

Klaus Krippendorff and Michael Eeley

A System for the Continual Monitoring of National Publicity for PBS Programming:
Report of a Pilot Study

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0.0 OBJECTIVES OF THE PROJECT

The efficiency of any organization depends to a large extent on its ability to learn from the consequences of its own activities in its environment. Improvement of organizational practices requires feedback, and it is well known that feedback is the more difficult to obtain the less clearly defined is the target population or the relevant organizational environment. The problem is perennial in public oriented organizations, as opposed to market oriented organizations for which feedback is provided by sales figures. In addition, when the required feedback information is too voluminous or complex to be summarized appropriately, a system for extracting relevant information is needed prior to the intended evaluation of organizational practices. To develop such a system was the principal aim of the project herein described.

The relevant organizational environment was defined for us as the PBS programming publicity in the national press. The information that was to be obtained by the system concerned chiefly:

- (a) how much of the publicity is spontaneously

generated and how much is the direct result of PBS efforts?

(b) does publicity vary with the amount of PBS effort, with the popularity of the program or series, with the newspaper's circulation size, or with the geographical region of publication?

(c) how effective is the PBS publicity within the market areas of each station or network? What newspapers fail to cover PBS programming?

(d) how are the various programs discussed and evaluated? Is the evaluation correlated with popularity, circulation, size, region, etc.?

(e) who is credited as the program source? how is PBS identified?

The project concerned the first phase of the development of a system for monitoring the PBS programming publicity in the national press. It involved:

(1) The development of a preliminary instrument for recording programming publicity. This instrument included 195 variables and is reproduced in Appendix B.

(2) The application of the instrument on a sample of news items. The sample included the publicity for 17 programs for which an assessment was required and from which 3 weeks were randomly drawn. A detailed statement of the sample is found in Section 1.

(3) The analysis of the data and a presentation of

findings, which this report contains in Section 2.

(4) A critical evaluation of the pilot study and of the feasibility of a continuing analysis, which is contained in Section 3.

In comparison with the initial statement of intention, the project went beyond what was planned, both quantitatively and qualitatively. On the whole, and considering the many difficulties that had to be faced, we feel that this first phase was concluded satisfactorily.

To see the following report in proper perspective we wish to point to a proposed second phase of the development of the system for monitoring PBS publicity. The first phase, wisely termed "a pilot study," was to demonstrate to PBS the kind of information such a monitoring system could provide. It called for an analysis of only a sample of the available publicity. The findings are therefore restricted in scope and in significance of the picture they provide. Supposing that the cost-benefit ratio for monitoring program publicity continuously is judged favorable, the second phase would therefore incorporate the experiences gained in the first and provide a more efficient working instrument and a system of analysis which would be geared to all available data about national publicity and be a continuous aid for PBS decision making.

1.0 PROCEDURE

The design of this pilot study involved the integration of three types of information: (1) the nature and extent of national publicity for a selection of PBS programs, including promotional material such as news releases and actual news stories in the form of press clippings; (2) characteristics of the newspapers and publications which provided coverage to the PBS programs; and (3) relevant aspects about the PBS programs selected for the sample. The following sections discuss each of these classes of data, the difficulties encountered in collecting them, and their respective functions in the analysis.

1.1 Sampling of Programs and Publicity

The raw data was drawn from all available press clippings for the 24 program series broadcast by PBS in the Spring 1972 season. Preliminary estimates of the extent of the PBS clipping archive indicated a sufficient data base would be provided by a random selection of 3 episodes per program series. For each of the selected episodes all available press clippings and promotional materials were collected. Of the original 24 program

series, seven failed to provide any clippings. For some of these the sampled episodes were repeats for which no clippings had been archived; for the others, apparently little or no publicity had been generated. Thus 45 episodes from 17 series contributed 753 clippings, and an additional 150 clippings pertaining to one series as a whole--"The Last of the Mahicans," comprised the final sample of 903 news items. The contribution of each series and episode is given in the inventory of sample materials in Appendix A.

The basic unit of analysis however was not the individual clipping, but its correspondence with some promotional or "source" material. A small proportion of news items were "spontaneous" in that they could be traced to no PR source. These were analyzed as corresponding with "no source." Of the rest, a few were traceable to more than one such source. Thus the final sample of 940 units is somewhat greater than the initial number of 903 clippings.

The collection and preparation of the publicity sample proved to be more difficult and lengthy than anticipated. Due to the initial disorganization of the clipping archive itself, the PBS staff as a first step arranged the items in separate files by episode. As insurance against loss in shipment and other hazards, the files were then Xeroxed and the copies were forwarded for

the analysis. The preparation and Xeroxing, while necessary, greatly delayed the shipment of the files. In addition, problems in the collection of the news releases and promotional matter, and grossly deficient mail service between Washington and Philadelphia (as much as 14 days for first-class), caused further delays. Thus the entire process of collecting and preparing the material to be analyzed took several weeks longer than expected.

The ultimate validity of the sample of course, rests upon the efficiency with which the archive was collected. We have not assumed that the clipping services retained by PBS have secured every relevant news item. We have however made the operational assumption that errors and omissions in finding the clippings were of a random, unbiased nature.

1.2 The Recording Instrument for the Publicity Data

Perhaps the major effort of this project was devoted to the development of a reliable recording instrument for the analysis of the news clippings and their correspondence with promotional material. An initial set of instructions was drafted and six analysts were recruited and trained in the coding task. One analyst resigned during the training phase due to other commitments. Of the remaining five who continued throughout the project, one was an undergraduate arts major, one a graduate in

Political Science, two were graduate students (one in English, the other in Communications) and one held an M.A. in Communications.

The recording instrument was repeatedly applied by the coders on samples of clippings, tested for reliability and revised. The cycle of testing and refining continued until a satisfactory level of reliability was indicated. The final recording instrument, representing the third such revision, is reproduced in its entirety in Appendix B.

Significant amounts of energy and time were consumed in the development of the recording instrument. At each step the reliability problems were evaluated, instructions were re-designed, and data sheets modified to reflect the changes. The comprehensiveness of the final version of the instructions demonstrates the degree of precision, achievable only with substantial effort, required for the reliable coding of data. A major problem developed, for example, in recording the space of the news items, because many of them had been reduced in size when they were Xeroxed. In order to simplify the coder's task and maintain efficiency and accuracy, a computer program was written to generate a special multiplication table reflecting all possible reduction factors in the Xeroxing process. Each coder was supplied with such a table, so that he or she was only required to figure the height and

width dimensions, identify the reduction scale by comparing the clipping service's tab with reduction samples, and consult the special table to find the space in square inches of the original item.

Version 4 of the recording instrument was then used by the five coders to analyze the entire sample of clippings. For a final reliability test, a subsample of 120 units was independently re-coded, and the two codings of this subsample were statistically analyzed for inter-coder agreement. The results of this reliability test, indicative of the reliability of the final data, are discussed in Section 3.2

1.3 Characteristics of Publications

Since there are several thousand newspapers and other periodicals in the United States which might conceivably cover PBS programming, a full profile of all of them was beyond the scope of this pilot study. But certain comparative information was recorded for those publications appearing in the sample, in order to answer some of the project's initial questions and demonstrate the potential uses of such information. A separate data file was thus compiled which contained for each publication in the sample: (1) the publication's name, city and state; (2) its geographical region; (3) its frequency and reported circulation size; and (4) the PBS station(s)

broadcasting in its market area.

The construction of this data set developed into a major undertaking. Although PBS had acquired information about the local stations' audience territory through its own annual surveys of the affiliates, the lists available to us were totally inadequate for the mapping of publications into PBS station-territories as required for this analysis. The only alternative available to us was to laboriously search maps and other lists of PBS stations, and consult publishing annuals such as that prepared by Editor & Publisher, in order to establish a reasonably complete file for the 450 publications in the sample. A listing of these publications by state appears in Appendix C.

1.4 Characteristics of PBS Programs

In order to relate publicity findings to potentially relevant characteristics of the programs themselves, a third data file was compiled. This included for each episode in the sample: (1) the name of the program series and the episode's identification number; (2) the data of the PBS national feed of the episode; (3) the series's program category; (4) the Nielsen ratings for the episode.

The problems in preparing this file were relatively minor. PBS changed its classification of programs in 1972, and after some checking we received and adopted

the latest version, so that the program categories reflect the system in use at PBS as of October 1972. PBS had Nielsen ratings on a national basis only for entire series, and since the analysis was predicated on the basis of sampled episodes, we relied on the LA and NY bi-weekly reports. The episode's rating in these two markets was averaged for this purpose, in order to achieve a single measure. In any future analysis, it would be advantageous to have a single national audience estimate for each episode.

1.5 The Analysis

The 38 basic dimensions explained in the recording instrument generated 195 primary variables to be recorded by the coders, as can be seen in the recording forms accompanying the instrument. The recording forms or data sheets were keypunched, and specially-designed data-transformation programs were used to generate 73 additional secondary variables derived from the primary data.. This yielded a total of 268 variables recorded for each clipping-source correspondence.

The other two data files--publications and programs--were also punched on cards, and then collated and merged with the coded publicity data into a single deck of 6,580 cards, representing 940 units and a total of 285 variables. This data base was stored in disk form for

on-line computer access and analysis.

Reliability coefficients were computed by a special-purpose statistical program for the analysis of intercoder agreement. All other analysis was performed using the Statistical Package for the Social Sciences (SPSS). This particular system of statistical programs was chosen with a view toward the possible continuation of the project. Its first advantage is that it provides all the statistical techniques required by this analysis. Secondly, the SPSS system is widely available, maintained by all major computer installations. And finally, it features extensive user-oriented options such as on-line storage and full labelling of output data, and requires very little computer experience. Thus the pre-specification and labelling already prepared for this pilot study should be seen as an investment, with possible dividends should the analysis be continued or repeated in the future.

2.0 FINDINGS

This section describes some of the findings we considered interesting not so much for their significance as for their illustrative value. They are described in four parts. In Section 2.1 an attempt is made to compare the different ways public television is referred to in the press, in order to discern what we call the PBS image. Section 2.2 evaluates the amount of publicity that can be traced to promotional material provided by PBS. Section 2.3 looks at how differences in publicity are associated with particular programs or program categories, and 2.4 discusses the way information contained in PBS news releases and in other promotional material is selectively used in the publicity that reaches the television audiences. The answers to the questions asked in the various sections overlap somewhat, of course. They represent only four rather focussed ways of looking at our data. Because they are sufficiently rich in formal structure, the data could as well accommodate other perspectives not represented here; different approaches might be explored in the second phase of the project.

2.1 The PBS Image

One question we attempted to answer in several ways concerned what we call here "the PBS image." However, we wish to make two qualifying remarks regarding this concept before discussing the findings.

First, corporate images in the technical sense are not ascertainable from the data at hand. It would require costly interviews or association experiments to obtain a complete picture. Nevertheless we are able to report findings which suggest that the method of content analysis we developed is not as powerless as is generally assumed. The PBS image which is manifest in our data is only that part of PBS' corporate image which correlates with discussions of PBS programming in the national press.

Second, the image which we analyzed is not necessarily held by the public at large. Since we relied on newspaper clippings and compared these with a variety of source materials we were able to tap only the kind of PBS image that operates in the minds of television editors, writers and critics who selected from or rewrote the source material for publication, or composed entirely new articles. The PBS image as held by the public might be correlated with that held by the press, but hard evidence is not available to us. However, this apparent drawback actually strengthens the relevance of our findings because the target population of PBS news releases consists of

primarily journalists and only secondarily the public.

Our recording instrument distinguished among six ways the Public Broadcasting Service could be referred to in the press. The frequencies and proportions in percent of our sample for each of these references is as follows (note that the individual frequencies do not sum to the total sample size because not all newspaper items made such references and several made more than one kind):

	N	%
PBS	456	48.5
CPS	1	0.1
PTV	51	5.4
ETV	224	23.9
VAGUE	21	2.3
REGIONAL NET\-.JOKKS	7	0.7
NO REFERENCE	290	30.9
TOTAL	940	100.0

TABLE 2.1.1
KINDS OF REFERENCES TO PBS IN ALL NEWS ITEMS

It is seen that about half of all news items correctly identified PBS with the programs being discussed. About one fourth of all program information however, was credited to educational television in one form or another. Public television scored third and was referred to in

slightly more than 5% of all news items. References to the Corporation for Public Broadcasting and to the regional networks were too low in frequency (less than 1%) and are hence omitted from further discussion.

When interpreting the findings in this section, it should be understood that of all news items about 37% could be traced to PBS news releases and about 50% to material provided by other agencies.

	N	%
PBS NEWS RELEASES	351	37.4
OTHER SOURCES	472	50.3
NO IDENTIFIABLE SOURCE	117	12.3
TOTAL	940	100.0

TABLE 2.1.2
SOURCES OF ALL NEWS ITEMS

A more detailed account of this breakdown is provided in the section on the evaluation of PBS's publicity efforts. The proportion of PBS-stimulated publicity is probably slightly larger, because news items for which sources could not be identified might have been rewritten so thoroughly as to conceal the original source. There is also the possibility of secondary publicity from agencies which rewrote (and supplemented) PBS news releases into

their own promotional material. However, because of the many statistically significant differences encountered between these types of sources, we are confident that their distinction is meaningful.

An important dimension of any image is its evaluative tone: more specifically, whether direct or indirect references to PBS are favorable, neutral or unfavorable. Our data show these references to be predominantly neutral, and hence, do not give a clear picture of a possible differential evaluation. This might be due to the fact that PBS occurs in news items largely as a reference to an agency, without attribution or detailed information about its successes, aims or operations. In addition, one would expect a more neutral evaluation for that 37% of all news items which are based on PBS news releases.

Since we wanted to obtain the evaluative dimension of that PBS image which operates in the minds of editors or writers, we excluded references that were merely copied from PBS material, and established the direction of the evaluation in two ways: the "absolute" direction which represents an evaluation of how the particular references are attributed in a news item, and the "relative" direction which indicates whether such attributes are more favorable or less favorable than the news item as a whole.

	N	ABSOLUTE DIRECTION			"RELATIVE" DIRECTION		
		% NOT FAVORABLE	% NEUTRAL	% FAVORABLE	% LESS FAVORABLE	% NEUTRAL	% MORE FAVORABLE
PBS	94	-	97.0	3.0	35.0	62.7	2.3
PTV	23	4.6	90.8	4.6	13.6*	68.1	18.2*
ETV	96	1.0	98.0	1.0	33.3	62.6	4.1
VAGUE	4	-	100.0	-	100.0	-	-

TABLE 2.1.3

ABSOLUTE AND "RELATIVE" DIRECTION OF NEWLY ADDED OR SPONTANEOUS REFERENCES TO PBS

*The differences in relative direction between PTV references and references to PBS and ETV are significant at the .01 level.

The absolute direction of the original news items (i.e. those which cannot be traced to PBS news releases) was neutral, by and large. Again, this is to be expected, since most of these articles and reviews merely mention public broadcasting without further discussion, using it only as a label.

A more interesting picture is revealed by considering the relative direction of PBS references. Generally, one should expect that a writer who holds a favorable image about an agency will present its output in a more favorable light than if the converse were true. Our measure of the relative direction of references to PBS therefore uses the favorable-unfavorable evaluation of the news item as a whole as a reference point. The right portion of Table 2.1.3 seems to indicate that when

programs are attributed to PBS or to ETV, news items are slightly more favorable to the programs than to their assumed distributors, whereas when programs are attributed to Public Television, the references to PTV are more favorable than the news item's overall evaluation of the program. The difference is significant at the .01 level and indicates that the news items and carry slightly different - tive connotations than the.

The evaluative similarity of references to PBS and to ETV prompted us to look at the images involved in yet another way. One must assume that writers who do not have a clear image of PBS as distinct from ETV are likely to confuse the terms or avoid them altogether. Conversely, writers who consider these images distinct are likely to use one or the other. The associations between kinds of PBS references in the PBS news releases and in the hypothetical sources, which together accounted for 88% of the news items in our sample, are shown in Table 2.1.4. It is apparent that in the sources of the news items, vague references occur only with correct PBS references, never when PTV is mentioned. PBS and PTV exhibit positive associations whereas both are negatively associated with (that is, dissociated from) references to ETV. This indicates that the collectivity of writers of releases and other promotional material prepared for PBS

	PBS	PTV	ETV
VAGUE	1.000*	-1.000	-.670
ETV	-.304**	-.472	
PTV	.505*		

TABLE 2,1.4
ASSOCIATIONS (YULE'S Q) BETWEEN
KINDS OF PBS REFERENCES IN SOURCES

* $P < .01$

** $P < .001$

programming basically are of two kinds: those who use the image of educational television tend to avoid references to public TV or PBS, and those who identify the programs with the notion of a public service avoid references to educational TV. Since about 42% of all news items with identifiable sources stem from PBS news releases, it might be suspected that the image of ETV as an alternative to PBS or PTV is primarily promoted in sources other than PBS news releases.

The same reasoning may be applied to the television editors, journalists and critics who, by translating promotional material into a news item, may or may not also change the kind of reference to PBS in systematic ways. The extent to which various kinds of references to PBS are transformed into each other in the course of writing a

news item (including the case of merely reprinting the promotional material) may be seen the the following table- of sixteen 2 by 2 matrices:

		REFERENCES PRESENT IN NEWS ITEM									
		PBS		PTV		ETV		VAGUE			
		yes	no	yes	no	yes	no	yes	no		
REFERENCES PRESENT IN SOURCE	PBS	yes	388	284	33	639	128	544	16	656	672
		no	68	200	18	250	96	172	5	263	268
REFERENCES PRESENT IN SOURCE	PTV	yes	22	36	29	29	4	51	0	58	58
		no	431	1118	22	860	220	662	21	861	882
REFERENCES PRESENT IN SOURCE	ETV	yes	57	98	6	119	135	20	0	155	155
		no	399	386	115	710	89	696	21	761	785
REFERENCES PRESENT IN SOURCE	VAGUE	yes	21	5	0	26	3	23	13	13	26
		no	435	1179	51	863	221	693	8	906	911
			1156	1184	51	889	221	716	21	919	910

TABLE 2. 1. 5

CONFUSION AMONG KINDS OF PBS REFERENCES

To demonstrate how this table is to be interpreted, we may focus on the matrix representing the presence or absence of PBS references in the sources of news items and the presence or absence of ETV references in the item itself. (1st row, 3rd column.) One can see that out of the 672

news items which rely on sources containing PBS references, 128 attribute the program to educational television. The transition probability of PBS references into ETV references is therefore $128/672 = .190$. This is far less than expected by chance ($224/940 = .238$), which leads us to conclude that the association is negative: the presence of PBS references in a source reduces the probability that ETV references occur in the news item. The associations for all 16 matrices are expressed in the following table which contains the values of Yule's Q, a measure indicative of both the strength and the direction of the association, and which takes account of the unequal marginal frequency which our matrices exhibit. The larger the confusion the closer to zero will Q be:

		REFERENCES IN NEWS ITEM			
		PBS	PTV	ETV	VAGUE
REFERENCES IN SOURCE	PBS	.601**	-.165	-.407**	.124
	PTV	-.220	.950**	-.635*	-1.000
	ETV	-.280*	-.203	-.963**	-1.000
	VAGUE	.644*	-1.000	-.419	.982**

TABLE 2.1.6
ASSOCIATIONS OF KINDS OF PBS REFERENCES
BETWEEN SOURCES AND NEWS ITEMS

* $P < .01$

** $P < .001$

With 88% of all news items based on an identifiable source and a number of them straight reprints or merely shorter versions of the original source, it is not surprising that the associations between identical references are very high and significant: in whatever way PBS is referred to in a source, it is likely to be maintained and not confused with others. That most other associations are negative is somehow the result of the earlier noted fact that writers are not likely to use different kinds of references to the distribution agency in one news item. One might point out that the positive association of PBS with vague references is entirely due to their cooccurrence in the source, one thing for which these coefficients are not controlled. This is evident above in Table 2.1.4. That the association Vague \longrightarrow PBS is higher (.644) than the association PBS \longrightarrow Vague might reflect the tendency of writers to eliminate some vague references from the sources. However, this difference is not statistically significant.

Also notable is that among the diagonal entries of this table of associations, the one for PBS \longrightarrow PBS is much smaller than the others. It means that in the case of PBS, the occurrence of references in the source is less strongly linked to the occurrence of such references in the news item. The PBS image is in some way weaker than that of PTV, ETV and even of Vague references. If

references to these occur in promotional material then the probability that these references also occur in the news item is higher than for PBS references. Let us examine the proposition by going to the two kinds of probabilities to which the Q-coefficients are sensitive as shown in Tables 2.1.7 and 2.1.8 on the following page. In Table 2.1.7 one can see that ETV references in sources are more likely (.871, expected .239) to yield ETV references in news items than PBS references yield PBS references (.577, expected .485). In this respect, PBS references are also less different from chance than PTV references (.500, expected .054) and vague references (.500, expected .023). One might consider whether this is an artifact of the way in which our coders constructed hypothetical sources from two or more news items that coincided in wording. References that might have been in the unaccessible original but that were not carried anywhere, or at most by one news item, could thereby not have been identified as occurring in the source. However, this suggestion seems to be refuted by Table 2.1.8. The absence of PTV or of ETV or of vague references in the source yields references in the news items that correspond roughly to what is expected by chance, except of course for the complementary references. On the other hand, the absence of PBS references in the source causes far more ETV references to emerge in the news items than expected (.358, expected .238). On the

		PRESENCE OF REFERENCES IN NEWS ITEMS			
		PBS	PTV	ETV	VAGUE
PRESENCE OF REFERENCE IN SOURCE	PBS	.577	.049	.190	.024
	PTV	.379	.500	.069	--
	ETV	.368	.039	.871	--
	VAGUE	.808	--	.115	.500

TABLE 2.1.7

TRANSITION PROBABILITIES BETWEEN
KINDS OF PBS REFERENCES PRESENT
IN SOURCES AND IN NEWS ITEMS

		PRESENCE OF REFERENCES IN NEWS ITEMS			
		PBS	PTV	ETV	VAGUE
ABSENCE OF REFERENCE IN SOURCE	PBS	.254	.067	.358	.019
	PTV	.491	.025	.249	.024
	ETV	.509	.057	.114	.027
	VAGUE	.475	.056	.241	.009

TABLE 2.1.8

TRANSITION PROBABILITIES BETWEEN THE ABSENCE AND PRESENCE
OF KINDS OF PBS REFERENCES IN SOURCES AND NEWS ITEMS, RESPECTIVELY

basis of these associations we conclude that the PBS image is the weakest of the four images we compared: if PBS references occur in the source, then the probability is large that it also appears in the news item but this probability is not as different from chance as that for PTV, ETV and vague references. Complementarily, if a source does not contain references to PBS (that is, it may contain references to any other kind of reference or none) then it is most likely that the program becomes associated with ETV. The PBS image is relatively weak because if it is referred to in the source, then it does not discourage the use of other references as much as the others do, and if PBS references are absent in the source, then PBS references are not as much preferred over other references, particularly ETV. We thus see again some kind of competition between the use of PBS images and ETV images with notions of PTV and some vague references feeding into PBS, rather than into ETV.

In addition to assessing the relative strength of the PBS image, we attempted to look into a few content dimensions of these images comparatively. The associations between the presence in news items of each of the three major kinds of PBS references and the thematic aspects contained in those news items are listed in Table 2.1.9 and graphically represented by Figure 2.1.1. In the

latter, the number of connecting lines represents the magnitude of the association (1 line for each .1 of Yule's Q, rounded). Aspects whose associations with a reference are statistically significant are encircled by a heavier line, and broken lines indicate negative associations as opposed to solid lines for positive associations.

	PBS		PTV		ETV	
	Q	N	Q	N	Q	N
PBS PRODUCTION AGENCY	.775**	97	.411	12	-.207	20
SPONSOR	.537**	36	.815**	14	-.763*	2
OTHER PRODUCER	.285*	84	.353	13	.026	34
STATION	-.123	66	-.019	8	-.165	29
CHANNEL	-.154	289	-.052	33	-.237*	131
AUTHORS-DIRECTORS	.175*	293	.198	35	.208	151
PERSONALITIES	.221*	384	.060	42	.228	192
MESSAGE	-.069	442	-.170	49	.601	222
SOCIAL IMPLICATIONS	.326	11	-1.000	0	.145	5
OVERALL ATTRIBUTES	.234**	200	-.063	18	-.104	77

TABLE 2.1.9
THEMATIC ASPECTS ASSOCIATED WITH KINDS OF PBS REFERENCES IN NEWS ITEMS

*significant at $P < .01$

**significant at $P < .001$

From both the table and the figure it will be seen that with one insignificant exception (PTV-Overall Attributes: $Q = - .063$), the positive and the negative direction of PBS and PTV associations coincide. The two aspects that are most strongly associated with PBS are also most strongly associated with PTV. In contrast to

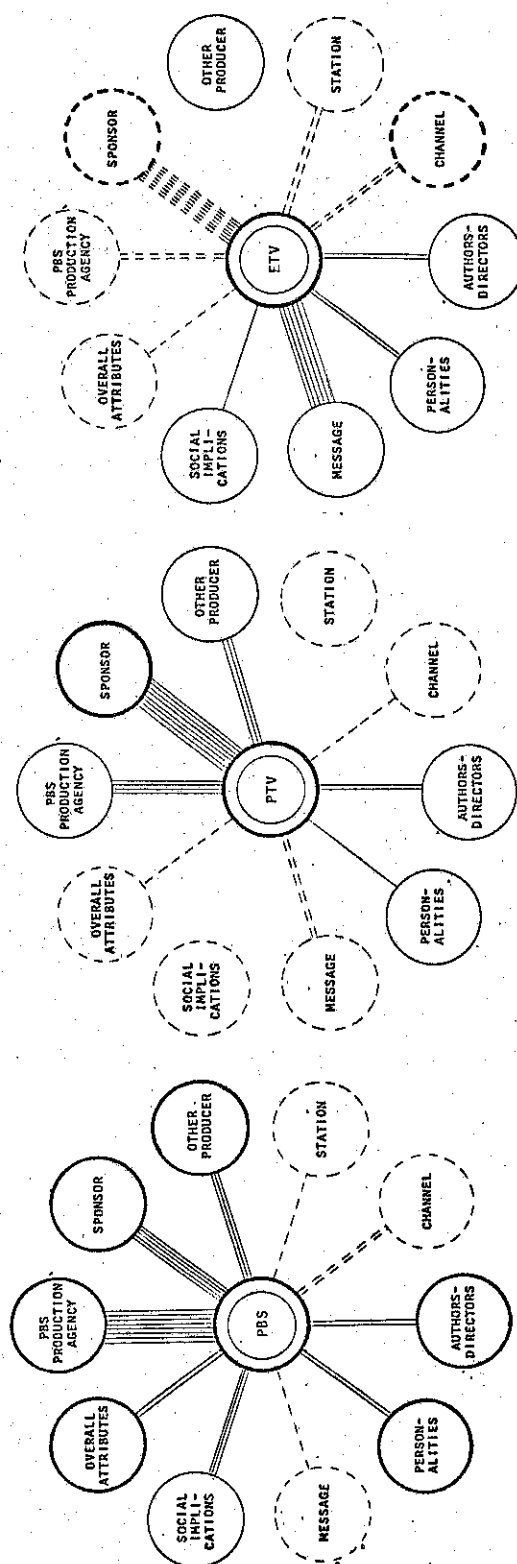


FIGURE 2.1.1
ASSOCIATION PATTERNS OF THEMATIC ASPECTS
FOR THREE KINDS OF PBS REFERENCES IN NEWS ITEMS

this, the same two aspects are negatively associated with ETV. The content of the PBS image is very much more similar to that of the PTV image than either is to the ETV image. The fact that all three association patterns agree in their negative associations with stations and channels may have its origin in the fact that many sources from other than PBS (which usually suggests such a reference in its new releases) serve larger areas, or the publication's market overlaps with that of two or more stations. In addition, previews, reviews and critiques published far in advance of the air date do not need to identify the station or channel, whereas publicity immediately preceding the program's transmission may rely on station or channel identifications rather than PBS references of some sort. The same might also explain the positive associations with personalities and authors-directors which are less likely to be discussed in publicity in which PBS references are absent. The contrast between PBS and ETV images is highlighted by the fact that PBS is positively assoicated thematically with PBS Production Agency, Sponsors, other Producers, and overall atributes. whereas the thematic aspect Sponsor is very strongly negatively associated with ETV. This is again highly significant statistically. We may also observe on the other hand, although without this degree of statistical significance, that PBS's third largest positive association is with

social implications. The latter is quite small in the case of ETV. On the other hand, ETV's second largest positive association is with the aspect Message, which is virtually absent in the case of PBS. The number of aspects that are statistically significant in either association pattern could normally be interpreted as indicative of the sharpness of the semantical definition of an image, i.e., 6 in the case of PBS, 1 in the case of PTV and 2 in the case of ETV. But because the frequencies are so unequal (10:1:4 for PBS: PTV: ETV), these differences do not warrant such interpretations. If we can oversharpen the description of these two images' contents, we may say that the use of both images are related to the description of personalities, authors and directors, which are classical roles individuals in entertainment assume. Moreover, ETV images tend to be associated with descriptions of what the programs are about, the intended message, which is also a classical form of concern with entertainment generally. ETV tends to be dissociatively related to Production-distribution kind of themes. In contrast, PBS is much more institutionally defined by being positively associated with production-distribution kinds of themes. It is associated with overall evaluational attributes and seems to invite the theme of Social Implications. The ETV image is very much like the shadow of PBS's tradition.

