of 64 black cartoons and 114 non-black cartoons were counted. Coder reliability was .90 for all reported data.

It was found that for the years 1956 through 1966 less than one percent of all cartoons contained a black character in a contemporary setting as well as only one percent of the cartoons showed a black in an aboriginal

setting. The figure rose to 1.4 percent for 1967, 2.7 percent in 1968, and increased 60 percent during the first half of 1969 from the 1967 baseline. During 1968-69, the presentations of blacks as aborigines virtually disappeared.

The cartoons were examined for the characteristics of people depicted. For the black characters, 17 percent were women compared to 33 percent in the white cartoons. This distribution differed significantly from the distribution of white characters in all-white cartoons and even that of whites in cartoons with black characters.

It was also found that black cartoons contained more characters, which corresponded to data obtained from television commercials. Further, the use of blacks stemmed from the cartoon's focus on racially based humor. Also, it was anticipated that black cartoons would be less likely to focus on sex humor, the data were in the predicted direction but not significant. It was found that the white cartoons portrayed middle class settings more than the cartoons with black characters. Finally, the authors examined the dress and appearance of the blacks and contemporary dress went from zero in 1956-66 to 41 percent for the first half of 1969.⁶⁹

Two different studies investigated the black press; one examined the images of political authorities

in black newspapers and the other investigated the conflict-cooperation dimension in similar newspapers.

The political image study hypothesized "that regardless of a variety of publication bases, black newspapers present essentially congruent images of the American political system."⁷⁰

The sample consisted of 102 issues of black newspapers, six issues each of 17 different titles. Selected titles represented six community publishers, six urban weekly publishers, three organizations and two national militant publishers. Issues were drawn from six randomly sampled weeks from the summer of 1969 through the summer of 1970. The entire issue of each title was examined.

The coding unit was the image, and was coded whenever it appeared in an item: a news story, editorial, syndicated or locally produced column, cartoon or news photograph. One or more different images could be coded in a single item. An index measuring direction and frequency for each image variable was derived. The percentage difference between positive and negative codes for the image constituted the index. For example, if police references occur 50 times in 500 coded images it would account for 10 percent of the total. If 40 of these codes were negative and the rest positive, the percentage

would be 8 and 2 percent, respectively. Then one would be subtracted from the other to get the index, in this case it would be 6 percent, reflecting the frequency of image appearance and strength of negative or positive projective by type of newspaper. A small index would suggest either an unimportant image or a well balanced presentation.⁷¹ Intercoder reliability averaged more than 85 percent.

Results indicated there was a marked difference in the frequency of mention of different images in the four types of newspapers. The data confirmed the perceptual importance attached to the police and the presidency by the black press. Also, those images projected most often by different groups of newspapers were also the most negative.

Thus, the data suggested there was a black perspective--a generally negative one--on political authority that existed across a varied publication base; what differences existed were more of a matter of degree than kind. The data also tended to substantiate a nearly universal skepticism in the black community of what it perceived to be the white power structure.

The final investigation examined racial harmony and conflict in black newspapers. The sample for this study was four issues of each of 14 black newspapers

during the first quarter of 1970. General news stories were analyzed for its relational nature. A relational story was defined as one "whose main concern is a report on the activities of individuals or groups, when these activities bring them into contact with others."⁷²

News stories were the unit of analysis, but calculations were based on column inches, including headline and illustrations. Categories were designed to be mutually exclusive and each story was assigned only to one category of five.

Of the total space devoted to relational stories, 60 per cent stressed cooperation, the remainder conflict. This was in contrast to another investigation which used the paragraph as the unit in five daily newspapers and found that three-fifths of his paragraphs emphasized conflict. There was an almost total lack of interest in all-white news and international news of any kind, which was understandable since the audience is black and the newspapers are primarily supplemental.

Overall, it was found that black newspapers emphasized racial harmony more than conflict and they stressed cooperation both among blacks and between the races.

In Conclusion

Investigations reviewed in this chapter are not intended to be exhaustive, but rather a representation of the application of content analysis within journalism and the print media. A wide variety of studies have been conducted within the discipline during the period covered and tend to indicate that there has not been any standardization as far as method or approach. The only limitation placed on the investigator is his imagination and definition of problems seeking solutions.

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CHAPTER III

RESEARCH METHODOLOGY

Newspaper Selection

As mentioned in Chapter I, there are 150 newspapers in the Air Force, seven Class I, 37 Class II, and 106 Class III. Because of differences of newspapers published overseas as compared to those published within the United States, this study investigates Air Force newspapers within the United States. Class III newspapers account for the largest portion of Air Force newspapers and, consequently, are assumed to be the most representative of Air Force newspapers. No data exists defining representative newspapers, but there is an annual Air Force newspaper contest which is conducted for each class of newspaper, an indication of their similarity.

The three largest Air Force commands in the United States have 49 of the Class III Air Force newspapers, more than half of this class within the U.S. These three commands represent various missions of the Air Force, and at one time or another virtually everybody serving in the Air Force will be assigned to one of these commands. There are several other command organizations of the Air

Force within the United States, but they are involved in training, research, logistics, and many other areas not directly associated with operational/combat activities.

The Military Airlift Command (MAC) bases have eight Class III newspapers, the Strategic Air Command (SAC) bases have 27 Class III newspapers, and the Tactical Air Command (TAC) bases have 14 Class III newspapers.¹

Newspapers were selected because of their frequency (weekly) as compared to other Internal Information Programs, which are published or occur less frequently. Examples of other programs are monthly Commander's Call, the monthly Airman magazine, and once at each new assignment Newcomer's Orientation. All of these additional programs periodically present information about military benefits, but are generally oral presentations which are difficult to retain for later recall. Also, newspapers were selected because of their circulation: copies are free and can be found at various central locations around an Air Force base such as stands in Exchanges, headquarters building, commissaries, dormitories, and other locations which are visited frequently as well as by a large number of people. Newspapers are also delivered door-to-door in military housing enabling a large number of military and dependents access to them. Thus, as Joseph Klapper² points out, print, alone, allows the reader to control the occasion, the pace, and the direction of his exposure and is convenient for easy additional exposure.

Two newspapers from each of these three commands were selected randomly for analysis from two time periods. Time one (T_1) was July 1, 1971 until December 31, 1971, and time two (T_2) was July 1, 1974 through December 31, 1974. T_1 was assumed to be sufficiently prior to the formal changeover to the All-Volunteer Force to not show any effects from public mention of the subject by legislative or executive branches of the government. T_2 was selected as the second period because it was both the beginning of a fiscal period and 12 months following the changeover, which allowed for a leveling of initial publicity attendant to the initial period of the changeover.

The method for selecting specific issues for analysis followed Jones and Carter³ "constructed week" procedure, as modified for a "constructed month" by Weaver and Wilhoit.⁴ The number of issues in any one month was not restricted. This "constructed month" approach allowed for changing size of news hole. It was observed that editions closest to the middle of the month and end of the month paydays tend to be larger than editions closest to non-paydays, because of fluctuation in advertising volume.

