1961

A Survey and Analysis of Utah's Weekly Newspaper Publishers and their Publications

Martin Bradley Munn
Brigham Young University - Provo

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A SURVEY AND ANALYSIS
OF UTAH'S WEEKLY NEWSPAPER PUBLISHERS
AND THEIR PUBLICATIONS

A Thesis
Presented to the
Journalism Department
Brigham Young University
Provo, Utah

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

By
Martin Bradley Munn
July, 1961
ACKNOWLEDGMENT

I wish to express my sincere appreciation to faculty members of the Brigham Young University Journalism Department for the many helpful suggestions which have gone into the preparation of this thesis. Especially am I indebted to Dr. Oliver R. Smith, immediate past chairman of the Brigham Young University Journalism Department and professor of journalism, and to M. Dallas Burnett, assistant professor of journalism, for their patient counseling.

I also desire to express my thanks to the many other people who have made this thesis possible; however, room does not permit me to list all of them. My father, Allen Montgomery Munn, in particular, deserves recognition for without his financial assistance and encouragement, this thesis and all of my university education would not have been possible.

To the many Utah weekly newspaper publishers who contributed toward this research through personal correspondence, interviews and the filling out and returning of questionnaires during busy weeks of getting out their newspapers, I am grateful. I am also indebted to the Utah State Press Association and to its officers and to Gordon P. Owen, Jr., USPA manager.
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Although it is not customary to include within the preface of a thesis the Master of Arts degree candidate's background, I think that such is essential in order to make a thesis totally complete.

Granted, those people working directly and indirectly with the student know of his background and accomplishments for the most part. However, the purpose of any thesis is in part to provide information for future use and for reference; consequently, this should suffice for those not knowing anything about the author and his qualifications and background for doing such a study. It is then obvious, I think, why such material should be a requirement for all theses and why it is included here.

Since the early years of most people's lives are of little importance, yet fully recognizing the fact that they are the years which are the most formative from the standpoint of personality traits, I shall not dwell upon same. In short, I was born the only child to Mr. and Mrs. (nee Miss Nedda Louise Bradley) Allen Montgomery Munn on March 11, 1937, at the Iowa Methodist Hospital, Des Moines, Iowa.

My ancestors are of English, Welsh, German and Czechoslovakian descent and all Protestants, with the majority of them being affiliated with the Presbyterian and Episcopalian churches.

With the exception of my paternal grandmother, most of my immediate family members are from the lower middle and middle class socioeconomic strata. My maternal grandfather advanced from a meager
childhood to become vice-president of Iowa's largest bakery (bread company) and partial owner of same. My paternal grandfather rose from similar early circumstances to become an elected county official and a leading Republican in the Hawkeye State. To this day, no person has ever held the post of Polk County treasurer as many terms as did my grandfather Munn. My grandmother Munn's people were leading Des Moines citizens during its early days and her father is credited with helping to subdivide and organize Des Moines, not to mention his erecting the lightning rod above the state capitol building.

Prior to the beginning of World War II, we moved to Southern California where I have resided ever since and continue to call home. Early schooling came at grammar schools in West Los Angeles and in Beverly Hills, California. My father has been a leading salesman with a large wholesale firm for more than 20 years in Los Angeles and Beverly Hills. He resides in the latter city.

Because of severe illness of an immediate family member, it was necessary for me to move to Ventura, California, located 60 miles northwest of Los Angeles, and live with my paternal grandparents. They had followed us to California upon retirement.

I graduated from Ventura Senior High School in 1955 at which time I delivered the graduation speech. It was there, under the direction of Mrs. W. K. Whiteman, where I first became interested in journalism. My work on high school publications earned me several offices and awards, including that of Boys' State delegate, student body office of Director of Publications, Boy of Quarter recipient, California Scholarship Federation lifetime seal bearer and president of the Ventura Protestant Youth Council.
California’s Newspaper Publishers Association, in cooperation with the University of Southern California School of Journalism selected our high school newspaper, *The Cougar*, a bi-weekly, for the annual Crombie Allen award in 1955. The year before, I represented Ventura Senior High School at the National Scholastic Press Association convention at the University of Minnesota in Minneapolis and was a delegate to the World Council of Churches meeting at Northwestern University, Evanston, Illinois.

Upon receiving several college scholarships, I decided to enter Occidental College in Los Angeles in the fall of 1955; due to family illness and because "the little Princeton of the West" didn’t offer what I wanted in journalism, I was forced to return home and attend Ventura College, a two-year junior college, in February of 1956.

During my one and a half years there, I worked on every phase of the weekly newspaper, *The Pirate Press*, which was accorded All-American honors by the Associated Collegiate Press during my editorship. I also edited sports programs and served as assistant editor of the yearbook, besides holding several offices in campus clubs.

Upon graduation from Ventura College with an Associate in Arts degree, I was awarded the $450 Alfred Howe Davis Memorial Journalism Scholarship to any institution of higher learning of my choice. After my junior year at Washington State University, Pullman, Washington, I was reawarded the same scholarship.

My duties at Washington State University, as a member of the *Daily Evergreen* newspaper staff, included everything from photographer to ad salesman to proofreader to associate editor. Because I did student teaching some 75 miles northwest of Pullman, I was unable to apply for...
the editorship of the publication.

My major interests in journalism during university training in the Evergreen state were in the realm of high school journalism and community journalism. I worked part-time for a weekly, The Pullman Herald, which was a change from previous work during high school and junior college as a member of the editorial staff of the daily Ventura County Star-Free Press.

It was my good fortune to be assigned to Carl G. Miller during student teaching days at Lewis and Clark High School in Spokane, Washington. Author of the popular high school journalism text, Modern Journalism, Mr. Miller has long been recognized as among the top in his field.

Following graduation from Washington State University in 1959, where I received my Bachelor of Arts with honors and a Journalism Certificate, I enrolled at the State University of Iowa as a graduate student. I served there as assistant director of the Iowa High School Press Association on a graduate assistantship. Complications required me to leave Iowa City and return home.

My education also includes work at the following: Simpson College, Indianola, Iowa; Los Angeles State College, Los Angeles, California; and San Fernando State College, Northridge, California.

Although I have had little experience in the weekly newspaper field, it has been my benefit to be friends with several publishers of same in the Midwest and in California.

Because of my interest in university level journalism teaching, I have found it necessary to look to the future and have found that the
weekly field offers tremendous opportunities, along with service to mankind, for both permanent and summer employment. Therefore, it has been my hope as a graduate student to learn more about weekly newspapers in order that I might some day fill a responsible position on a weekly paper.

My work at Brigham Young University has been most interesting and enjoyable. I have served as a research assistant in which capacity I assisted Dr. Oliver R. Smith as editor of *The Journalism Educator*. I also helped journalism instructor Noel H. Duerden reinaugurate School Press Service activities by judging newspapers and yearbooks.

Among my organizational memberships are the following: Sigma Delta Chi, men's professional journalism society; Kappa Tau Alpha, journalism honorary; Washington State University Alumni Association; Washington State University Cougar Club; Simpson College Alumni Association; and the Ventura, California, Community Presbyterian-Congregational Church. I have been affiliated with the Provo Community Congregational Church, while a Brigham Young University graduate student.
CHAPTER I
THE PROBLEM, DEFINITIONS OF TERMS USED AND LIMITATIONS OF THE STUDY

Most newspapers are, to a large extent, reflections of their publishers, and this is particularly true of weekly newspapers, whose publishers are more often directly concerned with every phase of their newspapers' production.

This being true, some knowledge of who these publishers of Utah weekly newspapers are, some knowledge of the factors—social, economic, cultural, professional—which have made them what they are, and continue to influence them, and some knowledge of the publishers' satisfactions and problems, are useful to a better understanding of the weekly newspaper field.

Yet knowledge of this sort concerning the publishers of weekly newspapers is nearly non-existent.

This study and analysis was made in an effort to collect pertinent data on one group of weekly newspaper publishers.

Statement of the Problem. It is the purpose of this study (1) to make an analysis of the publishers of Utah's weekly newspapers, to determine who these publishers are in terms of their social characteristics, their professional backgrounds, their positions in their communities, to present, in effect, somewhat of a composite biography of these publishers, (2) to present certain attitudes of the publishers
toward their jobs, and toward their profession, and (3) to make an analysis of the publications which these publishers produce each week.

Importance of the Study. The growing literature which deals with American journalism has, in my opinion, neglected the weekly newspaper. Prevailing ideas about weekly papers and those running them have had to be based on generalizations concerning all weekly publishers, on brief studies of just a few individual publishers, or on inadequate first-hand knowledge of several publishers.

Adequate data on these journalists as an occupational group do not exist. Information about the publishers which would serve as adjuncts to an understanding of their papers—biographical data, data on the publishers' roles in their communities, data on the publishers as practicing journalists—have not been compiled previously. The author is unaware of any other similar studies regarding weekly publishers which have taken place in Utah, let alone in most of the other states. Index files in major institutions of learning, which grant a relatively large number of degrees in journalism each year, list very few theses or dissertations dealing with the subject. For that matter, theses on weekly newspapers are few.

This study is designed to furnish information, heretofore lacking, about present-day publishers of weekly newspapers in Utah in a compact and easily available form which would prove useful to the student of, and workers in, the field of journalism. Furthermore, it should serve as a guide to the publishers of Beehive State weeklies in learning about themselves as a "select group" and about their publications.

Complete and detailed delineation of the role a publisher of a
weekly and the functions of his publication do not seem quite necessary; such is true because of the fact that most people who will come into contact with this are no doubt very much aware of the purposes of the American press and functions of same. It should, however, in essence, be kept in mind that the American weekly newspaper does reflect with close accuracy the social character of its community. "In thousands of American towns the weekly is at the core of community life. It is the chief source of information about the activities of individuals and organizations and the merchants look to its advertising columns as a major tool for selling goods. It records the vital statistics of the town's life—the births and deaths, marriages, social events, tragedies, and the ludicrous moments that give life zest." Therefore, it seems evident why it is important for more knowledge to be made available about those heading weekly papers in Utah and more about their respective publications.

**Definition of Terms Used.** Weekly newspapers refer to those regular publications which are circulated once each week or semi-weekly. Only those papers of post office sworn general paid circulation were considered which means that free shoppers and specialized papers for members of religious organizations and for labor unions, for example, were not included. Because of the different part a small-town and suburban newspaper plays, as compared to that of a weekly within the city limits of a major metropolis, those weeklies published within the city limits of Salt Lake City have been excluded from this study. If a paper

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were printed in a town for circulation there and a sub-edition or another paper printed in same plant for circulation to another nearby community, then the two towns were listed as having weekly newspapers or as places of publication.

Limitations of the Study. Only those weekly newspapers which publish within the boundaries of the State of Utah and hold membership in the Utah State Press Association were considered; the latter seemed to be a logical requirement in that the USPA has certain regulations, i.e. that of publishing when masthead states and being responsible, fair and truthful in reporting and in business transactions. USPA members in good standing were found in the 1961 Advertising and Rate Directory of Utah Weekly Newspapers. In comparing the listings in the N. W. Ayer & Son's Directory of Newspapers and Periodicals 1961, a long recognized authority in the field of journalism, with the just noted publication, one will find only one weekly newspaper omitted. It is the Parowan Times which has a circulation of 700 and is published in Parowan, Utah.

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CHAPTER II

THE METHOD IN WHICH THIS STUDY WAS MADE

The factual information about the weekly publishers contained in this study was gathered entirely from the publishers concerned or from other authoritative sources. Most of this information was solicited by questionnaire.

The questionnaires were formed by the writer and were accompanied by a letter which included the approval and backing of the Utah State Press Association and its officers. The questionnaire and letter appear as Appendix A and Appendix B.

The questionnaires were mailed early in 1961 to all of the publishers of Utah's weekly newspapers of sworn general paid circulation. The list of publishers was taken from the 1961 Advertising Rate Directory of Utah Weekly Newspapers.¹

Further information was gathered via personal interviews with Utah's weekly publishers. Some interviews took place in their local communities at their offices and a number at the Utah State Press Association convention held in Salt Lake City in February. Correspondence with several of the publishers, as well as phone calls to those in nearby communities, were among the other methods incorporated in gathering material.

¹Owen, Jr., op. cit.
Of the 48 weekly newspapers which were sent questionnaires, 36 papers are represented in the sample for a percentage of 75. These 36 newspapers are owned by thirty of the State's 48 publishers which means that there is a representation of 78.9 per cent of the State's publishers.

A list of the towns, name of newspapers and publishers responding appear in Table 1.

### TABLE 1

#### WEEKLY NEWSPAPERS RESPONDING TO QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Town</th>
<th>Newspaper</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fork</td>
<td>American Fork Citizen</td>
<td>A. F. Gaisford</td>
</tr>
<tr>
<td>Beaver</td>
<td>The Beaver Press</td>
<td>S. A. Williams</td>
</tr>
<tr>
<td>Bingham Canyon</td>
<td>The Bingham Bulletin</td>
<td>John Adamek</td>
</tr>
<tr>
<td>Brigham City</td>
<td>Box Elder News</td>
<td>C. W. Claybaugh</td>
</tr>
<tr>
<td>Brigham City</td>
<td>Box Elder Journal</td>
<td>C. W. Claybaugh</td>
</tr>
<tr>
<td>Castle Dale</td>
<td>The Emery County Progress</td>
<td>Clarin D. Ashby</td>
</tr>
<tr>
<td>Cedar City</td>
<td>Iron County Record</td>
<td>Morgan Rollo*</td>
</tr>
<tr>
<td>Coalville</td>
<td>The Summit County Bee</td>
<td>H. C. McConaughy</td>
</tr>
<tr>
<td>Ephraim</td>
<td>Ephraim Enterprise</td>
<td>Larry Stahle</td>
</tr>
<tr>
<td>Fillmore</td>
<td>The Millard County Progress</td>
<td>Vance Wilson</td>
</tr>
<tr>
<td>Green River</td>
<td>Green River Leader</td>
<td>Clarin D. Ashby</td>
</tr>
<tr>
<td>Gunnison</td>
<td>Gunnison Valley News</td>
<td>H. W. Cherry, Jr.</td>
</tr>
<tr>
<td>Heber City</td>
<td>The Wasatch Wave</td>
<td>J. F. Mountford</td>
</tr>
<tr>
<td>Helper</td>
<td>The Helper Journal</td>
<td>N. J. Tullus</td>
</tr>
<tr>
<td>Kanab</td>
<td>Southern Utah News</td>
<td>Errol G. Brown</td>
</tr>
<tr>
<td>Kearns</td>
<td>Valley View News</td>
<td>Joseph L. Sloan</td>
</tr>
<tr>
<td>Lehi</td>
<td>The Lehi Free Press</td>
<td>E. Russell Innes</td>
</tr>
<tr>
<td>Magna</td>
<td>The Magna Times</td>
<td>Howard Ridge</td>
</tr>
<tr>
<td>Manti</td>
<td>The Manti Messenger</td>
<td>Larry Stahle</td>
</tr>
<tr>
<td>Midvale</td>
<td>The Midvale Sentinel</td>
<td>J. Parr Godfrey</td>
</tr>
<tr>
<td>Milford</td>
<td>The Beaver County News</td>
<td>S. A. Williams</td>
</tr>
<tr>
<td>Monticello</td>
<td>The San Juan Record</td>
<td>George E. Jones</td>
</tr>
<tr>
<td>Morgan</td>
<td>The Morgan County News</td>
<td>H. C. McConaughy</td>
</tr>
<tr>
<td>Murray</td>
<td>Murray Eagle</td>
<td>J. M. Cormwell</td>
</tr>
<tr>
<td>Orem</td>
<td>Orem-Geneva Times</td>
<td>Harold Sumner</td>
</tr>
<tr>
<td>Payson</td>
<td>The Payson Chronicle</td>
<td>Max R. Warner</td>
</tr>
<tr>
<td>Price</td>
<td>The Sun-Advocate</td>
<td>Hal MacKnight</td>
</tr>
<tr>
<td>Richfield</td>
<td>The Richfield Reaper</td>
<td>N. J. Fuellenbach</td>
</tr>
<tr>
<td>Roosevelt</td>
<td>The Uintah Basin Standard</td>
<td>C. N. Memmott</td>
</tr>
<tr>
<td>Roy</td>
<td>The Sun-Chronicle</td>
<td>J. Howard Stahle</td>
</tr>
<tr>
<td>Salina</td>
<td>The Salina Sun</td>
<td>H. W. Cherry, Jr.</td>
</tr>
</tbody>
</table>

*Mrs. Rollo is listed as co-publisher, but Mr. Rollo is considered publisher for this study.*
Table 2 indicates the 12 newspapers or the remaining 25.1 per cent of the weekly papers not included in the initial portion of the study. They, by not returning their questionnaires, account for 21.1 per cent of the potential respondents.