Whether the pattern of associations of PBS references with thematic aspects of news items is primarily a reflection of the news releases on which they are based was another question we attempted to answer. For this purpose we compared the pattern of associations in the news items with the pattern of associations in the source material of these news items and in what is common to both, i.e., the carried information. The Q association coefficients are given in the following table.

	ASSOCIATION						DIFFERENCE OF Q BETWEEN:		
	IN SOURCE		IN BOTH		IN NEWS ITEM		SOURCE	BOTH	SOURCE
	Q	N	Q	N	Q	N	BOTH	NEWS ITEM	NEWS ITEM
PBS PRODUCTION AGENCY	.906**	399	.829**	75	.775**	97	.077	.054	.131
SPONSOR	.808**	193	.606**	23	.573**	36	.202	.033	.235
OTHER PRODUCER	.806**	216	.547**	65	.285*	84	.259	.262**	.521**
CHANNEL	.735**	449	.283**	187	-.154	289	.452**	.437**	.889**
AUTHORS-DIRECTORS	.804**	550	.376**	228	.175*	293	.428**	.201	.629**
PERSONALITIES	.913**	630	.517**	310	.221*	384	.396**	.296*	.692**
MESSAGE	.978**	665	.766**	356	-.069	442	.212**	.835**	1.047**
OVERALL ATTRIBUTES	.601**	364	.477**	137	.234**	200	.124	.243*	.367**

TABLE 2.1.10

THEMATIC ASPECTS ASSOCIATED WITH PBS REFERENCES IN
NEWS ITEMS, THEIR SOURCES AND IN MATERIAL COMMON TO BOTH

* significant at $P < .01$

** significant at $P < .001$

To simplify matters, the aspects "station" and "social implications" have been omitted from this table, because these two aspects exhibited no significant associations in either of the three situations. According to the conventions introduced in the previous figure, the association

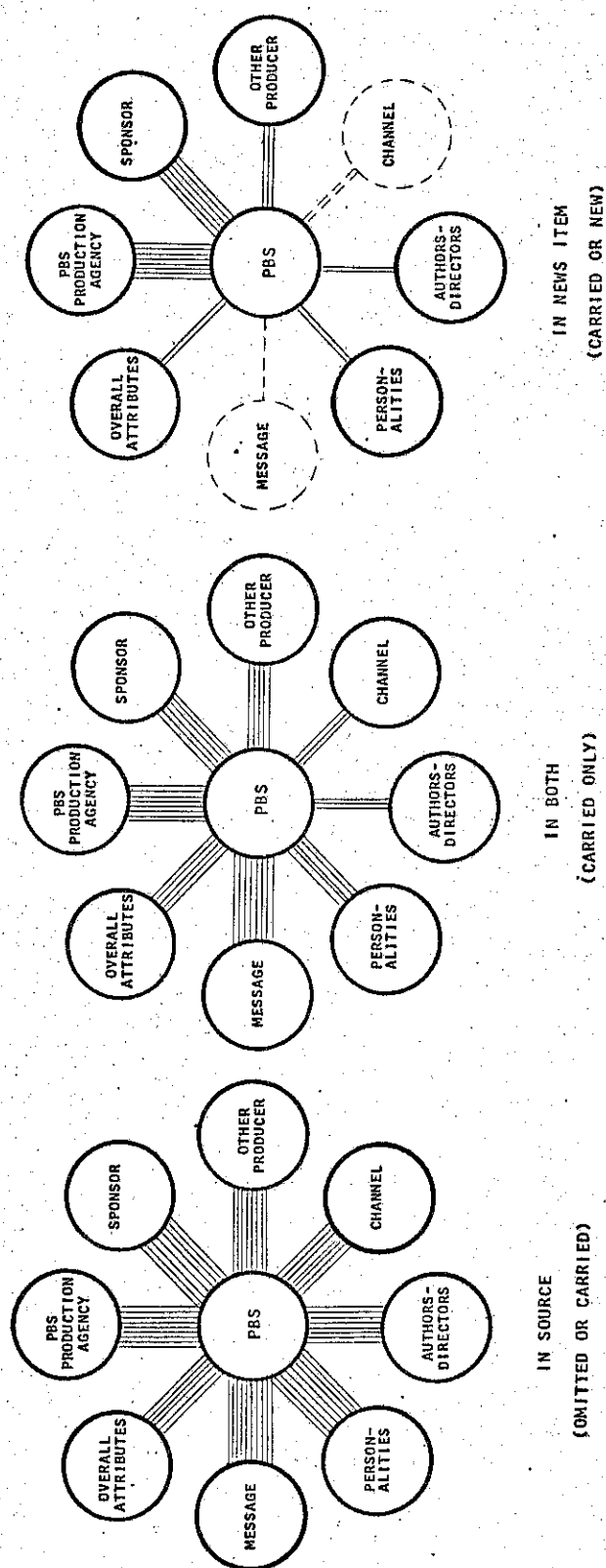


FIGURE 2.1.2
ASSOCIATION PATTERNS OF THEMATIC ASPECTS WITH PBS REFERENCES
IN NEWS ITEMS, IN THEIR SOURCES, AND IN BOTH

patterns are presented in Figure 2.1.2.

It may be seen in the left diagram of this figure that PBS references in promotional materials are quite strongly associated with most of the aspects. The associations between PBS and the eight aspects are all positive, large in magnitude, and statistically significant. This means that the pattern can become dissociative, or different from the above, only when PBS references are absent or other kinds of PBS references occur in the source material. Thus, there is a significant difference between the content of promotional material that reaches the press and includes PBS references (which includes of course the official PBS news releases) and the content of promotional material that is used by the press and does not contain such references. The thematic aspects of station and social implications apparently are not as clearly associated as the rest with PBS references in the sources.

In comparing these association patterns, one will note that all associations in the carried information are weaker than those in the source, and all associations that finally appear in the news items are weaker than in what is carried. For the interpretation of these findings, it may be helpful to mention how the weakening of an association can come about. In a 2 by 2 table of frequencies, a, b, c, d:

		REFERENCE "X" IS:	
		PRESENT	ABSENT
ASPECT "Z" IS:	PRESENT	a	b
	ABSENT	c	d

Yule's Q is positive when the product $(a \times d)$ is greater than the product $(b \times c)$, and negative when $(a \times d)$ is less than $(b \times c)$. A weakening of a positive association means that the product (ad) decreases relative to (bc) . Thus, in comparing the association pattern of PBS references in the source with the pattern in material carried into the news item, a loss of strength may be caused by the omission of either references to PBS or information about the aspects, but not both. The significant differences are noted in the right portion of Table 2.1.10. Thus we find that PBS becomes systematically dissociated from channel, authors-directors, personalities and message in the process of editorial selection. The fact that none of these associations increase in magnitude shows that the press's image of PBS is not too stereotyped: if it were, editors would amplify certain associations by omitting others incongruent with such a stereotype. Rather, it

appears that the PBS image is not so sharply defined when the source material is selectively omitted and/or carried.

Turning now to the difference between what is carried and what finally appears in the news items, the weakening of a positive association is caused by an increase in the product (bc) relative to the product (ad). In our data, this means that either PBS references are added when the thematic aspect is absent, or--which is more likely the case--that information about the aspect is added when PBS references are absent or have been omitted. In this transition then, we find the most drastic reduction in association. The positive associations between PBS and the message aspect, and even more so the channel aspect, are virtually absent and indeed become slightly negative: the former primarily by the addition of information contrary to the associations in the source, the latter presumably also by selective omissions of channel references.

In summarizing this two-step process, we can say that on the whole, omissions of thematic aspects or PBS references maintain the associations manifest in the promotional material. Their loss in strength is significant for the following aspects: channel, author-directors, personalities and message. All associations are still significant (at the .001 level) in the carried information. As the new information is added to the news items however,

only the associations between references to PBS and the thematic aspects of PBS production agency and sponsor are by and large maintained. All other associations are thereby reduced to insignificance. In other words, the PBS image seems to bring to the minds of the editors more the production-distribution kind of information (except for perhaps channels and other producers), than the substantial information about the program, such as its personalities, authors, directors and the like. That PBS references become slightly dissociated from references to channels probably indicates that the two are interchangeable in the editors' minds: mentioning the channel perhaps implies PBS. But the associations between PBS references and those themes that have to do with what the program is about are very strongly dismissed by the editors, writers and critics. This probably happens not so much by dropping these themes from source material that contains PBS references, but by dropping the PBS references or adding new material without mentioning PBS. The differences between the associations in the sources and the association in the news items are all significant, with the exception of PBS production agency and sponsor.

2.2 Evaluation of PBS's Publicity Efforts

We assume that the purpose of the news releases which PBS supplies to the press and to its cooperating stations is to provide information about the programs it distributes and to stimulate favorable publicity in the national press--perhaps with the ultimate aim of creating public awareness of PBS programming and individual interest in switching to stations providing these programs.

Many of the more important questions that an evaluation of PBS's efforts poses cannot be answered from the data currently available. For example, our data did not include measures of the varying promotional efforts which might have correlated with variations in resulting national publicity. Additionally, to ascertain whether PBS is able to maintain or to adjust its public image in the face of opposing influences requires longitudinal data of the kind that only a continuous monitoring would provide. Nevertheless what we found is indicative of the effectiveness of PBS's publicity.

It will be recalled that our data consisted primarily of PBS news releases and newspaper clippings

referring to the programs in the sample. A significant portion of the analysis involved determining the source on which each news item had been based. Correspondences in wording between news items and PBS news releases, and among news items without corresponding PBS material, indicated respectively whether the article was based on a PBS source or on another source, hypothetically created by the coder. The remaining news items were further differentiated between those that had been based on some promotional material or information which could not be reconstructed, and those news items that were original. The following table of frequencies and percentages reveals that the majority of news items, about 58%, are based on non-PBS sources. PBS news releases were underlying only about 37% of all news items.

	N	%
ORIGINAL NEWS ITEM	47	5.0
ITEM BASED ON PBS SOURCE	351	37.3
ITEM BASED ON NON-PBS SOURCE	472	50.2
ITEM BASED ON UNIDENTIFIABLE SOURCE	70	7.5
TOTAL	940	100.0

TABLE 2.2.1
SOURCES OF ALL NEWS ITEMS

In interpreting these frequencies one must be

careful not to exclude the possibility that news items based on non-PBS sources may have also been stimulated by PBS in an indirect way through other publicity agencies. Also, some news items that appear here as based on unidentifiable sources may have been based on PBS news releases, but were simply too short to be linked to a definite source. However, the fact that the distribution of news items based on other sources is quite independent of that based on PBS sources, which becomes evident below, lends support to the validity of the differentiation among sources.

The correlation of the volume of news items and their sources over time is represented in the following table of frequencies and percentages. (It may be noted

	MORE THAN WEEK BEFORE		2-7 DAYS BEFORE		1 DAY BEFORE	SAME DAY	1 DAY AFTER	2-7 DAYS AFTER		MORE THAN WEEK AFTER						
ORIGINAL NEWS ITEM	2	3%	4	1%	-	3	2%	9	21%	8	16%	3	5%	29	4%	
ITEM BASED ON PBS SOURCE	17	30%	120	41%	27	34%	62	37%	7	16%	21	41%	32	52%	286	38%
ITEM BASED ON NON-PBS SOURCE	30	52%	154	53%	49	61%	88	52%	25	58%	17	33%	23	37%	386	51%
ITEM BASED ON UNIDENTIFIABLE SOURCE	9	15%	15	5%	4	5%	15	9%	2	5%	5	10%	4	6%	54	7%
	58	100%	293	100%	80	100%	168	100%	43	100%	51	100%	62	100%	755	100%

TABLE 2.2.2
SOURCES OF NEWS ITEMS AND RELATIVE DATE OF PUBLICATION

that the frequencies in this and several of the following tables do not add to the sample size because of occasionally missing data.) Figure 2.2.1, drawn from this table, reveals that most publicity about PBS programming is promotional rather than reflective, with its peak on the day the program was on the air, just in time for television audiences to decide what to watch.

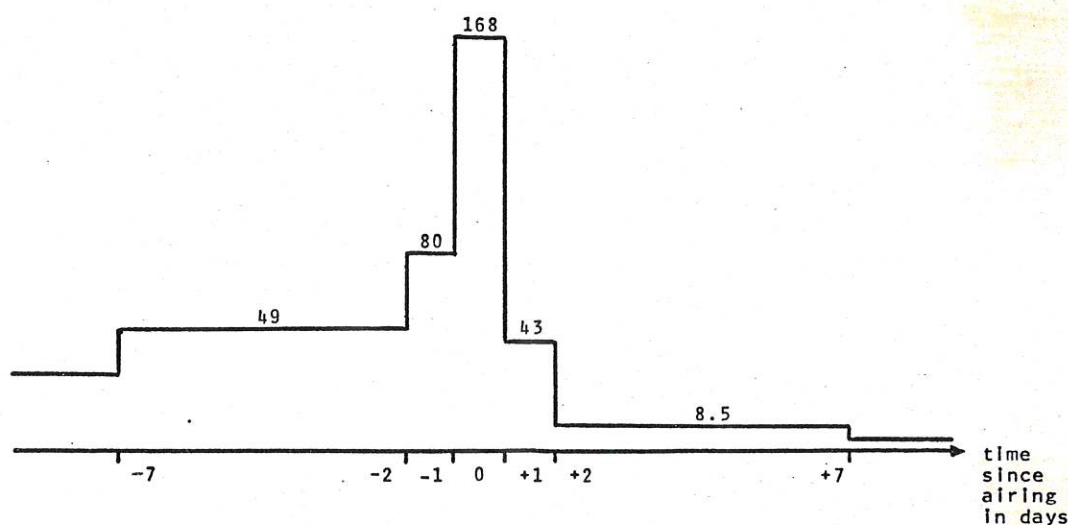


FIGURE 2.2.1

DISTRIBUTION OF NEWS ITEMS OVER TIME, RELATIVE TO AIR DATE

How PBS' share in stimulating such publicity is distributed over time may be seen in Figure 2.2.2. Here, the horizontal axis is the relative time in days of publication before and after the program was on the air. The horizontally shaded area represents the proportion of news items stemming from unidentified sources, the diagonally shaded area those from PBS news releases, the middle area

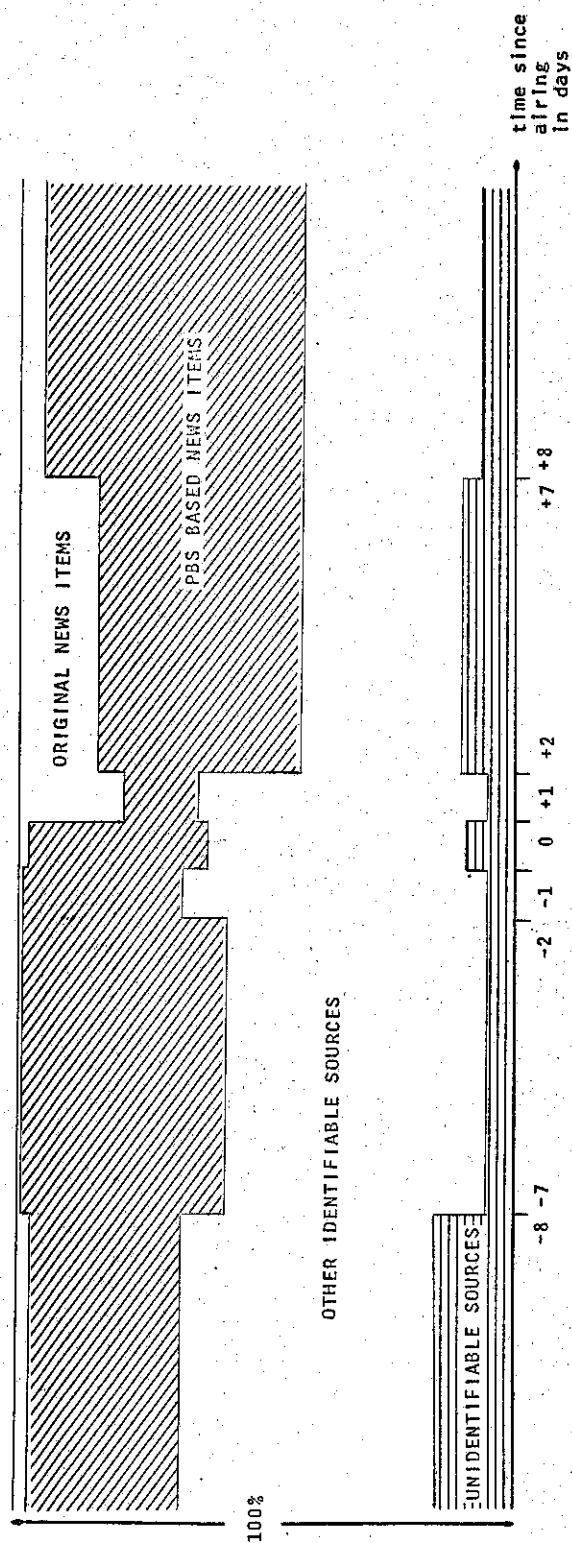


FIGURE 2.2.2.2
SHARE OF SOURCES OVER TIME, RELATIVE TO AIR DATE

those from other sources, and the uppermost area represents original contributions.

As anticipated, original contributions are negligible prior to the date of airing. Because they largely contain reviews and critical appraisals, they rise sharply the day after the program appeared on the screen and decay as expected with the progress of time. However, what is surprising is that the share of PBS generated news items actually increases after the program was on the air. This points to an easily overlooked function of PBS news releases: to provide material for review and discussion. Thus, while in terms of absolute numbers by far most of the news items that can be traced back to PBS news releases are promotional in effect, by the same token there is a significant increase over time in PBS' share in providing information for post-publicity, i.e., for reviews, reflections, and critical appraisals ($\chi^2 = 13.626$, $df = 2$, $P < .01$). This can be seen in Table 2.2.3:

	1 DAY AFTER		2-7 DAYS AFTER		MORE THAN WEEK AFTER		
ITEMS BASED ON PBS SOURCES	7	16%	21	41%	32	52%	60 38%
ALL OTHER ITEMS	36	84%	30	59%	30	48%	96 62%
	43	100%	51	100%	62	100%	156 100%

TABLE 2.2.3

SHARE OF PBS SOURCES IN POST-PUBLICITY

How the circulation sizes of newspapers might relate to source preferences was another question for which we sought an answer. The cross tabulation is given in Table 2.2.4. From this table, it is evident that none of the publications with circulation figures of 10,000 and below have generated original news items. It appears

	5,000	10,000	50,000	100,000	500,000	>500,000		
ORIGINAL NEWS ITEM	-	.	9 3%	6 5%	18 7%	12 24%	45 5%	
ITEM BASED ON PBS SOURCE	15 30%	43 49%	114 36%	50 37%	77 34%	12 24%	311 36%	
ITEM BASED ON NON-PBS SOURCE	24 57%	48 51%	170 54%	67 50%	116 51%	15 31%	440 50%	
ITEM BASED ON UNIDENTIFIABLE SOURCE	3 7%	4 4%	20 7%	10 8%	18 8%	10 20%	65 8%	
	42 100%	95 100%	313 100%	133 100%	229 100%	49 100%	861 100%	

TABLE 2.2.4
SOURCES OF NEWS ITEMS AND CIRCULATION SIZES

that only the larger circulation publications commit resources for independent research and original articles. Following to the right of the top row, one observes that the generation of original news items increases with rising circulation sizes of the publication. In our sample,

original articles approach one fourth of the news items in the largest circulation class; this is to be expected for the best journalistic practices. This finding is statistically significant ($\chi^2 = 44.296$, $df = 5$, $P < .001$). On the other hand, the use of PBS sources as opposed to other sources seems to correlate very little with the circulation sizes of the publications. At this point we can conclude only that the competition among promotional materials from different sources for representation in the press is not decided by factors related to circulation size. ($\chi^2 = 3.032$, $df = 5$, NS.)

We did not compare the distribution of the total numbers of news items in each circulation size bracket with the number of actual newspapers in each of these brackets. Differences from what should be expected might well reveal systematic differences in newspapers' access to promotional information about PBS programming generally. The unusually erratic distribution of the total numbers of news items over our circulation brackets may have its root in such phenomena.

The cross tabulation of the kind of sources utilized and frequencies of publication did not reveal a systematic pattern. The data suggest that there might be a tendency for papers with Sunday editions to rely slightly more on PBS than on other sources. But the finding is not

statistically significant.

The pattern of source usage reveals several interesting regional differences evident in the following table:

	WEST AND SOUTHWEST		GREAT LAKES AND PLAINS		SOUTHEAST		NORTH ATLANTIC		NATIONAL AND OTHER			
ORIGINAL NEWS ITEM	8	4%	6	3%	3	2%	24	11%	4	13%	45	5%
ITEM BASED ON PBS SOURCE	109	50%	76	36%	64	34%	51	23%	14	47%	314	36%
ITEM BASED ON NON-PBS SOURCE	88	41%	108	50%	109	58%	127	57%	11	37%	443	51%
ITEM BASED ON UNIDENTIFIABLE SOURCE	10	5%	24	11%	12	6%	21	9%	1	3%	68	8%
	215	100%	214	100%	188	100%	223	100%	30	100%	870	100%

TABLE 2.2.5
SOURCES OF NEWS ITEMS AND REGION OF PUBLICATION

The table shows that each region generates an about equal number of news items, with the Southeast publishing a bit less. Perhaps this should be compared with the number of newspapers published in each region in order to reveal systematic differences in coverage of PBS programming generally. But we focused more on some of the details, taking the observed frequencies as baseline for statistical expectations.

Some of the significant regional differences are as follows. Publications in the North Atlantic region or those of super-regional character tend to rely less on

promotional material (89%) than publications in the other regions (together about 97%). That is, most of the original contributions are published in the North Atlantic region. In the other regions, original items are published much less than expected by chance. This finding is highly significant statistically ($\chi^2 = 23.607$, $df = 1$, $P < .001$).

After accounting for these differences, we may examine where choices are favorable or unfavorable to PBS news releases, and in doing so we postulate in effect a two stage decision process. The first decision, whether to commit resources to obtain original contributions or to rely on available promotional material, is presumably determined by the quality of journalism in each region. Above we concluded that this is relatively higher in the North Atlantic region than in all others. The second decision concerns the choice among the news releases or promotional material from various agencies. Here we are primarily interested in how well PBS news releases are doing relative to all others. Graphically, this two step decision process is given in Figure 2.2.3 shown on the following page. The percentages on each branch indicate the proportions for all regions.

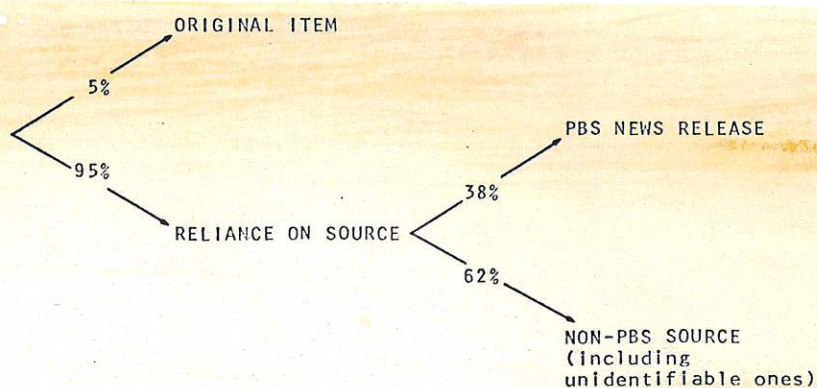


FIGURE 2.2.3

TWO-STEP PROCESS OF SOURCE-CHOICE DECISION

The relevant part of Table 2.2.5 may be rearranged to make the regional differences more apparent. According to this table publications in the North Atlantic region

	WEST AND SOUTHWEST		GREAT LAKES & PLAINS		SOUTHEAST		NORTH ATLANTIC		NATIONAL & OTHER			
ITEM BASED ON PBS SOURCE	109	53%	76	37%	64	35%	51	26%	14	54%	314	38%
ITEM BASED ON NON-PBS SOURCE	98	47%	132	63%	121	65%	148	74%	12	46%	511	62%
	207	100%	208	100%	185	100%	199	100%	26	100%	825	100%

TABLE 2.2.6

SHARE OF PBS SOURCES BY REGION OF PUBLICATION

tend to rely less (26%) on PBS news releases than publi-
cations in the west and southwest and of super-regional
character (together about 53%). In the Great Lakes and
 Plains and Southeastern regions source preferences are not
 much different from the national pattern (together about

36%). This finding is again statistically significant ($\chi^2 = 35.64$, $df = 4$, $P < .001$).

If one argues that the first decision--either to produce original articles or to rely on available promotional material--is determined by journalistic standards, then one is likely to come to the conclusion that in the second decision PBS efforts are more effective in regions in which journalistic standards are lower and less effective where journalistic standards are higher. This explanation however, is counteracted by publications of super-regional character which publish a large proportion of original articles and rely on PBS sources more often than expected. But the frequency of the latter class of publications is so low that the observation should not be given undue weight. What we can report with confidence is that PBS is least effective in the North Atlantic region and most effective in the West-Southwest region.