Time periods of six months were felt to be adequate based upon the results of a pilot study. The selection of the second-half of a calendar year was based upon the fact that the Defense Department's budget is on a fiscal year

basis beginning July 1, and experience in the Air Force shows that during the first six months personnel programs receive more monetary support than during the latter half of the fiscal year. If any changes, improvements, and other attention to career programs occurred during the 1974-75 fiscal year, the best time to observe them reflected in Air Force newspapers would be the July-December period. The specific number of issues was influenced by Stempel's⁵ study of daily newspapers in which he found that increasing the sample size above 12 does not produce marked differences in the results. Hachten⁶ studied Sunday newspapers and concluded that three issues would be representative of 52 issues. But, Kerlinger⁷ points out that small samples can produce large sampling errors and says:

Use as large samples as possible. Large numbers are not advocated because large numbers are good in and of themselves. They are advocated in order to give the principle of randomization, or simply randomness, a chance to 'work,' . . .

It was judged that 13 issues would be adequate. Once the issues were identified, the entire edition was examined for content related to the specified categories of news.

Development and Definition of Categories

As stated by Berelson, "content analysis stands or falls by its categories."⁸ Therefore, to reduce the arbitrariness of category definition, Air Force publications were checked in conjunction with surveys taken to determine what factors comprise career benefits. The definitions were found adequate, requiring only minor changes.

Military career benefits as defined by two Air Force Pamphlets⁹ include promotions, reenlistment (for enlisted only) bonuses, reassignments, educational opportunities, commissioning programs (enlisted only), pay and allowances (such allowances as for quarters, subsistence, clothing, and others), shipment of household goods, leave (annual vacation), medical and dental care, home loans, Servicemen's Group Life Insurance (SGLI), emergency aid groups (American Red Cross and the Air Force Aid Society), survivors benefits, retirement, commissaries, exchanges, legal assistance, recreation programs, open messes, recreation activities and services program, and the transition program. Many of these benefits have several subgroups. In education there are the military training programs for various vocational skills as well as others related to professional military education pertinent to

an Air Force career. These last courses include management and supervisory training, and others less oriented toward a skill but broadening of abilities and talents to perform more responsible jobs.

Recognition programs are as important as any of the other benefits. Among the recognition programs are military decorations, various officer and airman "of the year" programs, and others. Awards may be both monetary and non-monetary.

Finally, benefits related to working conditions were included. Items to look for came from two separate studies, one a continuing study by the Air Force to determine those factors which encourage remaining in the Air Force,¹⁰ and the other to determine what factors were related to initially joining the Air Force.¹¹

From all these indicators, three separate categories were developed for classifying items in Air Force newspapers:

(1) Direct benefits, those which are related, generally, to budget appropriations controlled by the Congress and include pay and allowances, promotions and activities related to promotions (performance reports, selection boards, weighted airmen's promotion system, etc.), retirement, medical and dental

programs and other activities associated with Congressional monetary control.

(2) Fringe benefits, those programs and activities which are paid for, generally, through non-appropriated funds (money derived from various activities on military installations which return an established proportion to the military for morale and welfare programs) and includes recreational facilities, recreation services, exchanges, educational programs not directly related to career enhancement (non-mandatory Extension Course Institute (ECI) courses, Bootstrap educational programs, the Community College of the Air Force), suggestion program, commissaries, open messes, and working conditions.

(3) Individual recognition, this category included military decorations, military and civilian awards for performance both on and off the job, and job promotions.

For the purpose of this investigation, working conditions were defined as either explicitly or implicitly indicating new or improved equipment, pleasant surroundings, new facilities or modifications to existing buildings to improve the work environment, or introducing new approaches to various work.

Also included in fringe benefits was social atmosphere, which includes membership in and activities related to local fraternal and social organizations and participation in activities of a civilian community as part of a military assignment. Typical organizations are the Noncommissioned Officers Association (NCOA), the Air Force Sergeants Association (AFSA), and the Air Force Association (AFA). News of organization activities or about individuals identified with such organizations and their activities would be classified in the fringe benefit category.

Another type of division for analyzing career benefit news was that of local and non-local source. Those items prepared by the newspaper staff or submitted by anyone assigned to the installation would be local source material. Those items obtained from AFNS, major air command news service, or any of the other possible sources found outside the Air Force base would be non-local source material. To determine if the item was from a non-local source, the editor will identify it at the beginning or end with a dateline or such abbreviations as (AFNS) or (AFPS), etc.

A final division of content was related audience or type of personnel to which the benefits were related. For instance, a news article discussing Squadron Officers School by method of correspondence would be for officers,

whereas, if it had been changed to include senior noncommissioned officers, it would be categorized as enlisted. In the majority of cases, the rank of personnel in the story was the determining factor. If rank was not stated, it was classified as general.

Thus for this investigation, to categorize the career benefit news, it was first necessary to determine type of career benefit, then the source, and finally the audience.

Coder Reliability

In order to determine the coder reliability in classifying the career benefit news into the three categories of direct, fringe, and individual recognition, a fellow Air Force graduate student coded a random sample of eight percent of the newspaper issues. An equal number of issues from T_1 and from T_2 were selected. As the second coder was not experienced in content analysis, portions of several practice issues were coded and compared prior to his coding the 12 issues for the reliability test. An Air Force graduate student was chosen to reduce the training time necessary to grasp a working knowledge of the Air Force and its various activities. For an outsider without any military background, the training time could have been extensive.

On category classification, intercoder agreement between the principal investigator and the fellow coder for the 12 issues examined was 98 percent.

Units of Measurement

For the purposes of this study, the context unit was the whole article or news story, the complete photograph or line drawing. Excluded from analysis ^{WERE} was "Action Line" or "Hot Line" columns because, in general, the editor exercises no control about what will be included in these columns of the newspaper. The headline was measured in conjunction with the item. Accompanying photographs were measured separately. All items were measured in column inches and rounded to the nearest column inch. Column width varied among the six newspapers, but differences were not large. Where two categories of benefit news was found in a story, the space count was divided equally between the two categories.

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CHAPTER IV

FINDINGS

Newspaper Characteristics

The six newspapers identified for examination were: (1) the Airlifter, Dover AFB, Delaware (2) the Command Post, Scott AFB, Illinois (both MAC newspapers) (3) The Leader, Grand Forks AFB, North Dakota (4) the Peacemaker, Dyess AFB, Texas (both SAC newspapers) (5) the Scope, Seymour Johnson AFB, North Carolina and (6) The Jet Journal, Luke AFB, Arizona (both TAC newspapers). Numbers 2 through 6 were the primary selections for those respective commands, however, number 1 was the third choice after it was learned that both the first and second choice no longer possessed copies of issues from T₁. Characteristics of all newspapers and dates of issues used are in the Appendix.

All of the newspapers were published on Friday except The Leader, which was published on Thursday during both periods. All of the newspapers had military editors except one, the Command Post, which had a civilian editor in both periods. Finally, all of the newspapers except one was tabloid size, the Airlifter, which was a standard size newspaper.

There was no standard column width. The Airlifter used a 10 pica column, the Command Post had a 10.5 pica column in both periods, The Leader, the Scope and The Jet Journal used an 11 pica column in T_1 and T_2 , and the Peacemaker used an 11 pica column in T_1 and a 14 pica column in T_2 . As can be seen from these column width variations, use of column inches for comparisons could be misrepresentative. For testing of the hypotheses, each category total of column inches was converted to a percentage of the total to which it is related.