Table 2

WEEKLY NEWSPAPERS NOT RESPONDING TO QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Town</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bountiful</td>
<td>The Davis County Clipper</td>
</tr>
<tr>
<td>Delta</td>
<td>The Millard County Chronicle</td>
</tr>
<tr>
<td>Eureka</td>
<td>The Eureka Reporter</td>
</tr>
<tr>
<td>Kaysville</td>
<td>The Weekly Reflex</td>
</tr>
<tr>
<td>Layton</td>
<td>The Layton Journal</td>
</tr>
<tr>
<td>Moab</td>
<td>The Times-Independent</td>
</tr>
<tr>
<td>Mount Pleasant</td>
<td>Mount Pleasant Pyramid</td>
</tr>
<tr>
<td>Nephi</td>
<td>The Times-News</td>
</tr>
<tr>
<td>Panguitch</td>
<td>Garfield County News</td>
</tr>
<tr>
<td>Pleasant Grove</td>
<td>Pleasant Grove Review</td>
</tr>
<tr>
<td>Springville</td>
<td>The Springville Herald</td>
</tr>
<tr>
<td>Tremonton</td>
<td>The Leader</td>
</tr>
</tbody>
</table>

Although Table 2 represents one-fourth of the weeklies, it must not be assumed that these publications have been entirely omitted from this study. Since the writer has met all but one of the eight
publishers involved and is familiar with all the publications, the sample may be considered nearly complete in some of the areas.

Thus, numerically the sample was, by statistical law, a good one, adequate as a basis for generalizations about the publishers and their newspapers.

Utah's 29 counties may be divided into three geographical sections—the north, the southwest and the east. Such sections are arrived at by allowing the mountain ranges, which more or less bisect the state from north to south, to serve as a focal point in determining the sections.

Table 3 shows the sections, counties represented and weekly newspapers responding, as well as those not responding, and Map 1 shows the geographical distribution.

The eastern sector, with seven out of eight weeklies represented, leads in respondent percentage of 87.5. The weekly newspapers of the north section, with 18 out of 24 replying, account for 75 per cent, while the southwest has 68.1 per cent with 11 out of a possible 16 replies. As noted before, this gives a total of 36 out of 48 papers for 75 per cent.

Further inspection finds that of the 24 of the state's 29 counties where weekly newspapers are published only four are not represented in the sample. These are Davis in the north section, Garfield and Juab...

---See Allen L. Edwards, Statistical Analysis (New York City: Rinehart and Company, Incorporated, 1946), pp. 287-288. Small samples properly evaluated, this authority says, yield results which are just as dependable as larger samples. But generally, the larger the sample the greater the precision so far as random errors are concerned.
<table>
<thead>
<tr>
<th>County</th>
<th>Respondent</th>
<th>Nonrespondent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTH—(11 counties)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Box Elder</td>
<td>Box Elder Journal</td>
<td>The Leader</td>
</tr>
<tr>
<td></td>
<td>Box Elder News</td>
<td></td>
</tr>
<tr>
<td>Cache* *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Davis</td>
<td></td>
<td>The Davis County Clipper</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Weekly Reflex</td>
</tr>
<tr>
<td>Morgan</td>
<td>The Morgan County News</td>
<td></td>
</tr>
<tr>
<td>Rich*</td>
<td>The Bingham Bulletin</td>
<td></td>
</tr>
<tr>
<td>Salt Lake</td>
<td>The Magna Times</td>
<td>Valley View News</td>
</tr>
<tr>
<td></td>
<td>The Midvale Sentinel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Murray Eagle</td>
<td></td>
</tr>
<tr>
<td>Summit</td>
<td>The Summit County Bee</td>
<td></td>
</tr>
<tr>
<td>Tooele</td>
<td>The Tooele Bulletin</td>
<td></td>
</tr>
<tr>
<td>Utah</td>
<td>American Fork Citizen</td>
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<td></td>
<td>The Lehi Free Press</td>
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<td></td>
<td>Orem-Geneva Times</td>
<td>Pleasant Grove Review</td>
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<tr>
<td></td>
<td>The Fayson Chronicle</td>
<td></td>
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<td></td>
<td>The Spanish Fork Press</td>
<td></td>
</tr>
<tr>
<td>Wasatch</td>
<td>The Wasatch Wave</td>
<td>The Springville Herald</td>
</tr>
<tr>
<td>Weber</td>
<td>The Sun-Chronicle</td>
<td></td>
</tr>
<tr>
<td><strong>SOUTHWEST—(11 counties)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beaver</td>
<td>The Beaver Press</td>
<td>Garfield County News</td>
</tr>
<tr>
<td></td>
<td>The Beaver County News</td>
<td></td>
</tr>
<tr>
<td>Garfield</td>
<td>Iron County Record</td>
<td>Eureka Reporter</td>
</tr>
<tr>
<td>Iron</td>
<td></td>
<td>The Times-News</td>
</tr>
<tr>
<td>Juab</td>
<td>Southern Utah News</td>
<td></td>
</tr>
<tr>
<td>Kane</td>
<td>The Millard County Progress</td>
<td>The Millard County Chronicle</td>
</tr>
<tr>
<td>Millard</td>
<td>The Millard County Progress</td>
<td>The Millard County Chronicle</td>
</tr>
<tr>
<td>Piute*</td>
<td>The Ephraim Enterprise</td>
<td>Mount Pleasant Pyramid</td>
</tr>
<tr>
<td>Sanpete</td>
<td>Gunnison Valley News</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Manti Messenger</td>
<td></td>
</tr>
<tr>
<td>Sevier</td>
<td>The Richfield Reaper</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Salina Sun</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>Washington County News</td>
<td></td>
</tr>
<tr>
<td>Wayne</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


**TABLE 3—Continued**

<table>
<thead>
<tr>
<th>County</th>
<th>Respondent</th>
<th>Nonrespondent</th>
</tr>
</thead>
<tbody>
<tr>
<td>EAST—(7 counties)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbon</td>
<td>The Helper Journal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Sun-Advocate</td>
<td></td>
</tr>
<tr>
<td>Daggett*</td>
<td>The Uintah Basin Standard</td>
<td></td>
</tr>
<tr>
<td>Duchesne</td>
<td>Emery County Progress</td>
<td></td>
</tr>
<tr>
<td>Emery</td>
<td>Green River Leader</td>
<td></td>
</tr>
<tr>
<td>Grand</td>
<td>The San Juan Record</td>
<td>The Times-Independent</td>
</tr>
<tr>
<td>San Juan</td>
<td>The Vernal Express</td>
<td></td>
</tr>
<tr>
<td>Uintah</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*These counties have populations of less than 2,000 each and would be unable to support a "true" weekly letterpress paper.

**Cache County is served by the daily **Logan Herald-Journal**.


In the southwest and Grand County in the east. These counties have a total of seven weeklies within their boundaries for 14.5 per cent of Utah’s weekly newspapers. This means 83.3 per cent of those counties where weeklies are published are represented by returned questionnaires.

It appears that the geographical distribution of the papers of the publishers who responded also made the sample seem a good one.

In regard to circulation, Utah’s 48 weeklies had 87,334 subscribers at the beginning of 1961, according to the 1961 Advertising Rate Directory of Utah Weekly Newspapers. This includes three papers, the Box Elder News, the Box Elder Journal and the The Sun-Advocate, which have been checked by the Audit Bureau of Circulation officials. The average Utah weekly has 1,819 subscribers.

The first portion of the study, therefore, which deals with the 36 newspapers and publishers who answered circulate to 69,202 or 79.1 per cent of the total. They average 1,922 subscribers each. Table 4
MAP 1

GEOGRAPHICAL DISTRIBUTION OF UTAH'S WEEKLY NEWSPAPERS

Key: Black indicates respondents
Red indicates non-respondents

Wyoming

Utah

No Weeklies

The Leader
Box Elder News
Box Elder Journal

The Tooele Transcript
The Tooele Bulletin

The Bingham Bulletin
The Magna Times
The Midvale Sentinel
Murray Eagle
Valley View News

The Helper Journal
The Sun-Advocate

The Millard County Progress
The Millard County Sun

Emery Co. Progress
Richfield Reaper
The Salina Sun

The Beaver Press
The Beaver County News

Iron County News

Southwest Section

Washington County News
Southern Utah News

Arizona
shows the newspapers which replied, place of publication, circulation
and per cent of the State's total circulation of weekly newspapers.

The 12 not responding, as shown in Table 5, make up 20.6 per cent
of the total circulation each week, 18,132. The average circulation for
these nonresponding newspapers is 1,511.

It should be pointed out that the 99.86 per cent total in comput-
ing percentage of circulation is fourteen hundredths of one per cent off;
however, in rounding off and carrying out to more places, a final 100
per cent would be found.

Interest in making this study was prompted by much reading and
interest in community journalism and by actual experience in the weekly
field, all of which indicated the value of the actual workers involved
would have for any future studies of community journalism.

Utah publishers were selected as the particular group of publish-
ers to be studied because of their proximity. Furthermore, because of
the student's background, as recorded in the preface of this thesis, no
beforehand prejudices were formed about any Utah publisher or newspaper.

The entire methodology of the study was designed as a means of
gathering, and compiling in usable form, as much pertinent information
and analysis of same, and as representative a group of, weekly news-
paper publishers as was feasible during the time available.
<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Town</th>
<th>Circulation</th>
<th>Per Cent of Total Circ.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valley View News</td>
<td>Kearns</td>
<td>5,500</td>
<td>6.29</td>
</tr>
<tr>
<td>Murray Eagle</td>
<td>Murray</td>
<td>4,282</td>
<td>4.90</td>
</tr>
<tr>
<td>The Midvale Sentinel</td>
<td>Midvale</td>
<td>3,731</td>
<td>4.37</td>
</tr>
<tr>
<td>The Tooele Bulletin</td>
<td>Tooele</td>
<td>3,450</td>
<td>3.95</td>
</tr>
<tr>
<td>The Tooele Transcript</td>
<td>Tooele</td>
<td>3,450</td>
<td>3.95</td>
</tr>
<tr>
<td>Box Elder Journal</td>
<td>Brigham City</td>
<td>3,110*</td>
<td>3.66</td>
</tr>
<tr>
<td>Box Elder News</td>
<td>Brigham City</td>
<td>3,055*</td>
<td>3.49</td>
</tr>
<tr>
<td>The Richfield Reaper</td>
<td>Richfield</td>
<td>2,859</td>
<td>3.27</td>
</tr>
<tr>
<td>The Sun-Advocate</td>
<td>Price</td>
<td>2,774*</td>
<td>3.17</td>
</tr>
<tr>
<td>The Vernal Express</td>
<td>Vernal</td>
<td>2,673</td>
<td>3.06</td>
</tr>
<tr>
<td>Iron County Record</td>
<td>Cedar City</td>
<td>2,500</td>
<td>2.86</td>
</tr>
<tr>
<td>The Summit County Bee</td>
<td>Coalville</td>
<td>2,288</td>
<td>2.61</td>
</tr>
<tr>
<td>The Magna Times</td>
<td>Magna</td>
<td>2,280</td>
<td>2.61</td>
</tr>
<tr>
<td>Orem-Geneva Times</td>
<td>Orem</td>
<td>2,110</td>
<td>2.41</td>
</tr>
<tr>
<td>Washington County News</td>
<td>Saint George</td>
<td>1,850</td>
<td>2.11</td>
</tr>
<tr>
<td>The Uintah Basin Standard</td>
<td>Roosevelt</td>
<td>1,730</td>
<td>1.98</td>
</tr>
<tr>
<td>The Spanish Fork Press</td>
<td>Spanish Fork</td>
<td>1,713</td>
<td>1.96</td>
</tr>
<tr>
<td>The San Juan Record</td>
<td>Monticello</td>
<td>1,661</td>
<td>1.90</td>
</tr>
<tr>
<td>American Fork Citizen</td>
<td>American Fork</td>
<td>1,660</td>
<td>1.90</td>
</tr>
<tr>
<td>The Sun-Chronicle</td>
<td>Roy</td>
<td>1,650</td>
<td>1.88</td>
</tr>
<tr>
<td>The Lehi Free Press</td>
<td>Lehi</td>
<td>1,250</td>
<td>1.43</td>
</tr>
<tr>
<td>The Wasatch Wave</td>
<td>Heber City</td>
<td>1,250</td>
<td>1.43</td>
</tr>
<tr>
<td>The Morgan County News</td>
<td>Morgan</td>
<td>1,235</td>
<td>1.41</td>
</tr>
<tr>
<td>The Payson Chronicle</td>
<td>Payson</td>
<td>1,205</td>
<td>1.37</td>
</tr>
<tr>
<td>The Millard County Progress</td>
<td>Fillmore</td>
<td>1,176</td>
<td>1.34</td>
</tr>
<tr>
<td>The Emery County Progress</td>
<td>Castle Dale</td>
<td>1,075</td>
<td>1.23</td>
</tr>
<tr>
<td>Gunnison Valley News</td>
<td>Gunnison</td>
<td>1,016</td>
<td>1.16</td>
</tr>
<tr>
<td>The Salina Sun</td>
<td>Salina</td>
<td>989</td>
<td>1.13</td>
</tr>
<tr>
<td>The Helper Journal</td>
<td>Helper</td>
<td>986</td>
<td>1.12</td>
</tr>
<tr>
<td>The Ephraim Enterprise</td>
<td>Ephraim</td>
<td>817</td>
<td>.92</td>
</tr>
<tr>
<td>The Beaver County News</td>
<td>Milford</td>
<td>786</td>
<td>.89</td>
</tr>
<tr>
<td>Southern Utah News</td>
<td>Kanab</td>
<td>750</td>
<td>.85</td>
</tr>
<tr>
<td>The Manti Messenger</td>
<td>Manti</td>
<td>717</td>
<td>.85</td>
</tr>
<tr>
<td>The Bingham Bulletin</td>
<td>Bingham Canyon</td>
<td>609</td>
<td>.69</td>
</tr>
<tr>
<td>The Beaver Press</td>
<td>Beaver</td>
<td>560</td>
<td>.61</td>
</tr>
<tr>
<td>Green River Leader</td>
<td>Green River</td>
<td>125</td>
<td>.18</td>
</tr>
</tbody>
</table>