Attempting to further explain what accounts for either of the two decisions, we correlated the sources of news items with the Nielsen ratings where available. Since we obtained these ratings for New York and for Los Angeles we took the average and obtained the following in Table 2.2.7. If one accepts the validity of the Nielsen ratings as a measure of popularity the table suggests the conclusion that original news items are

	N	MEAN	STANDARD DEVIATION
ORIGINAL NEWS ITEM	20	2.932	1.509
ITEM BASED ON PBS SOURCE	142	2.246	1.628
ITEM BASED ON NON-PBS SOURCE	210	2.280	1.331
ITEM BASED ON UNIDENTIFIABLE SOURCE	32	1.778	1.369
TOTAL	404	2.261	1.463

TABLE 2.2.7

SOURCES OF NEWS ITEMS AND AVERAGE N.Y.-L.A. NIELSEN RATINGS

likely to be generated for the more popular programs
whereas news items based on unidentified sources are more
likely concerned with the less popular programs. The
differences are statistically significant though not as
strong as some we have reported on other dimensions
($F = 2.62$, $df = 3, 400$, $P = .05$). A slight satisfaction
may be obtained from the fact that PBS-based publicity
exhibits a slightly larger standard deviation than that
based on other sources. If further data would substanti-
ate this, it would mean that PBS based publicity is less
influenced by the popularity of the program it promotes
and contains more information about both the more popular
and the less popular programs.

Finally, one may look at the pattern of decision making regarding source uses by the press in terms of the subject matter categories of the various programs. Such a differentiation may suggest where the information that PBS provides is insufficient and might deserve to be supplemented by more detailed background information. Here we used the program categories already in use by PBS, though a further study may introduce finer distinctions among kinds of programs. The tabular representation of frequencies and percentages is as follows:

	NONMUSICAL PERFORMANCE		PUBLIC AFFAIRS		MUSICAL PERFORMANCE		CULTURAL			
ORIGINAL NEWS ITEM	41	6%	2	2%	2	3%	2	3%	47	5%
ITEM BASED ON PBS SOURCE	231	32%	37	42%	33	56%	50	68%	351	37%
ITEM BASED ON NON-PBS SOURCE	401	56%	38	43%	15	25%	18	25%	472	50%
ITEM BASED ON UNIDENTIFIABLE SOURCE	47	6%	11	13%	9	15%	3	4%	70	8%
	720	100%	88	100%	59	100%	73	100%	940	100%

TABLE 2.2.8
SOURCES OF NEWS ITEMS AND PROGRAM CATEGORIES

In terms of absolute number of news items, programs in the category of non-musical performances are given much more attention than programs in all other categories. Also a slightly larger percentage of original items appear in this category, but the difference is not statistically significant. News items about non-musical performances

rely far less on PBS news releases than news items in other program categories. On the other hand, the largest proportion of news items relying on PBS material is in the category of cultural programs.

In interpreting these findings one may have to consider that the program categories are not equal in size, and the programs have fairly different publicity characteristics, as may be seen from Table 2.2.9. This table illustrates how successful PBS's publicity efforts are for each program in the assigned category. According to Table 2.2.8, one would expect that 37% of all news items are based on PBS source material. Leaving aside the discussion of individual programs, Table 2.2.9 suggests that the proportion of news items relying on PBS source material is inversely related to the total number of news items generated. The finding suggests a picture of competition. When the newsworthiness of a program is high--as indicated by large numbers of news items, PBS is less successful in the competition for generating news than the other agencies seem to be. This interpretation should not be taken without qualification however: it may well be that programs which editors and writers judge to be newsworthy are those for which they have received press releases from several different sources--PBS sources get a lower share for these programs perhaps simply because there may not be any competing sources for the other, less

	TOTAL ITEMS	ITEMS BASED ON PBS SOURCES	
		N	%
NONMUSICAL PERFORMANCE	720	231	32.1
FILM ODYSSEY	269	58	21.6
THE POSESSED	2	--	--
NET BIOGRAPHY	105	50	47.5
NET PLAYHOUSE	119	61	51.3
SPECIAL OF THE WEEK	50	4	8.0
VIBRATIONS	1	1	100.0
LAST OF THE MOHICANS	174	57	32.8
PUBLIC AFFAIRS	87	37	42.5
ADVOCATES	35	7	20.0
BLACK JOURNAL	26	17	65.4
FIRING LINE	14	10	71.4
PUBLIC AFFAIR ELECTION 72	2	1	50.0
THIRTY MINUTES WITH . . .	9	1	11.1
THIS WEEK	1	1	100.0
MUSICAL PERFORMANCE	59	33	55.9
SPECIAL OF THE WEEK	1	--	--
VIBRATIONS	51	28	54.9
SOUL !	7	5	71.4
CULTURAL	73	50	68.5
BOOK BEAT	10	8	80.0
GUITAR, GUITAR	14	13	92.9
SELF DEFENSE FOR WOMEN	12	3	25.0
SPECIAL OF THE WEEK	37	26	70.3

TABLE 2.2.9

PROPORTIONS OF PBS-BASED PUBLICITY
FOR PROGRAMS AND PROGRAM CATEGORIES

newsworthy sources.

So far we have evaluated the reliance on PBS news releases relative to other sources or resources that may

be at the disposal of the writer or editor. This evaluation proceeded according to various categories of programs, publications and regions. To develop specific recommendations concerning local PBS efforts, one may have to consult a finer breakdown into the areas covered by the separate stations, and list for each the newspapers in its locality, together with some measures of their coverage. The following table gives merely an example of such a breakdown for three selected states:

STATE	LOCAL AFFIL.	PUBLICATION	OVERALL DIRECTION	N	AVERAGE SPACE
COLO	KTSC	PUEBLO STAR-JOURNAL	NEUTRAL	1	25.00
		PUEBLO CHIEFTAN	NEUTRAL	1	25.00
	KRMA	DENVER HERALD DISPATCH	NEUTRAL	2	6.00
		DENVER ROCKY MOUNTAIN NEWS	NEUTRAL	4	18.00
			PRO	2	6.50
		DENVER POST	NEUTRAL	1	9.00
		LONGMONT TIMES-CALL	NEUTRAL	2	26.00
			PRO	1	34.00
KAN	KTWW	TOPEKA SUNDAY CAPITOL JOURNAL	NEUTRAL	3	12.33
		TOPEKA STATE JOURNAL	NEUTRAL	1	5.00
			PRO	1	6.00
	KPTS	HUTCHINSON NEWS	NEUTRAL	2	18.00
		SALINA JOURNAL	NEUTRAL	1	23.00
		WICHITA BEACON	NEUTRAL	3	19.67
			PRO	1	12.00
		WICHITA EAGLE	PRO	1	3.00
		WICHITA SUNDAY EAGLE & BEACON	PRO	1	9.00
	MINN	KAVT	AUSTIN UNIONIST	NEUTRAL	1
KTCA		MINNEAPOLIS STAR	NEUTRAL	1	2.00
		MINNEAPOLIS TRIBUNE	NEUTRAL	4	10.75
			PRO	1	27.00
		ST. PAUL PIONEER PRESS	NEUTRAL	1	12.00
WDSE		DULUTH NEWS TRIBUNE	NEUTRAL	5	12.80

TABLE 2.2.10

SPECIMEN OF PUBLICITY BREAKDOWN BY STATION LOCALITIES

A complete printout is not included in this report because we only undertook to analyze a sample of the publicity for PBS programming as a demonstration of the kind of information a continuous monitoring would provide. We anticipate that the projected second phase of the project might include a complete listing of newspapers so that the type of printout illustrated above would also include those within the station's area that failed to provide any coverage. Such lists might thus reveal the local effectiveness of PBS's publicity efforts, the kind of publications that have not been reached effectively or that evidence a consistently unfavorable posture. This information, moreover, could be provided for specific programs or categories of programs for which attention might be redirected. Finally, it could provide assistance to the affiliates in planning their local publicity campaigns.

2.3 Evaluation of Program Publicity

One important task of any monitoring effort is to continuously assess the publicity generated for each program. This means asking questions about the number of news items generated for each program, whether such news items are rich enough in detail or sufficiently prominent in space, and how favorably are programs discussed or presented to the public. An examination of trends in all three dimensions of program publicity and the location of possible deficiencies within publication variables would allow PBS to adjust its policy regarding both the programs themselves and the publicity required to assure public attention and large audiences.

In the course of our pilot study we accumulated many data that are worthy of examination and are likely to yield a host of interesting insights concerning where significant differences occur and, implicitly, where efforts would be needed to rectify undesirable states of affairs. It will be recalled, however, that our sample included only three weeks from each of seventeen programs. This hardly warrants generalizations regarding the publicity for a program which may run for months or for

years. This section can therefore accomplish only a demonstration of the kind of information which a larger sample or the continuous monitoring of program publicity would provide. The reason for this disclaimer is that the fine breakdown of the publicity for each program often yields very low frequencies and consequently low confidence in the findings.

Since the interpretation of the data in this section is only meant to exemplify some possibilities, we will confine this examination to PBS's four program categories. It should be understood that there might be a need for a different grouping of programs for subsequent studies, because the category of non-musical performances absorbs three-fourths of the news items in our sample. Some tables presenting data on individual programs are added without comment. They are left for examination by the PBS staff, who may have more specific questions to ask than we can imagine. In view of the volume of information presented in this section, our interpretations must necessarily be highly selective.

When examining Table 2.3.1, which contains both the number of news items generated in each program category and the average space occupied by each such item, it becomes apparent that the mean space values and the frequencies correlate very little. Although we have not yet

PROGRAM CATEGORY	PUBLIC AFFAIRS			CULTURAL			NONMUSICAL PERFORMANCE			MUSICAL PERFORMANCE			TOTAL		
	N	MEAN	STAND DEV	N	MEAN	STAND DEV	N	MEAN	STAND DEV	N	MEAN	STAND DEV	N	MEAN	STAND DEV
TYPE OF SOURCE	87	22.24	68.03	73	19.33	14.78	719	23.55	19.51	59	20.93	19.37	938	22.92	27.73
ORIGINAL	1	22.00	-	2	23.00	1.41	41	28.17	28.40	2	24.50	21.92	46	27.58	26.79
PBS	37	12.65	8.93	50	18.24	10.18	230	25.21	16.14	33	24.58	20.76	350	22.83	15.85
OTHER	38	36.21	102.91	18	22.06	24.69	401	24.01	20.13	15	18.07	16.67	472	24.73	34.92
UNIDENTIFIABLE	11	6.27	5.00	3	18.67	6.11	47	7.43	10.90	9	11.57	16.67	70	8.26	11.11
CIRCULATION SIZE	79	23.14	72.28	62	17.84	14.77	670	22.50	18.69	50	20.96	19.69	861	22.13	28.01
< 1,000	3	9.00	4.33	-	-	-	1	8.00	-	-	-	-	4	8.75	4.27
< 5,000	4	9.00	8.86	2	5.50	0.71	28	26.32	24.53	4	29.25	23.80	38	23.71	23.26
< 10,000	10	17.50	9.96	11	19.27	9.37	67	28.08	19.93	7	26.86	15.65	95	25.85	18.15
< 50,000	32	38.66	112.14	16	20.19	24.01	252	24.76	19.15	13	18.62	11.39	313	25.69	39.99
< 100,000	9	12.44	10.68	15	16.33	6.44	99	23.10	16.28	10	19.40	18.98	133	21.34	15.61
< 500,000	13	12.23	12.94	17	17.65	13.09	185	17.00	13.52	14	20.36	28.07	229	16.98	14.67
> 500,000	8	10.25	6.32	1	15.00	-	38	20.40	28.30	2	11.00	-	49	18.25	25.29
REGION	80	22.93	71.85	62	17.84	14.77	676	22.41	18.65	52	21.02	19.72	870	22.05	27.91
NORTH ATLANTIC	14	63.21	169.48	9	19.89	9.75	189	19.79	19.99	11	15.18	11.92	223	22.30	46.30
SOUTHEAST	12	13.25	10.16	20	19.50	22.90	148	22.83	18.23	8	26.75	18.91	188	22.03	18.27
GREAT LAKES & PLAINS	27	15.15	13.01	9	11.22	7.35	166	19.58	17.40	12	19.58	15.41	214	18.67	16.55
WEST & SOUTHWEST	26	13.73	7.01	21	17.71	7.42	149	26.20	17.22	19	20.03	25.47	215	23.37	17.06
OTHER	1	24.00	-	3	21.33	10.26	19	37.11	15.06	2	42.50	6.36	25	35.12	15.18
NATIONAL	-	-	-	-	-	-	5	33.20	29.98	-	-	-	55	33.20	29.98
FREQUENCY OF PUBLICATION	79	23.14	72.28	65	18.12	14.64	687	22.81	18.93	54	21.07	19.53	885	22.39	27.91
BI-, TRI-WEEKLY	2	18.00	-	-	-	-	6	11.00	55.88	2	13.00	9.90	10	12.80	5.98
WEEKLY	21	18.33	13.97	4	10.50	6.61	41	22.88	20.69	5	33.20	16.57	71	21.56	18.40
SUNDAY ONLY	3	7.33	5.13	6	18.50	5.43	63	18.14	13.23	5	36.20	17.01	77	18.92	13.64
LESS THAN WEEKLY	-	-	-	-	-	-	6	10.17	11.67	1	2.00	-	7	9.00	11.09
DAILY ONLY	30	37.00	116.29	35	19.77	17.45	366	24.72	19.47	26	19.08	14.19	457	24.84	34.80
DAILY & SUNDAY	23	11.96	8.28	20	16.65	11.95	205	21.54	19.01	15	17.80	26.97	263	20.12	18.58

TABLE 2.3.1
NUMBER AND MEAN SPACE OF NEWS ITEMS BY PROGRAM CATEGORY AND SELECTED PUBLICATION VARIABLES

put this proposition to test, it seems that the two values indicate different notions. The number of news items per program category (and ultimately per program) might indicate how widely information about the programs was distributed, whereas the mean space of the news items seems roughly indicative of how much is said about the programs and, by inference, how worthy the details of the programming were regarded by the press. The standard deviation which is listed in this table indicates the limits within which 68% of the cases lie around the mean. Thus, with the overall mean of 23 square inches (equivalent to about 11 1/2 column inches for a two inch wide column), and the overall standard deviation of 28 square inches, 68% of all cases lie between 23-28 and $23 + 28$, that is, are less than 51 square inches in news print space.

We noted earlier that the number of news items in the non-musical performance category is much higher than all other categories. That the categories consist of unequal numbers of programs means little in itself, except that the category of non-musical performances weighs therefore more heavily on the overall means against which the other categories must be interpreted. As a first observation we might note that news items regarding cultural programs are on the average four square inches shorter than what would be expected by chance even though the frequency of coverage of cultural programs is not much

different from that of public affairs and musical programs. News items in the musical performance category are between one and two square inches shorter than expected, whereas news items covering non-musical performances are about one-half square inch longer than expected. At the same time, the standard deviations for the newsprint space are narrower than expected in the category of cultural programs and very much wider in the public affairs category. The latter could mean that reporting on cultural programs is possibly more standardized--that is, less influenced by the program characteristics or by the idiosyncrasies of the writers--whereas the reporting on public affairs type programs is far less normatively controlled. This is manifest in the considerable variation in newsprint space used in this category, even though the average matches closely with what is expected by chance. One reason for this discrepancy might lie in the kind of editor, writer or critic employed to describe or comment on either kind or program. Perhaps writers in the public affairs domain come from a wider range of backgrounds than those writing in the domain of cultural programming.

The table furthermore shows that PBS based news items are significantly shorter than those news items based on other identified sources, the original news items being on the average the longest, of course. In the category of public affairs programs, one can see that

PBS-generated publicity is translated into about 12 square inches of newsprint (which means not more than 6 inches in length for a 2-inch wide column), whereas the other sources for the same class of programs are generating about 36 square inches of print space. Supplementing this finding with the tremendous difference in the standard deviation for the two kinds of sources of news items, we suggest that in the public affairs programming, PBS news releases generate rather stereotyped news items, whereas the news items based on other sources, which are not significantly different in number, exhibit considerable variety. In the area of cultural programs the same pattern is manifest though not with the same extremes. As one moves towards news items in the musical performance category both the relative frequency of news items based on PBS versus other sources, and the average length of either kind of source increases. This seems to suggest that in the domain of musical performances PBS is more successful in providing information which is regarded as worthy by the press than in the domain of public affairs. In the domain of cultural programs and non-musical performances the results are not as certain, though news items about cultural programs more closely follow the pattern of public affairs coverage while news items for musical performance tend to follow the pattern for non-musical performances.

We should again point out that the kinds of arguments presented here about program categories are meant to exemplify the kind of findings that one could obtain about specific programs if more data were available.

Though there are several interesting discontinuities in the frequencies and in the average lengths of news items from publications with different circulation sizes--contrast the public affairs coverage of publications within the 10,000-50,000 bracket with what is expected by chance--we will leave the interpretations for the reader and turn immediately to the regional background.

While the absolute frequencies of news items about public affairs programming are not very high, by far the highest average of print space per public affairs item is observed in the North Atlantic region (63 inch²); this would presumably indicate a greater value placed on information about programs of this kind. The other regions' averages are equally lower (between 13 and 15 inch²). The North Atlantic region also published a larger variety of news items than the others. The value placed on information about cultural programs is about equally distributed over the regions, perhaps with the Great Lakes-Plains region being a bit less concerned with details than others. Regarding non-musical performances, the West-Southwest region published significantly longer news items than the North Atlantic and Great Lakes-Plains regions,

suggesting that information about non-musical performances is more appreciated in the former than in the latter regions. Since frequencies of news items are high in this program category, differences are probably significant statistically. With frequencies of news items about musical performances again low, there seems to be a tendency for the Southeastern region to appreciate information about musical performances more than the North Atlantic region, and perhaps the Great Lakes-Plains region.

We wish again to point out that these kinds of interpretations exemplify the sort of information our analytical scheme can provide for particular programs. Statistically established regional differences may provide the basis for advice to local stations about which programs are more apt to receive a favorable reception by the local press. They might also be used to chart the development of regionally differentiated publicity campaigns. But for such purposes, sample size becomes crucial. In our sample, with the exception of the non-musical performances, the program categories provided relatively low frequencies in many of the finer breakdowns, often too low for adequate statistical tests. Full confidence in the observed differences would require larger frequencies in most cases.

Finally, we can look into the frequency of publication of the papers within which the news item occur. As

a first observation, Sunday editions carry generally shorter pieces about PBS programming than weekday editions. On the other hand, dailies value more information on public affairs programming than on programs in the cultural and musical performance category. And almost inversely, Sunday-only papers seem to appreciate more information on musical performances than on public affairs. This is suggested not in the number but in the lengths of the news items. However, since the frequencies are again low this might not be supported by additional data, and stands here only as an observed tendency. Supposing that such differences, and many others that one could discuss, are statistically significant and specific to a program, PBS may wish to provide different news releases for different programs to be discussed by different kinds of publications.

It is not entirely clear which is to be preferred: more numbers of news items or longer articles. As we suggested in the beginning of this section, the former might be indicative of how widely program information is distributed, the latter might be indicative of how worthy it appears to the press for details of a program to be brought to public attention. There is no problem in defining a joint index of "publicity volume" for each program but this would only cloud the differences in

strategy which the improvement of one rather than of the other criterion necessitates.

Tables 2.3.2 and 2.3.3 shown on the following page rank the programs first in terms of the number of news items associated with each, and then in terms of the average length of each news item per program.

FILM ODYSSEY	269
LAST OF THE MOHICANS	174
NET PLAYHOUSE	119
NET BIOGRAPHY	105
SPECIAL OF THE WEEK	88
VIBRATIONS	52
ADVOCATES	36
BLACK JOURNAL	26
FIRING LINE	14
GUITAR, GUITAR	14
SELF DEFENSE FOR WOMEN	12
BOOK BEAT	10
THIRTY MINUTES WITH	9
SOUL !	7
THE POSSESSED	2
PUBLIC AFFAIR ELECTION 72	2
THIS WEEK	1

TABLE 2.3.2

RANKING OF PROGRAMS
ACCORDING TO NUMBER OF NEWS ITEMS

Table 2.3.4 presents a rough ranking of programs according to the extent to which their publicity relies on PBS news releases.

We should like to stress again that because often-times, numbers of news items per program are low, the ranking does not indicate whether differences are

	MEAN	STAND DEV
* THIRTY MINUTES WITH	95.00	208.60
NET PLAYHOUSE	27.97	23.27
BOOK BEAT	25.80	9.19
SPECIAL OF THE WEEK	24.66	19.25
LAST OF THE MOHICANS	24.53	18.13
* SOUL !	22.29	19.39
NET BIOGRAPHY	21.83	22.41
VIBRATIONS	20.89	19.60
FILM ODYSSEY	20.83	16.65
GUITAR, GUITAR	20.21	12.26
* THIS WEEK	16.00	-
ADVOCATES	14.69	9.99
BLACK JOURNAL	14.12	11.44
SELF DEFENSE FOR WOMEN	12.50	9.66
FIRING LINE	12.36	5.26
* PUBLIC AFFAIR ELECTION 72	5.00	2.83
* THE POSSESSED	3.50	.71

TABLE 2.3.3

RANKING OF PROGRAMS
ACCORDING TO MEAN AMOUNT OF SPACE

* low frequency of items (N<10)

	* THIS WEEK	100%
	GUITAR, GUITAR	93%
	BOOK BEAT	80%
	* SOUL !	71%
	FIRING LINE	71%
	BLACK JOURNAL	65%
	VIBRATIONS	56%
	NET PLAYHOUSE	51%
above chance	* PUBLIC AFFAIR ELECTION 72	50%
	NET PLAYHOUSE	50%
below chance	SPECIAL OF THE WEEK	34%
	LAST OF THE MOHICANS	33%
	SELF DEFENSE FOR WOMEN	25%
	FILM ODYSSEY	22%
	ADVOCATES	19%
	* THIRTY MINUTES WITH	11%
	* THE POSSESSED	0%

TABLE 2.3.4

RANKING OF PROGRAMS
ACCORDING TO PERCENT OF PUBLICITY BASED ON PBS SOURCES

* low frequency of items (N<10)

significant.

The third dimension of program publicity is the evaluative dimension: whether the program is given a favorable or unfavorable treatment and the extent to which a program is valued in either direction. We developed two ways of assessing this dimension: "absolutely," by recording the overall evaluation, and "relatively," by assessing balance between the number of favorable aspects in a news item and the number of unfavorable aspects in the same item. The latter index is potentially more sensitive than the former but has not been developed to our satisfaction at this date.

Let us begin examining Table 2.3.5 which gives the absolute direction by program category and the publication variables employed above. The most surprising fact is that all public affairs programs are discussed in an exclusively neutral manner; there is not a single pro and not a single con. This is surprising insofar as news items in this category exhibit the largest variation in length, and is another indication that evaluative direction may be independent of the other measures. Cultural programs and musical programs are discussed favorably by some news items but never unfavorably. It is only the non-musical performances for which some balancing may be observed. But since there is so little variation in this way of

PROGRAM CATEGORY:		CULTURAL (N=87)						PUBLIC AFFAIRS (N=73)						NONMUSICAL PERFORMANCE (N=719)						MUSICAL PERFORMANCE (N=59)						TOTAL (N=938)					
GENERAL DIRECTION:		CON		NEUTRAL		PRO		CON		NEUTRAL		PRO		CON		NEUTRAL		PRO		CON		NEUTRAL		PRO		CON		NEUTRAL		PRO	
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
OVERALL:		-	-	87	100	-	-	-	-	63	86	10	14	17	2	486	68	216	30	-	-	42	71	17	29	17	2	678	72	243	26
TYPE OF SOURCE:	ORIGINAL	-	-	1	100	-	-	-	-	-	-	2	100	6	15	19	46	16	39	-	-	-	-	2	100	6	13	21	45	20	43
	PBS	-	-	37	100	-	-	-	-	46	92	4	8	-	-	186	80	45	20	-	-	25	76	8	24	-	-	294	84	57	16
	OTHER	-	-	38	100	-	-	-	-	16	89	2	11	11	3	244	61	145	36	-	-	10	67	5	33	11	2	308	66	152	32
	UNIDENTIFIABLE	-	-	11	100	-	-	-	-	1	33	2	67	-	-	37	79	10	21	-	-	7	78	2	22	-	-	56	80	14	20
CIRCULATION:	< 5,000	-	-	7	100	-	-	-	-	2	100	-	-	1	3	19	66	9	31	-	-	4	100	-	-	1	2	32	76	9	21
	< 10,000	-	-	10	100	-	-	-	-	11	100	-	-	1	2	43	64	23	34	-	-	4	57	3	43	1	1	68	72	26	27
	< 50,000	-	-	32	100	-	-	-	-	16	100	-	-	7	3	178	71	67	26	-	-	7	54	6	46	7	2	233	74	73	23
	< 100,000	-	-	9	100	-	-	-	-	11	73	4	27	-	-	76	77	23	23	-	-	8	80	2	20	-	-	104	78	29	22
	< 500,000	-	-	13	100	-	-	-	-	13	77	4	23	6	3	117	64	61	33	-	-	11	79	3	21	6	3	154	67	68	30
	> 500,000	-	-	8	100	-	-	-	-	1	100	-	-	2	5	25	66	11	29	-	-	12	100	-	-	2	4	36	74	11	22
REGION:	NORTH ATLANTIC	-	-	14	100	-	-	-	-	5	56	4	44	11	6	117	62	61	32	-	-	7	64	4	36	11	5	143	64	69	31
	SOUTHEAST	-	-	12	100	-	-	-	-	19	95	1	5	2	1	100	68	45	31	-	-	4	50	4	50	2	1	135	72	50	27
	GREAT LAKES & PLAINS	-	-	27	100	-	-	-	-	8	89	1	11	3	2	129	78	34	20	-	-	7	58	5	42	3	1	171	80	40	19
	WEST & SOUTHWEST	-	-	26	100	-	-	-	-	19	90	2	10	1	1	100	67	48	32	-	-	17	90	2	10	1	1	162	75	52	24
	OTHER	-	-	1	100	-	-	-	-	3	100	-	-	-	-	11	58	8	42	-	-	1	50	1	50	-	-	16	64	9	36
	NATIONAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3	60	2	40	-	-	-	-	-	-	-	-	3	60	2	40
FREQUENCY:	81-, TRI-WEEKLY	-	-	2	100	-	-	-	-	-	-	-	-	-	-	5	83	1	17	-	-	1	50	1	50	-	-	8	80	2	20
	WEEKLY	-	-	21	100	-	-	-	-	4	100	-	-	-	-	30	71	12	29	-	-	3	60	2	40	-	-	58	81	14	19
	SUNDAY ONLY	-	-	3	100	-	-	-	-	-	-	-	-	-	-	42	67	21	33	-	-	2	40	3	60	-	-	53	69	24	31
	LESS THAN WEEKLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	33	4	67	-	-	-	-	1	100	-	-	2	29	5	71
	DAILY ONLY	-	-	30	100	-	-	-	-	31	89	4	11	10	3	247	67	109	30	-	-	19	73	7	27	10	2	327	72	120	26
	DAILY & SUNDAY	-	-	23	100	-	-	-	-	16	80	4	20	7	3	144	71	53	26	-	-	13	87	2	13	7	3	196	75	59	22

TABLE 2.3.5
DIRECTION OF NEWS ITEMS BY PROGRAM CATEGORY AND SELECTED PUBLICITY VARIABLES

assessing the evaluative dimension, differences hardly appear significant. Perhaps one may note that PBS based news items are less often judged favorably (16%) than expected (26%) ($\chi^2 = 26.51$, $df = 1$, $P < .001$), but this is only an isolated finding and covers all kinds of programs, not pointing to a program-specific deficiency. No definite pattern emerges with respect to circulation size, regional differentiation or frequency of publication.