A total of 53,683 column inches of career news and information was tabulated from the six newspapers from a total news hole of 110,910 inches. Of the total column inches of career news, 51.2 percent or 27,469 column inches was counted in T_1 and 48.8 percent or 26,214 column inches in T_2 . As a proportion of the news hole, the first period had 48.7 percent, and the second period had 48 percent. Any distortion from column width differences was minimal in this general comparison.

Hypothesis I

Hypothesis I stated that there would be no significant difference in the proportional distribution by time period of career news for the three categories, direct, fringe, and individual recognition. The time periods were before and after the change to the All-Volunteer Force.

The data base for testing the main effects and the three career news categories for any significant differences is presented in Table 1. These results represent the basic work in the content categorization of the data sample for this study.

For testing, Hypothesis I will be separated into the main effects, and then each of the three types of career benefit news for a separate test on each category.

Main Effects

Table 2 shows the percentage scores for the main effects--all three categories combined--by each base for the two time periods. Differences were found statistically significant for four of the six bases, but not significant for two of the bases. No significant difference was found between the two time periods when all bases were combined.

Of the four bases showing a significant change, two increased career benefit news and two decreased. For the other two bases, one increased and one decreased. In the combined totals for all six bases there was a small decrease. Another approach to testing the main effects will be given at the end of this section.

Comment and interpretation of the findings will be given after results of all tests related to Hypothesis I have been given.

TABLE 1
 DISTRIBUTION OF CAREER NEWS BY THREE CATEGORIES
 (COLUMN INCHES)

Air Force Base	Year	Type of Career News			Total Career News	News Hole
		Direct	Fringe	Individual Recognition		
Grand Forks	1971	825	2063	1493	4381	8845
	1974	507	1711	1380	3598	8457
Dyess	1971	335	2020	1621	3976	7181
	1974	526	1896	1210	3632	5978
Seymour Johnson	1971	436	2246	1460	4142	7208
	1974	452	1654	1173	3279	7164
Luke	1971	511	1484	1781	3776	7741
	1974	845	2243	2203	5291	9320
Dover	1971	829	2851	2417	6097	15405
	1974	1192	2777	1735	5704	13813
Scott	1971	623	2101	2373	5097	10012
	1974	573	2096	2041	4710	9786

Direct Benefit News

Table 3 shows the distribution of Direct Benefit news for the six bases in the two time periods. Scores are given as a percentage of the total career news of each newspaper.

Differences were found significant for two of the bases, Dover and Dyess, as well as the total. In these cases, the direction of change was toward a greater amount of news about direct career benefits after the change to the All-Volunteer Force. The remaining four bases showed no significant difference in the amount of Direct Career Benefit news.

Fringe Benefit News

Table 4 shows the distribution of Fringe Benefit news for the six bases in the two time periods. Scores are given as a percentage of the total career news of each newspaper.

No significant difference was found for any of the six bases nor the total in the Fringe Benefit news category.

Individual Recognition News

Table 5 indicates the distribution of Individual Recognition News for the six Air Force newspapers in the two time periods. Scores are given as a percentage of the total career news of each newspaper.

TABLE 2
DISTRIBUTION OF TOTAL CAREER NEWS
AS PERCENTAGE OF NEWS HOLE

Period	Air Force Bases						Total
	Grand Forks	Dyess	Seymour Johnson	Luke	Dover	Scott	
1971	48.5	55.3	57.3	48.7	39.5	50.5	48.7
1974	42.5	40.7	45.7	56.7	41.3	48.2	48.0
Difference	6.0*	5.4*	11.6*	8.0*	1.8	2.3	.7

*Difference significant at .05 probability level by test of proportions.
N's for basis of percentage scores are given in Table 1.

TABLE 3
DISTRIBUTION OF DIRECT BENEFIT NEWS
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Air Force Bases						Total
	Grand Forks	Dyess	Seymour Johnson	Luke	Dover	Scott	
1971	18.8	8.4	10.5	13.5	13.6	12.2	13.0
1974	14.1	14.5	13.8	16.0	20.9	12.2	15.6
Difference	4.7	6.1*	3.3	2.5	7.3*	0.0	2.6*

*Difference significant at .05 probability level by test of proportions.
N's for basis of percentage score are given in Table 1.

TABLE 4
DISTRIBUTION OF FRINGE BENEFIT NEWS
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Air Force Bases						Total
	Grand Forks	Dyess	Seymour Johnson	Luke	Dover	Scott	
1971	47.0	50.8	54.2	39.3	46.8	41.2	46.5
1974	47.5	52.2	50.4	42.4	48.7	44.5	47.2
Difference	.5	1.4	3.8	3.1	1.9	3.3	.7

No significant difference for any newspaper.
N's for basis of percentage scores are given in Table 1.

TABLE 5
DISTRIBUTION OF INDIVIDUAL RECOGNITION NEWS
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Air Force Bases						Total
	Grand Forks	Dyess	Seymour Johnson	Luke	Dover	Scott	
1971	34.0	40.8	35.2	47.2	39.5	46.6	40.6
1974	38.4	33.3	35.7	41.6	38.4	43.3	37.2
Difference	4.4	7.5*	.5	5.6*	9.2*	3.3	3.4*

*Difference significant at .05 probability level by test of proportions.
N's for basis of percentage score are given in Table 1.

Differences were found significant for three of the bases as well as for the total. The three bases and the total showed a significant decrease from the first period to the second. Another base had a decrease, but it was not significant. Finally, even though the other two bases had an increase, they were found to be insignificant.

Direction of Change In Career Benefit News

As shown in Table 2, the percentage of the total news hole used for career benefit news did not have a statistically significant difference for the two time periods, as shown below:

1971 - 48.7%

1974 - 48.0%

Thus, when analyzing for proportional changes among the three subdivisions of career benefit news, it is to be expected that increases in one type of career news will tend to be balanced by decreases in another type of career news. The question arises whether or not there is a marked tendency toward decreasing percentage or increasing percentage in each of the three types of career news. Table 6 shows the direction of change and percentage by type of career benefit news for each base.

Direct benefit news shows four increases, one tie, and one decrease from 1971 to 1974. Fringe benefit news

shows five increases and one decrease. Individual Recognition news shows four decreases and two increases. When both size and direction of change is taken into account, it becomes obvious that there was an appreciable increase in Direct and Fringe news at the expense of Individual Recognition news.

Table 7 shows the size and direction of change in percentage scores, these figures were derived by subtracting 1971 from 1974. This approach is used because a simple average of the sum of percentage scores for each column loses the effect of larger changes for some of the individual newspapers.

The Mann-Whitney U test¹ was applied to the data shown in Table 6, and a statistically significant difference was found in only the Direct benefit category of career news. Null hypothesis I is therefore supported in two of the three types of news, and rejected in one type, Direct.

Hypothesis II

Hypothesis II stated that there would be no difference by time period in the proportion of career benefit news originating from local and non-local sources.

The data gathered for this part of the study is given in Table 8.

In Table 9, the data has been converted to percentage scores for purposes of testing the hypothesis.