69,202 79.17%

*Audit Bureau of Circulation figures

### TABLE 5
CIRCULATION TOTALS OF NONRESPONDING NEWSPAPERS

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Town</th>
<th>Circulation</th>
<th>Per Cent of Total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis County Clipper</td>
<td>Bountiful</td>
<td>2,704</td>
<td>3.09</td>
</tr>
<tr>
<td>The Times-Independent</td>
<td>Moab</td>
<td>2,200</td>
<td>2.51</td>
</tr>
<tr>
<td>The Weekly Reflex</td>
<td>Kaysville</td>
<td>2,106</td>
<td>2.41</td>
</tr>
<tr>
<td>The Layton Journal</td>
<td>Layton</td>
<td>2,052</td>
<td>2.34</td>
</tr>
<tr>
<td>The Leader</td>
<td>Tremonton</td>
<td>2,050</td>
<td>2.34</td>
</tr>
<tr>
<td>The Springville Herald</td>
<td>Springville</td>
<td>1,625</td>
<td>1.86</td>
</tr>
<tr>
<td>Pleasant Grove Review</td>
<td>Pleasant Grove</td>
<td>1,270</td>
<td>1.44</td>
</tr>
<tr>
<td>The Millard County Chronicle</td>
<td>Delta</td>
<td>1,115</td>
<td>1.26</td>
</tr>
<tr>
<td>The Times-News</td>
<td>Nephi</td>
<td>940</td>
<td>1.07</td>
</tr>
<tr>
<td>Garfield County News</td>
<td>Panguitch</td>
<td>917</td>
<td>1.04</td>
</tr>
<tr>
<td>Mount Pleasant Pyramid</td>
<td>Mount Pleasant</td>
<td>850</td>
<td>.97</td>
</tr>
<tr>
<td>Eureka Reporter</td>
<td>Eureka</td>
<td>403</td>
<td>.46</td>
</tr>
<tr>
<td></td>
<td></td>
<td>18,132</td>
<td>20.69%</td>
</tr>
</tbody>
</table>

CHAPTER III

THE SOCIAL CHARACTERISTICS OF THE PUBLISHERS

The semi-anonymity surrounding the publishers of Utah's weekly newspapers has left to conjecture the answers to several questions concerning the social characteristics of the group: Who are these publishers? How long have they been Utahns? Are they old, middle-aged or young? To what organizations do they belong? What is their educational background? What is their apparent religious training?

The material presented in this chapter was gathered and compiled to answer the above and other relevant questions about the social characteristics of the group of men who publish weekly newspapers. In contemporary Utah there are no newspapers published by women. The Iron County Record at Cedar City lists Mrs. Mary Rollo as co-publisher with her husband. However, from information obtained, it is assumed that he does the normal jobs of a publisher.

The Ages of the Publishers. The group ranges in age from 28 to 69 of those 28 out of 30 answering this question. The average is 48.5 with the mode falling at five age groups, two each at 39, 48, 50, 53, and 56. The median falls between 49 and 50 with 11 from 49 to 69 in age and 11 from 28 to 48 in years lived.

Of the 10 publishers not included, it is estimated that four are in the younger group (20-35) and that the remaining six are in the older group (50-65). Such information has been obtained from people knowing
these publishers involved and via personal contact with a few of them in some instances. With this assumption, it would tend to move the average up to approximately the mid-century mark from the 48.5 figure. The range span would then be increased from 26 or 27 to the early 70's.

Education of the Publishers. Journalism is a profession without examining or accrediting bodies and there are no educational standards which must be met by journalists before they begin practicing their craft. The educational preparation required by the "learned professions"—the law, medicine, the clergy and even education—give their practitioners a more or less homogeneous academic background; however, the case is just the opposite with journalists for they have no such similarity.

Only two publishers have had less than 12 years of formal schooling. One discontinued high school after the eleventh grade and one following the tenth grade.

Although 19 of the 30 publishers have had some college training, they are not so well educated in regard to degrees as other journalists for whom comparable figures are available. This means that 63.3 percent have had some college training, while five of the 30 or 16.6 percent have college degrees.

Although formal university training might not be as necessary in the community field, as compared to those in metropolitan journalism, the comparisons are still interesting.

Table 6 compares Utah's weekly publishers and their educational attainment with those of Kansas and Missouri publishers as well as with those who are successful journalists.
TABLE 6

EDUCATIONAL ATTAINMENT COMPARISONS OF JOURNALISTS

<table>
<thead>
<tr>
<th></th>
<th>Utah Publishers</th>
<th>Missouri Publishers</th>
<th>Kansas Publishers</th>
<th>Successful Journalists</th>
</tr>
</thead>
<tbody>
<tr>
<td>In 1961</td>
<td>30</td>
<td>191</td>
<td>139</td>
<td>505</td>
</tr>
<tr>
<td>No. %</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Some College (no degree)</td>
<td>14</td>
<td>46.6</td>
<td>57</td>
<td>29.8</td>
</tr>
<tr>
<td>Degree from accredited four-year college (Includes holders of advanced degrees)</td>
<td>5</td>
<td>16.6</td>
<td>51</td>
<td>26.7</td>
</tr>
<tr>
<td>Advanced degree</td>
<td>1</td>
<td>3.3</td>
<td>8</td>
<td>6.2</td>
</tr>
</tbody>
</table>

It must be remembered that there is a 30-year span in the four studies with those 505 successful journalists having the highest percentage of degrees back three decades ago.


Those publishers between the ages of 50 and 69, considered the older group, have completed a total of 28 years of education beyond high school for an average by the 1/4 of two years each. On the other hand, those in the middle and younger groups have completed but 19 years of college for a 1.3 years average beyond high school. In the latter group, two have college degrees, whereas three have been granted bachelor's degrees among Utah's senior publishers.

Of the entire 1/4 in the older group, only three or 21 per cent have not been enrolled for college classes. In the younger and middle aged groups (20 through 35 and 36 through 49), eight out of 15, or 53.3 per cent, have not been college students. (Note: One who did not list his age gave the date of his college graduation and since it was in the past 10 years, he was considered a member of the younger group.)

The usual supposition that younger workers in most professional and semi-professional fields are better educated than the older workers doesn't hold when applying it to Utah's weekly publishers. The reverse is true in Utah with the more experienced publishers having the most education. With the many more opportunities which have been available in recent years, it would seem that more of the younger publishers would have attended college.

Of more importance than the amount of school in evaluating the publishers' formal educations, is the kind of education they received.

Nine of the 18 who attended college for any period listed a specialization, and of these, four or 44.4 per cent specifically prepared for their jobs by majoring in journalism.

Of those being granted bachelor's degrees, three out of the five majored and received their degrees in journalism. This shows a 60 per cent
figure for those being graduated in journalism. These same individuals majoring in journalism had minors in history, economics, and history.

There is a trend for schools and departments of journalism and many newspapermen agree, more or less, that a broad academic base with particular emphasis on the social sciences is as essential as strictly professional training to the journalist for an understanding of the current scene he is to report. Publishers, unlike other employed journalists, are also businessmen and an ideal education for them would presumably include some training in business methods.

The two non-journalism majors received their degrees in law and physical education with minors in education and sociology respectively. The physical education major was first a school teacher and prepared for the teaching profession.

Those not being graduated majored in law, mechanical engineering, business and journalism. The lone minor listed was art and that was by the person who indicated journalism as a major.

The fact that nearly all of the publishers obtained their degrees from Utah's two largest institutions of higher learning, and that those who didn't graduate attended either the University of Utah or Brigham Young University, emphasizes the influence which one state has had on the publishers from birth or early childhood through manhood.

Of the six degrees earned by the current Utah publishers (one earned two), four have been granted by those schools within Utah's boundaries. The University of Utah has awarded three and Brigham Young University one; another has been granted by Brigham Young University to one of the nonrespondents who received his degree in journalism. The
University of Wisconsin and Kansas State University presented the other bachelor's degrees with the University of Chicago acknowledging academic attainment and giving the L.L.B. to one of the publishers.

Snow College, a two-year junior college at Ephraim, Utah, and Valparaiso University, Valparaiso, Indiana, were each noted once, both by individuals receiving degrees.

The University of Utah was attended by three of those not graduating and Brigham Young University by one publisher. One publisher attended the University of Missouri.

The Length of Residence in Utah. The influence of one geographical region, and in particular one state, on the publishers nearly all of whom were born, reared and educated in Utah has been a life-long influence in many instances.

Although the publishers were not asked place of birth on the questionnaire, findings indicate that only seven or 23.3 per cent have not spent all of their newspapering years in Utah. The 30 respondents have a total of 642 years newspapering in the Beehive State for an average of 21.4 years each. With more than two decades journalistic work in Utah points out that they have apparently by choice been Beehive residents during all or most of their adult lives; they are long time residents of the milieu on which they report.

Although some of the publishers lack what some might consider essential university training, one cannot overlook the fact that their long familiarity with their environment has assuredly equipped them to handle the week-to-week reporting of local events from a reasonably good perspective.
Spouses and Children. All of the 30 respondents are married and with the exception of one are fathers. Information not obtained from the sample on the other eight nonrespondents shows that all of the State's publishers are married.

The average number of children equals 3.3 with the 30 publishers having 100 youngsters all totaled. The families, therefore, counting spouses average 5.3 each. Number of offspring run from one to eight with ten publishers having three, six having four and four having two, three with five, and three with one child each. Two of the publishers have six children each.

Twenty-two out of the 30 publishers or 73.3 per cent have children living at home. The publisher with eight still has all of them at home. Two have five remaining at home and another two have four for which to provide. Of these living at home, which represent 63 per cent of the total number of offspring, the average publisher cares for 2.86 young people, while serving as bread and butter winner for his wife and himself.

Religious Training. A recent Brigham Young University master's degree thesis indicated that 65.1 per cent of the State's publishers are members of the Church of Jesus Christ of Latter-day Saints, more commonly referred to as Mormons. There has been little change since two years ago as the changeover in publishers from year to year has been small.

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Some research experts consider that religion should not be included as among the items of basic information. However, intensity of religious feeling probably has a more important bearing on other social phenomena than does denominational affiliation; hence, detailed figures on specific sects are of comparatively little value in interpreting survey results. On the other hand, broad categories such as Protestant, Catholic and so forth often correlate highly with other social phenomena.

Unstructured interviews determined that more than half of all the publishers are somewhat regular church attenders, regardless of faith. Such an evaluation is very difficult to make in that to some people "active church membership" might mean attending church on Sunday and/or church-related events several times a week. It is obvious, however, that they aren't all active to the extent that they have held high church offices and positions; on the other hand, interviews show that as a group they are not totally inactive in religious affairs.

Nearly 25 years ago Leo C. Rosten in The Washington Correspondents wrote that "most newspapermen are not church-goers." This study dealt with 127 men serving as Washington correspondents. It seems this might well be altered to read "most metropolitan journalists are not church-goers" if the same situation continues to prevail among journalists in Washington, D.C., and in other large cities.


12Interviews with publishers at the Utah State Press Association convention, Salt Lake City, February 11 and 12, 1961, and at other places at other times.

A recent study of reporters on a small suburban newspaper in the San Francisco Bay area of California found that the typical reporter rarely goes to Church.\textsuperscript{11}

On the other hand, in Utah the writer found that several of the publishers have served as bishops in the Church of Jesus Christ of Latter-day Saints and that several Protestants and Roman Catholics participate quite regularly in their respective churches. There were, of course, some who were considered as church members, but non-attenders in both the Mormon and non-Mormon groups. This would tend to suggest that Utah newspapermen, at least those in the weekly field, are somewhat different from those journalists living in and adjacent to large metropolitan cities. If Utah's weekly publishers may be used as a guide, then it might well be a national trend that weekly publishers are more regular church attenders than those metropolitan and suburban journalists found in the other two studies previously mentioned.

Organizational Membership and Community Leadership. Excluding membership in religious groups, Utah publishers appear to be very active members of international service clubs and local businessmen's associations within their home communities. Many are also civic leaders.

Twenty-nine of the 30 respondents listed at least one affiliation with a non-religious organization for a 96.6 per cent figure. The one failing to list membership became publisher and a member in the communities which he serves just shortly before the questionnaires were sent out. Consequently, it would be rather accurate to assume that this person

will soon become a part of one or more of the organizations which are located in the communities which he serves as newspaper editor and publisher.

Twenty-five of the publishers or 83.3 per cent belong to the Chamber of Commerce or allied organizations within their respective towns. Of the 25 such memberships all but three are held within groups specifically entitled Chamber of Commerce. Two are Junior Chamber of Commerce members and one is a member of the Business Men's Association.

International service organizations may count 28 memberships by Utah's weekly newspaper publishers. This means only two of the 30 respondents belong to no service clubs, one of which was already pointed out in the opening of this section. Lions International with 19 members or 63.3 per cent ranks first, followed by Kiwanis International with nine or 30 per cent and Rotary International claims three for 10 per cent. There are six Elks for 20 per cent.

Therefore, in most every case, a publisher belongs to at least one service club and is affiliated with the local Chamber of Commerce within his community or communities where he publishes.

Eight of the publishers or 26.6 per cent are members of Sigma Delta Chi, professional journalism society. Another four or 13.3 per cent belong to Kappa Tau Alpha, journalism honorary.

Of the five holding college degrees, four are members of Sigma Delta Chi and three hold membership in Kappa Tau Alpha. The three holding membership in Kappa Tau Alpha majored in journalism. With the exception of one of the other four Sigma Delta Chi members, all had two or more years of education beyond high school. The remaining Kappa Tau Alpha
member completed two years of college and membership was granted on an honorary basis.