Fearing that the judgments of overall favorability might be too unreliable--which turned out to be true as the agreement coefficient of .598 allowed us to include the variable only with considerable reservation--we assessed the direction of news items also in a different way. This "index" of favorability was to be a function of the number of aspects, including references to PBS, that were favorable, unfavorable or neutral. Unfortunately, we did not anticipate that most of the news items were so unvaryingly neutral and defined the index too insensitively to reveal the minor differences contained in the news items. It might be noted that, with up to 23 judgments of direction being recorded by our instrument, the difference between the number of favorably judged aspects and the number of unfavorably judged aspects could range between +23 and -23. The only four values that occurred in our sample, let us call them A, B, C, D, were defined

as follows:

$$10 \geq A > 5 \geq B > 0 \geq C > -5 \geq D > -10$$

Thus "D" indicates that between 5 and 10 more aspects were judged unfavorably than favorably. "C" indicates the difference between favorably and unfavorably judged aspects lies between minus 5 and 0, etc. In spite of the serious reservations we have regarding the index, we observe a slightly more varied picture in Table 2.3.6, listing the values of this index for the four program categories.

For programs in the public affairs category we find again almost all news items to be neutral or balanced or slightly negative; that is they are evaluated as C, with a few insignificantly favorable evaluations. On the other extreme we find the largest variations in news items in the non-musical performance category. Even though original articles are few in number, in the cultural category they are negative (N = 2 only), while in the non-musical category they are more varied in number, slightly more positive than negative, but much less than expected in C. Going down the value A one may see what makes for a very favorable news item: an original article, probably a review or critique, in a publication with a circulation between 100,000 and 500,000, which is published daily and Sunday and is in the North Atlantic region. But almost

PROGRAM CATEGORY:		PUBLIC AFFAIRS				CULTURAL				NONMUSICAL PERFORMANCE				MUSICAL PERFORMANCE			
FAVORABILITY INDEX:		D	C	B	A	D	C	B	A	D	C	B	A	D	C	B	A
OVERALL		-	86	1	-	4	68	1	-	50	602	64	4	1	55	3	-
TYPE OF SOURCE:	ORIGINAL	-	1	-	-	2	-	-	-	10	16	12	3	-	2	-	-
	PBS	-	37	-	-	-	49	1	-	8	209	14	-	-	32	1	-
	OTHER	-	38	-	-	2	16	-	-	28	343	29	1	1	12	2	-
	UNIDENTIFIABLE	-	10	1	-	-	3	-	-	4	34	9	-	-	9	-	-
CIRCULATION:	< 1,000	-	3	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	< 5,000	-	4	-	-	-	2	-	-	2	24	2	-	-	4	-	-
	< 10,000	-	9	1	-	-	11	-	-	6	56	5	-	-	7	-	-
	< 50,000	-	32	-	-	-	16	-	-	13	218	21	-	-	12	1	-
	< 100,000	-	9	-	-	1	13	1	-	5	81	13	-	1	8	1	-
	< 500,000	-	13	-	-	3	14	-	-	11	157	14	3	-	14	-	-
	> 500,000	-	8	-	-	-	1	-	-	8	21	8	1	-	2	-	-
REGION:	NORTH ATLANTIC	-	14	-	-	3	6	-	-	17	148	20	4	-	11	-	-
	SOUTHEAST	-	12	-	-	1	19	-	-	11	129	8	-	1	7	-	-
	GREAT LAKES & PLAINS	-	26	1	-	-	9	-	-	2	145	19	-	-	10	2	-
	WEST & SOUTHWEST	-	26	-	-	-	20	1	-	11	127	11	-	-	19	-	-
	OTHER	-	1	-	-	-	3	-	-	3	13	3	-	-	2	-	-
	NATIONAL	-	-	-	-	-	-	-	-	1	2	2	-	-	-	-	-
FREQUENCY:	BI-, TRI-WEEKLY	-	2	-	-	-	-	-	-	-	6	-	-	-	2	-	-
	WEEKLY	-	20	1	-	-	4	-	-	1	33	8	-	-	5	-	-
	SUNDAY ONLY	-	3	-	-	-	5	1	-	4	50	9	-	1	4	-	-
	LESS THAN WEEKLY	-	-	-	-	-	-	-	-	1	5	-	-	-	1	-	-
	DAILY ONLY	-	30	-	-	2	33	-	-	26	307	32	1	-	24	2	-
	DAILY & SUNDAY	-	23	-	-	2	18	-	-	14	173	15	3	-	15	-	-

TABLE 2.3.6
FAVORABILITY INDEX FOR NEWS ITEMS BY PROGRAM CATEGORIES AND SELECTED PUBLICATION VARIABLES

the same however, may be said for news items that are likely to turn out most unfavorable (i.e., have a larger than expected number in "D"): original article, circulation greater than 500,000, North Atlantic region, daily only. This suggests that in spite of the great differences in the direction of news items for various programs or program categories, within one such category certain relatively prominent publications can afford to be both more favorable and more unfavorable.

With these general notions in mind, one can look at the individual programs and merely rank them relative to what is expected by chance according to Table 2.3.7 which is seen on the following page, as we have done in Table 2.3.8.

more favorable and less unfavorable	LAST OF THE MOHICANS THIRTY MINUTES SPECIAL OF THE WEEK NET PLAYHOUSE
more neutral only	VIBRATIONS ADVOCATES BLACK JOURNAL BOOK BEAT FIRING LINE GUITAR, GUITAR THE POSSESSED SELF DEFENSE FOR WOMEN PUBLIC AFFAIR ELECTION 72 SOUL ! THIS WEEK
more unfavorable and less favorable	FILM ODYSSEY NET BIOGRAPHY

TABLE 2.3.8

RANKING OF PROGRAMS ACCORDING
TO THE DIRECTION OF ASPECTS IN THEIR PUBLICITY

PROGRAM		FAVORABILITY INDEX				ROW TOTAL
		D	C	B	A	
ADVOCATES	1	0	36	0	0	36
		0.0	100.0	0.0	0.0	3.8
BLACK JOURNAL	2	0	26	0	0	26
		0.0	100.0	0.0	0.0	2.8
BOOK BEAT	3	0	10	0	0	10
		0.0	100.0	0.0	0.0	1.1
FILM ODYSSEY	4	25	232	12	0	269
		9.3	86.2	4.5	0.0	28.6
FIRING LINE	5	0	14	0	0	14
		0.0	100.0	0.0	0.0	1.5
GUITAR GUITAR	6	0	14	0	0	14
		0.0	100.0	0.0	0.0	1.5
THE POSSESSED	7	0	2	0	0	2
		0.0	100.0	0.0	0.0	0.2
NET BIOGRAPHY	8	19	79	4	3	105
		18.1	75.2	3.8	2.9	11.2
NET PLAYHOUSE	9	4	105	9	1	119
		3.4	88.2	7.6	0.8	12.7
SELF DEFENSE	10	0	12	0	0	12
		0.0	100.0	0.0	0.0	1.3
SPECIAL OF THE W	11	4	75	9	0	88
		4.5	85.2	10.2	0.0	9.4
VIBRATIONS	12	1	49	2	0	52
		1.9	94.2	3.8	0.0	5.5
LAST OF THE MOH	13	2	140	32	0	174
		1.1	80.5	18.4	0.0	18.5
PUBAFFAIR ELECT	14	0	2	0	0	2
		0.0	100.0	0.0	0.0	0.2
SOUL!	15	0	7	0	0	7
		0.0	100.0	0.0	0.0	0.7
THIRTY MINUTES W	16	0	8	1	0	9
		0.0	88.9	11.1	0.0	1.0
THIS WEEK	17	0	1	0	0	1
		0.0	100.0	0.0	0.0	0.1
COLUMN TOTAL		55	812	69	4	940
		5.9	86.4	7.3	0.4	100.0

TABLE 2.3.7
FAVORABILITY INDEX OF PUBLICITY FOR PBS PROGRAMS

Finally, we compared the various rankings given above in Tables 2.3.2, 2.3.3, 2.3.4 and 2.3.8. Although the numbers of news items were too low for many of the programs for us to have much confidence in the stability of the rankings, we correlated them merely as an illustration of another type of finding that might be predicted on the basis of a larger sample. Table 2.3.9 gives the intercorrelations (Spearman's Rho) among the rankings for all 17 programs in the sample:

AVERAGE SPACE OF NEWS ITEMS	.373			
VARIATION IN SPACE OF NEWS ITEMS	.564*	.760**		
PROPORTIONAL RELIANCE ON PBS SOURCES	-.225	.058	-.174	
EVALUATIVE DIRECTION	.301	.458*	.408*	-.211
	TOTAL # OF NEWS ITEMS	AVERAGE SPACE OF NEWS ITEMS	VARIATION IN SPACE OF NEWS ITEMS	RELIANCE ON PBS SOURCES

TABLE 2.3.9

SPEARMAN CORRELATIONS BETWEEN RANKINGS
OF 17 PROGRAMS ON SELECTED VARIABLES

*significant at $P < .05$

**significant at $P < .01$

If the inclusion of more data did not change the ordering of programs on these 5 dimensions, we would find certain significant associations. The amount of variation in newsprint space (indicated by the standard deviation of

space in Table 2.3.3) shows a significant positive correlation with the rankings on number of news items (from Table 2.3.2), mean space (from Table 2.3.3) and evaluative direction (from Table 2.3.8). Furthermore, the latter appears significantly correlated with mean space. In another experiment, we repeated the procedure but deleted those programs which generated less than 10 news items (indicated by asterisks in Tables 2.3.3 and 2.3.4). The results in Table 2.3.10 show that while the correlation between mean space and evaluative direction declined below statistical significance, the negative correlation between number of news items and reliance on PBS sources rose to a significant level.

AVERAGE SPACE OF NEWS ITEMS	.406			
VARIATION IN SPACE OF NEWS ITEMS	.734**	.622*		
RELIANCE ON PBS SOURCES	-.524*	.049	-.168	
EVALUATIVE DIRECTION	.252	.448	.770**	-.056
	TOTAL # OF NEWS ITEMS	AVERAGE SPACE OF NEWS ITEMS	VARIATION IN SPACE OF NEWS ITEMS	RELIANCE ON PBS SOURCES

TABLE 2.3.10

SPEARMAN CORRELATIONS BETWEEN RANKINGS
OF 12 PROGRAMS ON SELECTED VARIABLES

*significant at $P < .05$

**significant at $P < .01$

The interpretation of these observations might be as follows. The exhaustiveness of a program's coverage (measured by the average length of its articles), seems to go hand-in-hand with the amount of variation in the length of articles written about it, and the more exhaustive the coverage a program receives, the more favorably will it be presented by the press. But perhaps more interestingly, the frequency of coverage which a program receives in the press is enhanced by the availability of non-PBS promotional sources. (Other evidence to this effect has been presented above in the discussion of Table 2.2.9.) In other words, the more news releases a TV editor or columnist receives about a program from different sources, the more likely is he to include an item about that program in his publication. This suggests that a possibly fruitful strategy toward increased coverage of PBS programs would involve the encouragement of the other promotional sources to increase their output, perhaps in collaboration with the PBS publicity department.

2.4 Thematic Aspects of PBS News Releases

In another effort, we examined a series of variables which we expected might be relevant both for the formulation of policy for PBS's publicity activities, and for the implementation of those policies in news releases. The writer of news releases of course, by composing and emphasizing information in ways conducive to its favorable reception by the press, hopefully will influence how much--and in what terms--the public knows about PBS programming. Thus in order to isolate various topics of interest in the publicity, we defined a total of sixteen semantic aspects or themes which we thought might occur with sufficient frequency in information about all programs, and which therefore might be evaluated for their use in the press. Their frequencies are given in Table 2.4.1 on the following page. The reader may consult the instrument in Appendix B for the detailed definitions of these aspects. Prior to discussing the findings, we wish to note that three of the aspects--authorities quoted or consulted, organizations providing talent or otherwise assisting in the program, and production techniques--did not reach acceptable levels of reliability and must

therefore be excluded from the following interpretations. Two other themes--the program's intended audience, and PBS decisionmaking--occurred too infrequently in the reliability sample to allow a confident estimate of their reliability. Thus we are certain about the reliability of the remaining eleven thematic aspects. The first of these, the various kinds of references to PBS, has earlier been discussed in Section 2.1.

	N	%
ANY KIND OF PBS REFERENCE	640	68.1
PBS PRODUCTION AGENCY	113	12.0
SPONSOR	47	5.0
OTHER PRODUCER	138	14.7
STATION	152	16.2
CHANNEL	629	66.9
PBS DECISIONMAKING	-	-
AUTHORITIES	45	4.8
AUTHORS-DIRECTORS	563	59.9
PERSONALITIES	758	80.6
ORGANIZATIONS	104	11.1
PRODUCTION TECHNIQUES	235	25.0
MESSAGE	913	97.1
AUDIENCE	11	1.2
SOCIAL IMPLICATIONS	17	1.8
OVERALL ATTRIBUTES	358	38.1

TABLE 2.4.1

THEMATIC ASPECTS AND TOTAL
FREQUENCIES IN NEWS ITEMS

In examining the simple frequencies with which the themes occurred in the sample, one will note that "message," which involves all information concerning what the program is about, is a feature of nearly all news items (97%). This is rather surprising since neither its weak association with PBS references nor its strong association with ETV references (discussed in Section 2.1) turned out to be statistically significant. This theme may thus be the most stereotyped of all aspects. Also occurring with high frequency were the aspects "personalities" and "authors-directors" (81% and 60% respectively); this is to be expected since they consist of the classical categories of information about entertainment. They furthermore follow suit with the message aspect in the associations with PBS references reported earlier. Among the other aspects, it is obvious that references to channels is far preferred (67%) over references to the stations (16%) which operate on those channels. Assuming that publicity in the national press reflects the stereotypes held by television audiences, it would seem that viewers identify TV stations primarily by their position on the dial and not by their official call letters. (Incidentally, this is quite the reverse with radio.) Publicity should be built on this simple fact.

With respect to this production-distribution sort of information, all references to PBS come first in

frequency (68%), followed by references to other (i.e., non-PBS) producers (15%), PBS production agencies (12%), and sponsors (5%). The program-oriented themes which are dominated by the aspects message, personalities and authors-directors, are often assigned overall attributes (38%) which are generalizing and evaluative in tone. This is followed by information about production techniques and organizations involved in the program, and authorities cited in or consulted for the article (25%, 11% and 5% respectively, but neither reliable). Discussions of social implications (2%) follow, including changes the program might foster, whom it might serve culturally, publically, economically or socially. Almost no concern is found with the intended audience of the program (1%, without sufficient data on reliability), and finally no information at all about PBS decisionmaking and behind-the-scenes operations. That there is no evidence of concern with PBS decisionmaking about programs, and that preference for information about programs' specific audiences, for authorities on the subjects of the programs, and for information on organizations assisting in production is low is all that can be said about these aspects, for which reliability is either absent or unavailable.

One of the most fundamental issues in determining which thematic aspects constitute relevant program information is whether the organization of the PBS news

release can influence the TV editor's work or direct the critic's focus of attention. Our instrument was not specifically geared to this question but we can provide some tentative ideas. We hypothesized that the position or placement of the aspect in the PBS news release will have some effect on whether it is selected by the press and how it is treated in the article. With the exception of those news releases that were printed with little or no editing, most of these correlations were not statistically significant. But we were able to observe that higher emphasis on an aspect in the news item is usually preceded by a larger number of positions in the source from which the aspect was selected. "Emphasis" here incorporates two factors: the assignment of the aspect to a typographically prominent position, and the amount and wording of information about the aspect. That there is a correlation between position in the source and emphasis in the news item does not however suggest a causal link; it rather seems that PBS news releases set the conditions for an aspect to be prominent in the news item by the number of positions in which the aspect is presented--thus, to achieve high emphasis in the news items, it appears best to disperse references to the aspect throughout the press release copy. This can be seen in Table 2.4.2 on the following page.

EMPHASIS PRODUCT								
		1	2	3	4	6	9	
NUMBER OF POSITIONS FROM WHICH ASPECT IS SELECTED	1	393	994	58	199	107	37	1788
	2	63	244	67	96	73	29	572
	3	7	45	23	87	89	66	317
	4	-	-	-	8	38	89	135
		463	1283	148	390	307	221	2812

TABLE 2.4.2
POSITION OF ASPECTS SELECTED FROM
SOURCE AND EMPHASIS IN THE NEWS ITEM

Perhaps a more obvious tack would be to rank the positions according to their prominence for the receiver, measured by the number of selections that were made from each. Taking all selections from one or two positions in the source, for example, one obtains the following matrix shown in Table 2.4.3 on the next page. If one examines those aspects that are chosen from only one position (the frequencies of which appear in the diagonal of Table 2.4.3), then the rank order is: headline or caption > first third > last third > second third. If one also examines selections from two different positions (i.e., the non-diagonal entries), then those that are in some way

	HEADLINE OR CAPTION	FIRST THIRD.	SECOND THIRD	LAST THIRD
HEADLINE OR CAPTION	919	136	86	13
FIRST THIRD	136	476	148	86
SECOND THIRD	86	148	196	113
LAST THIRD	13	86	113	240

TABLE 2,4.3

NUMBER OF CHOICES OF ASPECTS FROM
ONE OR TWO POSITIONS IN A SOURCE

similar should be chosen in conjunction with each other more often than those which are dissimilar. Here the ranking differs only with respect to the last two thirds of the text, which might thus be regarded as somewhat similar in prominence. We therefore obtain the following ranking of the prominence of positioning of aspects in PBS news releases:

Headline or caption
first third of text
last two thirds of text

As we indicated, the point is quite obvious, but it suggests a certain amount of face validity of our data and points to the necessity for a more detailed inspection and

a broader sample.

To illustrate how thematic aspects may be selected from different positions, Tables 2.4.4 and 2.4.5 compare references to channels with occurrences of the personalities theme:

	FIRST THIRD	HEADLINE OR CAPTION	LAST THIRD	SECOND THIRD
FIRST THIRD	155	70	2	-
HEADLINE OR CAPTION	70	117	-	3
LAST THIRD	2	-	7	-
SECOND THIRD	-	3	-	4

TABLE 2.4.4

NUMBER OF CHOICES REGARDING THE ASPECT
"CHANNEL"
FROM ONE AND TWO POSITIONS IN THE SOURCE

	HEADLINE OR CAPTION	SECOND THIRD	FIRST THIRD	LAST THIRD
HEADLINE OR CAPTION	262	28	11	2
SECOND THIRD	28	32	45	39
FIRST THIRD	11	45	41	18
LAST THIRD	2	39	18	14

TABLE 2.4.5

NUMBER OF CHOICES REGARDING THE ASPECT
"PERSONALITIES"
FROM ONE OR TWO POSITIONS IN THE SOURCE

Most of the channel information is of course taken from the beginning of the news release, but not from the caption or headline. On the other hand, material about personalities is most likely to be selected from headline or captions (probably stimulated by the use of photographs), but the first two thirds of text are quite indistinguishable in their prominence.

One way of examining how a theme's appearance in promotional material is treated by the press is to assess its probability of being selected. Its selection will be determined both by the cogency of its presentation in the source material, and by the editor or writer's judgment of its relevance to his intended discussion of the program. Since we approximate the selection probability by using the relative frequency with which the aspect is carried, the first factor--cogency of presentation (or "good writing")--becomes absorbed in the number of sources competing in each case. And if we assume that the stream of press releases is more or less constant, then the probability of an aspect's selection can be interpreted as a measure of the editor's evaluation of its relevance to the message he wishes to convey to his readers. With this in mind, we can inspect the following two tables.

A first observation from Table 2.4.6 is that the proportion of PBS references selected is about 56% and is

		IN SOURCE (N=100%)	CARRIED FROM SOURCE N %	
OVERALL		672	373	56
TYPE OF SOURCE:	ORIGINAL	-	-	-
	PBS	343	189	55
	OTHER	327	184	56
	UNIDENTIFIABLE	-	-	-
CIRCULATION SIZE:	< 5,000	26	14	54
	< 10,000	77	56	73
	< 50,000	233	137	59
	< 100,000	102	52	51
	< 500,000	152	66	43
	> 500,000	23	12	52
REGION:	NORTH ATLANTIC	144	63	44
	SOUTHEAST	140	93	66
	GREAT LAKES & PLAINS	143	60	42
	WEST & SOUTHWEST	169	109	64
	OTHER	21	15	71
	NATIONAL	1	1	100
FREQUENCY:	BI-, TRI-WEEKLY	8	1	12
	WEEKLY	47	23	49
	SUNDAY ONLY	59	29	49
	LESS THAN WEEKLY	3	3	100
	DAILY ONLY	329	194	59
	DAILY & SUNDAY	184	99	54
PROGRAM CATEGORY:	PUBLIC AFFAIRS	61	35	57
	CULTURAL	59	41	69
	NONMUSICAL PERFORMANCE	511	278	54
	MUSICAL PERFORMANCE	41	19	46

TABLE 2.4.6

PROPORTIONS OF PBS REFERENCES SELECTED FROM PROMOTIONAL
MATERIAL, AND SELECTED PUBLICATION VARIABLES

not influenced by the type of source. The differences according to circulation sizes is not so easily interpretable. Regionally, we again find that the North Atlantic and Great Lakes-Plains regions select much fewer

PBS references than the other regions. Similarly, we discover that daily publications select more PBS references than do less frequent publications. Some of these points we have already observed in Section 2.3: we repeat them here for comparison with Table 2.4.7.

Table 2.4.7 gives an overview of how the press relies on the ten major themes contained in promotional material. We unfortunately can not discuss all the differences here, but shall confine our comments to a few illustrations and leave the remaining figures for the reader's inspection.

The selection of references to PBS production agencies, while less frequent than the selection of references to PBS itself, nevertheless follows the latter pretty much where it deviates from the mean. The exceptions seem to be the unusually low selection rate from PBS sources, the high selection rate for Sunday papers, and the fact that the selection probability is higher for public affairs than for cultural programs.

In comparing the thematic aspects personalities and message, we find that the selection rate for information on personalities is greater for PBS than for other sources, while no such difference can be observed for message. Otherwise, both of these themes appear to be used less as circulation size increases, and both are selected less often in the North Atlantic than in the other

		PBS PRODUCTION AGENCY			SPONSOR			OTHER PRODUCER			STATION			CHANNEL			AUTHORS-DIRECTORS			PERSONALITIES			MESSAGE			SOCIAL IMPLICATIONS			OVERALL ATTRIBUTES		
		IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %	IN SOURCE	CARRIED	N %
		N	N	%	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%	N	N	%
		-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%
OVERALL		417	87	21	204	32	16	229	98	43	28	14	50	512	390	76	638	464	73	739	656	89	803	773	96	19	14	74	425	240	56
TYPE OF SOURCE:	ORIGINAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	PBS	282	43	15	89	8	9	142	43	30	2	1	50	297	226	76	281	174	62	344	318	92	350	339	97	2	-	-	140	70	50
	OTHER	133	44	85	114	24	21	87	55	63	26	13	50	213	162	76	356	289	81	393	336	86	452	443	96	17	14	82	285	170	60
	UNIDENTIFIABLE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CIRCULATION SIZE:	< 5,000	13	2	15	10	3	30	10	5	50	3	2	67	21	14	67	26	25	96	29	20	69	39	39	100	-	-	-	17	15	88
	< 10,000	52	14	27	24	8	33	30	13	43	4	2	50	58	46	79	72	56	78	85	80	94	86	85	99	2	2	100	47	32	68
	< 50,000	140	33	24	68	14	21	78	36	46	7	3	43	177	129	73	219	157	72	250	224	90	283	272	95	7	4	57	148	86	58
	< 100,000	61	7	12	30	1	3	33	12	36	5	2	40	71	58	82	96	62	65	110	98	89	113	106	94	5	5	100	70	35	50
	< 500,000	92	15	16	48	3	6	52	22	42	7	4	57	120	89	74	151	108	72	170	144	85	184	175	95	4	3	75	99	44	44
	> 500,000	16	3	19	7	-	-	10	1	10	1	1	100	15	10	67	18	9	50	25	22	88	26	26	100	1	-	-	9	6	67
REGION:	NORTH ATLANTIC	70	6	9	46	5	11	51	24	47	11	6	55	99	78	79	149	100	67	159	133	84	175	161	92	5	3	60	99	51	52
	SOUTHEAST	80	16	20	42	4	10	46	21	46	3	2	67	110	89	81	130	87	75	148	134	91	167	165	99	7	6	86	97	59	61
	GREAT LAKES & PLAINS	90	5	6	52	5	10	51	14	28	7	3	43	114	84	74	141	95	67	160	138	86	181	176	97	5	3	60	87	44	51
	WEST & SOUTHWEST	120	42	35	43	12	28	60	27	45	5	2	40	124	85	69	148	110	74	185	166	90	192	185	98	2	2	100	103	62	60
	OTHER	16	6	38	7	3	43	7	4	57	1	1	100	18	12	67	19	19	100	22	22	100	21	21	100	-	-	-	8	5	63
	NATIONAL	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	100	1	1	100	1	1	100	-	-	-	1	1	100
FREQUENCY:	BI-, TRI-WEEKLY	7	3	43	4	-	-	2	-	-	-	-	-	4	4	100	7	2	29	9	8	89	10	9	90	-	-	-	2	1	50
	WEEKLY	29	5	17	15	1	7	26	12	46	5	3	60	34	30	88	35	32	91	55	44	80	59	57	97	1	1	100	30	23	77
	SUNDAY ONLY	35	9	26	15	-	-	23	8	35	4	2	50	42	21	50	63	42	67	64	56	88	67	64	96	1	1	100	45	23	51
	LESS THAN WEEKLY	1	-	-	1	-	-	2	-	-	-	-	-	3	1	33	4	4	100	4	3	75	4	4	100	-	-	-	3	3	100
	DAILY ONLY	199	42	21	105	24	23	100	46	46	11	6	55	255	193	76	328	240	73	357	319	89	396	381	96	12	8	67	215	123	57
	DAILY & SUNDAY	116	19	16	53	5	9	65	28	43	7	3	43	139	111	80	163	111	68	201	179	89	216	208	95	5	4	80	108	55	51
PROGRAM CATEGORY:	PUBLIC AFFAIRS	51	15	29	1	-	-	23	3	13	2	1	50	39	33	85	6	4	67	75	61	81	75	74	99	7	6	86	1	-	-
	CULTURAL	52	8	15	3	1	33	33	9	27	3	2	67	58	48	83	29	10	35	64	59	92	66	65	99	-	-	-	13	8	62
	NONMUSICAL PERFORMANCE	275	58	21	164	27	17	173	86	50	20	10	50	379	279	74	572	432	76	555	492	89	614	587	96	12	8	67	405	229	57
	MUSICAL PERFORMANCE	39	6	15	36	4	11	-	-	-	3	1	33	36	30	83	31	18	58	45	44	98	48	47	98	-	-	-	6	3	50

TABLE 2.4.7
PROPORTIONS OF THEMATIC ASPECTS SELECTED FROM PROMOTIONAL MATERIAL AND SELECTED PUBLICATION VARIABLES

regions.

Additionally, we may examine differences between musical and non-musical performance categories by comparing the last two rows of the table. Here we see that the selection of material about authors-directors is more likely for non-musical than for musical performances. We can further observe that the use of promotional material on personalities and message for the non-musical category corresponds with the overall reliance on sources for these themes (by comparing with the first row in the table); for musical performances it is somewhat greater than the overall reliance. By inspecting the table in these ways, the reader will find many other significant and interesting differences, if he has a magnifying glass handy.