TABLE 6
 PERCENTAGE DISTRIBUTION OF CONTENT BY THREE
 CATEGORIES OF CAREER BENEFIT NEWS

Air Force Base	Categories					
	Direct		Fringe		Individual Recognition	
	1971	1974	1971	1974	1971	1974
Grand Forks	18.8	> 14.1	47.0	< 47.5	34.0	< 38.4
Dyess	8.4	< 14.5	50.8	< 52.2	40.8	> 33.3
Seymour Johnson	10.5	< 13.8	54.2	> 50.4	35.2	< 35.7
Luke	13.5	< 16.0	39.3	< 42.4	47.2	> 41.6
Dover	13.6	< 20.9	46.8	< 48.7	39.6	> 30.4
Scott	12.2	= 12.2	41.2	< 44.5	46.6	> 43.3

Mann-Whitney U Test results by type of news:

<u>Dimension</u>	<u>U</u>	<u>p</u>
Direct	4	*.048
Fringe	15	.350
Individual Recognition	12	.197

*Statistically significant difference

TABLE 7
 PROPORTIONATE SIZE AND DIRECTION OF CHANGE
 SCORES FOR THREE TYPES OF CAREER
 BENEFIT NEWS DURING 1971 AND 1974

Air Force Base	<u>Direct</u> % Change		<u>Fringe</u> % Change		<u>Individual Recognition</u> % Change	
	(+)	(-)	(+)	(-)	(+)	(-)
Grand Forks		4.7	.5		4.4	
Dyess	6.1		1.4			7.5
Seymour Johnson	3.3			3.8	.5	
Luke	2.5		3.1			5.6
Dover	7.3		1.9			9.2
Scott	<u>.0</u>	<u>.0</u>	<u>3.3</u>	<u> </u>	<u> </u>	<u>3.3</u>
Total	19.2	4.7	10.2	3.8	4.9	25.6

TABLE 8
 DISTRIBUTION OF CAREER BENEFIT NEWS
 BY TYPE OF SOURCE (COLUMN INCHES)

Air Force Base	Year	Source		Total Career News
		Local	Non-local	
Grand Forks	1971	3834	547	4381
	1974	3041	557	3598
Dyess	1971	3783	193	3976
	1974	3304	328	3632
Seymour Johnson	1971	3887	255	4142
	1974	2909	370	3279
Luke	1971	3573	203	3776
	1974	4856	435	5291
Dover	1971	5225	872	6097
	1974	4202	1502	5704
Scott	1971	4459	638	5097
	1974	3495	1215	4710

TABLE 9
 PERCENTAGE DISTRIBUTION OF CAREER BENEFIT
 NEWS BY TYPE OF SOURCE

Air Force Base	Source			
	Local		Non-Local	
	1971	1974	1971	1974
Grand Forks	87.5	> 84.5	12.5	< 15.5
Dyess	95.1	> 91.0	4.9	< 9.0
Seymour Johnson	93.8	> 88.7	6.2	< 11.3
Luke	94.6	> 91.8	5.4	< 8.2
Dover	85.7	> 73.7	14.3	< 26.3
Scott	87.5	> 74.2	12.5	< 25.8

As shown by the use of the directional change sign, all six newspapers showed a smaller percentage of local-originated news content in 1974. Since local-source content in 1971 ranged from 85.7 to 95.1 percent of all career benefit news, the loss to that category appears small, but conversely the average increase per base newspaper in use of non-local material is more than 70 percent. The change from 1971 to 1974 is statistically significant in both direction and size of change. Null Hypothesis II is therefore rejected.

All of the newspapers, except the Airlifter in T_2 , identified the source as stated in Chapter III. In the case of the Airlifter, it was necessary to reanalyze the issues in T_2 and determine the source from the information within the item and that was not localized as suggested in Air Force directives.

Hypothesis III

The third hypothesis stated that for the different time periods there would be no difference in the proportionate distribution of career news for the four primary audiences. Table 10 shows the distribution of news in column inches for this part of the study.

The data in Table 10 was converted to percentage scores, using the total inches in each row as 100 percent.

TABLE 10
 DISTRIBUTION OF CAREER BENEFIT NEWS BY
 TYPE OF AUDIENCE (IN COLUMN INCHES)

Air Force Base	Year	Type of Audience			
		Officer	Enlisted	Dependents	General
Grand Forks	1971	573	1010	621	2177
	1974	672	876	510	1540
Dyess	1971	435	725	711	2105
	1974	281	792	459	2100
Seymour Johnson	1971	543	879	587	2133
	1974	541	804	380	1554
Luke	1971	610	728	466	1972
	1974	1021	1165	587	2518
Dover	1971	465	1189	694	3749
	1974	858	1400	379	3067
Scott	1971	456	1006	444	3191
	1974	495	711	695	2807

This step is shown in Table 11, with symbols indicating direction of change.

As a further aid to analysis, the data in Table 11 was converted to show the size and direction of change in the distribution of news by audience classification. The change scores are given in Table 12. Here it is readily apparent that less career benefit news was directed to the general and the dependent audiences and that more such news was directed to the officer and the enlisted audiences. There was a net shift of 21.4 percent of career news from the general audience and 7.8 percent from the dependent audience to the other two audiences. Since the officer news was relatively small in 1971, the 1974 news share was a 25 percent increase.

Further, Tables 13, 14, 15, and 16 show the percentage scores for each newspaper by audience type. Scores are given as a percentage of the total career news of each newspaper. In the officer audience, one newspaper showed a statistically significant increase as well as the total. The remaining five newspapers were not significantly different. For the enlisted audience, only one newspaper was statistically significant, the total and the other five were not. In the dependent audience, again only one was statistically different. Finally, in the general audience, four newspapers showed a statistically significant difference in

TABLE 11
 PERCENTAGE DISTRIBUTION OF CAREER BENEFIT
 NEWS BY TYPE OF AUDIENCE

Air Force Base	Officer		Enlisted		Dependent		General	
	1971	1974	1971	1974	1971	1974	1971	1974
Grand Forks	13.1	< 18.7	23.1	< 24.3	14.2	= 14.2	49.7	> 42.8
Dyess	10.9	> 7.7	18.2	< 21.8	17.9	> 12.6	52.9	< 57.8
Seymour Johnson	13.1	< 16.5	21.2	< 24.5	14.2	> 11.6	51.5	> 47.4
Luke	16.2	< 19.3	19.3	< 22.0	12.3	> 11.1	52.2	> 47.6
Dover	7.6	< 15.0	19.5	< 24.5	11.4	> 6.6	61.5	> 53.8
Scott	8.9	< 10.5	19.7	> 15.1	8.7	< 14.8	62.6	> 59.6

Mann-Whitney U Test results by
 audience segment:

<u>Dimension</u>	<u>U</u>	<u>p</u>
Officer	10	.120
Enlisted	8	.066*
Dependent	10	.075*
General	12	.197

*Statistically significant
 difference

TABLE 12
 PROPORTIONATE SIZE AND DIRECTION OF CHANGE FOR
 CAREER BENEFIT NEWS DIRECTED TO FOUR
 AUDIENCE SEGMENTS DURING 1971 AND 1974

Air Force Base	Officer % Change		Enlisted % Change		Dependent % Change		General % Change	
	(+)	(-)	(+)	(-)	(+)	(-)	(+)	(-)
Grand Forks	5.6		1.2		.0	.0		6.9
Dyess		3.2	3.6			5.3	4.9	
Seymour Johnson	3.4		3.3			2.6		4.1
Luke	3.1		2.7			1.2		4.6
Dover	7.4		5.0			4.8		7.7
Scott	1.6			4.6	6.1			3.0
Total	21.1	3.2	15.8	4.6	6.1	13.9	4.9	26.3

TABLE 13
DISTRIBUTION OF CAREER NEWS BY AUDIENCE (OFFICER)
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Grand Forks	Dyess	Air Force Bases				Total
			Seymour Johnson	Luke	Dover	Scott	
1971	13.1	10.9	13.1	16.2	7.6	8.9	11.2
1974	18.7	7.7	16.5	19.3	15.0	10.5	14.8
Difference	5.6	3.2	3.4	3.1	7.4*	1.6	3.6*

*Difference significant at .05 probability level by test of proportions.
N's for basis of percentage score are given in Table 10.