Those belonging to the Masons account for six publisher members or 20 per cent. Sigma Alpha Epsilon, Veterans of Foreign Wars, American Legion, Eagles, Alpha Delta Pi and American College Quill were each listed once mostly by one respondent.

Oddly enough, only one person specifically noted he was active in the Church of Jesus Christ of Latter-day Saints. This answer came in the portion of the questionnaire under organizational membership labeled "others"; however, no doubt many more would have given similar information had it been asked. Reason for not asking same has already been pointed out beforehand.

It may be assumed that these publishers have played important roles within their organizational memberships, especially in those located within their newspaper towns. No questions were asked regarding offices held in these organizations, however, because of the size of most service clubs and Chambers of Commerce, it may be assumed that every member has held some responsible position at one time or another—either as an officer, committee chairman or committee member.

Most every member of the group has held an office of some sort within the Utah State Press Association—especially those who have been publishers within the State more than five years. With officers being elected annually, as well as directors, the changeover is quite great. For example, of the nine officers and directors at the present time only three were holding similar positions three years ago.15

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15Masthead, Utah Publisher and Printer, August, 1958, p. 2.
Table 7 illustrates organizational membership of Utah's weekly publishers. The average club membership is 2.9 per publisher.

### TABLE 7

**ORGANIZATIONAL MEMBERSHIP OF UTAH'S WEEKLY PUBLISHERS**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Number Belonging</th>
<th>Per Cent of 30 Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chamber of Commerce*</td>
<td>25</td>
<td>83.3%</td>
</tr>
<tr>
<td>Lions International</td>
<td>19</td>
<td>63.3</td>
</tr>
<tr>
<td>Kiwanis International</td>
<td>9</td>
<td>30.0</td>
</tr>
<tr>
<td>Sigma Delta Chi</td>
<td>8</td>
<td>26.6</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>23.3</td>
</tr>
<tr>
<td>Elks</td>
<td>6</td>
<td>20.0</td>
</tr>
<tr>
<td>Masons</td>
<td>6</td>
<td>20.0</td>
</tr>
<tr>
<td>Kappa Tau Alpha**</td>
<td>4</td>
<td>13.3</td>
</tr>
<tr>
<td>Rotary International</td>
<td>3</td>
<td>10.0</td>
</tr>
</tbody>
</table>

*Includes two Junior Chamber and one Business Men's Association.
**KTA membership is honorary and unlike the others doesn't require active participation.

Information was not requested in the realm of civic, state or national offices held; however, some evidence is available to indicate that the Utah weekly newspaper publishers have served in various community, as well as in larger, capacities. Charles W. Claybaugh, for example, of Brigham City, who publishes the *Box Elder News* and *Box Elder Journal*, has been an active member of the National Editorial Association having served as regional director and in 1961 being elected vice-president of the 5,500-member organization.  

The Payson Chronicle, served as Payson Fire Department chief.\(^{17}\) Stephen Williams, publisher of the two weeklies in Beaver County, is editor of The Utah Legionnaire and served as chairman of the Department of Utah Public Relations Commission for two years.\(^{18}\) The State's only publisher of three newspapers, Harrison Conover, was a delegate to the National Republican Convention in Chicago last summer.\(^{19}\) R. LaVaun Cox, who edited The Manti Messenger, moved from that position to become elected by the people of his area as a state senator. Publisher Cliff Memmott of The Uintah Basin Standard is also currently serving as a member of the Utah State Legislature.

Chapter Summary. The examination of certain aspects of the publishers of Utah's weekly newspapers in the foregoing sections of this chapter provides a social picture of the group.

They are all male publishers and in education average a year beyond high school with the older publishers in Utah having apparently more college training than the younger and middle aged publishers. In comparison with previous studies in other states on various publishers and journalists Utah's publishers have fewer college degrees on a percent basis but more have had some college but no degree.

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\(^{17}\)"Payson Publisher Is New Fire Chief," Utah Printer and Publisher, May, 1960, p. 4.

\(^{18}\)"Steve Williams' American Legion Editorial Wins First Place in Nation," Utah Printer and Publisher, September, 1960, p. 9.

\(^{19}\)"Springville Publisher Meets Vice-President Nixon," Utah Printer and Publisher, August, 1960, p. 7.
The social picture, then, is a group whose members, allowing for some differences, of course, who are in the main somewhat regular church attenders and some of whom hold membership and responsible positions in either Protestant, Roman Catholic or Mormon churches with the latter being most prevalent. They have held important civic jobs in some instances with most belonging to Chambers of Commerce and on the average to at least one other organization. They are married with families and have spent on the average of slightly more than two decades of journalistic endeavor in Utah.

The domestic lives of the publishers indicates that despite such supposed hazards as long, irregular hours, relatively low incomes, and "restless journalistic temperments," weekly newspaper publishers of Utah are quite capable of domestic stability and propagation.
CHAPTER IV

THE PUBLISHERS' JOURNALISTIC BACKGROUND, THEIR JOBS, INCOME, PROBLEMS AND SATISFACTIONS

Most people have some reasons or influence which made them select a particular occupation and Utah's weekly newspaper publishers are no exception. Their satisfactions for continuing in the newspaper "racket," as many in the profession term it, seem to be essential in serving as a prelude to analyzing the publications which they put out. Their exact duties and problems are also necessary prerequisites in order fully to comprehend their papers. Close inspection of each of these will be made in this chapter.

The Publishers' Journalistic Background. Including those who purposefully majored in journalism in college in order to become professional journalists, most of Utah's weekly publishers got printer's ink in their blood at early ages.

Of the 36 newspapers represented in this study, 29 or 80.6 per cent of them were purchased by the current owners. Four or 11.1 per cent were inherited and two or 5.6 per cent were created. One publisher purchased half his publication and inherited the other half. Although this would lead one to believe that only a small proportion were reared in newspaper environments, this is not true.

Sixteen of the publishers reported that the newspapers had been in their families for a longer period of time than they had served as
publishers. One had been in the family 70 years, two 65, and five between 35 and 45 years. This means that in one way or another that they were influenced by strong family ties which puts 53.3 per cent in this category.

What were the main influences which attracted you into the weekly newspaper field? This question was asked of the publishers and their direct quoted answers follow: (changes have been made where specific names have been included)

"Family—parents owned newspaper."
"Started as a cleanup boy—nine years of age and worked through all phases."
"Desired to be my own boss and the challenge."
"Dropped out of school for one quarter to help my mother, who was then editor and publisher after the death of an older brother—after three months I didn't care whether school kept or not."
"I took over the paper when my father died in 1931."
"Worked as a schoolboy on a local weekly."
"Early ability to write and constant knowledge of ambition as a youth."
"Family trade."
"The most self-satisfying work I can do."
"Family."
"Born into it."
"Business opportunity."
"I like rural living."
"Interest as printer's devil at age of 14."
"Money."
"Offered job—tired of teaching, chance to acquire my own business."
"Fell in!
"Father said: 'Son, you are going to run the business while I go south for a better life!'"
"Family profession."
"There was always keen interest in journalism in the family, and I always wanted to purchase the paper here."
"My father was a printer, became a small town publisher. I worked in his shop as a kid and grew up in the business."
"My parents own a weekly newspaper in Utah."
"Enjoy printing and the desire for self-expression."
"It was my first job, part-time, back in grade school."
"Born into it."
"Followed family tradition."
"Father had one, liked the opportunity it offers."
"Following family profession."
"General interest in small community."
It seems quite obvious from the replies that a great number became newspapermen due to family influences and early exposure to newspaper and printing offices. These combined account for 83.3 per cent of the publishers. It is interesting to note that two of the publishers mentioned the monetary aspect, which is increasingly being regarded by many community residents as the real and only function of a paper.

The 30 publishers have a combined total of 475 years as publishers of these same newspapers for a 13.2-year average. These same publications which they represent have been in half of their families before being purchased and inherited by them and make the total ownership within same family come to 775 for a 21-year average each.

The Publishers' Satisfactions of Being Weekly Newspapermen.

Depending, of course, upon the individual involved, most Utah publishers have their own specific reasons for being satisfied in such a capacity. Their replies to the question, "What satisfactions do you get from being a weekly newspaper editor and/or publisher?", follow: (quoted directly from their remarks on returned questionnaires.)

"Making an honest living—could make more easier in many other pursuits."
"Thrill to do a job you enjoy."
"Don't know."
"Gives the area we cover a better coverage than the daily papers. More intimate approach to residents in the area and promotes better business relations."
"Community service."
"One of the major ones is that our newspapers have won 'General Excellence' in the State contest for the last three years in a row."
"The great satisfaction in helping build the community in which you live, of keeping it alive and progressive and helping to mold public opinion."
"I get greatest satisfaction in publicizing worthwhile community projects and having a part in the development of the area. It is a well respected profession."
"I don't believe I could find a job more satisfying. In a weekly newspaper you are right in the middle of everything. Meeting the public and their problems is very gratifying."

"Newspapering has been my life. I have been a publisher since I took over a paper at the age of 17. Sold it and bought another. Now own this one also."

"Ability to influence thought and work for community improvement."

"Pride in accomplishment --- position and service to community, development of projects and entertainment and enlightenment."

"Make fair living income. Enjoy community contact and community service."

"Enjoy printing good newsy paper --- always try to make the next one better."

"Self employed, helping to build, satisfaction in serving people and a good honest living."

"Any position of respect done to the best of one's ability with fair income is satisfactory."

"Independence."

"This would take a book to answer. Let's just summarize by saying that I like to serve my community."

"Love of work, serving your community, keeping the Freedom of Press, association with people and affairs and a host of others."

"It's a satisfying service to people. I can work with my wife."

"I like being my own boss!"

"There just ain't no answer. I can make more working for others and I'm still here!"

"I'm in constant touch with state, county, city and general public. Am a part of all which is greatest satisfaction."

"I enjoy being a part of the community, having a say in and helping the citizens have the type newspaper that they are interested in. Helping them know their neighbors better."

"Opportunity to serve the community constructively."

If questioned further, all those not mentioning community service would probably consider it among the satisfactions of being a weekly newspaper publisher. "The newspaper's chief duty is the public it serves... it should be a leader in its community, and not a follower of the multitude. It should be a guiding star in time of trouble, a counsellor and a friend. It should be the most potent force in community life and welfare, and an instructor and entertainer."20

Utah's publishers as a group are not alone in feeling as they do about their work and about their publications. Seymour C. Sterling, publisher of the Sanger, California, Herald, said, "A small weekly justifies its existence by giving the people in the little communities the news of the community and in speaking out for or against an issues affecting that community."

John L. Fournier, News-Journal publisher of Kent, Washington, reported, "The intense local interest shows the value of the small weekly in being part of the community family, closely involved with its everyday life."

Weekly newspapering, contends publisher Jim Griffith of the Lusk, Wyoming, Herald, "gives rewards that money can't buy. What price can be placed upon the service a newspaper can give its community? Who can place a value on the pride that is yours when a whole community eagerly awaits your next edition?"

**Duties the Publishers Perform.** As might be expected, most of Utah's weekly publishers do a variety of tasks each week in order to produce their publications. The largest number of them concentrate efforts in the three major subdivisions which are most essential in getting out a newspaper of general circulation---these are reporting and editing, production in the backshop, and selling advertisements.

Since the questionnaire asked the publishers where they concentrated efforts and put the majority of their time in while working on the

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22 Ibid.

paper included "such as reporting, setting type, selling ads and so forth; it might well be assumed that the questionnaire was not complete in this respect.

If photography, makeup and other possible duties would have been mentioned on the questionnaire, then no doubt more checkings would have been recorded. Seventeen of the publishers marked selling ads for 56.7 per cent, while 15 or 50 per cent do reporting and editing a great amount of the time. Setting type was listed by 12 or 40 per cent, makeup by four or 13.3 per cent and photography by one for 3.3 per cent.

Four specifically noted office manager or supervisor as among his main tasks.

Current Major Problems. As in the other sections of this chapter, publishers have varied problems. They range in part from rather trite things, as many publishers might consider them, to problems of great magnitude. For certain, the community in which the paper is published has much bearing.

The publishers' answers to the question asking them to mention any major current problems, as quoted directly from the questionnaires, follow:

"Major problem is getting advertisers to observe deadlines so we don't have to work on overtime."
"There's no business on Main Street—we are economically depressed."
"Because of the previous publisher and his reputation, I have had to work very hard to build better public relations."
"Growing pains; making a profit in spite of inflation."
"Our current problem is a decline in the economic status of this county due to the residents spending most of their income in Salt Lake City and Provo."
"I find it difficult to find enough advertising to support writers and Intertype operator to produce a better paper. Also recent laws prohibit training of young men in this field the same way I received my training and have trained at least three others in the same way."
"Tied to the job. Have a tiger by the tail and this means it is practically impossible to get away for any extended vacation. Although I have competent help, it is very difficult to find anyone who follows through with a little 'common sense' with just what the customer wants whether it is advertising or commercial printing."

"Keeping a net profit figure in the squeeze of high salaries and tax burdens."

"Too many hours for net gain and with the one paper no big retail outlets."

"Never enough time."

"Need more trained help, but can't afford it."

"Too much to do, not enough time to do it. Need one more day each week."

"Maintaining enough room for machinery in growing plant and maintaining margin of profit because of inflation."

"Daily newspaper competition."

"Need more volume, more experienced help and more profit."

"Finding time to get the work done and earning enough to re-equip my plant."

"Replacing and adding necessary equipment under the present tax structure."

"Cost-price squeeze and maintaining quality and circulation."

"Continued overhead—lack of industry in the community and the same problems that plague most weekly newspapers."

"Lack of competent help; not so much editorial as backshop."

"Getting ready to move."

"Financing to further modernize our plant. Equipment firm paper is on too short term, takes too much out of working capital, banks are reluctant to loan long-term paper, government and small business can't, private capital is too hard to find."

Slightly less than two-thirds of the 23 publishers who listed problems are very concerned with the business aspect of same in one form or another. Of the 14 representing 19 weeklies, considering financial problems among their current concerns, there seems to be an even distribution among those headquartering in communities near the State's largest cities, Salt Lake City, Ogden and Provo, and those somewhat remote towns situated in rural Utah where industry and business are almost nonexistent. Because of these factors, the larger trading areas taking residents out of nearby small towns to buy goods and fewer advertisers and people to support those papers in rural communities, it looks rather pessimistic
for the future of some of the State's weekly newspapers.

Of the eleven weekly newspapers which seem to be most concerned about the business future, all but three of the towns of publication lost population from 1950 to 1960 while one, oddly enough recorded the same number of inhabitants during both censuses. The total is slightly lower by 590 people and doesn't begin to compare with the 29 per cent increase of residents in the entire Beehive State over the past 10 years. 24

Table 8 shows the newspapers whose publishers are concerned about their business, town of publication and populations for 1960 and 1950.