The thematic aspects may be further evaluated by focusing on the news items alone and asking in how many is an aspect found, and what emphasis it receives. It will be recalled that the measure of emphasis reflects both typographical prominence and amount of text devoted to an aspect, and ranges from 0 to 9. Table 2.4.8 presents both frequencies and average emphasis. Here we find that message themes occur with the highest frequency in all items (about 97%) and is given the highest emphasis (mean = 4.86). Information about sponsors is lowest in emphasis but not in frequency (mean emphasis: 1.20; 5%

		PRODUCTION AGENCY		SPONSOR		OTHER PRODUCER		STATION		CHANNEL		AUTHORS-DIRECTORS		PERSONALITIES		MESSAGE		SOCIAL IMPLICATIONS		OVERALL ATTRIBUTES							
		N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.	N	MEAN DEV.						
OVERALL		107	1.47	45	1.20	139	1.90	151	1.83	619	1.34	562	1.11	754	3.30	1.97	908	4.86	2.63	35	2.55	1.50	355	1.05	1.09		
TYPE OF SOURCE:	ORIGINAL	5	1.00	-	-	12	1.75	4	1.80	15	1.63	31	2.39	2.11	24	3.13	2.47	45	4.04	2.64	1	1.00	-	B	2.21	1.30	
	OTHER	44	1.21	11	1.00	50	1.92	61	1.91	273	1.88	184	1.30	1.38	321	3.28	1.90	347	5.44	1.62	-	-	-	91	2.04	1.00	
	UTILIZABLE	56	1.63	33	1.24	67	1.99	78	1.77	296	1.62	189	2.83	1.79	372	3.33	2.00	454	4.71	2.57	-	-	-	117	2.06	1.11	
		2	2.50	1	2.00	10	1.40	8	2.13	31	1.84	28	2.54	1.69	34	3.18	2.05	62	3.26	1.94	15	1.52	2.31	15	1.53	-	
CIRCULATION SIZE:	< 5,000	3	1.33	3	1.67	6	1.83	6	2.00	25	1.76	26	2.23	1.03	22	3.23	2.20	41	5.71	2.79	-	-	-	16	1.69	-	
	< 10,000	11	1.33	11	1.09	14	1.79	15	1.93	61	1.87	59	2.66	1.71	80	3.45	2.23	9	5.47	2.51	2	1.00	-	37	1.92	.50	
	< 50,000	40	1.63	20	1.15	44	1.84	53	1.81	205	1.82	187	2.55	1.57	248	3.23	1.89	306	5.00	2.70	5	2.20	1.64	118	2.10	1.18	
	< 100,000	10	1.40	4	1.25	21	2.48	19	2.05	85	1.92	74	2.76	1.76	113	3.54	2.00	125	4.03	2.33	6	3.50	1.23	54	1.12	-	
	< 500,000	19	1.42	-	-	39	1.77	42	1.57	159	1.82	141	2.48	1.70	180	3.14	1.95	222	4.50	2.54	2	4.00	-	06	1.99	1.02	
	> 500,000	5	1.60	3	1.40	3	1.33	6	2.17	27	1.93	26	3.42	1.93	36	2.97	1.80	48	4.58	2.56	-	-	-	15	2.73	1.87	
REGION:	NORTH ATLANTIC	12	1.92	1.31	7	1.11	37	1.97	1.01	28	1.86	139	1.86	-	173	3.14	2.00	217	4.28	2.53	4	2.50	1.73	95	2.07	1.11	
	SOUTHEAST	22	1.68	.57	6	1.00	30	2.00	-	26	1.42	113	2.35	1.37	145	3.13	1.50	183	5.13	2.71	6	3.50	1.23	75	1.77	-	
	GREAT LAKES & PLAINS	1	1.29	-	7	1.57	21	1.76	-	41	1.95	115	2.44	1.46	158	3.13	1.77	205	4.33	2.55	3	1.00	-	65	2.03	1.02	
	WEST & SOUTHWEST	48	1.33	-	17	1.11	34	1.85	-	33	1.85	156	1.82	-	127	2.58	1.87	145	3.35	2.01	206	5.27	2.54	2	4.00	-	
	OTHER	6	1.11	-	4	1.00	6	1.83	-	16	1.81	19	3.16	2.25	24	4.42	2.55	24	6.13	2.33	-	-	-	8	1.88	-	
	NATIONAL	1	3.00	-	-	-	-	-	-	2	2.50	4	4.25	3.30	2	4.00	2.83	5	3.60	1.67	-	-	-	2	1.50	-	
FREQUENCY:	B.I. - TRI-WEEKLY	3	1.33	-	-	-	-	-	-	6	1.67	2	1.00	-	7	4.43	2.15	9	2.22	1.11	-	-	-	-	-	-	
	WEEKLY	8	1.88	-	2	2.00	12	1.67	-	12	1.92	47	1.81	-	54	3.15	1.88	69	5.36	1.86	1	1.00	-	25	2.04	-	
	SUNDAY ONLY	11	1.36	-	2	2.00	11	2.36	1.12	15	2.00	37	1.84	-	49	2.07	1.95	60	3.85	2.09	72	4.00	2.18	2	1.00	-	
	LESS THAN WEEKLY	-	-	-	-	-	-	-	-	1	2.00	-	-	-	6	2.33	-	5	2.20	1.10	7	3.71	1.80	-	-	-	
	DAILY ONLY	52	1.54	-	31	1.19	65	1.88	-	79	1.86	305	1.85	-	287	2.62	1.67	362	3.33	2.04	4	4.95	2.63	9	2.67	1.58	
	DAILY & SUNDAY	25	1.32	2	1.00	44	1.89	-	40	1.65	183	1.86	-	116	2.54	1.91	215	1.04	1.84	257	4.69	2.64	3	3.00	1.11		
PROGRAM CATEGORY:	PUBLIC AFFAIRS	15	1.27	-	-	3	1.18	-	112	0.9	43	1.86	-	4	1.25	.50	66	4.55	2.19	82	5.9	2.84	6	1.00	-	-	-
	CULTURAL	9	1.22	-	1	1.00	10	1.10	-	15	1.33	53	1.45	-	16	2.56	1.97	68	4.06	2.04	73	4.96	2.58	-	B	1.39	-
	NONMUSICAL PERFORMANCE	75	1.59	-	38	1.24	125	1.98	-	117	1.88	483	1.88	-	522	2.65	1.70	566	2.99	1.76	693	4.72	2.60	9	4.00	-	
	MUSICAL PERFORMANCE	8	1.00	-	6	1.00	1	2.00	-	1	1.75	40	1.85	-	20	2.15	1.11	53	4.04	2.47	8	4.86	2.42	-	-	-	

TABLE 2.4.8

EMPHASIS OF THEMATIC ASPECTS IN NEWS ITEMS AND SELECTED PUBLICATION VARIABLES

of all news items).

The remaining thematic aspects are distributed between these extremes, but not in a consistent order over both frequency and emphasis. After message comes personalities (80% and 3.30), social implications--which is lowest in frequency but next highest in emphasis (2% and 2.88), authors-directors (60% and 2.62), overall attributes (38% and 2.05), and so on, with PBS production agency next to last (11% and 1.47).

With this overall picture in mind, one notes when comparing the program categories that the publicity for non-musical performances differs from the rest both in terms of its frequency and in its thematic content. With respect to its probability of providing information on a thematic aspect, and the amount of emphasis on each, the publicity for non-musical performances is lower than the other categories' for message and personalities, and higher on all the production-distribution kinds of information (including authors-directors and social implications). On the other hand, publicity for musical performances is higher in personalities and lower in PBS production agencies and authors-directors, and very similar to the publicity for public affairs and cultural programs with respect to personalities and message (high frequency, high emphasis), and PBS production agencies (high frequency, low emphasis). These three program categories are not so

unanimous on the other aspects. Once again, we leave it for the reader to continue this examination of the relative frequencies and emphasis of the various themes along the other publication variables. We would suggest that the regional differences appear particularly interesting.

Finally, using the format of the previous two tables, we may inspect the evaluative tone of the new information on the thematic aspects that is added by the writer and editors. Looking now at Table 2.4.9, we again note that the production-distribution kind of information is predominantly neutral: together with its low emphasis, this indicates that such information is by and large only mentioned and not the subject of evaluation in the news item. Information that the writer or editor adds about social implications of PBS programs is exclusively neutral, though its low frequency limits any further statements. The only substantial variations in evaluative tone appear to concern authors-directors, personalities, the program's message and its overall attributes. These four are compared in Table 2.4.10 shown on the next page. Common to all is the observation that when an aspect is evaluated other than neutral, it is predominantly seen as favorable. Evaluations are primarily expressed in terms of overall program attributes (75³/₄ are favorable or unfavorable), only secondarily in terms of authors-directors and

	PBS PRODUCTION AGENCY		SPONSOR		OTHER PRODUCER		STATION		CHANNEL		AUTHORS-DIRECTORS		PERSONALITIES		MESSAGE		SOCIAL IMPLICATIONS		OVERALL ATTRIBUTES										
	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO	CON	NEUTRAL	PRO								
OVERALL	-	24	3	-	13	-	47	3	-	136	-	235	-	4	111	32	7	180	54	4	250	27	-	5	-	2	37	107	
TYPE OF SOURCE:	ORIGINAL	5	-	-	-	-	9	3	-	4	-	19	-	2	23	6	-	20	5	3	35	5	-	1	-	2	9	22	
	PBS	14	3	-	-	7	-	12	-	58	-	127	-	2	20	13	-	49	18	1	66	9	-	-	-	2	9	25	
	OTHER	2	-	-	-	1	-	10	-	9	-	29	-	2	45	10	-	84	26	-	92	10	-	-	-	13	50		
	UNIDENTIFIABLE	-	-	-	-	-	-	-	-	-	-	-	-	-	23	3	-	27	5	-	56	3	-	4	-	-	6	10	
CIRCULATION SIZE:	< 5,000	1	-	-	-	-	3	-	-	4	-	10	-	-	4	-	-	5	2	-	11	2	-	-	-	-	1	1	
	< 10,000	5	-	2	-	-	-	-	-	12	-	16	-	6	2	-	-	8	6	-	12	-	-	-	-	-	2	1	
	< 50,000	6	3	7	-	11	-	11	-	49	-	77	-	1	34	10	2	55	17	1	87	8	-	-	-	1	13	29	
	< 100,000	3	-	3	-	18	1	-	-	18	-	31	-	14	5	2	31	10	1	37	6	-	-	-	-	4	19		
	< 500,000	3	-	-	-	18	1	-	98	-	70	-	2	33	7	1	50	11	2	63	4	-	-	-	-	1	10	35	
> 500,000	3	-	-	-	-	-	3	-	5	-	17	-	1	14	3	-	15	2	-	24	1	-	-	-	-	4	9		
REGION:	NORTH ATLANTIC	4	3	-	3	-	15	-	22	-	60	-	2	44	5	3	50	12	3	69	9	-	-	-	-	2	15	38	
	SOUTHEAST	6	-	2	-	8	-	27	-	50	-	2	19	2	1	27	12	-	55	2	-	-	-	-	-	5	10		
	GREAT LAKES & PLAINS	2	-	2	-	9	-	39	-	54	-	2	19	6	1	30	11	-	50	5	-	-	-	-	-	9	20		
	WEST & SOUTHWEST	10	-	3	-	10	2	-	30	-	54	-	17	12	1	54	9	1	50	4	-	-	-	-	-	7	24		
	OTHER	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NATIONAL	1	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	
FREQUENCY:	BI-WEEKLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	WEEKLY	3	-	1	-	1	-	1	-	9	-	17	-	-	7	2	1	11	8	-	18	-	-	-	-	-	2	1	
	SUNDAY ONLY	3	-	2	-	2	1	-	14	-	18	-	-	10	-	1	13	4	-	19	1	-	-	-	-	1	14	-	
	LESS THAN WEEKLY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	DAILY ONLY	10	3	-	-	7	-	22	-	72	-	113	-	2	56	14	2	82	24	2	123	15	-	-	-	1	22	47	
DAILY & SUNDAY	7	-	2	-	-	19	1	-	56	-	73	-	2	33	12	2	58	14	2	69	7	-	-	-	1	9	34		
PROGRAM CATEGORY:	PUBLIC AFFAIRS	2	-	-	-	-	1	-	11	-	11	-	-	-	-	-	14	1	-	17	-	-	-	-	-	-	-	5	-
	CULTURAL	1	-	-	-	-	2	-	13	-	10	-	-	3	3	-	10	4	-	17	-	-	-	-	-	-	-	-	-
	MUSICAL PERFORMANCE	19	3	11	-	43	3	-	105	-	204	-	4	107	29	7	145	42	4	211	20	-	-	-	-	2	36	93	
MUSICAL PERFORMANCE	2	-	-	-	1	-	1	-	7	-	10	-	-	1	-	-	10	7	-	11	3	-	-	-	-	-	1	3	

TABLE 2.4.9

DIRECTION OF ADDED THEMATIC ASPECTS IN NEWS ITEMS AND SELECTED PUBLICATION VARIABLES

	N	CON	NEUTRAL	PRO
AUTHORS-DIRECTORS	147	3%	75%	22%
PERSONALITIES	241	3%	75%	22%
MESSAGE	281	1%	89%	10%
OVERALL PROGRAM ATTRIBUTES	146	1%	25%	74%

TABLE 2.4.10

DISTRIBUTION OF ADDED INFORMATION OVER EVALUATIVE
DIRECTION FOR FOUR THEMATIC ASPECTS

personalities (25% favorable or unfavorable), and least in terms of what the program is "about," its message (11% favorable or unfavorable). With this as a standard, or expected distribution, we can return to Table 2.4.9 and examine certain rows and columns: the following are a few examples.

We find that when news items are based on PBS sources, new information that the writer adds is more likely than expected to be favorable for authors-directors, personalities and message, and less favorable than expected for overall program attributes. In the North Atlantic region, information added about authors-directors and personalities receives less evaluation than expected, and information about the program's message receives more. Because most of the unfavorable additions are found in this region, evaluative treatment is more balanced than

expected. We likewise find that added information in publicity for non-musical performances is more balanced, and hence less favorable, than expected by chance. Since the frequencies of added material are generally quite low however, these differences are only indicative of possible tendencies; they are not to be regarded as established findings. In most cases, what is not neutral is favorable; there is no aspect that is consistently negative or that would require special attention. Nevertheless, PBS might consider whether such overwhelmingly neutral publicity represents a desirable state of affairs.

To determine how thematic aspects are treated by the editors, writers and critics, we used a variable which we called source treatment. It indicates whether something on this aspect was omitted from the source, carried into the news item, inserted as an original piece of information, or whether it was any combination of these. Because the data on thematic aspects are so voluminous, we reproduce only a few illustrations. For example, what we call overall treatment of the source indicates whether anything at all has been omitted, carried or added. The breakdown of this variable by region reinforces what we had concluded in Section 2.1--that the North Atlantic and the Great Lakes-Plains regions are in many ways more similar in the way they treat promotional material than

the others. The same may be seen from Table 2.4.11 for the way they treat promotional material, except that the Great Lakes-Plains region is not markedly different from all regions taken together.

	NORTH ATLANTIC		GREAT LAKES- PLAINS		SOUTHEAST		WEST- SOUTHWEST		TOTAL	
NEW ONLY	46	21%	28	13%	15	8%	20	9%	109	13%
CARRIED ONLY	18	8%	17	8%	6	3%	10	5%	51	6%
CARRIED AND NEW	13	6%	14	7%	15	8%	20	9%	62	7%
OMITTED AND NEW	-	-	1	1%	-	-	-	-	1	0%
OMITTED AND CARRIED	28	13%	34	16%	39	21%	56	26%	157	19%
OMITTED, CARRIED AND NEW	118	53%	119	56%	113	60%	109	51%	459	55%
	223	100%	213	100%	188	100%	215	100%	839	100%

TABLE 2.4.11
REGION AND OVERALL SOURCE TREATMENT

Publications in the North Atlantic and Great Lakes-Plains regions omit and carry less, or add more new material, than publications in the Southeast and in the West-Southwest regions. When an aspect is carried straight it also is more likely to occur in the former two than in the latter two regions.

Turning to the treatment of specific thematic aspects, one may look at two, personalities and message, and see how they are distributed in publications of different circulation sizes.

	< 5000		< 10000		< 50000		< 100000		< 500000		> 500000		TOTAL	
NEW ONLY	2	6%	2	2%	18	7%	13	11%	28	14%	13	34%	76	10%
CARRIED ONLY	8	26%	34	39%	84	31%	21	17%	44	22%	9	24%	200	27%
CARRIED AND NEW	3	10%	7	8%	31	11%	12	10%	13	7%	1	3%	67	9%
OMITTED ONLY	9	29%	5	6%	19	7%	9	7%	18	9%	2	5%	62	8%
OMITTED AND NEW	-	-	-	-	7	3%	3	2%	7	4%	1	3%	18	2%
OMITTED AND CARRIED	7	23%	33	38%	91	34%	48	39%	70	35%	10	26%	259	35%
OMITTED, CARRIED AND NEW	2	6%	6	7%	18	7%	17	14%	18	9%	2	5%	63	9%
	31	100%	87	100%	268	100%	123	100%	198	100%	38	100%	745	100%

TABLE 2.4.12

TREATMENT OF PERSONALITY THEMES AND CIRCULATION SIZES OF PUBLICATIONS

	< 5000		< 10000		< 50000		< 100000		< 500000		> 500000		TOTAL	
NEW ONLY	3	7%	5	6%	28	9%	15	12%	42	19%	22	46%	115	14%
CARRIED ONLY	16	38%	38	42%	100	32%	20	15%	47	21%	6	13%	227	27%
CARRIED AND NEW	4	10%	4	4%	37	12%	10	8%	14	6%	1	2%	70	8%
OMITTED ONLY	-	-	-	-	4	1%	2	2%	5	2%	-	-	11	1%
OMITTED AND NEW	-	-	1	1%	7	2%	5	4%	4	2%	-	-	17	2%
OMITTED AND CARRIED	15	36%	38	42%	108	35%	59	46%	97	43%	16	33%	333	39%
OMITTED, CARRIED AND NEW	4	9%	5	5%	27	9%	17	13%	17	7%	3	6%	73	9%
	42	100%	91	100%	311	100%	128	100%	226	100%	48	100%	846	100%

TABLE 2.4.13

TREATMENT OF PROGRAM MESSAGE THEMES AND CIRCULATION SIZES OF PUBLICATIONS

In the row "new only" it is seen that both aspects increase in frequency with increasing circulation size, but message aspects increase much faster than personality aspects. This suggests that larger circulation publications are more likely to print new information about program content (i.e., what it is about and what it means),

than about personalities. In addition to this, large circulation publications are also more likely to simply reprint information about the message. A straight omission of information in the source occurs much more in the case of personalities than in the case of messages and is quite independent of the circulation size, etc.

Or consider another way of looking at thematic aspects: by cross-tabulating the available data with the sources from which they have been taken. Here we are of course interested primarily in PBS sources. The table for themes involving the PBS production agency, which we showed earlier to be more strongly associated with PBS reference in the news items, is as follows:

	PBS SOURCE		OTHER SOURCE		TOTAL	
NEW ONLY	2	1%	14	10%	16	4%
CARRIED ONLY	32	11%	33	22%	65	15%
CARRIED AND NEW	1	0%	2	1%	3	1%
OMITTED ONLY	238	84%	88	60%	326	76%
OMITTED AND NEW	1	0%	1	1%	2	0%
OMITTED AND CARRIED	10	4%	8	5%	18	4%
OMITTED, CARRIED AND NEW	-	-	1	1%	1	0%
	284	100%	147	100%	431	100%

TABLE 2.4.14

TREATMENT OF PBS PRODUCTION AGENCY THEMES AND KIND OF SOURCE

One may note that when the aspect appears in a PBS news release it is more likely to be simply omitted (84%) than just carried (11%) whereas the tendency is quite different when references to production agencies of the program occur in other sources, in which case the aspects are omitted (60%) and carried (22%).

In this section we have tried to show how the data, particularly the information on thematic aspects, may suggest improvements in the content of the PBS news releases. We have noted that for some applications, more data (through an expansion of the sample or a continual monitoring) would be needed to establish statistical significance of the relevant findings. Other situations would ultimately require separate analyses of each thematic aspect. While our data is capable of providing statistically sound recommendations for many questions, the sheer volume of the thematic information and lack of space here preclude individual analyses of the sort that might be required; these might well be pursued in the second phase of the project. We have rather concentrated in this section on drawing the major comparisons and have endeavored to include illustrations of the variety of possible approaches and examples of the many kinds of information such a monitoring system can provide.

3.0 CRITICAL EVALUATION OF THE PILOT PROJECT

While the previous chapter detailed a number of significant findings and discussed several interesting observations drawn from the data, our primary purpose has been to demonstrate through this pilot project the kinds of information that a continuing analysis of programming publicity could provide, and assess the difficulties and advantages of implementing such a continual monitoring system. Accordingly, with a view toward the projected second phase, the following sections discuss separately the questions of reliability and validity, critically review the productivity of the primary variables, and present some rough estimates of the efforts and expenditures to be expected.

3.1 Reliability of Data

The purpose of reliability measures is to ascertain the degree to which recorded data truly reflect the properties of the material being studied, and not the contamination of coder bias or instrument ambiguity. Both types of error are theoretically correctible: instructions can be refined and coders can be retrained. Reliability measures thus serve a double function; as diagnostic tools in the development of recording procedures, and as final arbiters of the data's accuracy.

In the development leading to the current version of the recording instrument, reliability measures helped to identify the problem areas. The reliability coefficients reported below however, were computed on a subsample of double-coded final data, in order to estimate the reliability of the findings reported here, and to identify those variables that would require further refinement prior to any future continuation of the analysis.

The coefficients reported in Table 3.1.1 indicate the degree to which the agreement between independent coders was above chance. The values may range from +1.0 when agreement is perfect, to 0.0 when agreement is purely

DIMENSION		SCALE TYPE	RELIABILITY COEFFICIENT
SPACE OF:	TEXT AND CAPTIONS	RATIO	.884
	HEADLINE	RATIO	.892
	PICTURE	RATIO	.975
IDENTIFICATION OF:	HEADLINE	NOMINAL	.513
	PICTURE	NOMINAL	.762
	PBS REFERENCES	NOMINAL	.835
	CPB REFERENCES	NOMINAL	****
	PTV REFERENCES	NOMINAL	.667
	ETV REFERENCES	NOMINAL	.943
	VAGUE REFERENCES	NOMINAL	.662
	REGIONAL NETWORK REFS.	NOMINAL	****
	PBS PRODUCTION AGENCY	NOMINAL	.979
	SPONSOR	NOMINAL	.958
	OTHER PRODUCER	NOMINAL	.700
	STATION	NOMINAL	.663
	CHANNEL	NOMINAL	.843
	PBS DECISIONMAKING	NOMINAL	****
	AUTHORITIES	NOMINAL	.196
	AUTHORS-DIRECTORS	NOMINAL	.644
	PERSONALITIES	NOMINAL	.900
	ORGANIZATIONS	NOMINAL	.158
	PRODUCTION TECHNIQUES	NOMINAL	.530
	MESSAGE	NOMINAL	.662
	AUDIENCE	NOMINAL	****
	SOCIAL IMPLICATIONS	NOMINAL	.796
	OVERALL ATTRIBUTES	NOMINAL	.760
SOURCE TREATMENT:	OMITTED	NOMINAL	.718
	CARRIED	NOMINAL	.862
	NEW	NOMINAL	.745
	O-C-N COMBINATION	NOMINAL	.763
POSITION OF CARRIED:	FROM 1ST THIRD	NOMINAL	.762
	FROM 2ND THIRD	NOMINAL	.703
	FROM 3RD THIRD	NOMINAL	.688
	FROM HEADLINE OR CAPT..	NOMINAL	.756
	1-2-3-W/C COMBINATION	NOMINAL	.664
DIRECTION		ORDINAL	.810
EMPHASIS:	PRODUCT (WORD X PLACE)	ORDINAL	.806
GENERAL:	KIND OF SOURCE	NOMINAL	.660
	REFERENCE TO SOURCE	NOMINAL	****
	DIRECTION GENERALLY	ORDINAL	.598

TABLE 3.1.1

RELIABILITY OF PRIMARY DIMENSIONS

**** Insufficient data

chance (i.e., the data are perfectly random), and may assume negative values when the agreement is less than that expected by chance. Table 3.1.1 shows the reliability coefficients for each of the 38 basic dimensions of the instrument, and certain combined forms for source treatment, position and emphasis.

The reliability test was inconclusive in the case of five variables for which the subsample provided too little data. These were references to CPB and to regional networks, the aspects "PBS decisionmaking" and "audience," and the item concerning direct or indirect reference to the source. A check with the data tabulated from the entire sample shows that on the whole there were probably very few possible occurrences of any of these items (e.g., only once was there an indication of a possible reference to CPB). The absence of these items in both the reliability subsample and the entire sample of data is a sort of finding in itself. It furthermore suggests that any further efforts at refining these variables is probably unwarranted, at least as they are currently envisioned.

Three groups of variables showed exceptionally strong reliability: the space measures, direction, and the two emphasis components (in word and in place). All are above .800 and should require little attention in terms of future development.

The source treatment variables, while somewhat

lower than the space, direction and emphasis items, are yet encouraging. Certain aspects of determining position may need some future attention, but on the whole, these two groups of variables are sufficiently solid for the present analysis, and should not provide much difficulty for any future analysis.

The remaining variables, having to do mostly with the identification of certain aspects of content, exhibit a wide range of coefficient values. Five are above .800 and should be fully satisfactory for the present analysis and any future continuation. Four others exceed .700 and should be adequate for inclusion in the above report of the findings, but would perhaps require closer attention in future work to maintain satisfactory levels. Six others are above .600; findings based on these variables should be considered tentative, and any future analysis would require some refinement and improvement of these items.

The remaining variables were felt to be too unreliable to be reported in the findings of this pretest. Two--authorities and organizations--are discouragingly low, both below .200. The three others--headline content, production techniques and direction generally--are borderline cases which might survive future tests if properly developed.

On the whole, the results of the reliability test proved more positive than expected. Five of the 38 variables (those with insufficient data) are largely irrelevant as far as the national press is concerned. With two exceptions, the rest of the variables are either sufficiently reliable in their present form, tentatively acceptable, or probably within the range of future acceptability.

3.2 Validity of Findings

Four aspects of validity may be distinguished in evaluating the findings of this pilot project relative to future work in the second phase: the representativeness of the sample, the semantic adequacy of the recording instrument when applied to the available news items, the validity of the indices used in the analysis, and the statistical significance of the results.

As pointed out in the section on procedure, the source material for the pilot study consisted of a random sample of items from the PBS news clipping archive. The essential supposition is not that every national press clipping was represented in the archive, but that the collection process had been unbiased, so that whatever exclusions or misses occurred were purely by chance. Strictly speaking, this assumption is as yet unsupported by evidence, although neither have we discovered evidence to the contrary. Complete confidence in the sample would require fuller documentation of the archiving process by the various clipping services; alternatively, an independent test might be conducted by retaining several clipping

services for a test interval, and comparing the material collected by each with the others'.

In developing the recording instrument, we defined a total of 15 semantic aspects which seemed relevant in order to record the content of each news article. Initially we of course had no assurance whether these aspects indeed covered the spectrum of dimensions through which PBS programs are discussed in the national press; they had developed from our preliminary inspection of several files of clippings. As mentioned earlier, a few of these a priori relevant items turned out to be irrelevant when the final data and reliability results were available. In some cases, this in itself may be an important finding. The press gave almost no attention at all, for example, to the implications and process of PBS's decisionmaking.