TABLE 14
DISTRIBUTION OF CAREER NEWS BY AUDIENCE (ENLISTED)
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Grand Forks	Dyess	Air Force Bases				Total
			Seymour Johnson	Luke	Dover	Scott	
1971	23.1	18.2	21.2	19.3	19.5	19.7	20.2
1974	24.3	21.8	24.5	22.0	24.5	15.1	21.9
Difference	1.2	3.6	3.3	2.7	5.0*	4.6	1.7

*Difference significant at .05 probability level by test of proportion.
N's for basis of percentage score are given in Table 10.

TABLE 15
DISTRIBUTION OF CAREER NEWS BY AUDIENCE (DEPENDENT)
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Grand Forks	Dyess	Air Force Bases				Total
			Seymour Johnson	Luke	Dover	Scott	
1971	14.2	17.9	14.2	12.3	11.4	8.7	12.8
1974	14.2	12.6	11.6	11.1	6.6	14.8	11.5
Difference	.0	5.3	2.6	1.2	4.8	6.1*	1.3

*Difference significant at .05 probability level by test of proportion.
N's for basis of percentage score are given in Table 10.

TABLE 16
DISTRIBUTION OF CAREER NEWS BY AUDIENCE (GENERAL)
AS PERCENTAGE OF TOTAL CAREER NEWS

Period	Grand Forks	Dyess	Air Force Bases				Total
			Seymour Johnson	Luke	Dover	Scott	
1971	49.7	52.9	51.5	52.2	61.5	62.6	55.8
1974	42.8	57.8	47.4	47.6	53.8	59.6	51.8
Difference	6.9*	4.9*	4.1	4.6*	7.7*	3.0	4.0*

*Difference significant at .05 probability level by test of proportion.
N's for basis of percentage score are given in Table 10.

conjunction with the total. Three of the newspapers and the total had a significant decrease, whereas the fourth had a significant increase.

To test Hypothesis III, statistically, the Mann-Whitney U Test was applied to the data in Table 11, using a separate test for each of the four audiences. The findings show a significant difference between the two periods for both the enlisted and the dependent audiences. Null hypothesis III, therefore, cannot be rejected in two cases, the officer and general audiences.

The discussion and interpretation of the findings pertaining to the three hypotheses will be developed in Chapter V, immediately following.

REFERENCES

1. Sidney Siegel, Nonparametric Statistics for the Behavioral Sciences (New York: McGraw-Hill Book Co., Inc., 1956), p. 116-126.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

In general, this study investigated the trend of career news and information found in Class III Air Force newspapers before and after the All-Volunteer Force was formally approved by the United States Congress July 1, 1973. Six newspapers were selected for content analysis from two time periods. The two periods represent one period two years earlier than the adoption date to avoid the effects of possible legislative and executive action as the time grew closer and the second period was one year after the date for elimination of peak attention during 1973 as well as it being a fiscal period. The investigator believes this is the first study of Air Force newspapers to attempt a trend analysis of any content and specifically those related to an Air Force career.

The matter of military recruitment and the discussions associated with the draft were presented in Chapter I for an understanding of the issues involved in a major public issue from the mid-1960s through the early 1970s. Following this was a general review of pertinent literature on content analysis and to what purposes it has

been applied within the print media during the last decade. The methodology for this study was then detailed and followed by the findings. It is the purpose of this chapter to interpret those findings, make general conclusions, and recommendations for future research based upon this investigation.

Tests of the Hypotheses

The findings obtained in this study will be discussed as they apply to the Null Hypotheses stated in Chapter I.

Hypothesis I predicted that there would be no difference in the proportional distribution of career benefit news and information by the three categories--Direct, Fringe, and Individual Recognition--before and after the advent of the All-Volunteer Force of July 1, 1973. It was found, first by test of proportions, that there was no statistically significant change in the total career news as a percentage of the news hole between the 1971 period and the 1974 period. Of the six newspapers, four were found to have a significant change: two increased and two decreased the amount of career news. In the direct benefit category, two newspapers as well as the total increased significantly from the first to the second time period. There was no significant difference for any of

the newspapers in the fringe benefit category. Finally, for the third category, individual recognition, using the test of proportions, three newspapers and the total had a statistically significant decrease from 1971 to 1974.

By applying the Mann-Whitney U Test, one of the strongest of the nonparametric statistical tests, only one career news category, direct, was found significant in a test of all six papers combined. Career news, increased from 1971 to 1974, and for a one-tailed test, it was significant at the probability level of .048. Thus, for the group of six newspapers the null hypothesis is supported in two of the categories and rejected in the third category, direct benefit news.

Hypothesis II predicted that there would be no difference in the proportional distribution of career benefit news and information by source--local and non-local--before and after the advent of the All-Volunteer Force of July 1, 1973. It was found, however, there was across all six newspapers a statistically significant reduction in the percentage of local source career news from 1971 to 1974. Null hypothesis II was rejected in favor of the research hypothesis of an increase in the percentage of career news from non-local sources.

Hypothesis III predicted there would be no difference in the proportional distribution of career benefit

news and information by the four audiences--officer, enlisted, dependent, and general--before and after the advent of the All-Volunteer Force of July 1, 1973. It was found, by test of proportions for each type of audience, that the total and one newspaper in the officer audience had a statistically significant increase from the first period to the second. For the enlisted audience, only one newspaper was found significant, and it increased. The change in news for the dependent audience was statistically significant for only one newspaper, and it was an increase from 1971 to 1974. Finally, for the general audience, four newspapers and the total were found to have a change that was statistically significant. Three of the newspapers and the total decreased while the fourth significant newspaper increased. When the Mann-Whitney U Test was applied to each audience type, the enlisted and the dependent were found significant. The enlisted increased and the difference was significant at .066 probability level. The dependent audience decreased and the difference was significant at the .075 probability level. Thus null hypothesis III is rejected for two audience types and accepted for the other two.

Conclusions from Hypotheses

Based upon the results obtained in testing Hypothesis I, it appears that news of the more intangible career benefits, individual recognition, was reduced; while on the other hand, the news of the more tangible career benefits, direct, increased between 1971 and 1974. This suggests, but was not proven, that in 1971, when fighting was still being conducted in Southeast Asia, there were more military decorations awarded, but there were too many other factors involved to clearly identify any particular one as the cause or the effect of the change. The lack of significance in the fringe benefit category was a surprise as it was anticipated that if any category changed, it would most likely be here. This suggests that the fringe or another tangible category may have peaked in or earlier than 1971. In general, this category is one in which the Air Force exercises greater control because it does not always require Federal budget money for maintaining.