TABLE 8
TOWNS WHERE UTAH WEEKLIES ARE PUBLISHED AND WHOSE PUBLISHERS ARE CONCERNED ABOUT FUTURE BUSINESS DUE TO POPULATION DECLINES

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Town</th>
<th>1960 Population</th>
<th>1950 Population</th>
<th>Increase/Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Beaver Press</td>
<td>Beaver*</td>
<td>1,548</td>
<td>1,685</td>
<td>137-</td>
</tr>
<tr>
<td>The Beaver County News</td>
<td>Milford</td>
<td>1,471</td>
<td>1,673</td>
<td>202-</td>
</tr>
<tr>
<td>The Emery County Progress</td>
<td>Castle Dale*</td>
<td>617</td>
<td>717</td>
<td>100-</td>
</tr>
<tr>
<td>The Helper Journal</td>
<td>Helper</td>
<td>2,159</td>
<td>2,850</td>
<td>391-</td>
</tr>
<tr>
<td>Green River Leader</td>
<td>Green River</td>
<td>1,075</td>
<td>583</td>
<td>192+</td>
</tr>
<tr>
<td>Gunnison Valley News</td>
<td>Gunnison</td>
<td>1,059</td>
<td>1,114</td>
<td>85-</td>
</tr>
<tr>
<td>The Millard County Progress</td>
<td>Fillmore*</td>
<td>1,602</td>
<td>1,390</td>
<td>288-</td>
</tr>
<tr>
<td>The Morgan County News</td>
<td>Morgan*</td>
<td>1,299</td>
<td>1,064</td>
<td>235+</td>
</tr>
<tr>
<td>The Salina Sun</td>
<td>Salina</td>
<td>1,618</td>
<td>1,789</td>
<td>171-</td>
</tr>
<tr>
<td>The Summit County Bee</td>
<td>Coalville*</td>
<td>907</td>
<td>850</td>
<td>57+</td>
</tr>
<tr>
<td>The Wasatch Wave</td>
<td>Heber*</td>
<td>2,936</td>
<td>2,936</td>
<td>Same</td>
</tr>
<tr>
<td></td>
<td></td>
<td>16,591</td>
<td>17,181</td>
<td>590-</td>
</tr>
</tbody>
</table>

*County Seat


Just because there has been a decline within a town's population, where a newspaper is located, doesn't necessarily mean that there is not hope for the future; such is true because many weeklies count heavily upon subscribers from much of the entire county where they are published; however, in Utah only one county, Morgan, gained population among the nine counties where the 11 papers are published. And The Morgan County News is among those three which increased readers during the past 10 years.

Table 9 shows the counties where 10 of the papers are published, their 1950 and 1960 population totals, per cent of decrease and number of decrease.

### TABLE 9

<table>
<thead>
<tr>
<th>County (no. of weeklies)</th>
<th>Newspaper(s)</th>
<th>1950 Population</th>
<th>1960 Population</th>
<th>Decrease</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beaver (2)</td>
<td>The Beaver Press</td>
<td>4,856</td>
<td>525</td>
<td>10.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Beaver County News</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carbon (2)</td>
<td>The Helper Journal</td>
<td>21,901</td>
<td>3,766</td>
<td>15.1</td>
<td></td>
</tr>
<tr>
<td>Emery (2)</td>
<td>The Emery Co. Progress</td>
<td>6,304</td>
<td>758</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Green River Leader</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millard (2)</td>
<td>The Millard Co. Progress</td>
<td>9,387</td>
<td>1,521</td>
<td>16.2</td>
<td></td>
</tr>
<tr>
<td>Sevier (2)</td>
<td>The Salina Sun</td>
<td>12,072</td>
<td>1,507</td>
<td>12.5</td>
<td></td>
</tr>
<tr>
<td>Summit (1)</td>
<td>The Summit Co. Bee</td>
<td>6,715</td>
<td>1,072</td>
<td>15.9</td>
<td></td>
</tr>
<tr>
<td>Sanpete (16)</td>
<td>Gunnison Valley News</td>
<td>13,891</td>
<td>2,838</td>
<td>20.1</td>
<td></td>
</tr>
<tr>
<td>Wasatch (1)</td>
<td>The Wasatch Wave</td>
<td>5,574</td>
<td>266</td>
<td>1.8</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(16)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>83,730</td>
<td>12,053</td>
<td>13.5</td>
<td></td>
</tr>
</tbody>
</table>

One should not be led to believe that the nine counties in Table 9 are the only which lost inhabitants from 1950 to 1960. There were five others losing population in Utah which have four weekly newspapers, only one of which is included in this portion of the study. Piute and Wayne counties, where no weeklies exist, lost 24.9 and 21.6 per cent respectively over the 10-year period, according to the United States Bureau of Census. Garfield County, where the Garfield County News is published and didn't return a questionnaire, lost 13.8 per cent, while Juab County, where The Times-News of Nephi and The Eureka Reporter didn't answer, suffered a 23.1 per cent drop.

In Duchesne County, home of The Uintah Basin Standard, and where the publisher didn't appear to be too concerned about the business future, the number of people decreased 11.7 per cent or 1,011.5. In Garfield County, where the Garfield County News is published and didn't return a questionnaire, lost 13.8 per cent, while Juab County, where The Times-News of Nephi and The Eureka Reporter didn't answer, suffered a 23.1 per cent drop.

Map 2 of Utah shows the counties which have lost and gained people in the past decade.

It would normally seem that with population declines that there would also be slight declines in circulation totals; however, this isn't the case. Instead, there has been a slight increase over the past 10 years, according to the 1951 and 1961 Advertising Rate Directory of Utah Weekly Newspapers. These contain the circulation statistics for the 1950 and 1960 census years.

26 Ibid.
28 Coven, Jr., op. cit.
COUNTY POPULATION GAINS AND LOSSES IN PAST DECADE:

**WYOMING**

Key: 1950 population
1960 population
% gain or loss

- **No Weeklies**
- **Weeklies**

**ARIZONA**

Since the scope of this study doesn't include the reasons for increase in circulation, while the population dropped, it does seem feasible to mention some of the possibilities; however, it must be kept in mind that only with first hand help from each and every publisher and access to his list of subscribers could truly accurate statements be made. Reasons for increased purchasers might include the following: a better educated and more informed public striving to obtain more of the same; metropolitan dailies not covering these particular small rural towns as much as they once did; promotions by newspapers to add subscribers; generally better newspapers because of advances in printing and technological fields related to the production of weekly publications; and people continuing to subscribe upon moving in order to keep up on the former home-town news.

**Gross Volume Income in 1960 from the Publishers' Businesses.**

Replies to this most confidential question on the entire questionnaire and by far the most personal of all contained therein were varied and in most respects correspond closely with population of trading area and circulation of the newspaper. Those living in the larger communities had the big gross totals, whereas those in the rural areas of Utah had the lowest gross incomes. Of the 30 publishers answering the questionnaire, 25 or 83.3 per cent, who own 29 of the State's weeklies provided information here.

Annual gross volume of Utah's publishers ranges from $12,000 to $170,000 per year with a grand total of $1,263,320 for an average of $50,535 per each publisher and $43,907 per each paper represented. Four publishers bring in nearly $100,000 or more annually.
Twenty-one newspapers provided detailed statistics as to gross income breakdown with advertising supplying 59.4 per cent of the revenue. Job printing represents 27.6 per cent of the gross income, while circulation accounts for 11.8 per cent of the total. Other income volume comes to 2.2 per cent and might include a number of items, depending, of course, upon the particular newspaper; many of the newspapers sell office supplies, some have rent coming in for part of their building use and one counted classified ads in this category.

Table 10 shows the income of those papers supplying information to the question on gross earnings for 1960. Some of the papers, as noted in the table, did not provide data as to amounts in each of the requested categories.

No attempt will be made to surmise the net income of each individual publisher and/or newspaper. This is impossible to calculate for no known perfect formula exists whereby same could be applied to each and every one of these newspapers and be correct. Some might consider the paying of their current structures as a cost, while others might figure transportation as a part of their operating expenses. It does seem fair, however, to say that if these people weren't making adequate wages in order to support themselves and their families that they probably would have been out of newspapering long ago. Their many years as journalists and for the most part at the same newspapers attests to this fact.

A similar study done four years ago in Wisconsin found that the annual gross income reported by 50 papers in the Badger State ranged from a low of $3,600 to a high of $218,000. These figures, as do Utah's,
<table>
<thead>
<tr>
<th>Total Income</th>
<th>From Advertising*</th>
<th>From Job Printing*</th>
<th>From Circulation*</th>
<th>From Other*</th>
</tr>
</thead>
<tbody>
<tr>
<td>$170,000**</td>
<td>$122,000(72%)</td>
<td>$30,000(18%)</td>
<td>$17,000(10%)</td>
<td>$1,000(.5%)</td>
</tr>
<tr>
<td>$160,000</td>
<td>$120,000(75%)</td>
<td>$40,000(25%)</td>
<td>$16,000(10%)</td>
<td>$2,000(1%)</td>
</tr>
<tr>
<td>$150,000</td>
<td>$110,000(73%)</td>
<td>$50,000(33%)</td>
<td>$15,000(10%)</td>
<td>$3,000(2%)</td>
</tr>
<tr>
<td>$140,000</td>
<td>$100,000(71%)</td>
<td>$60,000(43%)</td>
<td>$14,000(10%)</td>
<td>$4,000(3%)</td>
</tr>
<tr>
<td>$130,000</td>
<td>$90,000(69%)</td>
<td>$70,000(53%)</td>
<td>$13,000(10%)</td>
<td>$5,000(4%)</td>
</tr>
<tr>
<td>$120,000</td>
<td>$80,000(67%)</td>
<td>$80,000(57%)</td>
<td>$12,000(10%)</td>
<td>$6,000(5%)</td>
</tr>
<tr>
<td>$110,000</td>
<td>$70,000(65%)</td>
<td>$90,000(64%)</td>
<td>$11,000(10%)</td>
<td>$7,000(6%)</td>
</tr>
<tr>
<td>$100,000</td>
<td>$60,000(63%)</td>
<td>$100,000(67%)</td>
<td>$10,000(10%)</td>
<td>$8,000(7%)</td>
</tr>
<tr>
<td>$90,000</td>
<td>$50,000(57%)</td>
<td>$110,000(67%)</td>
<td>$9,000(10%)</td>
<td>$9,000(8%)</td>
</tr>
<tr>
<td>$80,000</td>
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<td>$8,000(10%)</td>
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<td>$50,000</td>
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<tr>
<td>$20,000</td>
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<tr>
<td>$10,000</td>
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<td>$1,000(10%)</td>
<td>$17,000(16%)</td>
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<td></td>
<td>$200,000(72%)</td>
<td></td>
<td>$18,000(17%)</td>
</tr>
<tr>
<td>**$1,263,320</td>
<td>**$536,364(59.1%)</td>
<td>**$282,204(27.6%)</td>
<td>**$91,840(11.8%)</td>
<td>**$21,906(2.2%)</td>
</tr>
</tbody>
</table>

(Those providing amounts for each area amount to $902,320.)

*Per cent of newspaper's income from each source of revenue.
**Indicates two newspapers on same total.
include job printing and other income in addition to that derived from the weekly newspaper itself.  

Ascertaining the value of the weekly newspaper may be done in a number of ways. John B. Long, manager of the California Newspaper Publishers' Association, stated:  

The two most used methods here appear to be (a) the average gross annual volume plus goodwill based on the age of the newspaper and its influence in the community, and (b) the total value of the physical property plus a rate on each subscriber, based on the age and influence of the newspaper.  

Another authority, L. Parker Likely, president of the Newspaper Appraisal Corporation, New York City, stresses these formulas: (1) A weekly newspaper is worth three to four times the annual incomes of the owner, and (2) a daily newspaper is worth from eight to ten times its annual net profits, after proper charges including the salary for the publisher and the general manager. Other facts that influence the value of a newspaper include earnings, field, circulation, physical equipment, organization and real estate and other investments, if any.  

The Physical Plants. In nearly every case, the physical plants of Utah's weeklies are owned or are being purchased by the current publishers. Only three of the respondents indicated that they didn't own or weren't purchasing the plant in which they are now working.

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31 Excerpts from booklet, Newspaper Evaluation, containing address by L. Parker Likey before the North Carolina Press Association's Newspaper Institute, 1940, at Chapel Hill, N.C., as found in Barnhart, Weekly Newspaper Management, pp. 34-35.
Of the 25 newspaper publishers who were able to approximate the year in which their current plant was built, it appears that the facilities date back on the average to 38 years or to 1923. Five were built before and up to and including 1900 with the oldest being constructed in 1890. The newest plant was finished in 1958.

Nearly all of the plants have had a major physical addition in the past fifteen years. Among those items listed included new typesetting machines, various remodelings, offset job equipment, building additions, pressroom extension, and new presses.

The Work Week. Depending upon amount of work to be done, number of employees and size of paper, there is great variation in number of hours the typical Utah publisher works each week.

Some work as much as 100 or more hours a week on their jobs, while one publisher, who mostly supervises, works but thirty-six hours a week. More than 75 per cent of those answering the question about number of hours spent per week on the job average at least 50 hours every week in order to get out their newspapers and other job work. Three of the publishers, one who has two publications, work 100 or more hours a week.

One publisher indicated 60 to 80 hours and added "honest" thereafter; another inserted 110 to 120 and said, "I repeat 110 to 120." Where publishers mentioned between one figure and another, a figure equal distant from the first to the second was taken to compile the total average for those responding to the question.

Chapter Summary. Utah's publishers of weeklies were "born" into journalism environments either because their parents owned or worked for
papers or due to the fact they were employed when young by a newspaper. They appear to like their jobs and enjoy serving their communities and have the usual problems which might well be considered disadvantages regardless of whatever occupation. Several are very much concerned about the business future of their communities.

A large portion of them write, as well as work on production and sell advertising, each week. They depend heavily upon advertising to support their publications and work in plants which were built far prior to World War II and which have additions of one sort or another in the not too distant past.
CHAPTER V

THE EMPLOYEES OF UTAH’S WEEKLIES, THEIR DUTIES AND WHO THE PUBLISHERS PREFER FOR FUTURE EDITORIAL EMPLOYEES

Like any other business enterprise, it takes other hired workers in order to operate efficiently. The publishing of a weekly newspaper in Utah is no exception for it takes more than just the publisher.

The Workers of the Weekly Press. Most weekly newspapers include, besides the publishers themselves, any number of employees ranging from their youngsters and wives to country correspondents, as well as pressmen and printers.

Utah’s average weekly paper has the publisher’s wife doing some sort of work each week. In fact, all but 10 of the State’s weekly publishers’ wives are engaged in bookkeeping, reporting, proofreading and/or general office work of some sort.