Beyond this, however, it was possible to examine the relevance of the 15 aspects as a whole: the source treatment of all the aspects was compared with the type of source for each item, in order to enumerate how often the 15 aspects failed to characterize the content of articles and sources. The total frequencies are found in Table 3.2.1 on the following page. It is seen that the recording instrument was irrelevant to an extremely insignificant fraction of the data (8 cases or 0.8%). The relevance of the instrument is thereby

	NEWS ITEM BASED ON AN IDENTIFIABLE SOURCE?		
	YES	NO	
AT LEAST ONE OF THE 15 ASPECTS APPLIES TO NEW MATERIAL, AND NONE APPLY TO THE SOURCE	5	114	119
AT LEAST ONE OF THE 15 ASPECTS APPLIES TO THE SOURCE, OR NONE APPLY TO NEW MATERIAL	818	3	821
	823	117	940

TABLE 3.2.1
RELEVANCE OF THE RECORDING INSTRUMENT TO NEWS ITEMS

established without doubt and beyond normal expectations. This does not imply of course, that exhaustiveness of the content analysis can be claimed.

To establish the validity of the indices is not an easy matter. In this pilot project we used qualitative categories, scales, space and frequency measures. The validity of the qualitative categories and scales used in our recording instrument is in some way rooted in the wording of our instructions. Except for the reliability considerations reported above, we have little doubt that the data correspond to the meanings prescribed by our instrument. Information on publication variables and market areas of stations was obtained from many sources--not

all of which provided complete information, but figures were presumably accurate at least as far as we could determine. Space and frequency measures are common practices in content analysis, particularly in press studies. But our techniques of measuring space and of recording what we called "emphasis" represent somewhat novel departures from familiar measures. In interpreting them however, we deliberately refrain from unsubstantiated definitions. Which of these measures are worth validating through independent tests presupposes a decision on how the information they might provide could be used, which risks are involved, etc. In the absence of a narrowly defined purpose, we are satisfied with the fact that several of these measures produce highly significant results, which means at least that they distinguish news items within a sample.

The latter points to the role of statistical significance in assessing the validity of findings. If two variables are unrelated statistically, then they are either truly independent or totally fictitious, or the frequencies are insufficient. The fact that our data supported a large number of relational propositions by statistically significant evidence suggests that neither is the case for the variables being considered. But we also discovered several variables that are less productive in this respect, for example, the position of carried aspects in the

source. Low frequencies can diminish confidence in the findings. This has been often been the case in our pilot study, which was designed not to establish hard findings, but primarily to evaluate the feasibility of a monitoring instrument. Hence a larger sample size may well render significant what could here be observed only as tentative.

3.3 Evaluation of Variables

As we have seen, the results of this pilot project indicate that certain modifications in the recording instrument and in the modes of analysis would be beneficial for the proposed future work. Some of the primary variables might be deleted from the recording instrument, while others might be redefined or expanded. Additionally, some new secondary variables would have certain advantages.

First among those that might be eliminated are the position variables. Unless it is felt that this sort of information is of value to the publicity department, their failure to provide much information in the analysis and the effort required in coding them argues for their dismissal. The results of the analysis, and the findings of the reliability test, indicate that several other variables--references to CPB and to regional networks, kind of source reference, and the thematic aspects of "PBS decisionmaking" and "audience"--occurred rarely, if at all, in the material analyzed. If these continue to generate little or no information, they may also be dropped.

On the other hand, two thematic aspects, "personalities" and "message," appear so often that consideration should be given to whether information could be gained by decomposing them into a number of more precise categories, such as different types of personalities that might be referred to in news items. For similar reasons, PBS might reflect on expanding its categorization of programs, since so much of the material falls into the "non-musical performance" class.

The favorability index discussed in Section 2.3 was designed to bypass the marginally reliable overall judgment about the news item's direction, with the intention of obtaining a more sensitive measure of the degree to which the news item is favorable or unfavorable. But since the variations in direction turned out to be much smaller than anticipated in the sample of news items, it appears that this must be redefined. We therefore propose

(1) the index of directional balance--

as an absolute measure:

$B = \# \text{ favorable aspects} - \# \text{ unfavorable aspects}$

or as a relative measure:

$$b = \frac{B}{\# \text{ favorable, neutral or unfavorable aspects}}$$

and (2) the index of informational richness --
again, absolutely:

R = # favorable, neutral or unfavorable aspects

or relatively:

$$r = \frac{R}{\text{total \# of aspects being judged}}$$

The product ($b \times r$) then varies from -1.0 to +1.0, and correlates linearly with our earlier favorability index. The advantage of differentiating the two concepts lies in the possibility of inquiring into the validity of each index separately.

3.4 Projected Efforts and Expenditures for a Continual Monitoring of PBS Publicity

There are two prerequisites for a continual monitoring for which we are unable to offer very precise estimates of effort and cost. We will attempt however, to outline the tasks that would be involved.

The first step would be the establishment of efficient and systematic archiving procedures for the collection of the press clippings. Whether or not a continuing analysis includes all press material or only a sample, we would suggest the following: upon receipt from the clipping service, all items should be filed according to program series and episode, inspected for duplicates, assigned unique identification numbers, coded for program/episode and publication, and recorded in a running tally. Proper filing obviously expedites retrieval for subsequent inspection or analysis. An updated inventory of the holdings is necessary for such administrative aspects as sampling and planning of the work. Furthermore, such an inventory in itself is a first source of information such as publicity volume and gross trends.

While our sample consisted of a total of 903 clippings, it will be recalled that 150 pertained to an entire series (The Last of the Mohicans), and 753 constituted the available publicity for three weeks for each of 24 program series. On this basis one may expect some 250 clippings each week from the clipping service. Thus an average of 50 per day would be sorted, numbered, pre-coded for program and publications, and filed. This might involve one half-time staff position. But the PBS publicity department, which organized and forwarded the sample materials for this pilot study, is probably better prepared than we to estimate the time and costs.

The second prerequisite would involve a one-time investment to complete the file of information on publications (discussed earlier in Section 1.4), so that full profiles could be generated not only of those newspapers that provide coverage to PBS, but also of those which systematically fail to do so. It would be an essentially simple task of transcribing information available in such publishing and advertising annuals as Editor and Publisher Yearbook. On the other hand, if this information is determined to be not of sufficient usefulness to warrant the labor involved, then the file already compiled for the pilot study may simply be updated as clippings are received by adding information for those publications not

yet represented.

To safeguard against coding errors in a continuing analysis (due to fatigue, rigidification of coder idiosyncrasies, and the like) periodic reliability checks would be required. Thus, if a week's programming generates on the average some 250 news items, roughly 50 of these should be coded a second time by different coders to provide reliability data. One would expect then, for each week of programming to be analyzed, the equivalent of about 300 clippings must be coded. Our experience in this pilot study indicates that this volume of material would require roughly a total of 50 to 60 hours by trained coders. To minimize fatigue, coding should be restricted to 4 or 5 hours per day, and in order to provide reliability data and cover for illness and the like, the coding task should be divided among 2 or 3 trained coders. Thus 3 trained coders, working half-time, should be able to code one week's publicity in one week's time. The supervision of the coders and the administration of the reliability tests should require the equivalent of one day per week.

In order to transcribe the coded data sheets into machine-readable form, they could be either keyed in directly to tape or disk storage via an on-line terminal facility, or--as was done in this study--punched on data

cards and stored in batch runs for on-line retrieval, processing and display. One week's coding of 300 news items would require 900 cards; at commercial rates, about \$125.00 for one week's verified data.

Thus while the archivist function would require perhaps one continual half-time position to maintain a systematic collection of publicity, the total expenditure for the coding of data--approximately 60 to 70 man-hours and \$125 in data transcription per week of programming--is dependent on whether to sample the publicity, and if so, how much.

We wish to emphasize that these estimates represent the costs of a continuing analysis, and do not include a number of other efforts which cannot be determined at this time. Training of personnel, for example, is highly variable and dependent on the individual's qualifications (the pilot study's coders were all undergraduates or graduates, some with advanced degrees in related fields). Similarly, the efforts involved in modifying the analytical system pursued in the pilot (introducing new variables, etc.) cannot be estimated in advance. Finally, the costs for computer processing are dependent on the specific questions to be answered, and the latter ultimately rely on the particular needs of the PBS publicity department and of the affiliated stations and agencies.

Finally, we would like to point out that some of the above estimates may be high. The pilot study of course has been largely experimental, testing a variety of potential variables, measures and indices for their utility in a system for continual monitoring of publicity. Further development should simplify and streamline the procedures. We would expect, for instance, that on the basis of this report, a consensus may be reached on which are the most productive and essential variables and indices for PBS's needs. These should then be standardized for future analyses, and the unnecessary and less productive ones should be discarded. Similarly, we anticipate that the next stage of modifications of the recording instrument would reduce the variables and the amount of time required for the coding task. These sorts of simplifications of course imply additional reductions in data processing costs and in the time required for inspecting, analyzing and interpreting the data. Thus some of the costs of a final monitoring system may indeed be lower than these estimates, which have been based on the experiences of the exploratory pilot study.

APPENDIX A

Inventory of Sample Materials

Program Series	Episode Number	National Feed Date	Clippings
Advocates	101	4-18-72	13
	105	5-16-72	4
	111	6-27-72	16
Black Journal	62	5-16-72	18
	63	5-23-72	4
	66	6-13-72	3
Book Beat	676	5-22-72	7
	680	6-19-72	2
Film Odyssey	14	4-14-72	73
	16	4-28-72	79
	17	5-05-72	81
Firing Line	47	4-16-72	3
	52	5-21-72	2
	55	6-11-72	8
Guitar, Guitar	4	4-23-72	3
	8	5-21-72	9
	9	5-28-72	1
Masterpiece Theatre: Last of the Mohicans	4	4-16-72	10
	5	4-23-72	8
	7	5-07-72	1
	general	*****	150
Masterpiece Theatre: The Possessed	2	5-28-72	1
	4	6-11-72	2
NET Biography	14	4-20-72	22
	15	4-27-72	20
	16	5-04-72	64
NET Playhouse	18	5-18-72	92
	22	6-15-72	15
	23	6-22-72	28

A Public Affair: Election '72	19	6-07-72	1
	22	6-28-72	1
Self-Defense for Women	4	4-23-72	3
	6	5-07-72	5
Soul!	75	5-17-72	3
	80	6-21-72	4
Special of the Week	30	4-24-72	16
	38	6-19-72	21
	39	6-26-72	46
Thirty Minutes With . . .	59	4-27-72	1
	61	5-11-72	5
	63	5-25-72	3
This Week	46	5-03-72	1
Vibrations	7	4-05-72	15
	9	4-19-72	19
	16	6-07-72	20

APPENDIX B

The Recording Instrument

Specimens of Data Sheets

RECORDING INSTRUCTIONS
PBS PUBLICITY MONITORING STUDY

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RECORDING INSTRUCTIONS

Version 4
November 9, 1972

GENERAL INSTRUCTIONS

- A. Start by reading thoroughly the source documents on which the news items (clippings) in the file are based.

Next read each of the news items in the file and determine which items correspond with which sources. A news item stems from a common source if it corresponds in wording, if it contains information that could only be obtained from the source (as in an interview with a personality), or if the source is identified (UPI wire service, etc.)

Some news items might not stem from any of the available sources. Separate these from the rest. If any of them seem to have a common source, group them accordingly for later.

A news item might also contain only material commonly shared by more than one of the available sources, so that it is impossible to tell whether the item stems from one or the other source, or from both. Put such items aside for the moment, and treat them later according to section C below. When coding them, be sure to make a clear notation on the front of the data form that the item is of this special type.

Now for each news item for which there is an available and identifiable source, complete Form I according to the Coding Instructions. If the file contains several copies of a particular news item, save the extras, but only code the item once. If the same article is printed verbatim by different publications, its appearance in each publication must be considered as a separate news item.

- B. After you have coded all news items for which an available source has been found, consider each group of news items which stem from a common source that is not available. Check whether all items in that group really stem from one source, and whether any others also should be included in this group.

Now mentally construct the hypothetical source of this group:

A hypothetical source consists of all material which is shared by at least two news items.

Assign the next source number to the hypothetical source, and record as much of the following as possible on the source list:

General Instructions

Page 2

Version 4

- . wire service or news agency
- . author, writer or columnist
- . dateline (location of source, etc.)
- . occasion (interview, press conference, etc.)

Now complete Form I for each news item in the group, using the hypothetical source as the point of reference. Remember what the hypothetical source contains; if you have difficulty remembering the details, make notes of what the hypothetical source consists of.




- C. Now consider the remaining news items for which a source could neither be identified or constructed. For each of these items, complete Form II (which omits information on source documents) according to the coding instructions. Ignore those coding instructions which are not applicable.

CODER, FILE, PUBLICATION, JULIAN DATE, SOURCE

CODER	↓	Enter your <u>assigned code number</u> .
FILE	↓	Enter the <u>file number</u> on the outside of the folder.
PUBLICATION	↓	Consult the publication list and enter the <u>ID number of the newspaper or magazine</u> .
JULIAN DATE	↓	Consult the Julian calendar and enter the <u>date of publication of the news item</u> .
SOURCE	↓	Enter the <u>ID number of the source document</u> with which the news item corresponds. If more than one source can be identified for the news item, complete a separate Form I for each source-news item correspondence pair.

- 0 = The news item is original and indicates that the writer has seen the program as usual in reviews, criticisms, etc.
- 9 = The source cannot be identified either because the news item is too short as in announcements or TV listings or no correspondence with other sources can be found although the writer must have had some information on the program.
- = Other source numbers are assigned and listed in a source list which should accompany each file.

SPACE

	TEXT + CAPTIONS
	HEADLINE CONTENT
	PICTURES CONTENT

SPACE in inch²

Measure the amount of space for each of these parts of the news item, and enter the amount in square inches, rounded up to the nearest full inch. For example, if the text amounts to 7.25 square inches, enter the code 008. For anything present code at least 001.

The space to be measured is the typographical area reserved for the material being measured. Thus, for example, you must measure, not only the space covered by the printing itself, but the full area reserved for a headline including the white areas surrounding it. You can see from the type plate shown in Sample D, that the type setter must account for all space; the headline block is set in as a unit, and the entire block constitutes the headline space. The headline space in the sample is the area of the engraved block extending fully across the page.

In measuring headline space, include the white area around the headline print itself. In measuring the text space, exclude the headline space and the picture space, but include any caption accompanying a picture. In measuring picture space, include any picture, photo or other illustration, but exclude captions, which will be counted ^{with} the total text space.

Some news items may be only partly devoted to the PBS program. For these items, do not code the extraneous material; i.e. code only the headlines, text and pictures that refer to the article's discussion of the PBS program. Thus if you were coding sample A on page 7, you would not code the main title, the byline, or the columnist's photo. The only part that would be coded is the circled paragraph, which is the only one that refers to the file's program.

Headings for Program Listings- which usually include the program name, time, and station or channel- are not to be considered as headlines. Illustrations of these headings may be found in both samples on page 7. Furthermore, a headline must be set off from the body of the text; thus bold-type leads are not to be considered headlines. For example, the bold-type leads in Sample A ("THE PRESS CONFERENCE you,...., etc.") are not headlines. In fact, you will note that with respect to the PBS program in question ("The Rise of Louis XIV"), sample A has neither headline nor picture- only a small paragraph of text.

In measuring space, it is most convenient to measure the two dimensions separately. If an article's text continues across several columns, for example, add them up to find the total column length and measure the standard column width. You may then refer to the multiplication tables provided, using the separate width and length measures to find the area or space.

In many of the Xeroxed clippings, the news item has been reduced from its original size. To reconstruct the actual size, compare the clipping's ID tab with the various reduction scales shown on page 6, and then use the multiplication table for that reduction factor when finding the space.

PALATKA, FLA.
NEWS
D. 5,500

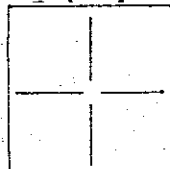
NOV 3 1971 *Byline*

Jane Fonda To Guest On American Dream Machine

Jane Fonda plays six faces of the FASCINATING WOMAN, writer Dalton Trumbo talks about a new kind of blacklisting and his anti-war novel Johnny Got His Gun, and singer-guitarist Don McLean performs three songs from his album "Tapestry" on another "Great American Dream Machine" journey.

DREAM MACHINE regular Marshall Efron shops for "Gold Medal" products and Andrew Rooney talks about the way the Army pays its troops November 3 at 9 p.m. on Channel 7.

Two ways of dropping out are examined when an American couple tells why they moved to Canada and Frank Rundle, a former Soledad Prison psychiatrist, discusses life style changes.



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DREAM MACHINE's route:
— Ken Shapiro, Alice Playten and Michael Scheer barter for items in a game of BIG DEAL
— "The Question" — an animated film in which a boy searches for the Truth.

Page 6

PALATKA, FLA.
NEWS
D. 5,500

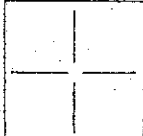
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1 inch² of copy =
inch² of original

PALATKA, FLA.
NEWS
D. 5,500

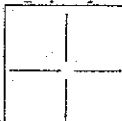
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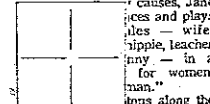
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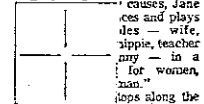
NOV 3 1971 *Byline*

Jane Fonda To Guest On American Dream Machine

Jane Fonda plays six faces of the FASCINATING WOMAN, writer Dalton Trumbo talks about a new kind of blacklisting and his anti-war novel Johnny Got His Gun, and singer-guitarist Don McLean performs three songs from his album "Tapestry" on another "Great American Dream Machine" journey.

DREAM MACHINE regular Marshall Efron shops for "Gold Medal" products and Andrew Rooney talks about the way the Army pays its troops November 3 at 9 p.m. on Channel 7.

Two ways of dropping out are examined when an American couple tells why they moved to Canada and Frank Rundle, a former Soledad Prison psychiatrist, discusses life style changes.



causes, Jane Fonda plays six faces of the FASCINATING WOMAN, writer Dalton Trumbo talks about a new kind of blacklisting and his anti-war novel Johnny Got His Gun, and singer-guitarist Don McLean performs three songs from his album "Tapestry" on another "Great American Dream Machine" journey.

DREAM MACHINE's route:
— Ken Shapiro, Alice Playten and Michael Scheer barter for items in a game of BIG DEAL
— "The Question" — an animated film in which a boy searches for the Truth.

1 inch² of copy =
inch² of original

Thus: in case of reductions of newspaper items measure space in inch² and multiply by the respective factor which is encircled above

Page 7

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HONOLULU STAR-BULLETIN

APR 24 1972

SAMPLE (A)

FOR YOUR LEISURE

On the Air



By Phil Mayer

SAMPLE (B)

The Des Moines Register
DES MOINES, IOWA
D. 246,841 SUN, 514,496

MAR 5 1972

Black Journal, 11-KDIN, 12-KIIN

"The Black Cop." Police-
men from Pittsburgh, Chi-
cago and New York discuss
the conflicts a man faces
when he is black and a
policeman.

This is one of the five "black weeks" of the televi-
sion year.

They are weeks when the Nielsen people don't call
up anyone anywhere to find out what's being watched.
In other words, nobody in the industry is worrying
about the ratings because there aren't any ratings to
worry about.

And that's why we are offered so many old movies.

THE PRESS CONFERENCE you didn't see:

Friday afternoon cameramen from KHON and KHVH
set up their gear in a 20th floor suite at the Hilton La-
goon Apartments for an interview with local developer
Chris Hemminger.

But somehow they plugged all their stuff into the
same circuit of wall outlets. When the first guy who
was ready threw his first switch every light in the
room went out.

And nothing would work -- including the cameras --
until an electrician replaced a blown fuse about a half
a block away.

A few minutes later, when everything including
Hemminger was going well, a massively framed poster
plugging his King's Alley project in Waikiki -- which
had been carefully hung at his right so you'd see it --
fell off the wall.

THE FEDERAL COMMUNICATIONS Commission's Clay
Whitehead was trying to be sarcastically
amusing when he told a national convention of broad-
casters in Chicago:

"Is there a concern about violence on the home
screen?"

"Government could rule all violent programs off the
airwaves. If news and football must be kept, however,
we could require warnings that they may be injurious
to the viewer's mental health."

Wunnerful, Clay baby, just wunnerful...

AND WHICH NETWORK has had the greatest num-
ber of programs it produced nominated for Emmys as
the best on American TV?

The answer is the BRITISH Broadcasting Corpora-
tion which has 21 nominations.

THE SHOW ON RUNNER Jim Ryun and his trou-
bles that I suggested you watch last Monday wasn't
shown by KHVH which was as surprised as I was to
find the Ryun piece had been replaced by stuff on the
baseball strike.

But the Ryun thing will be shown at 7 p.m. May 8.

WHAT TO WATCH and not watch:

TONIGHT -- 7 p.m. KHVH -- "In Search of the Lo-
World." A documentary that asks "What happened
all those sophisticated Indian civilizations that do-
minated the Americas long before Europeans suspected
there was anything west of Lisbon?" Good reviews
the Mainland.

TUESDAY -- 8:30 p.m. KGME -- "Funny Lake
Missing." A good-enough movie about a London kid
napping featuring a brief appearance by Noel Coward
the English composer-playwright who is one of the
classiest guys in the world.

WEDNESDAY -- 8:30 p.m. KHVH -- "Shane." A
1953 movie that is one of the finest westerns ever
made. And in color.

9 p.m. KGMB -- "The Victim." Anthony Quinn as
Ingrid Bergman in a 1964 movie about a woman's re-
venge on a whole town. I liked it. Most reviews
didn't.

11 p.m. KHVH -- "The Tony Awards." Broad-
way equivalent of the Academy Awards. Probably dull,
the only look we may get out here at "No, No Nanette"
and "Jesus Christ, Superstar."

THURSDAY -- 6 p.m. KHON -- "Flip Wilson
Guests are the Smothers Brothers who used to do
weekly show that was funny about once a month.

6:30 p.m. KHET -- A karate expert kicks off (the
hch) a series of programs on how women can defend
themselves... against everyone but karate experts.

7:30 p.m. KHET -- "The Rise of Louis XIV." Im-
portant 17th century King of France. Expect great
scenery, lots of respect. Produced for French television
1935 when DeGaulle didn't tolerate much criticism
any Frenchman.

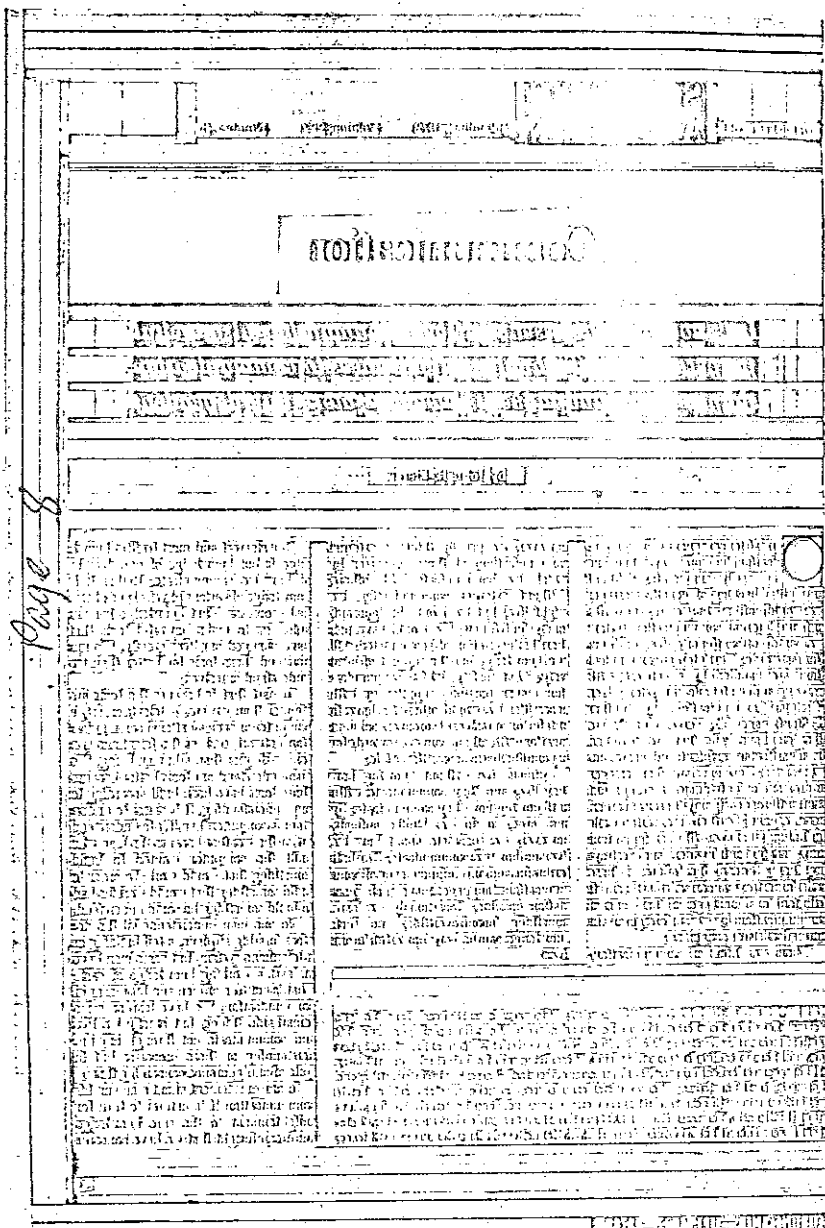
2:30 a.m. KGMB -- "Jesse James Meets Franko-
stein's Daughter." Perhaps the greatest movie that
that will ever appear in this column. And a real one.
Made in 1936. KGMB better have nine telephone oper-
tors on duty if the film doesn't arrive from the Main-
land.

FRIDAY -- 8 p.m. KHVH -- "The Odd Couple." A
episode titled "Being Divorced Is Never Having to
I Do." THAT'S funny.

SATURDAY -- noon KGMB -- "Flash, the Sho-
dog." Named best picture at a 1967 children's film
festival in Moscow. Sorry, Comrade Lassie...

7:30 p.m. KHON -- "Elmer Gantry." Burt Lancaster
as an evangelist won a best actor Academy Award
this 1960 version of Sinclair Lewis' angry novel.

8:30 p.m. KGMB -- "Surrender at Appomattox." F.
Heibronk, a fine actor and a history buff reviews the
lasts days of the Civil War.



SAMPLE **D**

Established 1845 **SCIENTIFIC AMERICAN** September 1972 Volume 227 Number 3

Communication

It is not only the essence of being human but also a vital property of life. Technological advances in communication shape society and make its members more interdependent

by John R. Pierce

Our existence depends on communication in more ways than one can easily enumerate. Without our initial backlog of genetic messages we would not be who we are, and without our internal communication system we could not continue to live and function as we do. Our internal communications are handled by a network with nervous and metabolic subsystems [see "Cellular Communication," by Gunther S. Stein, page 42]. Nerve impulses are like telephone calls that are switched to a particular recipient and heard nowhere else. Hormones are like messages addressed to individuals or groups but sent out broadcast; only those concerned need respond. Furthermore, certain cells in the body behave with seeming autonomy, seeking out invaders and destroying them. Indeed, the failure of these cells to destroy cancer cells has been attributed to a blockage of the mode of communication by which foreign or abnormal cells are recognized.

When we think of communication,

however, we usually think of external communication, of those processes by which we communicate with others. Without external communication we might live, but we would be ignorant, lonely individuals. We would have neither the inspiration of accumulated skill and knowledge nor the support of a society. That society, which communication makes possible, supplies us with necessities we would otherwise have to obtain for ourselves. Moreover, communication with others conveys rewards far beyond the basic necessities of life.

Animals live without knowing how they live, and they communicate without knowing how they communicate. By and large, so do we. Unlike animals, however, we speculate about how we live and how we communicate. Our better brains and our unique means of communication—language—make such speculation possible. Occasionally we learn something incontrovertible, and such knowledge can be very powerful in our lives.

Our clearest and most fruitful knowledge is not knowledge of ourselves or of how we communicate. Rather it is knowledge of various physical and chemical processes. That knowledge has enabled us to make powerful tools that have changed our lives greatly. We understand these tools far better than we understand ourselves.