From the results of Hypothesis II testing, it appears that editors are relying upon more non-local career news and information. Additionally, non-local sources are either discussing more career benefit news in and of itself or releasing changes in career benefits before local officials have received sufficient details

for local release. Inferring from the finding that direct career benefit news increased in 1974, and that this type of news emerges from legislative action, which would basically be a non-local source, these two changes may be directly related and help explain one another.

Finally, the results of Hypothesis III indicate that the enlisted audience benefited at the expense of the dependent audience. The inference from Hypotheses I and II, though not proven, is that the enlisted audience received more non-local news about direct benefits.

Other Observations

There is no known data relating Air Force newspapers to the career intention of Air Force members. But Davidson¹ points out:

. . . communications can lead to behavioral adjustments by pointing out an existing feature of the environment (not a change or a completely new fact) and reminding the individual that his needs would be served if he adjusted his behavior in a given manner.

The trend of career intention among both officers and enlisted has been upward since fiscal year 1969. For young officers, there was, through February 1974, an underlying continuity; but for first term enlisted, there were fluctuations with a high in February 1974.² Even

though there is no cause and effect relationship established between an Air Force career and Air Force newspapers, the reader is reminded of Klapper's generalization:³

Mass communication ordinarily does not serve as a necessary and sufficient cause of audience effects, but rather functions among and through a nexus of mediating factors and influences.

Fringe benefits category, as already pointed out, may have peaked in or earlier than 1971. In comparison to a 1973 Air Force survey, young officers and first-term enlistees rated fringe benefits second and first, respectively, and specifically opportunities for training and education.⁴ It is suggested that because the Air Force has greater control over fringe benefits, and as Davidson points out, it is an area receiving rather constant attention without much difference.

At the time the newspapers were requested from the respective editors, a short questionnaire was completed for information concerning the base military population, the editorial staff of the newspaper, and the distribution of the newspaper. The base military population was requested in an attempt to determine if a pattern was indicated by strength and the proportion of the career news to that population segment. In comparing the information from the questionnaires to Tables 13, 14, 15 and 16, no

correspondence was indicated. The strength figures for officers, for example, ranged from a low of 10 percent to a high of 31 percent. The career news, in 1974, ranged from 7.7 percent to 19.3 percent but not in relation to the bases. Based upon the data in Table 11, however, there is some degree of similarity among the proportions for each respective audience across the six newspapers. This suggests that officers and enlisted are not generally distinguished between but considered as one, an Air Force member.

Finally, the dependent audience changed in the opposite direction anticipated. It is difficult to conclude from the results of this study the reasons for the inverse change. This particular audience has been pointed out as often holding the key for the military member to remain in the military for a career.⁵

Recommendations

After considering the results of this investigation, several things are still not known and suggest future investigation. First, there is the matter of effect or relationship Air Force newspapers have to career intention of first term enlistees and young officers. Second, more needs to be known about Air Force editors and how they view their newspapers, a military career, and other factors

related to the function of "gate keeper" for career news and information. There was one study⁶ located concerning the "gate keeper" role, but it was for a specific time period and not useful for a trend analysis. Third, possibly another trend analysis for a different time period, if the problem of back issues can be resolved satisfactorily (in the present study, many of the newspapers were in bad condition and not expected to be of use for much longer). Finally, if another trend analysis is not possible, the present study could be compared to the results of a content analysis of the top three winners in the annual Air Force newspaper contest to determine the treatment difference between the winners and the non-winners.

REFERENCES

1. W. Phillips Davidson, "On The Effects of Communication." in Lewis A. Dexter and David M. White, eds., People, Society, and Mass Communications (New York: The Free Press, 1964), p. 82.
2. Letter, AFMPC/DPMMBP, Randolph AFB, Texas, to all Air Force Major Air Command Headquarters, "Sample Survey Results," April 8, 1974, p. 17 and p. 35.
3. Joseph T. Klapper, The Effect of Mass Communications, (New York: The Free Press, 1960), p. 51.
4. Bruce Callander, "Impressions Are More Important Than Reality," quoted in Command and Management (Air Command and Staff College text, course 1B, phase 2, lesson 7, Maxwell AFB, Alabama), pp. 20-1.
5. Sue Toma, "Wives Get Advice From New Film," quoted in Command and Management (Air Command and Staff College text, course 1B, phase 2, lesson 7, Maxwell AFB, Alabama), p. 21.
6. Robert L. Hiatt, "A Multiple Regression Analysis of Some of the Factors Related to News Article Decisions of Air Force Gatekeepers" (Unpublished Ph.D. dissertation, Southern Illinois University, 1970) pp. 1-196.

APPENDICES

Section A: Questionnaire
Covering Letter
Issue Dates Requested

Section B: Newspaper Characteristics

APPENDIX A

QUESTIONNAIRE

(to be completed by editor)

1. Age: _____ 2. Rank: _____
3. Total Years Military Service: _____
4. Military Journalism Experience in months: _____
5. Military Journalism training (DINFOS, etc.): _____

6. Civilian Journalism Experience in months: _____
7. Civilian Journalism training/education (high school, college, newspaper, etc.): _____

8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): _____
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): _____
 - c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): _____
9. Newspaper publisher and address (a/o 31 Dec. 74):

10. Newspaper circulation (a/o 31 Dec. 74): _____
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): _____
12. Newspaper category for 1974 Air Force Newspaper Contest: _____

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

April 15, 1975

Dear

Reference our recent telephone conversations of April 11 and April 14 pertaining to your base newspaper. First, a brief statement of who I am and why I'm requesting issues from your particular newspaper.

I am in the AFIT program at the University of Texas at Austin working to finish my requirements for a master of arts in journalism degree to be graduated during August. I came to the program from Dover AFB, Delaware and have been in the Information career field for more than 10 years which includes several years of enlisted service. Following graduation I will be assigned to the Air Force Academy within the Office of Information. This information is for further assurance of the imminent return of your paper upon completion of my analysis.

Your particular newspaper was selected randomly from all newspapers within your specific command. It's absolutely essential that I receive the copies requested in order to have an unbiased study as possible based upon the element of randomness. The specified issues were also randomly selected for the periods of time necessary for my study.

My study is intended to analyze career information in Air Force base newspapers before and after the Congressional approval of the All-Volunteer Force in 1973. With the advent of the concept, there should appear an increased emphasis on retaining those quality individuals necessary to maintain the Armed Forces. However, the Air Force has been continuously active in the recruiting and retaining a quality force. The base newspaper is but one source of such information. Yet, it does relay current information as well as other pertinent material critical in the decision making process of individual Air Force members.

To help in determining possible other factors relating to the most current issues, I have prepared a short questionnaire for the editor of the newspaper to complete and return.

This thesis topic has been approved by AFIT and upon completion copies will be furnished to that organization for permanent retention and distribution to anyone interested.

Your willing cooperation in forwarding the requested newspapers is sincerely appreciated and adds significantly to my opinion of those in the Information career field.