Bookkeeping is the largest single function performed by the spouses and listed as their number one duty on more than half of the questionnaires. Of the 20 who work, 35 per cent work full-time, 15 per cent work half-time and 50 per cent are on the job less than half-time. Another 50 per cent of these wives, who may for all intents and purposes be considered as employees, do proofreading; 40 per cent do reporting; 30 per cent do other tasks which publishers listed as business manager, advertising sales, makeup, general office work and telephone answering; and 25 per cent do copyreading. (Most of the women do more than one job
which accounts for the total percentage equalling more than 100.) Four of them are society editors, while one does photography. Two are linotype operators.

Sons of publishers compose the largest "other" working relative group and account for 62.5 per cent of the 2k employees who are relatives as listed by 16 publishers. Their jobs include editor, managing editor, printer-pressman, advertising salesman, folding-mailing, sports reporting in the summer while home from vacation from university and helper and foreman.

Five publishers have their daughters doing work. Two take care of bookkeeping, one handles classified advertising and circulation. Another does folding and mailing and another works in the backshop.

At The Spanish Fork Press brothers-in-law serve as co-owners and publishers, while at Tooele The Tooele Bulletin and The Tooele Transcript are edited by sons of the publisher. The latter two listed their father as an assistant.

One publisher has his 85 year-old mother writing stories, and he says, "She likes it."

High school students are employed by 56.7 per cent of the publishers and for the most part write high school news copy. In only two or three cases do high school young men cover the sports scene. These people are compensated by receiving by-lines in the majority of cases. Five of the publishers pay 10 cents a column inch and one pays 15 cents per printed inch. One of these publishers guarantees summer employment, while another, The Payson Chronicle, sends the student to the annual Brigham Young University High School Publications Workshop in the summer.
Only one paper, The Valley View News, has no correspondents, the same paper which is entirely produced by the publisher himself and printing done at a Salt Lake City firm. The general policy for pay to correspondents seems to be 10 cents a column inch. Several of the papers give eight cents an inch. One weekly provides the writer with a year's subscription free and several subscriptions to the correspondent's family members.

The publishers listed 211 employees, excluding those relatives already discussed on full-time, half-time and less than half-time bases on editorial, advertising and backshop.

Slightly more than 50 per cent of the non-relatives are to be found working in the backshop; this same group accounts for just a little more than 70 per cent of the full-time employees. Reporters make up nearly 30 per cent and advertising salesmen account for 20 per cent of the entire staff.

Table 11 indicates the three major subdivisions of employee classifications and number of full-time, half-time and less than half-time workers of Utah's weekly newspapers. The average comes to 3.6 non-relative full-time employees per paper.

**Table 11**

<table>
<thead>
<tr>
<th>Job Duty</th>
<th>Full-Time (%)</th>
<th>Half-Time (%)</th>
<th>Less than Half (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial</td>
<td>11</td>
<td>13.0</td>
<td>33</td>
</tr>
<tr>
<td>Advertising</td>
<td>23</td>
<td>21.2</td>
<td>10</td>
</tr>
<tr>
<td>Backshop</td>
<td>71</td>
<td>65.8</td>
<td>12</td>
</tr>
</tbody>
</table>

*Excludes publishers' relatives.
It should not be assumed that there are more than 200 different people working for the State's weekly papers; such is the case because many of those spending half-time on advertising, for example, spend the other half of the working day or week doing editorial duties.

The great number of less than half-time employees in editorial directly relates to the number serving as correspondents. Some papers have as many as five to ten country news sources providing them with information each week.

Advertising staffs may be considered as business staffs, since it was found that some of those on advertising were women who took classified ads and did bookkeeping chores.

Most of Utah's weeklies have more backshop help than any other group and in many of the shops they outnumber both the editorial and advertising employees. As Table 10 indicated, job printing accounts for nearly a third of Utah's average publisher's annual gross income. In some cases, it reaches more than 50 per cent. Coupled with the great amount of backshop work it requires to set ads and type for the weekly publication, it is obvious why so many are necessary in the mechanical phase.

**Vacation Policies of the Publishers.** The vacation policies, like all other aspects of Utah's weeklies, are not uniform with each of the State's publishers who returned questionnaires; however, there does seem to be a tendency for them to grant annual vacations of about two weeks.

Of the twenty-four or 80 per cent who give vacations, some sort of financial compensation is given. Fourteen grant two weeks with full
pay with several having various individual policies not in line with this group. One, for example, requires the employee to have been on the staff three years, while it appears that the majority consider one year's work equal to a two weeks vacation. The other papers who allow for vacations give a week with pay and some in both the two-week and one-week brackets give half-pay.

Five of the publishers apparently never get away for a week nor do their employees. They responded with "none," while one said, "When we can, we take one." These not taking nor allocating for vacations each year are primarily husband-wife operations which indicates that the only reason they aren't able to leave is because there probably aren't properly qualified individuals in their communities to assume the duties of the publisher while he vacations.

People the Publishers Prefer for Editorial Positions. The questionnaire mentioned three possible answers for hiring editorial staff members, namely a young university journalism graduate, a high school graduate with journalism experience or an experienced newspaperman. The former and latter equally received all but two of the votes. One publisher preferred a housewife and another a high school graduate.

The questionnaire failed in this question to ask specifically the publishers to note if they expected the experience newspapermen to have a college education. Because of this, it is impossible to accurately determine what per cent of the publishers prefer university educated and trained journalists. It is possible, on the other hand, to assume that at least 50 per cent of them want university graduates since they marked same on the questionnaires.
Fifteen of the publishers provided information relating to starting salaries for the type of individual named for the editorial position. Two reasons account for only half of the respondents answering this portion of the questionnaire. In the first place, many of the publishers and family members, as mentioned previously, do the required work of a weekly in Utah and do not need any additional staff members; the second group of nonrespondents indicated that it would be impossible to quote a starting salary without first knowing the individual and his qualifications.

The young university graduate or experienced newspaperman going to work for a weekly Utah publisher in the near future may expect to receive approximately $70 a week starting pay or $3,640 a year. The $70 average is based on figures ranging from $40 a week to $90 a week.

Both the $40 a week respondent and the $90 a week respondent prefer experience newspaperman. It is obvious, I think that the person expecting to find an experienced journalist who will work for $40 a week will look for a long time for a new employee when that time comes. That figure equals a dollar an hour for a forty-hour week and would probably be less since newspapermen, as this study showed earlier, spend far more than a forty-hour working week.

Utah's publishers and recent University of Oklahoma journalism seniors would be in complete agreement in relation to starting pay. A survey at the Norman, Oklahoma, institution recently found that the students expect $63 to $75 for beginning reporting jobs.32

Recruiting and Interesting Young People in the Weekly Field.

There does not appear to be any concentrated efforts by Utah's weekly newspapermen nor the State's three universities which offer journalism degrees in seeking weekly followers.

In the past several years, for example, the author is only aware of three individuals who left Utah's institutions of higher learning to work for weekly publications. These did so because of family ties with the newspapers. It is true that the demand is not great, but it does seem that there is an obligation on both the part of the publishers and departments of journalism in the Beehive State to upgrade the community journalism field—not only for Utah, but for the nation's entire weekly press.

For several years during the past decade, the Utah State Press Association worked with the departments of journalism in the State and had a summer internship program. Because of a lack of interest the program has not been operating the past couple of years.

Four years ago Vera Scofield, manager of the Nebraska Press Association, conducted a survey among the Cornhusker State's weekly newspapermen's sons and daughters to see if they'd some day be interested in continuing to operate the papers in future years. He found that only two out of 27 could say they were definitely interested in carrying on the family business.\(^\text{33}\) This points out that the situation might well be true here in Utah and in other states and that it might be wise for more aspiring journalists to become interested in this phase of journalism.

After the findings of Scofield's 1957 study, the Nebraska Press Association went on an all-out campaign to recruit journalism majors from the University of Nebraska at Lincoln to enter community journalism. In 1958 and 1959 from 10 to 20 per cent of the graduating seniors planned weekly careers and more students went into the weekly field in 1958 than into any other medium, including dailies and public relations agencies.\textsuperscript{34}

Although relationships between high school journalism teachers and students was not sought, it might well be wondered what Utah's weekly publishers are doing to interest high school students in entering journalism careers. A University of Washington survey of weekly newspaper publishers found last year that "relationships between publishers and high school journalism classes are very poor with lack of journalistic experience by the teacher assigned to the course the most common complaint."\textsuperscript{35}

Because of the author's work at the Brigham Young University with the School Press Service, he is aware of the lack of training by Utah's high school journalism teachers in the field of journalism. He also realizes that there is not the publisher-journalism teacher contact that would make for better high school journalists and in turn possibly more entering the field. A number of the publishers do send high school students to BYU's annual summer high school publication workshop.

\textsuperscript{34}Ibid., p. 1.

The Bend Bulletin at Bend, Oregon, for example, is a small daily publication whose editor works closely with the local high school journalism teacher. Any student who shows promise and interest can spend some of his time working on the Bulletin staff. In fact, about a third of those enrolled do and several of them plan to go on to college and make careers out of working for newspapers. Such a plan on a smaller scale would be possible in Utah's small communities where weeklies are located.

Chapter Summary. Most every Utah weekly newspaper publisher has his wife working for him and those having sons at the working age are considered the largest working relative group. More than half of the respondents hire high school students to report on high school activities.

All of the newspapers, with the exception of one, have correspondents which make up a large proportion of their less than half-time working staff on the editorial side. Backshop employees compose the largest single grouping. Publishers tend to allow for paid vacations of from one week to two.

The typical Utah weekly publisher prefers either a young university journalism graduate or experienced newspaperman and will start either of these people at about $70 a week on the average.

There are no active recruitment programs now in force within the State by the publishers nor by the three journalism departments in Utah in order to interest young people in weekly journalism. With the

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exception of Brigham Young University's Journalism Department-sponsored School Press Service, the three major institutions of higher learning offering journalism degrees are doing little to interest high schoolers in pursuing any type of journalism career.
CHAPTER VI

FRONT PAGE NEWS CONTENT AND DISPLAY IN UTAH'S WEEKLIES

Purpose of this chapter is to take a close look at the weekly papers themselves, particularly their front pages in the areas of news content and news display—the latter more commonly referred to as layout or makeup.

For this portion of the study, 39 of the State's 48 weeklies were used. This represents 81.5 per cent of those possible. Those not included in the study are as follows: The Bingham Bulletin, The Ephraim Enterprise, Garfield County News of Panguitch, The Layton Journal, Orem-Geneva Times, The San Juan Record at Monticello, The Summit County Bee at Coalville and the Valley View News of Kearns.

Those weeklies received regularly by the Journalism Department, Brigham Young University, and which were available and still on the shelves of the BYU Journalism Reading Room were used in analyzing the content. The State's publishers provide the Department with free subscriptions for faculty and journalism students to use in classwork and in judging the Front Page of the Month award for the Utah State Press Association. Because the Brigham Young University Library books and periodicals were being moved during the time the greater portion of this study took place, it was impossible to obtain the necessary issues from those publications not included. Further problems arose in trying to locate copies as the BYU Library had sent the needed issues to be microfilmed for their permanent files.
Thus, the Garfield County News and The Layton Journal are the only two publications out of a potential 48 not represented in one way or another in this entire thesis on the publishers in the first chapters and on their newspapers in this chapter and those which follow.

Furthermore, The Layton Journal may not be considered entirely neglected in this portion of the study since The Weekly Reflex is printed in the same shop and by the same publisher, Lloyd E. Anderson. As this part of the survey will later indicate, many of those papers published by the same individual and his firm are very similar in regard to format, content, style and display of news.

The newspapers considered in this section may be found in Table 12 which will be explained in detail later in this chapter.

Publication Day of Utah's Weeklies. Considering the entire 48 weeklies, Thursday is the most prevalent day of publication. Thirty-one newspapers come out then for 64.6 per cent. Friday publication date accounts for 12 or 25 per cent; two papers first distribute on Tuesday and two more on Wednesday. The Layton Journal is the only weekly publishing on Saturday. None of the papers circulate initially on Monday, according to the Utah State Press Association's Directory.37

The Tuesday newspapers, The Tooele Bulletin and Brigham City's Box Elder News, are sister editions of The Tooele Transcript and Box Elder Journal which are issued on Thursdays. These papers are considered as single newspapers since they have different names, although published in the same plants by the same staffs. Charles C. Claybaugh, publisher

37 [Owen, Jr.], op. cit., p. 5.
of the Brigham City weeklies, relates that they publish and keep books as if semi-weekly but may best be termed as twin weeklies.

**Subscription Price.** If one were to purchase each of the 48 weeklies for an entire year, he would have to budget $158.50 for such a purpose. This same person would receive 2,496 copies through the mail during the year for an average cost of 6.5 cents each.  

The most reasonably priced newspapers are The Davis County Clipper and the Valley View News which sell for $2.00 a year or for an average of slightly less than four cents when purchasing a year in advance. The Davis County Clipper actually sells for 10 cents per copy on a single copy price basis. In fact, all of the State's weekly newspapers sell for 10 cents each for a single copy. The average price for a year's subscription to any of the 48 is $3.30. The Springville Herald is the most expensive weekly costing a subscriber $4.50 a year.

**Format.** With the exception of the two tabloids, the Valley View News and Eureka Reporter, Utah's weeklies are either seven or eight columns. The average of the papers studied in this category comes to 7.5 columns which shows that about half are eight column publications and the rest are those having seven columns with which to work for layout.

Total numbers of column inches available per page vary with the tabloids five columns allowing for the smallest amount of space at 72.5 column inches. Four newspapers, the Box Elder Journal, the Box Elder News, The Magna Times and The Times-Independent, have the most number of column inches available per page with 172 each. The average comes to 150.9 column inches.

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Number of Pages in the Weeklies. Those papers published during the third week of April, 1961, were selected for the major portion of this chapter for the news content and front page display analysis. In the main, these were those newspapers which published on Thursday and Friday, April 20 and April 21, 1961.

Utah's weeklies during this week contained 330 pages for readers with an average of 8.5 per publication. The Davis County Clipper of Bountiful, The Weekly Reflex of Kaysville, The Sun-Advocate of Price and The Vernal Express had the largest number of pages with sixteen each. Seven of the newspapers, The Beaver County News of Milford, The Beaver Press, Eureka Reporter, Green River Leader, The Manti Messenger, The Morgan County News and the Southern Utah News of Kanab, contained four pages each.

Single section newspapers are the most predominant with 76.9 falling in this category. The remaining 23.1 per cent contained two sections which have at least twelve pages each or a minimum of six pages per section. Those with two sections were the Box Elder Journal, The Davis County Clipper, Iron County Record of Cedar City, The Midvale Sentinel, Murray Eagle, The Sun-Advocate, The Tooele Bulletin, The Vernal Express and The Weekly Reflex.