In part that is because the tools are simpler than we are. A television set, a computer or even a national communication network such as the telephone system is simpler than a human being. We also understand our tools better because those tools have been built according to our understanding. It is easier to understand a computer than it is to understand art or the weather because the man who built the computer wanted to build something that would work. In order to build something that would work he had to build something he could understand.

No one man understands all the devices in a big airplane, a tall building or a telephone system, but some men have at least a working knowledge of each. That is not true of man and his means of communication. We have learned some remarkable things, but chiefly we live and communicate not through our understanding of these processes but in spite of our ignorance concerning them.

In our puzzlement about man and his communication it is natural to turn for enlightenment to the sure knowledge and deep insight that we have concern-

ONE KIND OF COMMUNICATION is print. This page is reproduced from the type "form" shown in the photograph on the opposite page. The columns of type (and this caption) are set by Linotype. The headline ("Communication") is a copper photoengraving, and the subheadline is type set by hand. These items and the incidental type at the top of the page are baked into position by a rectangular set of "bearers," which are beyond the margins of the picture. The complete form is used to make a nylon replica that is mounted on an cylinder of a high-speed rotary press and does the actual printing. Running at full speed, the press delivers 20,000 copies of 200,000 lines per hour. Photograph was made at The Lakeside Press, R. R. Donnelley & Sons Company in Chicago.

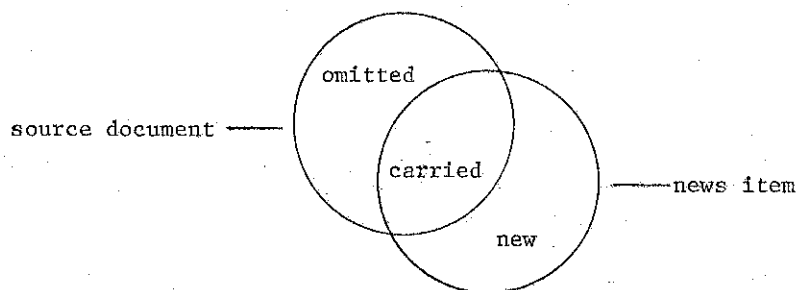
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Version 4

OMITTED, CARRIED, NEW

For each source-news item pair, put two copies (i.e. the news item and the source document) side by side. Compare the two in detail and determine which sections of the news item correspond with which sections of the source document.

With reference to the news item, consider the source document partitioned into one part that is omitted, and one part that is carried over into the news item. The news item itself should be similarly considered as comprised of one part that is copied or carried over from the source, and one part that is entirely new or original. Graphically, what is carried over or copied may be seen as the overlap between the source document and the news item:



Note that a source document may be reprinted in its entirety, in which case nothing is omitted and nothing is new. A news writer might also rewrite and condense the source material, in which case he omits something and carries over something, but does not add anything new.

Now, for the content of headline, of picture, for each reference to PBS and for all aspects, determine whether (a) it was present in the source item but omitted from the news item, (b) carried intact in the news item, (c) the news item contains anything new not present in the source.

OMITTED

i.e. in the source
but not in the
news item

Determine whether the source material
has been omitted. Code:

0 = No, nothing regarding the aspect
has been omitted (including the
case that the source never mentioned
it).

1 = Yes, some or all of the source's
mention of this aspect has been
omitted (including the case of a
selective rewriting or condensing).

CARRIED

i.e. in both the
source and the
news item

Determine whether the source material
has been carried in the news item.
Code:

0 = No, nothing about this aspect
has been carried over (including
the case that the source never
mentioned it).

1 = Yes, some or all of the source's
mention of the aspect is carried
(including the case of condensation
or shortening).

NEW

i.e. in the news item
but not in the
source

Determine whether the news item
contains new material about the
aspect. Code:

0 = No new material about the aspect
is found in the item.

1 = Yes, the news item contains new,
original material about the
aspect, which is not copied from
or based directly on the source.

Do not rely on a mere counting of references to determine omissions, carryings or additions. A news item might mention an aspect several more times than did the source, but if it is merely repeating information from the source, nothing new has been added. It should be considered new material only if it is clear that such a reference could not have been based on the source information.

Remember that you are to code the content of the headline, the content of the picture, the references to PBS and each of the aspects separately. Detailed descriptions of the types of reference to PBS are given on page 13. Descriptions of the individual aspects are given on page 15. Refer to these frequently.

After you have recorded whether the headline, picture, references to PBS or an aspect from the list is omitted, carried or new, consult the following table of code combinations (next page) and verify whether their joint meaning corresponds to the situation you are describing.

Code CombinationMeaningOMITTEDCARRIEDNEW

0

0

0

The aspect is nowhere mentioned.

0

0

1

The aspect is entirely new material.

0

1

0

The aspect is carried ^{without omissions} intact; nothing new is added; straight copying.

0

1

1

The aspect is carried intact and in addition elaborated or modified whereby new material on the aspect is added

1

0

0

The aspect is present in the original source document but is not mentioned in the news item.

1

0

1

None of the original source material on the aspect was used, but entirely new material on the aspect was added.

1

1

0

Some of the original source material (but not all) on the aspect is used. A selection, shortening, condensation or straight rewrite without elaborations or additions.

1

1

1

Some of the source material is used and some new material is added. A condensation of or selection from the source, with the introduction of new material. Rewrite with comments and elaborations.

Note: these codes refer only to the consideration of one aspect at a time. If the source material about one aspect is copied in the news item, this does not preclude that information on another aspect may have been eliminated. Unless the source mentioned all aspects and was copied straight into the news item, zeros and ones are likely to be unevenly distributed.

REFERENCES TO PBS

Determine the context and manner in which PBS is identified in the source and the news item, both headline, text and caption. If references to PBS have been omitted, carried, and/or added new, then code the type of mention in the appropriate box (boxes) according to the scheme below. Otherwise, if no references to PBS have been omitted, carried, and/or added new, leave blank.

- | | | |
|--------------------------|----------------------|--|
| <input type="checkbox"/> | PBS | = specific mention as the Public Broadcasting Service, or PBS |
| <input type="checkbox"/> | Corporation (CPB) | = specific mention as the Corporation for Public Broadcasting, or CPB |
| <input type="checkbox"/> | Public TV (PTV) | = specific mention as Public Television or PTV |
| <input type="checkbox"/> | Educational TV (ETV) | = mentioned as Educational Television (ETV) or the National Educational Network (NET) |
| <input type="checkbox"/> | Vague References | = non-specific or vague mention as a general public program network or as a government agency (without specific mention of PBS, CPB, NET, etc.) |
| <input type="checkbox"/> | Regional Networks | = specific mention of a regional network (i.e. the Eastern Educational Network, EETN; the Central Educational Network, CEN; the Southeastern Educational Communications Association, SECA; the Midwestern Educational Television Network, MET; the Rocky Mountain Corporation for Public Broadcasting, RMCPB; the Western Educational Network (WEN). |

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Version 4

ASPECTS

The following defines a set of dimensions called aspects about which the source and/or the news item may present information. Note that even a single sentence may pertain to more than one aspect. Note further that the mere mention of an aspect is taken as "aspect present" and may be given the code "1" for OMITTED, CARRIED and or NEW. When in doubt, interpret the definitions literally.

Page 15

Version 4

ASPECTS

PBS PRODUCTION AGENCY

The public television agency providing the program to the PBS network. PBS itself produces no programs- it merely distributes programs provided by its affiliated agencies, of which there are three types:

- (a) local stations, such as WGBH, WHYY, WNET, etc.
- (b) regional networks, such as the Eastern Educational Network (EEN) (they are listed above on p. 13).
- (c) special units of which there are only three: the Children's Television Workshop (CTW); the National Affairs Center for Television (NPACT); and Family Communications, Inc. (FCI).

You should code this aspect only if any of these agencies are given explicit credit for the production.

SPONSOR

The underwriter of the program. A financial source such as a Ford Foundation award, etc.

OTHER PRODUCER

Any non-PBS affiliated agency or individual(s) who actually prepared and put the program together. The French Television Agency (ORTF), for example, originally commissioned Roberto Rosellini to direct the film "The Rise of Louis XIV". Neither ORTF nor Rosellini are officially connected with PBS, so mention of either or both qualify for coding this aspect, if they are explicitly mentioned.

STATION	The local transmission source. In Philadelphia, for example, it's WHYY.
CHANNEL	The numerical identification of the channel over which the program is transmitted. E.g. Channel 12. (Do not confuse with the producer who might be identified by the channel number)
PBS DECISION-MAKING	Discussion of decisions by PBS regarding program sponsorship, distribution; discussion of pressures on PBS resulting in program selections, etc.
AUTHORITIES	Something is said <u>about specifically identified individuals</u> who do not appear in the program, but who are cited for their authoritative judgments, or make comments about the program, or lend their social prestige to arguments or presentations. E.g. individual critics whose reviews are cited; dignitaries present at previews, etc.-- but not critics in general, etc.
AUTHORS/DIRECTORS	Something is said <u>about</u> the writer, composer or author of the story, composition or play presented in the program; director of a film; (including biographical data about them).
PERSONALITIES	Something is said <u>about</u> distinct personalities appearing in the program itself, including their biographical data. E.g. actors, stars, celebrities-- but not general references such as "the actors....".

ORGANIZATIONS

Organizations, institutions or groups providing talent or otherwise collaborating in the presentation. E.g. acting companies, orchestras, police departments, etc. Do not include organizational affiliations of personalities unless the organization itself actively contributed to the program.

PRODUCTION TECHNIQUES

Individual or specific characteristics or features of the production itself, e.g. scenery, props, costumes, editing, musical score, camerawork, dubbing, subtitling, etc., including the mention of production related individuals, e.g. costume designer, editor, lighting engineer. Do not record the use of such "literary" categories as "imagery", "climax".

MESSAGE

The story, content, intended or perceived message of the program: what the program is "about".

AUDIENCE

Discussion of specific audiences, such as the producer's intended audience; who will probably watch (or did watch) the program -- how they will respond (or how they liked it), etc. E.g. "Young people will enjoy this"; "An overwhelming number of viewers wrote in to express their...." The reviewer's personal reactions should be excluded here, as should general references such as "Everyone will delight in this film." Thus unspecific references to "viewers" or to "nation wide audiences" are to be excluded just as references to fans or other popular support of a personality unless they are specifically identified as a class of viewers having certain reactions

SOCIAL IMPLICATIONS

Social consequences of the program; political repercussions, institutional functions served, changes fostered by the program. Make no inferences because of your own political leanings; only the show's stated intentions, the column's observations or speculations.

OVERALL ATTRIBUTES

Remarks about the program as a whole, ranging from a single adjective ("a powerful program") to longer phrases ("this was an enthralling film...full of straight-faced humor...", "it's worth seeing").

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Version 4

POSITION

For each aspect you have found to be carried over from the source (i.e. aspects which receive a code "1" for CARRIED), record the position (or positions) of that aspect in the source.

POSITION IN SOURCE
OF CARRIED ASPECTS:

1st third	2nd third	3rd third	headline or caption
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Consider here that part of the source document from which the carried information was taken. Indicate its position(s) in the source by inserting a "1" in the appropriate circle(s).

Only when the source is too short to be partitioned into thirds or when it is a hypothetical source where original order of presentation can not be determined may the four circles be left blank.

DIRECTION

Whenever you find new material (headline, picture, PBS references, aspects) in the news item (i.e. those which are coded "1" for NEW), determine the direction of the new material:

DIRECTION

Determine the favorability of the new material. Code:

- ← 1 = the new material about the aspect is unfavorable or negative
- ← 2 = the new material about the aspect is neutral, balanced or undecidable
- ← 3 = the new material is favorable or positive

Note: To determine favorability-unfavorability, identify the attributes that have been added, such as success-failure, exciting-boring, colorful-colorless, etc.. The mere mention of the name of an actor, the addition of an anecdote or comments by an authority on the subject of the program and the aspect should be considered neutral unless the actor is famous or notoriously bad, the anecdote is touching or repulsive, or the comments are in favor of or directed against the subject.

Special Cautions in Coding Direction

In coding for AUTHORITIES, distinction must be made between what is said about authorities, critics, specialists, etc. and what they say about the program. The latter is coded under various aspects. The former is coded here. Thus, an authority who is said to be opposed to the writer's opinion is likely to be negative; an authority who is praised for his insights is likely to be positive. Mere quotations (however favorable or unfavorable to the program) are neutral here, but would be coded separately for the appropriate aspect.

As for AUTHORITIES, the direction on AUTHORS/DIRECTORS, PERSONALITIES and ORGANIZATIONS should only include what is said about them, not what they say about the program. The latter should be coded under the other aspects.

DIRECTION generally conforms to the above codes except that it represents the favorability-unfavorability of the news item as a whole whether it contains carried and/or new information.

EMPHASIS

For each aspect separately and for references to PBS jointly, determine the emphasis it receives in the news item whether it is new or was carried from the source.

There are two ways of recording this emphasis. These are entirely independent of each other. Judgements must be made separately.

EMPHASIS IN WORD

- ① = The aspect is merely mentioned in the news item regardless of how often. Otherwise little is said about it.
E.g. a list of actors (when recording PERSONALITIES);
"... put together by BBC" (when recording DISTRIBUTORS);
"PBS" in headline, in a caption and five times in the text provided nothing substantial is said about PBS.
- ② = The aspect receives substantial attention in the news item but is not of overriding significance.
E.g. some propositions about the aspect are advanced;
Several sentences about the how, why and what of the aspect are found.
- ③ = The aspect occupies a major portion of the news item, it dominates the treatment of the program.
E.g. if a reader were to be asked about the main point the writer is trying to make, he is most likely to name the aspect being evaluated.

EMPHASIS IN PLACE

- ① = The aspect occurs somewhere in the text, nowhere occupying a typographically prominent position.
- ② = The aspect occurs in any prominent position in the news item. I.e. it is at least mentioned in a caption, in a bold faced or capitalized beginning of a paragraph or in the lead paragraph but not in the headline.
- ③ = The aspect is at least mentioned in the headline.

Note: If the aspect occurs in more than one places, for example in the headline and somewhere in the text, the occurrence with the highest emphasis should be coded here. In the example, EMPHASIS IN PLACE = 3. This is independent of whether this or other occurrences of the aspect are just mentioned, receive substantial attention or are dominant in the news item.










Note: Here both, information CARRIED and NEW is not distinguished. The two ways of recording emphasis refer to the news item as a whole.

Note: Pictures are disregarded here.



GENERAL

There are three kinds of information which do not relate to any particular aspect in a source and/or in a news item.

KIND OF SOURCE

-  1 = PBS news release
-  2 = News release from a local station of regional network
-  3 = Press conference or preview
-  4 = Syndicated columnist or regular commentator
-  5 = A writer who is neither a columnist nor a commentator but a specialist (a historian, musicologist, etc.) whose article might have been provided by a news agency or by his literary agent.
-  6 = News releases or other form of publicity generated by a publicity agent of a person or organization associated with the program.
-  7 = Interviews with persons associated with the program
-  8
-  9 = Other sources ; source cannot be identified

REFERENCE to source

-  1 = The news item contains indirect references to the source in question. These references may be implicit by the use of quotation marks for carried information, or they may be vague or unspecific, e.g. "PBS claims..." (when the source is a PBS press release), or "in the opinion of Jane Fonda this is ..." (when the source underlying the news item is in fact an interview).
-  2 = Specific mention of the source, e.g. PBS new release, "yesterdays preview for the press", "Jack Xyz of the New York Times wrote in his review: ... "

Note: This is not a problem of recording a writer's use of quotation marks or of identifying how someone uses information attributed to other persons. This variable concerns only the given or hypothetical source(s) underlying the news item and in relation to which information omitted and information carried is coded.

DIRECTION generally



Codes for this variable conform to those for the direction of new material. However, here the favourability-unfavourability of the news item as a whole is assessed relative to the program. The question to be asked is is the news item generally unfavourable, neutral or favourable?

DATA SHEETS

Remember that for each file you have to complete a source list and for each news item-source correspondence, a data sheet (sample enclosed).



Your first task is to complete all boxes on the data sheet, that is, the information about you, the file number, the news item, the source, the space measurements and whether something is omitted, carried or new.



Second, decide from which position in the source the aspects come from.



Third, determine the direction of the added or new information



Fourth, assess the emphasis for each aspect separately and for all references to PBS jointly.



Finally, record the kind of source on which the news item relies, how the news item refers to this source and how favorable the news item is as a whole.



APPENDIX C

Publications Analyzed in the Sample

Codes: FREQ (Frequency of Publication):

A = daily and Sunday
D = daily only
S = Sunday only
X = twice or thrice weekly
W = weekly
L = less than weekly

PBS STATION - call letters of local affiliate, except:

NR = no record
XX = national publication

and the following overlap codes:

AAAA = ~~W~~KCSM & KQED
AAAB = KQED & KQEC
AAAC = WEDU & WUSF
AAAD = WSEC & WPBT & STHS
AAAE = WTTW & WXXW
AAAF = WUSI & WSUI
AAAG = WKMJ & WKPC
AAAH = WGBH & WGBX
AAAI = WMCU & WUCM
AAAJ = WNYE & WNET & WNYC
AAAK = WUNC & WUNG
AAAL = WUNC & WUNK
AAAM = WUNG & WUNK
AAAN = WQED & WQEX
AAAO = WUHY & WHYX
AAPA = WCVW & WCVE
AAQA = WMVS & WMVT

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
ALA	ANNISTON	339	STAR	D	24500	NR
ALA	ATHENS	304	NEWS COURIER	D	8000	NR
ALA	BIRMINGHAM	194	THE BIRMINGHAM NEWS	A	219330	WB1Q
ALA	BIRMINGHAM	045	TIMES	W	36500	WB1Q
ALA	BIRMINGHAM	042	BIRMINGHAM POST-HERALD	D	81277	WB1Q
ALA	DECATUR	410	DECATUR DAILY	D	19500	NR
ALA	GADSDEN	418	GADSDEN TIMES	D	26000	NR
ALA	MOBILE	243	THE MOBILE PRESS REGISTER	S	91452	WE1Q
ALA	MOBILE	184	THE MOBILE REGISTER	A	43516	WE1Q
ALA	MOBILE	036	BEACON CITIZEN	W	6102	WE1Q
ALA	SCOTTSBORO	419	SENTINEL	D	6451	NR
ALAS	FAIRBANKS	049	NEWS MINER	D	10000	KUAC
ARIZ	FLAGSTAFF	035	ARIZONA SUN	D	7000	KAET
ARIZ	MESA	216	TRIBUNE	D	11500	KAET
ARIZ	PHOENIX	024	SOUTH MOUNTAIN STAR	W	12500	KAET
ARIZ	TEMPE	435	ARIZONA DAILY WILDCAT	D	15000	KAET
ARIZ	TEMPE	208	TEMPE NEWS	W	9000	KAET
ARIZ	YUMA	251	SUN & SENTINEL	D	11000	KAET
ARK	BENTON	199	COURIER	D	8000	NR
ARK	DUMAS	345	CLARION	W	2875	NR
ARK	FAYETTEVILLE	408	NORTHWEST ARK. TIMES	D	13500	NR
ARK	HARRISON	412	TIMES	D	5000	NR
ARK	HOPE	406	STAR	D	3500	NR
ARK	LITTLE ROCK	130	ARKANSAS DEMOCRAT	A	96951	KETS
ARK	LITTLE ROCK	055	ARKANSAS GAZETTE	A	124741	KETS
ARK	PARAGOULD	407	PRESS	D	5000	NR
CA	ANAHEIM	442	BULLETIN	D	18500	NR
CA	COSTA MESA	052	DAILY PILOT	D	37000	KOCE
CA	DOWNEY	095	SOUTHEAST NEWS AND CHAMPION	D	7500	NR
CA	ESCONDIDO	377	TIMES-ADVOCATE	D	16000	KPBS
CA	EUREKA	051	TIMES-STANDARD	D	27500	KEET
CA	FREMONT	131	ARGUS	D	7000	NR
CA	HAYWARD	113	HAYWARD REVIEW	A	33500	KOED
CA	HOLLYWOOD	190	HOLLYWOOD REPORTER	D	11000	KOET
CA	HUNTINGTON PARK	177	SIGNAL	D	25000	NR
CA	INDIO	191	INDIO NEWS	D	6000	NR
CA	LOS ANGELES	006	LOS ANGELES TIMES	A	1246870	KCET
CA	LOS ANGELES	014	INGLEWOOD MORNINGSIDE NEWS ADVERTISER	X	33044	KCET
CA	MODESTO	289	BEE	A	48000	NR
CA	OAKLAND	060	OAKLAND TRIBUNE	A	251534	KOED
CA	OAKLAND	020	EAST BAY LABOR JOURNAL	W	31000	NR
CA	OXNARD	195	PRESS-COURIER	D	21000	NR
CA	PITTSBURG	058	POST DISPATCH	D	7000	NR
CA	REDONDO BEACH	350	BREEZE	A	29500	NR
CA	RIVERSIDE	330	PRESS ENTERPRISE	S	76000	NR
CA	SACRAMENTO	323	THE SACRAMENTO BEE	A	200546	KVIE
CA	SACRAMENTO	137	SACRAMENTO UNION	A	86500	KVIE
CA	SAN BERNARDINO	356	SUN-TELEGRAM	S	79500	KVGR
CA	SAN BERNARDINO	003	SAN BERNARDINO SUN	D	50000	KVCR
CA	SAN BERNARDINO	157	SAN BERNARDINO TELEGRAM	D	16500	KVCR
CA	SAN DIEGO	352	THE SAN DIEGO UNION	A	246007	KPBS
CA	SAN DIEGO	404	EVENING TRIBUNE	D	121726	KPBS
CA	SAN DIEGO	428	VOICE VIEWPOINT	W	10593	KPBS
CA	SAN FRANCISCO	271	SAN FRANCISCO CHRONICLE	D	450227	AAAB
CA	SAN FRANCISCO	170	ENTERPRISE-JOURNAL	X	25000	AAAB
CA	SAN MATEO	092	SAN MATEO TIMES	D	45500	AAAA
CA	SANTA ANA	015	SANTA ANA REGISTER	A	129500	KOCE
CA	SANTA BARBARA	302	NEWS-PRESS	D	38000	NR
CA	VENTURA	154	STAR-FREE PRESS	D	31000	NR

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
COLO	DENVER	295	THE DENVER POST	A	344155	KRMA
COLO	DENVER	038	HERALD DISPATCH	W	6240	KRMA
COLO	DENVER	188	ROCKY MOUNTAIN NEWS	A	209887	KRMA
COLO	LONGMONT	201	TIMES-CALL	D	8500	KRMA
COLO	PUEBLO	247	STAR JOURNAL	D	19000	KTSC
COLO	PUEBLO	252	CHIEFTAIN	D	29000	KTSC
CONN	BRIDGEPORT	147	THE BRIDGEPORT POST	A	85633	WEDW
CONN	HARTFORD	341	THE HARTFORD TIMES	D	137293	WEDH
CONN	MILFORD	286	CITIZEN	D	7400	NR
CONN	NEW HAVEN	220	THE NEW HAVEN REGISTER	A	121792	CPTV
CONN	NORWALK	152	HOUR	D	22000	NR
CONN	NORWALK	221	CONNECTICUT HERALD	S	28000	NR
CONN	TORRINGTON	021	TORRINGTON REGISTER	D	11500	NR
CONN	WATERBURY	189	WATERBURY REPUBLICAN	A	56127	CPTV
DC	WASHINGTON	017	AFL-CIO NEWS	W	110000	NR
DC	WASHINGTON	073	THE SUNDAY STAR	S	338862	WETA
DC	WASHINGTON	223	THE WASHINGTON POST	A	671604	WETA
DC	WASHINGTON	265	THE NATIONAL OBSERVER	W	524265	NR
DC	WASHINGTON	297	THE EVENING STAR	A	338862	WETA
FLA	COCOA	244	TODAY	D	45000	WMFE
FLA	FORT LAUDERDALE	250	FORT LAUDERDALE NEWS	D	83376	WPBT
FLA	JACKSONVILLE	238	THE FLORIDA TIMES-UNION JACKSONVILLE	S	171726	WJCT
FLA	MIAMI	258	THE MIAMI HERALD	A	443090	AAAD
FLA	ORLANDO	083	ORLANDO SENTINEL	A	146000	WMFE
FLA	PAMPANO BEACH	424	SUN-SENTINEL	D	33500	NR
FLA	PENSACOLA	047	NEWS-JOURNAL	S	61000	WSRE
FLA	SARASOTA	091	HERALD TRIBUNE	A	35000	NR
FLA	ST. PETERSBURG	246	EVENING INDEPENDENT	D	26707	WEDU
FLA	ST. PETERSBURG	239	ST. PETERSBURG TIMES	A	181755	WEDU
FLA	TALLAHASSEE	234	TALLAHASSEE DEMOCRAT	D	29000	WESU
FLA	TAMPA	262	THE TAMPA TRIBUNE THE TAMPA TIMES	S	180375	AAAC
FLA	TAMPA	181	THE TAMPA TRIBUNE	A	179534	AAAC
FLA	TAMPA	057	THE TAMPA TIMES	D	31651	AAAC
GA	ATHENS	359	NEWS	D	7500	WGTV
GA	ATHENS	108	BANNER-HERALD	D	10000	WGTV
GA	ATLANTA	109	THE ATLANTA CONSTITUTION	D	203790	WETV
GA	ATLANTA	110	THE ATLANTA JOURNAL	D	257863	WETV
GA	COLUMBUS	266	ENQUIRER	D	32500	WJSP
GA	DALTON	321	CITIZEN-NEWS	D	11000	NR
GA	GAINSVILLE	355	TIMES	D	13000	WGTV
GA	GLENNVILLE	365	SENTINEL	W	1350	NR
GA	MACON	002	MACON NEWS	D	22500	WGTV
GA	MARIETTA	233	JOURNAL	D	19000	WGTV
GA	SAVANNAH	305	SAVANNAH EVENING PRESS	D	23929	WVAN
GA	SAVANNAH	103	SAVANNAH MORNING NEWS	D	55718	WVAN
GA	WAYCROSS	320	JOURNAL-HERALD	D	10000	WXGA
HA	HILO	028	TRIBUNE-HERALD	A	11437	KHET
HA	HILO	063	ORCHID ISLE	W	23935	KHET
HA	HONOLULU	153	HONOLULU ADVERTISER	D	74441	KHET
HA	HONOLULU	205	HONOLULU STAR-BULLETIN	D	124601	KHET
HA	HONOLULU	317	STAR BULLETIN & ADVERTISER	D	166171	KHET
IDA	BOISE	253	IDAHO STATESMAN	A	56000	KAID
IDA	CALDWELL	174	NEWS-TRIBUNE	D	6000	KAID
IDA	COEUR D'ALENE	346	PRESS	D	7000	NR
IDA	LEWISTON	232	TRIBUNE	D	22000	NR
IDA	MOSCOW	146	IDAHOIAN	D	5000	KUID
IDA	POCATELLO	065	IDAHO STATE JOURNAL	D	15500	KBGL