Sincerely,

RONALD W. BELL
1st Lt
USAF

- 3 Encl
1. Questionnaire
 2. Issue Dates
 3. Envelope

Dates of Publication

<u>1971</u>	<u>1974</u>
July 2	July 12
July 9	August 9
July 30	August 23
August 6	September 13
August 27	September 20
October 1	September 27
October 8	October 4
October 15	October 18
October 22	November 1
November 19	November 15
November 26	November 29
December 10	December 6
December 17	December 20

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APPENDIX B

Airlifter

Dover Air Force Base, Delaware (Military Airlift Command)

A. Data obtained in column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	80	62	323	
Enlisted	175	369	645	
Dependents	35	326	333	T ₁ total: 6097
General	539	2094	1116	
T ₂				
Officers	205	82	571	
Enlisted	232	605	563	
Dependents	32	285	62	T ₂ total: 5704
General	723	1805	539	

B. News Hole: T₁ = 15,405; T₂ = 13,813.

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type
1971							
Jul	2	8	23	14	8	10 picas	21 In. 8
	9		24	12			
	30		27	16			
Aug	6		28	12			
	27		30	14			
Oct	15		37	20			
	22		38	16			
Nov	12		46	20			
	19		47	20			
	26		48	16			
Dec	3		49	16			
	10		50	20			
	17		51	24			
1974							
Jul	12	11	28	16	8	10	21 8
Aug	9		32	14			
	23		34	16			
Sep	13		37	16			
	20		38	14			
	27		39	16			
Oct	4		40	14			
	18		42	12			
Nov	1		44	14			
	15		46	12			
	29		48	14			
Dec	6		49	16			
	20		51	18			

QUESTIONNAIRE

(to be completed by editor)

1. Age: 22 years 2. Rank: Sergeant
3. Total Years Military Service: 4 years
4. Military Journalism Experience in months: 11 months
5. Military Journalism training (DINFOS, etc.): DINFOS -
BMJ
6. Civilian Journalism Experience in months: none
7. Civilian Journalism training/education (high school,
college, newspaper, etc.): none
8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): 523
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): 4823
 - c. Assigned Civilian strength (appropriated and
non-appropriated) (a/o 31 Dec. 74): 1909
9. Newspaper publisher and address (a/o 31 Dec. 74):
Delaware State News
Webbs Lane & New Burton Rd.
Dover, DE 19901
10. Newspaper circulation (a/o 31 Dec. 74): 9,000
11. Size of newspaper staff excluding any full or part
time photographers (a/o 31 Dec. 74): three
12. Newspaper category for 1974 Air Force Newspaper
Contest: Class IIIB

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

Command Post

Scott Air Force Base, Illinois (Military Airlift Command)

A. Data obtained in column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	45	130	281	
Enlisted	275	196	535	
Dependents	5	286	153	T ₁ total: 5097
General	298	1489	1404	
T ₂				
Officers	141	97	257	
Enlisted	155	183	373	
Dependents	11	426	258	T ₂ total: 4710
General	266	1390	1153	

B. News Hole: T₁ = 10,012; T₂ = 9786

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type
1971							
Jul	2	4	14	24	5	10.5	14 6
	9		15	24			
	30		18	24			
Aug	6		19	24			
	27		22	24			
Oct	1		27	20			
	8		28	20			
	15		29	20			
	22		30	24			
Nov	19		34	28			
	26		35	20			
Dec	10		37	24			
	17		38	28			
1974							
Jul	12	7	16	32	5	10.5	14 6
Aug	9		20	24			
	23		22	28			
Sep	13		25	28			
	20		26	24			
	27		27	24			
Oct	4		28	24			
	18		30	28			
Nov	1		32	24			
	15		34	24			
	29		36	32			
Dec	6		37	32			
	20		39	28			

QUESTIONNAIRE

(to be completed by editor)

1. Age: 39 2. Rank: GS-9
3. Total Years Military Service: --
4. Military Journalism Experience in months: --
5. Military Journalism training (DINFOS, etc.): --

6. Civilian Journalism Experience in months: --
7. Civilian Journalism training/education (high school, college, newspaper, etc.): Graduated H.S.--1953; College--2 yrs.--no degree as yet; 6 1/2 yrs. as Managing Editor--MAC Flyer--2 1/2 mos. on newspaper--
Command Post Scheduled for DINFOS.
8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): 1464
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): 3277
 - c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): 2615
9. Newspaper publisher and address (a/o 31 Dec. 74):

Irwin Yare, Inc.

612 East State St.

O'Fallon, Ill. 62269
10. Newspaper circulation (a/o 31 Dec. 74): 11,500
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): 2
12. Newspaper category for 1974 Air Force Newspaper Contest: Class IIIC

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Pawn Drive
Austin, Texas 78741

The Leader

Grand Forks Air Force Base, North Dakota
(Strategic Air Command)

A. Data obtained in column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	75	153	345	
Enlisted	333	325	352	T ₁ total: 4381
Dependents	7	385	229	
General	410	1200	567	
T ₂				
Officers	93	175	404	
Enlisted	137	408	331	T ₂ total: 3598
Dependents	9	302	199	
General	268	826	446	

B. News Hole: T₁ = 8845; T₂ = 8457

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type	
1971								
Jul	1	5	21	20	5	11	15	6
	8		22	12				
	29		25	28				
Aug	5		26	16				
	26		29	16				
Sep	30		34	16				
Oct	7		35	16				
	14		36	16				
	21		37	16				
Nov	18		41	20				
	25		42	16				
Dec	9		44	16				
	16		45	24				
1974								
Jul	11	8	17	12	5	11	15	6
Aug	8		21	16				
	22		23	16				
Sep	12		26	16				
	19		27	16				
	26		29	16				
Oct	3		30	16				
	17		32	16				
	31		34	16				
Nov	14		36	16				
	28		38	16				
Dec	5		39	16				
	19		41	16				

QUESTIONNAIRE

(to be completed by editor)

1. Age: 23 2. Rank: Sgt.
3. Total Years Military Service: 3
4. Military Journalism Experience in months: 20
5. Military Journalism training (DINFOS, etc.): _____
Career Development Course (OJT)
6. Civilian Journalism Experience in months: 6
7. Civilian Journalism training/education (high school, college, newspaper, etc.): Worked on High School newspaper; Took 1 year Freshman english in college
8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): 965
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): 4365
 - c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): 641
9. Newspaper publisher and address (a/o 31 Dec. 74):
Steele County Press
Finley, ND 58230
10. Newspaper circulation (a/o 31 Dec. 74): 5000
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): 2
12. Newspaper category for 1974 Air Force Newspaper Contest: IIIB

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

Peacemaker

Dyess Air Force Base, Texas (Strategic Air Command)

A. Data obtained in column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	--	171	264	
Enlisted	112	269	344	
Dependents	--	369	342	T ₁ total: 3976
General	223	1211	671	
T ₂				
Officers	72	58	151	
Enlisted	129	281	382	
Dependents	--	284	175	T ₂ total: 3632
General	325	1273	502	

B. News Hole: T₁ = 7181; T₂ = 5978

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type	
1971								
Jul	2	9	26	16	5	11	16	6
	9		27	12				
	30		30	20				
Aug	6		31	16				
	27		34	16				
Oct	1		39	20				
	8		40	16				
	15		41	20				
	22		42	16				
Nov	19		46	16				
	26		47	20				
Dec	10		49	16				
	17		50	20				
1974								
Jul	12	12	27	20	4	14	14	8
Aug	9		30	16				
	23		32	16				
Sep	13		35	20				
	20		36	12				
	27		37	16				
Oct	4		38	16				
	18		40	16				
Nov	1		42	12				
	15		44	20				
	27		46	16				
Dec	6		47	16				
	20		49	28				