Few publishers realize that omission of folio lines on any page is legal basis for a postmaster to refuse to accept the publication for mailing. Few instances of warnings by postal inspectors and fewer actual refusals are on record. But the importance of adequate page identification should not be overlooked. The legal angle is important even if the Post Office Department is generous in its forgiveness of sins of omission. But the dollars-and-cents importance cannot be stressed too much. When the folio line does not properly identify the publication and its date, it is difficult and often impossible
to learn from which publication the tearsheet came.  


Headlines. Purpose of this section is to discuss the style of headlines used in Utah's weeklies. The writer feels that any discussion about the various type faces available is most irrelevant. Such is true because with what current equipment the Utah publishers have, they are no doubt attempting to do the best jobs possible. An evaluation of the modern type would be of little value since few of them will be able to afford to purchase new mechanical devices because of the expensive price tags.

It should be remembered that headlines have a fourfold function:


1. To summarize the story for the reader;
2. To appraise the importance of the story;
3. To attract the reader;
4. To give an attractive quality to the newspaper.

One way in which all of the foregoing may be accomplished is via headline style which is either the up style or the down style. The former, also termed the upper and lower case heads, is the most common found in American journalism.

In large measure, Utah’s weeklies follow the conventional headline style of cap and lower case heads. However, eight papers or 20.5 per cent follow the unconventional variation of the modernized lower case headline schedule. These papers are the Emery County Progress, Eureka Reporter, Green River Leader, Mount Pleasant Pyramid, The Payson Chronicle, The Springville Herald, The Uintah Basin Standard and The Weekly Reflex. This actually amounts to but five publishers since Harrison Conover has three of these papers, the Eureka Reporter, Mount Pleasant Pyramid and The Springville Herald, and Clarin D. Ashby two, the Emery County Progress and Green River Leader.

Only four newspapers, The Lehi Free Press, The Magna Times, The Millard County Chronicle and The Times-News of Nephi, used a few all capped heads in the issues surveyed; however, in the main most of the headlines in these newspapers were of the cap and lower case style.

Edmund C. Arnold, editor of Linotype News published by the Mergenthaler Linotype Company, spoke before the Utah State Press Convention in 1960. At that time he recommended a number of changes and shortly thereafter a Brigham Young University Journalism Department study revealed that eight newspapers had changed to down style headlines. Besides those already named, there was the Orem-Geneva Times (not entirely included in
this portion of the study as no copies were available) and The Spanish Fork Press. The latter no longer uses the down style form.

Advocates of lower case heads point out that so long as the evidence is preponderantly on the side of lower case for ease of reading, it seems only logical to adopt lower case for all or nearly all headline needs. Furthermore, they are easier to write because of the extra units saved by fewer caps.

On the other hand, proponents of upper and lower cased flush-left headlines believe that capitals give desirable emphasis. Dr. D. Earl Newsom, associate professor of journalism at the University of Maryland, feels that caps and lower case heads will, for the most part, be more readable and more attractive than lower case display lines.

It is not the intent of the writer to evaluate the best headline style nor to suggest that changes be made within those current practices being followed by Utah's weeklies. It should not be concluded that because only a few use lower case that the upper case headline style is best. It seems that the important thing to keep in mind are the four principles noted at the outset of this section—if they may be achieved better by one style, as against the other, then this should be the prime factor of consideration.

Left flush headlines are practiced by all of the weekly newspapers in Utah.

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Front Page Design. A great deal may be gathered from a newspaper's appearance and similarities and dis-similarities about Utah's weeklies make for interesting study.

The front page is the weekly's show window. Its appearance may have as decided an influence on the potential reader as a window display in a Main Street bakery shop has on a prospective customer. The front page is the first thing the reader sees; it determines to a large extent whether the newspaper is read or laid aside. The front page is therefore the most important page of the newspaper, both from the viewpoint of makeup and from the viewpoint of news judgment.

The textbooks say there are six basic page one layouts: symmetrical or balanced, informal balance, quadrant, brace, circus or razzle-dazzle, and the latest, horizontal. Functional may fit nicely into any one of these or overlap into any combination of them.

Exact balance is seldom seen in America's newspapers and Utah's weeklies are no exception. The April 6, 1961, issue of the Southern Utah News was the nearest perfect balance type makeup found out of the 151 editions of weeklies for the entire month of April surveyed. The New York Times uses this style most successfully to give an effect of conservatism which adds to the authority of its sober news coverage. Its identity as America's unique "newspaper of record" is preserved by its almost-unique makeup of typography.  

The two most common forms of makeup employed by Utah's weeklies during the month of April were the brace with 62 following such a pattern for 41.1 per cent and the functional with forty for 26.5 per cent.

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\[\text{Barnhart, Weekly Newspaper Makeup and Typography, op. cit., p. 10.}\]

\[\text{Arnold, op. cit., p. 165.}\]
Informal balance, sometimes called contrast and balance makeup, accounts for 26 of the front page layouts or 17.1 per cent; quadrant, that makeup which treats each quarter of the page separately, had two for 1.3 per cent; circus, or the nearest thing to it, five for 3.3 per cent; and horizontal sixteen for 11 per cent.

Functional newspaper makeup is the hardest to define as it doesn’t follow any set pattern. One of the hallmarks of functional layout is more left-hand makeup. The traditional American custom of placing the number one story of the day in the extreme right hand column has little basis except that it reads out logically from a streamer. By all laws of optics, the upper left corner is the most important spot on the page, as that’s where the eyes have been taught to start reading.46

Front Page Content. Just as the appearance of the headlines and layout are important to modern journalism so are the stories which are selected to be featured on the opening page. Table 12 lists the thirty-nine papers studied and the amount of news content in the various categories.

In choosing the content of a newspaper— in determining the play of a story, for example— the editor may have several objectives in mind. These include informing the people so they can perform their duties as citizens, creating public opinion, exposing corruption of public officials and protecting traditional liberties. According to the most generally accepted definition of news, the chief basis for selecting the material that goes into a newspaper is its appeal— the greatest appeal to the greatest number of persons.47

In order to ascertain the news content classifications on the front pages of Utah’s weeklies, issues of the third week in April were

46 Ibid., p. 182.
<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Accidents</th>
<th>Agriculture</th>
<th>Roy Scouts</th>
<th>Church</th>
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</thead>
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<tr>
<td>American Farm Citizen</td>
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<td>Beaver County News</td>
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<td>Deseret Evening News</td>
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*Non-LDS Church news in parentheses.*

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**TABLE 12—Continued**
used with the exception of the Murray Eagle for which no copy was available. The April 27 edition of the Murray Eagle was substituted.

If these issues may be termed "typical" of those published throughout any given month of the year, Utah's publishers allow more space for education news than any other news group. Out of the 5,887 column inches devoted to front page news, a total of slightly less than one thousand inches was devoted to schools for a 17 per cent figure.

In tabulating column inches, pictorial display was considered as space devoted to any given category in which it best fit; consequently, in some newspapers, the pictures in total inch respect were greater than the actual stories themselves.

School news included, for the most part, items regarding high school activities such as plays and concerts. Nearly 3 per cent of the 17 per cent total was information relating to school board meetings. Among the larger stories in several of the papers included those about Girls' State delegates. Athletic teams representing the high schools were considered as sports news.

The Springville Herald, Murray Eagle and The Midvale Sentinel featured education to a very large extent in their newspapers. The Herald gave 87.5 inches to schools out of a possible 160 front page column inches. The Eagle and The Sentinel devoted 72.5 and 71.5 inches respectively out of a possible 168 in each publication.

News regarding city and county government, as well as state and national affairs, accounted for 834 column inches for 14.2 per cent. Most reports were those relating to city council meetings and action taken by the governing bodies of the various communities and counties.
Third largest amount of space devoted was that found in the miscellaneous category with 10.2 per cent coverage. In many of the newspapers news about polio clinics was discovered, along with much information pertaining to the annual cancer crusade, both of which were placed in this classification.

As an example of miscellaneous stories, as recorded in the Box Elder News, one will find two large stories on Thiokol Chemical Corporation and another extensive story on the newspaper's "School of Candy." The News had more than 10 per cent of all page one stories in this category.

Clubs and local organizations received 8.5 per cent of the space devoted for front page news. Chamber of Commerce, Lions, American Legion and Kiwanis appeared to receive the greatest amount of publicity.

Church news, with 94.3 per cent devoted to the Church of Jesus Christ of Latter-day Saints, made up 7.8 per cent of the allocated space. The Magna Times and Washington County News featured Mormon church news on the front page for 45 inches each. Church news items and further detailed information about religious coverage will be contained in Chapter VIII.

The nameplates, found in the upper half of the front page in all Utah weeklies, took up 431 column inches for 7.3 per cent. This figure, by the way, would be no doubt the most constant of any presented for any given month since size of signatures vary little in amount of space.

taken each week. The Weekly Reflex ran a 20-inch nameplate for the largest in the State. The smallest observed were the Pleasant Grove Review, The Leader and The Morgan County News with six inches each all covering a four column spread.

The remaining categories and percentage of space found in issues of Utah's weeklies during the third week of April are as follows: accidents, 4.6; columns (by editors and other regular contributors), 1.1; features, 3.3; agriculture, 2.9; sports, 2.7; new business establishments and former businesses closing, 2.5; deaths, 2.1; society, 2.0; construction, 1.7; weather, 1.6; and Boy Scouts, 1.6 per cent.

**Pictorial Content.** Pictures are helpers to the printed word in conveying information. They must be used in order to have a pleasing and effective page design.¹⁹

All of Utah's weeklies used photographs on page one in the issues studied. Amount of space devoted in terms of column inches ranged from two mug shots totaling six inches in the Gunnison Valley News to 76 inches in The Midvale Sentinel.

A survey by Cliff Edom, professor of photojournalism at the University of Missouri, found that people are more aware than ever before of the news value, color, beauty, impact, education and the recording of history in a picture.²⁰

Of the 5,887 inches available for use on the front pages, 1,194

¹⁹Arnold, op. cit., p. 127.

²⁰Bob Warner, "Are We a Picture Conscious Nation?," Editor and Publisher, November 12, 1960, p. 60.
or 20.3 per cent were in pictorial coverage. These various picture topics were classified with the appropriate news section in Table 12. The average space for pictures was 30.6 column inches.

Many of the weekly newspapers rely on "mug" shots of individuals and have few action or on-the-spot coverage of news events. It is presumed this is so because few of the newspapers have full-time, let alone really experienced photographers. Most of the smaller circulated papers appear seldom to have any "real" news pictures.

**Chapter Summary.** A survey of front pages of Utah's weekly newspapers shows that if the April issues are typical of any during any given contemporary year, that stories relating to government, schools and miscellaneous items will compose more than one-third of the content. These papers, which all had some form of front page art, but very little in some instances, are usually issued on either Thursday or Friday with the average price being $3.30 for a year's mail subscription.

In regard to front page display, the weeklies used the brace and functional forms of makeup more than half the time on their predominantly seven and eight column formats. It was also discovered that the flush left cap and lower case form of headline is overwhelmingly favored and used.
Editorial comment is described as the soul of a newspaper. It tends to give a newspaper its individuality and its character. It offers an outlet to the editor to express his views and interpretations on current events and, used wisely, becomes a vehicle of service and leadership in the community of publication. Many weekly editors consider a newspaper incomplete without some form of editorial comment.

Thomas F. Barnhart, commenting upon editorial policies of country weeklies in *Weekly Newspaper Writing and Editing*, estimates that about 50 per cent of the nation's weekly newspaper editors have gone so far as to abandon editorials completely. Other editors compromise by publishing them only occasionally. Barnhart associates this shift away from the traditional emphasis upon editorial comment with the rise of a generation of publishers more concerned, by economic necessity, with the newspaper as a business. Great technical advances in all communication media have brought even greater competitive pressures to bear upon the weekly editor. Into this vast editorial void the editor's personal column as a mode of expression has taken on new life and grown in popularity; especially this is true in the weekly press. John Henry of the Des Moines

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Register and Tribune, co-author of *How to Write Columns*, estimates that 6,000 new personal columns were begun during the 1940's in small town newspapers. Prior to World War II, there existed an estimated 2,000 such columns. Many publishers have voiced the opinion, some with serious misgivings, that the personal column, because of its greater readership and informality and less time-consuming demands upon the busy editor, might well replace the traditional editorial altogether in the weekly papers.

The problem here is to present the status of editorial comment in Utah's weekly newspaper, both the formal editorial and the staff-written personal columns containing some degree of editorial comment.

When is editorial comment an "editorial" in the traditional sense, and when does it become a "personal column"? Actually, of course, no sharp dividing line exists, and any arbitrary definition merely breaks the natural continuum ranging from the formal orthodox, headlined editorial opinion based upon fact, on the one hand, to the light, humorous, often entertaining personal column type of comment, at the other extreme, which only incidentally comments upon significant events in public affairs. In between these two definitive types lay the vast body of editorial comment which even the editors, no doubt, would hesitate to classify. Even so, the determination of certain general definitions is necessary for the purpose of this portion of the study.

**Editorial Defined.** Leon Nelson Flint begins his book, *The Editorial*, used by students of editorial writing for more than 30 years, with this sentence:

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The editorial—the published expression of the opinions of an editor—is one of the many mediums through which men have satisfied their instinct to spread ideas. Storm centers of thought furnish its natural habitat.\(^{53}\)

Matthew Lyle Spencer, author of *Editorial Writing*, a standard textbook on the topic, wraps up the editorial in a neat, compact package:

An editorial may be defined as a presentation of fact and opinion in concise, logical, pleasing order for the sake of entertaining, or influencing opinion, or of interpreting significant news in such a way that its importance to the average reader will be clear.\(^{54}\)

A. Gayle Waldrop, professor of journalism at the University of Colorado, attempts to define the editorial form from the expression of well known editorial writers from his book, *Editor and Editorial Writer*. First, a quote from Arthur Capper:

... The modern editorial is not opinion only. It includes analysis and clarification, often with no opinion given. To expound, to interpret, to clarify what is obscure, to abstract patterns, significance and meaning from the chaotic medley of seemingly unrelated events—all this and more is a part of the function of the modern editorial.\(^{55}\)

Waldrop goes on with his searching definition based upon the facile expressions of two other great editorial writers:

It (an editorial) is more than Arthur Brisbane’s tongue-in-cheek definition: "Saying in a commonplace and inoffensive way what everybody knew long ago." Evanescent it usually is, as William Allen White wrote, but it is more than "a mere literary impulse . . . ." "An editorial should be," Kansan White wrote, "a free expression upon the news or the tendencies of the day written briefly and bravely by a wise kind-hearted man. Bitterness, bias and fear have no place in an editorial; they make for weakness, no matter how much they bluster. . . .\(^{56}\)

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\(^{56}\) Ibid., p. 18.
A researcher at the State University of Iowa on the Hawkeye State's weeklies formulated this pragmatic definition:

The editorial refers to that body of comment of a fairly sub-standardized form which has as its primary function the expression of opinion. It is generally found near the newspaper's masthead and, compared with the rest of the newspaper's content, usually is written in rather formal style.57

Webster's New Collegiate Dictionary defines the word editorial simply as "an article in a newspaper or magazine giving the editor's views or those of the person or persons in control of the paper."58

Most of these definitions and many others that might be quoted suggest two things which tend to distinguish editorials from personal columns. These are the element of formality in style and the tendency toward the end of expressing the opinion of the editor or publisher—opinions usually based upon matters of fact.