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
ILL	ARLINGTON HGTS.	414	ARLINGTON HERALD	D	7500	NR
ILL	BLOOMINGTON	312	PANTAGRAPH	A	43500	WTVP
ILL	CARBONDALE	172	SOUTHERN ILLINOISAN	A	27000	WSIU
ILL	CENTRALIA	183	SENTINEL	D	14500	AAAF
ILL	CHAMPAIGN-URBANA	046	THE NEWS GAZETTE	A	38032	WILL
ILL	CHAMPAIGN-URBANA	133	CHAMPAIGN-URBANA COURIER	A	30611	WILL
ILL	CHICAGO	068	CHICAGO SUN TIMES	A	709123	AAAE
ILL	CHICAGO	040	COURIER	W	20000	AAAE
ILL	CHICAGO	285	CHICAGO DAILY NEWS	A	418629	AAAE
ILL	DECATUR	287	HERALD AND REVIEW	S	57000	WILL
ILL	DECATUR	168	DECATUR HERALD	D	35500	WILL
ILL	DIXON	222	TELEGRAPH	D	10500	NR
ILL	EDWARDSVILLE	236	INTELLIGENCER	D	6000	NR
ILL	EFFINGHAM	107	EFFINGHAM NEWS	D	9000	WUSI
ILL	GALESBURG	158	REGISTER-MAIL	D	22500	WTVP
ILL	LAWRENCEVILLE	229	RECORD	D	3000	NR
ILL	LINCOLN	200	COURIER	D	8000	WILL
ILL	MATTOON	159	JOURNAL-GAZETTE	D	10500	WUSI
ILL	MOLINE	347	DISPATCH	D	34500	KDIN
ILL	MOUNT PROSPECT	353	HERALD	D	4000	NR
ILL	PEORIA	379	PEORIA JOURNAL STAR	A	111302	WTVP
ILL	ROLLING MEADOWS	303	HERALD	D	2500	NR
ILL	SPRINGFIELD	144	STATE JOURNAL REGISTER	S	70000	NR
IND	BLOOMINGTON	272	COURIER-TRIBUNE	D	7500	WTIU
IND	CHESTERTON	155	TRIBUNE	D	3000	NR
IND	COLUMBUS	376	REPUBLIC	D	18000	NR
IND	INDIANAPOLIS	256	THE INDIANAPOLIS NEWS	D	193942	WFYI
IND	INDIANAPOLIS	309	TV NEWS	S	33000	WFYI
IND	INDIANAPOLIS	088	THE INDIANAPOLIS STAR	A	379299	WFYI
IND	LINTON	151	CITIZEN	D	6500	NR
IND	MARION	374	CHRONICLE-TRIBUNE	D	25000	WIPB
IND	MUNCIE	122	MUNCIE STAR	A	35000	WIPB
IND	NOBLESVILLE	283	LEDGER	D	7500	WIPB
IND	TERRE HAUTE	427	THE TERRE HAUTE TRIBUNE	D	27304	NR
IOWA	COUNCIL BLUFFS	261	NONPAREIL	D	22740	NR
IOWA	DAVENPORT	313	TIMES-DEMOCRAT	A	76019	NR
IOWA	DES MOINES	041	THE DES MOINES REGISTER	A	514496	KDIN
IOWA	DURBUQUE	086	TELEGRAPH HERALD	A	41500	KDIN
IOWA	DURBUQUE	187	WITNESS	W	26847	KDIN
IOWA	WATERLOO	192	COURIER	A	55500	NR
KAN	ARKANSAS CITY	273	TRAVELER	D	7000	NR
KAN	HUTCHINSON	214	HUTCHINSON NEWS	A	52000	KPTS
KAN	SALINA	378	JOURNAL	D	33000	KPTS
KAN	TOPEKA	217	STATE JOURNAL	D	28802	KTWU
KAN	TOPEKA	054	SUNDAY CAPITAL JOURNAL	S	70851	KTWU
KAN	WICHITA	096	WICHITA BEACON	D	66276	KPTS
KAN	WICHITA	124	THE WICHITA SUNDAY EAGLE AND BEACON	S	171019	KPTS
KAN	WICHITA	380	THE WICHITA EAGLE	D	128471	KPTS
KY	GLASGOW	415	TIMES	D	7500	WKMJ
KY	HARLAN	420	ENTERPRISE	D	6000	WKMJ
KY	LOUISVILLE	242	DEFENDER	W	7000	AAAG
KY	LOUISVILLE	334	THE COURIER-JOURNAL	D	232949	AAAG
KY	LOUISVILLE	381	COURIER-JOURNAL & TIMES	S	350303	AAAG
KY	LOUISVILLE	382	KENTUCKY EDUCATION NEWS	L		AAAG
LA	NEW ORLEANS	257	NEW ORLEANS STATES-ITEM	D	112226	WYFS
LA	SHREVEPORT	400	SHREVEPORT JOURNAL	D	45626	WYES

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
MD	BALTIMORE	370	THE SUN	A	323624	WMPB
MD	BALTIMORE	430	AFRO AMERICAN	X	33500	WMPB
MD	BALTIMORE	206	THE EVENING SUN	D	189871	WMPB
MD	CUMBERLAND	311	NEWS	D	13500	NR
MD	CUMBERLAND	319	TIMES	A	34000	NR
MD	HAGERSTOWN	326	MAIL	D	23500	NR
MD	HAGERSTOWN	340	HERALD	D	17000	NR
MN	AUGUSTA	290	KENNEBEC JOURNAL	D	16000	WCBB
MN	BANGOR	360	NEWS	D	79000	MPTV
MN	LEWISTON	224	SUN	D	32500	WCBB
MASS	ATTLEBORO	008	SUN CHRONICLE	D	13000	NR
MASS	AVON	160	MESSENGER	W	1424	NR
MASS	BOSTON	007	THE BOSTON GLOBE	A	566377	AAAH
MASS	BOSTON	072	THE BOSTON HERALD TRAVELER	A	260961	WGBH
MASS	BOSTON	245	THE CHRISTIAN SCIENCE MONITOR	D	217264	AAAH
MASS	BOSTON	296	THE BOSTON SUNDAY ADVERTISER	S	413988	AAAH
MASS	BOSTON	335	RECORD AMERICAN	D	410003	AAAH
MASS	BROCKTON	094	ENTERPRISE AND TIMES	D	52500	WGBH
MASS	FALL RIVER	080	HERALD NEWS	D	41500	NR
MASS	FRAMINGHAM	450	FRAMINGHAM NEWS	D	21000	NR
MASS	HOLYOKE	056	HOLYOKE DAILY TRANSCRIPT HOLYOKE TEL	D	27815	GBYU
MASS	HYANNIS	373	CAPE COD STANDARD-TIMES	A	22500	NR
MASS	LAWRENCE	009	EAGLE-TRIBUNE	D	44000	NR
MASS	LYNN	212	POST	S	12000	NR
MASS	NORTH-ADAMS	001	TRANSCRIPT	D	13500	GBYU
MASS	SPRINGFIELD	202	SPRINGFIELD DAILY NEWS	D	95055	WGBY
MASS	SPRINGFIELD	358	SPRINGFIELD REPUBLICAN	D	113754	WGBY
MASS	WORCESTER	372	WORCESTER TELEGRAM	A	108367	NR
MASS	WORCESTER	215	THE EVENING GAZETTE	D	94223	WGBH
MICH	BAY CITY	405	THE BAY CITY TIMES	A	56221	WUCM
MICH	BENTON HARBOR	425	NEWS-PALLADIUM	D	27500	NR
MICH	DETROIT	241	THE DETROIT NEWS	A	850078	WTVS
MICH	IRON MOUNTAIN	225	IRON MOUNTAIN NEWS	D	11000	NR
MICH	KALAMAZOO	375	KALAMAZOO GAZETTE	A	60100	WKAR
MICH	LANSING	275	THE STATE JOURNAL	D	81637	WKAR
MICH	MARQUETTE	402	MINING JOURNAL	D	17500	WNMR
MICH	MIDLAND	278	NEWS	D	15500	AAAI
MICH	MOUNT CLEMENS	093	MACOMB DAILY	D	78000	NR
MICH	PONTIAC	116	THE PONTIAC PRESS	D	88749	WTVS
MICH	PORT HURON	059	TIMES HERALD	D	38000	NR
MICH	SAULT STE MARIE	401	SAULT STE MARIE NEWS	D	9500	NR
MICH	ST. JOSEPH	426	HERALD PRESS	D	7000	NR
MINN	AUSTIN	023	UNIONIST	W	5300	KAVT
MINN	DULUTH	112	NEWS TRIBUNE	A	79500	WDSE
MINN	MINNEAPOLIS	132	THE MINNEAPOLIS STAR	D	280895	KTCA
MINN	MINNEAPOLIS	069	MINNEAPOLIS TRIBUNE	A	674302	KTCA
MINN	ST. PAUL	090	ST. PAUL PIONEER PRESS	A	223806	KTCA
MISS	COLUMBUS	409	COMMERCIAL DISPATCH	D	9000	NR
MISS	GRENADA	076	SENTINEL STAR	D	3000	NR
MISS	JACKSON	087	THE CLARION-LEDGER JACKSON DAILY NEWS	S	101977	WMAA
MISS	JACKSON	231	THE CLARION-LEDGER	D	55026	WMAA
MISS	JACKSON	075	JACKSON DAILY NEWS	D	46751	WMAA
MISS	VICKSBURG	417	POST	D	12500	NR
MISS	WIGGINS	443	ENTERPRISE	W	1658	NR

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
MO	BOONVILLE	416	NEWS	D	4000	KETC
MO	COLUMBIA	294	MISSOURIAN	D	5000	NR
MO	CRYSTAL CITY	348	PRESS-TIMES	W	5800	NR
MO	HANNIBAL	019	LABOR PRESS	W	900	NR
MO	KANSAS	005	THE KANSAS CITY STAR	A	396682	KCPT
MO	MEXICO	413	LODGER	D	10500	NR
MO	ST. LOUIS	429	ARGUS	W		
MO	ST. LOUIS	403	SOUTHWEST CO. JOURNAL	W	80090	KETC
MONT	GREAT FALLS	299	TRIBUNE	A	47000	NR
NEBR	FADBURY	383	JOURNAL NEWS	W	4590	NR
NEBR	LINCOLN	165	EVENING JOURNAL	D	46437	KUON
NEBR	LINCOLN	030	SOUTHEAST LINCOLN SUN	W	1822	KUON
NEBR	LINCOLN	031	CAPITAL CITY SUN	W	467	KUON
NEBR	LINCOLN	032	NORTHEAST LINCOLN SUN		2327	KUON
NEBR	LINCOLN	033	LINCOLN LAND SUN	W	583	KUON
NEBR	LINCOLN	039	SUNDAY JOURNAL & STAR	S	58800	KUON
NEBR	NORFOLK	264	DAILY NEWS	D	20901	KXNE
NEBR	NORFOLK	203	NORFOLK NEWS	D	19500	KXNE
NEBR	NORTH PLATE	292	TELEGRAPH-BULLETIN	D	13975	KPNE
NEBR	OMAHA	029	SUNDAY WORLD-HERALD	S	273441	KYNE
NEBR	OMAHA	044	OMAHA STAR	W	10000	KYNE
NEBR	OMAHA	079	OMAHA WORLD HERALD	D	273394	KYNE
NEBR	OMAHA	104	SOUTH OMAHA SUN	W	19500	KYNE
NEBR	OMAHA	105	NORTH OMAHA SUN	W	6483	KYNE
NEBR	OMAHA	128	WEST OMAHA SUN	W	5000	KYNE
NEBR	OMAHA	149	DUNDEE AND WEST OMAHA SUN	W	14500	KYNE
NEBR	OMAHA	161	AIR PULSE			KYNE
NEBR	OMAHA	162	BENSON SUN	W	12454	KYNE
NEBR	OMAHA	163	NORTHWEST SUN	W	5000	KYNE
NEBR	OMAHA	164	DUNDEE SUN	W	9500	KYNE
NEBR	SCOTTSBLUFF	182	STAR-HERALD	D	15500	NR
NEBR	SIDNEY	411	SIDNEY TELEGRAPH	X	4284	NR
NEBR	WAYNE	237	HERALD	W	4227	NR
NEV	LAS VEGAS	437	LAS VEGAS SUN	A	33500	KLVX
NEV	LAS VEGAS	085	LAS VEGAS REVIEW JOURNAL	A	55500	KLVX
NEV	NORTH LAS VEGAS	267	VALLEY TIMES	X	4650	KLVX
		434	THE NEVADAN			NR
NJ	BRIDGETON	307	NEWS	D	11500	NR
NJ	CAMDEN	123	COURIER POST	D	111336	WNJS
NJ	LONGBRANCH	386	DAILY RECORD	D	11148	NR
NJ	NEWARK	180	THE SUNDAY STAR-LEDGER	S	416248	NR
NJ	PARAMUS	367	SUNDAY POST	S	12000	NR
NJ	RIDGEWOOD	364	HERALD-NEWS	W	16000	NR
NJ	RIDGEWOOD	368	SUNDAY NEWS	W	24000	NR
NJ	TRENTON	209	TRENTON SUNDAY TIMES ADVERTISER	S	102422	WNJT
NJ	TRENTON	344	NJEA REVIEW	L	75000	WNJT
NJ	TOMS RIVER	126	OBSERVER COURIER-SUN	D	39000	NR
NJ	WOODBIDGE	329	NEWS TRIBUNE	D	52000	NR
NH	CLAREMONT	369	EAGLE	D	6500	WENH
NH	DOVER	298	FOSTER S. DEMOCRAT	D	14500	WENH
NH	MANCHESTER	269	UNION LEADER	D	57000	WENH
NH	MANCHESTER	331	NEW HAMPSHIRE NEWS	S	49000	WENH
NH	NASHUA	274	TELEGRAPH	D	18000	WENH
NM	ALBUQUERQUE	456	ALBUQUERQUE TRIBUNE	D	36610	NR
NM	ALBUQUERQUE	016	ALBUQUERQUE JOURNAL	A	86500	KNME
NM	SANTA FE	134	NEW MEXICAN	A	17000	NR

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NY	ALBANY	064	TIMES UNION	A	145169	WMHT
NY	ALBANY	139	THE KNICKERBOCKER NEWS	D	56638	WMHT
NY	AMSTERDAM	037	AMSTERDAM NEWS	W	79768	WMHT
NY	AUBURN	156	CITIZEN-ADVERTISER	D	17000	WCNY
NY	BATAVIA	393	NEWS	D	13500	NR
NY	BEACON	385	NEWS	D	32000	NR
NY	BINGHAMTON	175	THE EVENING PRESS	A	83105	WSKG
NY	BUFFALO	327	COURIER EXPRESS	A	311112	WNED
NY	BUFFALO	140	COURIER EXPRESS	A	311112	WNED
NY	BUFFALO	061	BUFFALO EVENING NEWS	A	297247	WNED
NY	CORNING	288	LEADER	D	17000	NR
NY	CORTLAND	397	STANDARD	D	11500	WCNY
NY	ELMIRA	193	STAR GAZETTE	D	50500	NR
NY	GARDEN CITY	328	NEWSDAY	A	427270	WLIW
NY	GENEVA	067	GENEVA TIMES	D	14000	WCNY
NY	ITHACA	176	JOURNAL	D	17500	NR
NY	JAMAICA	308	LONG ISLAND PRESS	A	423790	WNET
NY	MARLBOROUGH	121	MARLBOROUGH NEWS	W	1500	NR
NY	NEWBURGH	433	NEWS	D	32000	NR
NY	NEW PALTZ	019	INDEPENDENT & TIMES	W	2000	NR
NY	NEW YORK	399	DAILY NEWS	A	2948786	AAAJ
NY	NEW YORK	078	DAILY WORLD	D	26134	AAAJ
NY	NEW YORK	284	THE NEW YORK TIMES	A	1407549	AAAJ
NY	NEW YORK	310	WOMEN'S WEAR DAILY	D	63818	AAAJ
NY	NEW YORK	179	SUNDAY NEWS	S	3221849	AAAJ
NY	NEW YORK	301	MANHATTAN EAST	W	17000	AAAJ
NY	NEW YORK	342	AFTER DARK	L		AAAJ
NY	NEW YORK	384	SEVENTEEN	L	1362000	AAAJ
NY	NIAGARA FALLS	291	NIAGARA FALLS GAZETTE	A	35969	WNED
NY	OCEANSIDE	281	ISLAND PARK HERALD	W	5800	WLIW
NY	OCEANSIDE	277	BEACON	W	7000	WLIW
NY	OLEAN	398	TIMES HERALD	D	21000	NR
NY	PEEKSKILL	387	STAR	D	13000	NR
NY	ROCHESTER	392	ROCHESTER TIMES-UNION	D	145808	WXXI
NY	ROCHESTER	207	DEMOCRAT AND CHRONICLE	A	221661	WXXI
NY	SCHENECTADY	066	SCHENECTADY GAZETTE	D	55934	WMHT
NY	SYRACUSE	268	HERALD AMERICAN	S	251094	WCNY
NY	SYRACUSE	235	HERALD JOURNAL	D	129656	WCNY
NY	TROY	338	THE TROY RECORD	D	8245	WMHT
NY	TROY	138	THE TIMES RECORD	D	42181	WMHT
NC	CHARLOTTE	117	THE CHARLOTTE NEWS	D	65014	WTVI
NC	CHARLOTTE	026	THE CHARLOTTE OBSERVER	A	204225	WTVI
NC	FAYETTEVILLE	447	OBSERVER	A	43082	NR
NC	GREENSBORO	333	GREENSBORO DAILY NEWS	A	101081	WUNC
NC	GREENVILLE	388	REFLECTOR	D	11500	WUNK
NC	LUMBERTON	048	ROBESONIAN	D	9000	WUNJ
NC	RALEIGH	316	THE RALEIGH TIMES	D	25179	WUNC
NC	RALEIGH	148	THE NEWS AND OBSERVER	A	148247	WUNC
NC	ROANOKE RAPIDS	351	HERALD	D	6500	AAAL
NC	SALISBURY	097	SALISBURY POST	D	20000	AAAK
NC	WILMINGTON	171	WILMINGTON NEWS	D	2500	WUNJ
NC	WINSTON-SALEM	314	TWIN CITY SENTINEL	D	45500	WUNL
OHIO	AKRON	022	LABOR NEWS	W	2520	NR
OHIO	AKRON	325	AKRON BEACON JOURNAL	A	203118	WVIZ
OHIO	BOWLING GREEN	197	SENTINEL-TRIBUNE	D	12000	WBGU
OHIO	CINCINNATI	025	HERALD	W	17500	WCET
OHIO	CINCINNATI	300	MT. WASHINGTON PRESS	W	6117	WCET
OHIO	CINCINNATI	219	THE CINCINNATI POST AND TIMES STAR	D	243618	WCET
OHIO	CLEVELAND	136	THE CLEVELAND PRESS	D	375653	WVIZ
OHIO	DAYTON	270	DAYTON DAILY NEWS	A	215380	WOET
OHIO	FAIRFIELD	354	ECHO	W	4000	NR
OHIO	SALEM	432	NEWS	D	12000	NR
OHIO	TOLEDO	185	THE BLADE	A	200492	WGTE

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
ORE	BAKER	141	DEMOCRAT HERALD	D	3000	KOAP
ORE	PORTLAND	053	THE OREGONIAN	A	407186	KOAP
OKLA	NORMAN	249	TRANSCRIPT	D	10000	KETA
OKLA	OKLAHOMA CITY	204	OKLAHOMA JOURNAL	D	62000	AAAM
OKLA	PONCA CITY	259	NEWS	D	13000	KETA
OKLA	WEWOKA	337	TIMES	D	3000	KETA
PA	ALLENTOWN	106	ALLENTOWN CALL	D	90500	WLVT
PA	ALLENTOWN	077	CALL-CRONICLE	S	122500	WLVT
PA	BETHLEHEM	263	GLOBE-TIMES	D	31000	WLVT
PA	ERIE	248	TIMES-NEWS	S	92618	WQLN
PA	HARRISBURG	115	PATRIOT NEWS	S	160000	WITF
PA	JOHNSTOWN	322	TRIBUNE-DEMOCRAT	D	58000	NR
PA	KING OF PRUSSIA	422	TODAY'S POST	D	27212	NR
PA	LANCASTER	349	INTELLIGENCER JOURNAL	D	35000	NR
PA	LEVITTOWN	081	COURIER TIMES	D	50000	NR
PA	PHILADELPHIA	306	THE EVENING BULLETIN	D	634371	AAAO
PA	PHILADELPHIA	213	THE SUNDAY BULLETIN	S	701743	AAAO
PA	PHILADELPHIA	210	PHILADELPHIA INQUIRER	A	867810	AAAO
PA	PHILADELPHIA	186	MEDIA AND METHODS	L		AAAO
PA	PHILADELPHIA	125	PHILADELPHIA DAILY NEWS	D	234948	AAAO
PA	PITTSBURGH	129	PITTSBURGH POST GAZETTE SUN-TELEGRAPH	S	232767	AAAN
PA	PITTSBURGH	101	NORTH HILLS-NEWS RECORD	X	26100	AAAN
PA	PITTSBURGH	043	COURIER	W	130000	AAAN
PA	POTTSTOWN	062	MERCURY	D	25500	NR
PA	READING	423	EAGLE	A	85500	NR
PA	SAYRE	276	SAYRE TIMES	D	8500	NR
PA	SCRANTON	142	SCRANTON TRIBUNE	D	34500	WVIA
PA	STATE COLLEGE	145	PENNSYLVANIA MIRROR	D	6332	WPSX
PA	STATE COLLEGE	120	CENTRE TIMES	D	16000	WPSX
PA	TARENTUM	099	VALLEY NEWS DISPATCH	D	25371	WQED
PA	WARREN	211	TIMES MIRROR AND OBSERVER	D	12500	WPSX
PA	WEST CHESTER	084	LOCAL NEWS	D	20000	NR
PA	WILLIAMSPORT	143	SUN-GAZETTE	D	31000	WPSX
PA	WILLIAMSPORT	366	GRIT	S	897500	NR
PA	ZELIENOPLE	098	ZELIENOPLE NEWS-RECORD	X	5352	NR
RI	PAWTUCKET	293	TIMES	D	38500	WSBE
RI	PROVIDENCE	071	THE PROVIDENCE JOURNAL	A	209501	WSBE
RI	WEST WARWICK	395	PAWTUCKET VALLEY TIMES	D	10000	WSBE
RI	WOONSOCKET	012	CALL AND REPORTER	D	30500	NR
SC	ANDERSON	254	MAIL	D	9500	WNTV
SC	COLUMBIA	111	COLUMBIA RECORD	D	32000	WRLK
SC	GREENVILLE	169	PIEDMONT	D	23000	WNTV
SC	MYRTLE BEACH	196	SUN-NEWS	W	5500	NR
SC	ORANGEBURG	390	TIMES AND DEMOCRAT	A	11000	WRLK
SC	ROCKHILL	226	HERALD	D	15500	WRLK
SD	BROOKINGS	282	REGISTER	D	4500	KESD
TENN	CHATTANOOGA	178	NEWS-FREE PRESS	D	63139	WTCI
TENN	CHATTANOOGA	004	CHATTANOOGA DAILY TIMES	A	69238	WTCI
TENN	JACKSON	102	JACKSON SUN	D	24000	WKNO
TENN	KINGSPORT	391	TIMES	D	22500	WSJK
TENN	KNOXVILLE	343	THE KNOXVILLE NEWS-SENTINEL	A	156422	WSJK
TENN	LEBANON	173	DEMOCRAT	D	7000	WDCN
TENN	MARYVILLE	361	ALCOA TIMES	D	14000	WSJK
TENN	MILLINGTON	135	MILLINGTON STAR	W	2630	NR
TENN	UNION CITY	396	MESSANGER	D	6500	NR

STATE	CITY	ID#	PUBLICATION	FREQ	CIRCUL	PBS STATION
TEX	ABILENE	018	REPORTER NEWS	A	49500	NR
TEX	AMARILLO	357	NEWS GLOBE	S	77000	NR
TEX	AUSTIN	018	THE AUSTIN AMERICAN	D	46726	KLRN
TEX	AUSTIN	218	THE AMERICAN STATESMAN	S	73021	KLRN
TEX	CORPUS CHRISTI	371	THE CORPUS CHRISTI CALLER-TIMES	S	82638	NR
TEX	DALLAS	421	EXPRESS	W	1878	KERA
TEX	DALLAS	167	THE DALLAS MORNING NEWS	A	284097	KERA
TEX	DALLAS	070	DALLAS TIMES HERALD	A	275535	KERA
TEX	FORT WORTH	260	FORT WORTH STAR-TELEGRAM	A	218306	KERA
TEX	GREENVILLE	198	HERALD BANNER	D	10500	NR
TEX	HOUSTON	279	THE HOUSTON POST	A	327167	KUHT
TEX	HOUSTON	280	HOUSTON CHRONICLE	A	353214	KUHT
TEX	KERVILLE	074	KERVILLE TIMES	D	4000	NR
TEX	KILLEEN	082	KILLEEN HERALD	D	8500	KNCT
TEX	MCKINNEY	227	COURIER-GAZETTE	D	4000	NR
TEX	SAN ANTONIO	100	EXPRESS AND NEWS	S	117132	KLRN
TEX	SAN ANTONIO	114	THE LIGHT	A	145172	KLRN
TEX	SHERMAN	362	DEMOCRAT	D	14500	NR
TEX	TAYLOR	431	PRESS	D	4000	NR
TEX	TEMPLE	050	TELEGRAM	A	21000	KNCT
UTAH	LOGAN	004	HERALD JOURNAL	D	8000	NR
VA	NORFOLK	150	LEDGER-STAR	D	106121	WHRO
VA	RICHMOND	255	RICHMOND TIMES-DISPATCH	A	198228	AAAP
VA	RICHMOND	318	METROPOLITAN OBSERVER	W		AAAP
VA	RICHMOND	089	THE RICHMOND NEWS LEADER	D	120054	AAAP
VA	ROANOKE	228	WORLD NEWS	D	49000	WBRA
VA	ROANOKE	230	TIMES	A	106000	WBRA
VT	BENNINGTON	315	BANNER	D	6500	WETK
VT	BURLINGTON	324	FREE PRESS	D	41500	WETK
WA	EVERETT	389	HERALD	D	41000	KCTS
WA	SEATTLE	001	SEATTLE POST-INTELLIGENCER	A	259237	KCTS
WA	SEATTLE	013	THE SEATTLE DAILY TIMES	A	306612	KCTS
WVA	HUNTINGTON	363	HERALD-ADVERTISER	S	59500	WMUL
WISC	KENOSHA	166	KENOSHA NEWS	D	28500	WMVS
WISC	MADISON	027	THE CAPITAL TIMES	D	46029	WHA
WISC	MILWAUKEE	010	MILWAUKEE JOURNAL	A	530805	AAAO
WISC	MILWAUKEE	034	STAR TIMES	W	14000	AAAO
WISC	MILWAUKEE	332	MILWAUKEE SENTINEL	D	165653	AAAO
WISC	MONROE	336	TIMES	D	6500	NR
		444	PACIFIC DAILY NEWS	D		NR
		446	PACIFIC SUNDAY NEWS	S		NR
		438	TV GUIDE	W	9999999	XX
		445	TV WEEK	W		
		441	TV NOW			
		439	S TIMES			
		440	DATELINE			

CODER

PBS PUBLICITY MONITORING STUDY

DATA SHEET FORM II

version 4

November 8, 1972

FILE

PUBLICATION

JULIAN DATE

SOURCE

TEXT + CAPTIONS

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PICTURES CONTENT

in news item
not in
source

NEW

DIRECTION

REFERENCES
to PBS

PBS

CORPORATION (CPB)

PUBLIC TV (PTV)

EDUCATIONAL TV (ETV)

VAGUE REFERENCES

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AUTHORS-DIRECTORS

PERSONALITIES

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AUDIENCE

SOCIAL IMPLICATIONS

OVERALL ATTRIBUTES

ASPECTS
in the text
in captions
in headline

GENERAL

NEWS ITEM
whether new
or carried

EMPHASIS
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generally

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APRIL

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MAY

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