QUESTIONNAIRE

(to be completed by editor)

1. Age: 25 2. Rank: Sgt.
3. Total Years Military Service: 2
4. Military Journalism Experience in months: 22
5. Military Journalism training (DINFOS, etc.): _____
Career Development Course (OJT)
6. Civilian Journalism Experience in months: 0
7. Civilian Journalism training/education (high school, college, newspaper, etc.): _____
None
8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): 831
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): 3,990
 - c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): 545 (approx.)
9. Newspaper publisher and address (a/o 31 Dec. 74):
Feather Printing Co.
Snyder, TX
10. Newspaper circulation (a/o 31 Dec. 74): 5,000
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): 3
12. Newspaper category for 1974 Air Force Newspaper Contest: Class IIIB Unofficial

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

ScopeSeymour Johnson Air Force Base, North Carolina
(Tactical Air Command)

A. Data obtained in Column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	22	195	326	
Enlisted	116	413	350	
Dependents	1	344	242	T ₁ total: 4142
General	297	1294	542	

T₂

Officers	136	154	251	
Enlisted	169	323	312	T ₂ total: 3279
Dependents	--	234	146	
General	147	943	464	

B. News Hole: T₁ = 7208; T₂ = 7164

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type	
1971								
Jul	2	15	27	12	6	9	14	6
	9		28	12				
	30		31	12				
Aug	6		32	12				
	27		35	12				
Oct	1		40	12				
	8		41	12				
	15		42	12				
	22		43	12				
Nov	19		47	12				
	24		48	12				
Dec	10		50	12				
	17		51	16				
1974								
Jul	12	18	29	12	6	9	14	6
Aug	9		31	12				
	23		33	12				
Sep	13		36	12				
	20		37	12				
	27		38	12				
Oct	4		39	12				
	18		41	12				
Nov	1		43	12				
	15		45	16				
	27		47	12				
Dec	6		48	16				
	20		50	12				

QUESTIONNAIRE

(to be completed by editor)

1. Age: 22 2. Rank: Sgt.
3. Total Years Military Service: 3 yrs.
4. Military Journalism Experience in months: 40
5. Military Journalism training (DINFOS, etc.): _____
Career Development Course (OJT)
6. Civilian Journalism Experience in months: 0
7. Civilian Journalism training/education (high school, college, newspaper, etc.): _____
None
8. Information on base strength:
 - a. Assigned Officer strength (a/o 31 Dec. 74): 763
 - b. Assigned Enlisted strength (a/o 31 Dec. 74): 4,756
 - c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): 897
9. Newspaper publisher and address (a/o 31 Dec. 74):
Wayne Printing Company
310 N. Berkeley Blvd.
Goldsboro, N.C. 27530
10. Newspaper circulation (a/o 31 Dec. 74): 4500
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): Three
12. Newspaper category for 1974 Air Force Newspaper Contest: III B

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
1719 Fawn Drive
Austin, Texas 78741

The Jet Journal

Luke Air Force Base, Arizona (Tactical Air Command)

A. Data obtained in column inches:

T ₁	Direct	Fringe	Individual Recognition	
Officers	57	99	454	
Enlisted	200	155	373	T ₁ total: 3776
Dependents	14	254	198	
General	240	976	756	
T ₂				
Officers	102	244	675	
Enlisted	105	400	660	T ₂ total: 5291
Dependents	28	320	239	
General	610	1279	629	

B. News Hole: T₁ = 7741; T₂ = 9320

C. Issue characteristics:

Period	Vol. No.	Issue No.	No. Pages	No. Col.	Col. Width	Col. Depth	Point Type	
1971								
Jul	2	9	25	16	5	11	16	6
	9		26	16				
	30		29	16				
Aug	6		31	16				
	27		34	16				
Oct	1		39	16				
	8		40	20				
	15		41	12				
	22		42	12				
Nov	19		46	16				
	25		47	12				
Dec	10		49	12				
	17		50	16				
1974								
Jul	12	13	27	20	5	11	16	6
Aug	2		30	20				
	9		31	20				
	15		32	20				
	23		33	20				
	30		34	20				
Sep	13		36	20				
	20		37	20				
	27		38	20				
Oct	4		39	20				
Nov	15		46	24				
Dec	6		48	20				
	20		50	20				

QUESTIONNAIRE

(to be completed by editor)

1. Age: 23 2. Rank: Sgt.
3. Total Years Military Service: 3 yrs.
4. Military Journalism Experience in months: 43
5. Military Journalism training (DINFOS, etc.): _____
DINFOS--BMJ
6. Civilian Journalism Experience in months: 0
7. Civilian Journalism training/education (high school, college, newspaper, etc.): high school (1 year)
8. Information on base strength:
- a. Assigned Officer strength (a/o 31 Dec. 74): 921
- b. Assigned Enlisted strength (a/o 31 Dec. 74): 4,852
- c. Assigned Civilian strength (appropriated and non-appropriated) (a/o 31 Dec. 74): 1,200 (approx.)
9. Newspaper publisher and address (a/o 31 Dec. 74):
Pueblo Publishers
8319 W. Washington
Peoria, Az. 85345
10. Newspaper circulation (a/o 31 Dec. 74): approx. 6,000
11. Size of newspaper staff excluding any full or part time photographers (a/o 31 Dec. 74): 3 full, 1 part-time
12. Newspaper category for 1974 Air Force Newspaper Contest: III C

Please return in the enclosed self-addressed envelope to:

1st Lt Ronald W. Bell
 1719 Fawn Drive
 Austin, Texas 78741

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VITA

Ronald Wayne Bell [REDACTED]

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[REDACTED]

[REDACTED] Shortly after graduation he joined the U.S. Air Force and has been stationed at Little Rock Air Force Base, Arkansas, Takhli Royal Thai Air Force Base, Thailand, Shaw Air Force Base, South Carolina, Athenai Airport, Athens, Greece, and Dover Air Force Base, Delaware. He worked as a security policeman, wing historian, and military journalist prior to being commissioned in 1971 as a Second Lieutenant in the U.S. Air Force. He attended the University of Arkansas at Little Rock, Arkansas Polytechnic College, State College of Arkansas, University of South Carolina, University of Maryland, and was graduated from the University of Oklahoma in 1971. While attending the University of Maryland he was elected to Alpha Sigma Lambda. At the University of Oklahoma, he was elected to Sigma Delta Chi and Kappa Tau Alpha. The degree awarded in 1971 was a Bachelor of Arts in Journalism. During his assignment in Greece he was selected as the Noncommissioned Officer of the Year for the United States Air Forces in Europe and, subsequently, was

selected as one of the "Outstanding Young Men of America" for 1970. He returned to the University of Oklahoma in 1972 and earned graduate credit while attending the Air Force Short Course in Mass Communication. At Dover, he was a Wing Information officer responsible for public communications and special programs. Now a First Lieutenant, he is enrolled at the University of Texas at Austin to obtain a Master of Arts degree in Journalism under the sponsorship of the Air Force Institute of Technology. He married the former Jerri [REDACTED]

[REDACTED]

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