Comment which is primarily concerned with the expression of opinions of the editor in a relatively formal style has been classified as editorial matter for the purposes of this part of the survey.

Personal Columns Defined. If editorials are difficult to define accurately, the personal column certainly defies precise classification. Olin Hinkle and John Henry in their 288-page book, How to Write Columns, fail to define the precise limits of their subject. In talking with weekly newspaper editors about the topic, one comes up with everything


from the rural correspondents' news columns to the headlined editorials appearing in columns under the editorial flag.

C. L. Edson in *The Gentile Art of Columning*, a book concerned primarily with newspaper humor, touches upon one distinguishing aspect of the personal column:

The successful columnist puts his own personality into his column. It is not a case of impersonal jesting and the heaping of the cold, blue-lit diamonds of wit. The reader likes the column because it reveals the daily insight into another man's soul—and he finds the other soul likeable.59

George Heusinkveld in research on the topic at the State University of Iowa set forth six requirements for editor's personal columns "worthy of name" which seem a more comprehensive basis of a pragmatic definition. They are:

1. The column must appear as regularly as the newspaper itself. If it is ever omitted for one or more issues an explanation for its absence should be made.
2. It should contain a generous amount of local references.
3. It should have a regular title.
4. It should be written and signed by the local person.
5. It should reflect the personality of the writer.
6. It should be written in an informal style.60

Editorial Comment in Utah's Weeklies. Four issues of the 39 papers of April, 1961, were used for purposes of surveying and studying the editorial pages in Utah's community journalism field. Table 13 indicates the number of publications running one of the two major forms of editorial comment.


60George Heusinkveld, "Personal Columns in Iowa Weekly Newspapers" (Iowa City, Iowa: unpublished master's thesis, State University of Iowa, School of Journalism, 1961), pp. 4-5.
**TABLE 13**

EDITORIALS AND EDITORS' COLUMNS IN 39 UTAH WEEKLIES IN APRIL, 1961

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Newspapers</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consistent Editorials (in all four issues)</td>
<td>9</td>
<td>23.1%</td>
</tr>
<tr>
<td>Regular Editors' Columns (in all four issues)</td>
<td>9</td>
<td>23.1%</td>
</tr>
<tr>
<td><strong>Total (excluding duplicates)</strong></td>
<td><strong>15</strong></td>
<td><strong>61.0%</strong></td>
</tr>
<tr>
<td>Irregular Editorials* (in three issues or less)</td>
<td>10</td>
<td>25.6%</td>
</tr>
<tr>
<td>Irregular Editors' Columns* (in three issues or less)</td>
<td>4</td>
<td>10.2%</td>
</tr>
<tr>
<td><strong>Total (excluding duplicates)</strong></td>
<td><strong>10</strong></td>
<td><strong>25.6%</strong></td>
</tr>
<tr>
<td><strong>Grand Total (some form of editorial comment)</strong></td>
<td><strong>25</strong></td>
<td><strong>61.1%</strong></td>
</tr>
</tbody>
</table>

*Average of slightly more than one per paper in four issues.


Of the nine having editorials each week, all appeared in the same general place on the same page from issue to issue. Eight of the nine placed the editorials consistently on the right-hand side of the second page with five having an editorial headline above the editorials. All of the editorials were locally written except one, "The National Outlook."
by Ralph Robey, a syndicated article set up as an editorial which appeared weekly in the American Fork Citizen. The Springville Herald during the month of April had one editorial each week on the front page with an editorial overline.

Several other papers contained editorials on a non-regular basis for the period studied. Stephen Williams' two publications in Beaver County, which follow much the same news content pattern for each publication week to week, contained one editorial in two issues on the second page without an editorial label above them. The Spanish Fork Press featured a front page editorial in one out of four issues, while the Green River Leader had two unlabeled editorials in the usual second page position. For the 10 publications occasionally having editorials, the average was approximately one editorial in nearly two issues.

Unlike most daily newspapers, weekly newspapers do not have editorial pages entirely devoted to editorial comment; instead, in Utah only a portion of page two is allocated for editorials and in a very few instances letters to the editor. The rest of the typical page might include advertising, correspondents' columns and general news. In order properly to call a page an editorial page, since far too many refer to them as such in weekly publications, they must be entirely devoted to editorials, editorial cartoons, letters from readers, and possibly the opinions of a columnist or two. The purposes of the page are to pass judgment and to stimulate thinking.\(^6^1\)

Editors' Personal Columns. Many of the personal columns in Utah's weeklies do not measure up to the six requirements as set down by Heusinkveld. Most of them do have a regular title, are written more or less informally, do contain many local references, and presumably reflect the personality of the writer to a great degree. Some of them are unsigned, perhaps, because the writer considers it unnecessary since he feels and knows most of his readers know the authorship of his column.

The purpose of this part of the study was to investigate only those columns which had editorial comment within them and were written by the editor and considered personal columns. Consequently, sports, society, other staff members' columns, and community correspondents' columns were omitted.

During the 1940 and 1950 period four of every five newspapers had personal columns written by the editor-publisher or delegated staff member; however, during this time they had put very little serious comment in their columns. "They never had done much editorializing; they still had the idea that comment should be heavy and located on an editorial page, and, too, comment brought on arguments, and often a fellow felt ridiculous posing as an expert. But in time they began putting paragraphs of their own thinking into the columns." 63

The Utah newspapers editors' personal columns surveyed did not contain as much editorial comment as the author had initially surmised they would.

62 Heusinkveld, op. cit., pp. 1-5.
As in editorials, only nine or 23.1 per cent of the state's weeklies have regular personal columns written by the editors. For the most part, these columns may be classified as editorial columns as they include comment by the writers. Three newspapers, The Magna Times, The Midvale Sentinel and The Uintah Basin Standard, had both regular editorials and editors' columns from issue to issue.

Other weeklies running editors' personal columns each week were the Box Elder News, Box Elder Journal, Emery County Progress, Green River Leader, The Morgan County News and The Murray Eagle.

Running columns periodically were The Beaver County News, The Beaver Press, The Lehi Free Press and The Times-News of Nephi.

Simplicity, delicacy and lightness of tone and style characterize most of the better written and edited columns. Among those which appeal most to the author are "The Ant's Eye View" by H. C. McConaughy in The Morgan County News, the "Personally Speaking" column by CWC (Charles W. Claybaugh) in the Box Elder Journal, "Here's a Point" by Jim Cornwell in the Murray Eagle and "A Nod and a Nudge" by Russ Innes in The Lehi Free Press. The latter column ran twice during April.

Cornwell's Column, along with "Casually Observing" by Cliff Memmott in The Uintah Basin Standard, had the most editorial comment within their personal columns.

Washington County News and The Weekly Reflex.

It appears to be quite evident that constant and consistent editorial comment is far from numerous in Utah’s weekly press. The exact reasons for this are completely unknown.

Attitudes Toward Editorials. There has been much criticism about weeklies and dailies refusing to comment upon the news in the communities which they serve. Mentioning and citing all of the statements made in recent years would take far too long and too much space; however, it does seem essential to note some of the feelings currently expressed in order to show justification for editorials is available.

As W. L. Schmitt, editor and publisher of the Macoupin County Enquirer of Clarinville, Illinois, says, "This is something not easily accounted for when one considers that the editorial has a higher value than ever before and is a feature which belongs exclusively to the newspaper." 64

A New Jersey publishers, D. Howard Moreau, doesn't think that editorials need be hell-fire editorials dealing with local news. No doubt many publishers would agree with him. He doesn't feel that the editor-publisher of a weekly ought to be on call at all times to serve as a referee, umpire and father confessor in any public issue. If financial success is the primary objective, certainly the publisher who ducks issues that call for hard-hitting editorials is unlikely to enjoy it. "Success doesn't always mean having the final word." 65


Carl Funk, winner of the single editorial division of the New York Press Association's 1960 newspaper contest and publisher of the Pulaski Democrat, says his newspaper tries to cover something each week which it feels is of real interest to its readers. This may be of local, state or federal scope, but always has local interest.¹⁶⁶

The New York State publisher, like most of Utah's publishers, admits that he has more duties than to just write editorials. But he adds a thought for the many editors who use this overwork theme as an excuse for not writing editorials: "Regardless of the many pressures of time I would not feel that I had done my duty to my readers if I did not see that an editorial of my manufacture was contained in each issue. This does not mean that I feel that each and every editorial is worthy of the time it might take a person to read it—but it's just a good habit and I hope that occasionally something good comes from my efforts."¹⁶⁷

A University of Michigan journalism graduate and recent law degree recipient suggests that unless those who wield the new power of life and death over the printed word feel a responsibility to the public, they will frustrate the purposes for which the precious guarantee of press freedom was intended. Fred Steingold further states, "if the press does not develop a heightened sense of public service, society will step in with legal regulations and controls."¹⁶⁸

¹⁶⁶Ibid., p. 17.
¹⁶⁷Rick Friedman, "The Weekly Editor—Scanning the Editorial Page," Editor & Publisher, May 6, 1961, p. 44.
With less than half of the State's weeklies providing some means of regular editorial comment from issue to issue, it seems quite apparent that as a group the Utah weekly publishers may be considered rather lax in this area of journalism. This seems to be in direct opposition to their feelings of satisfactions of being weekly editors in relation to their views on public service.

It would seem wise for them to keep in mind this statement by Senator Lister Hill of Alabama:

The importance of the country weekly in the life of the nation can hardly be overestimated. Close to the people, this last stronghold of personal journalism in America is the pulse and voice of the community.  

As already mentioned, all of Utah's weeklies can't be considered as country weeklies, but regardless of classification, it is true that they do have the potential to be the pulse and voice of their communities whether suburban or rural.

A recent research conclusion on Missouri's weekly newspapers' columns may well be applied to Utah's weeklies: "The hometown column has proved its ability to get and to hold circulation. On many papers it has brought a resurgence of editorial influence. It offers much promise in the field of creative writing. It promises a sharing experience in that editors can regularly report their brightest thoughts and experiences."  


Chapter Summary. Editorial comment comes in two major forms in Utah's weekly newspapers—either via the editorial or the personal column containing opinions and comments by the publisher.

Only one-fifth of all those papers studied have consistent editorials from week to week located in the same place. The same proportion of the state's weeklies contain regular personal columns by publishers which include varying amounts of editorial comment; in essence, a very few of the publishers are exercising the liberty guaranteed them and generally expected of them in expressing their ideas on topics of local, national and international importance.
CHAPTER VIII

RELIGIOUS NEWS COVERAGE IN UTAH'S WEEKLY NEWSPAPERS

Since the Beehive State seems to be unique in relation to religious structure among its residents, study of coverage on the Church of Jesus Christ of Latter-day Saints and of non-Mormon churches was made.

Certainly no state in the country has had such a profound influence by one particular religious group since its founding as has Utah; the writer is unaware of any other state in which one particular religion so dominates, with possibly the exception of the Roman Catholics in Massachusetts and Connecticut and Baptists in some southern states. It should be kept in mind that out of 890,627 inhabitants in 1960 that 643,973 or 72.3 per cent are reported members of the Church of Jesus Christ of Latter-day Saints, according to the Deseret News.\(^{71}\)

Quite naturally one assumes that in those areas of Utah where Mormons compose the largest segment of population, the amount of religious news from the LDS Church should somewhat correlate. On the other hand, in those portions of Utah where non-Mormons outnumber the followers of Joseph Smith and Brigham Young, it would seem reasonable to assume that more space should be devoted to those other faiths.

The figures presented by the Deseret News were not derived by the eighteenth census of the United States last year, as the article

implies. Instead, according to Joseph J. Jeremy of the U. S. Department of Commerce in Salt Lake City, these figures were released by his office as provided by LDS Church headquarters in Utah's capital city. Consequently, there were not any statistics available as to the number of people in Utah professing no faith and to those belonging to the country's most common religious groupings, the Protestants and Roman Catholics.

Throughout this section, therefore, two groups will be mentioned: the Mormons and non-Mormons; however, the non-Mormon percentages do not fully reflect the church membership of other religious denominations.

The purpose of this section is to analyze the coverage of news received by the various religions in Utah, broken down, as just noted, into Mormon news and non-Mormon church news.

The issues of April, 1961, were used and the entire edition of each publication was reviewed from front page through last page for stories concerning church-sponsored news. Such stories as marriages, performed in houses of worship, as usually found on society pages, were left out, as were engagement announcements telling of religious background and service to the church concerned; however, meetings of women's organizations affiliated with the churches were considered as church news. As in the chapter on analyzing general news content, pictures were counted as part of the story content in measuring total number of column inches.

Only those articles which were immediately identifiable were considered. This means that those with headlines and those church news items

72 Interview with Joseph J. Jeremy, manager, United States Department of Commerce Field Office, Federal Building, Salt Lake City, July 20, 1961.
with subheads as part of a correspondent's column were used.

Table 1 shows the number of stories and column inches for Mormon news coverage and amount for non-Mormon religious groups. Map 3 indicates Mormon Church population totals and percentages as of 1960.

Over-all Religious Coverage. In the more than 150 editions checked, it was found that 55 stories totaling 2,828 inches were written about the Church of Jesus Christ of Latter-day Saints, as compared with 130 stories published for 659 column inches about non-Mormons.

This gives an average story length of approximately 3.3 for the LDS Church and five column inches for the non-LDS churches. The Mormon per cent of the total of inches devoted to church news came to 80.2.

Church News in Counties with Less Than Average Per Cent of Mormons. Nine of Utah's counties have less than 72.3 per cent Latter-day Saints and in these same counties 29.2 per cent of the State's 48 weeklies are published. In Daggett County, where 89 per cent of the residents are not classified as Mormons, no weekly newspaper is published.

Three other counties are also excluded from this study as the only newspaper published in each county was not available. They are Garfield County (41.9 per cent non-LDS), San Juan County (68.4%) and Weber County (67 per cent non-LDS).

Most stories were about guest speakers on those non-Mormon groups. Carbon County's two newspapers, The Sun-Advocate of Price, and The Helper Journal, printed 13 stories regarding Mormons for 121.5 inches, as compared to 18 articles for 92.5 inches related to the non-Mormons religious bodies. This constitutes 43.2 per cent for non-Mormons of all space devoted to churches, while the population of non-Mormons equals 54 per cent.
### TABLE 14

**AMOUNT OF RELIGIOUS NEWS COVERAGE ABOUT THE MORMON CHURCH AND NON-MORMON CHURCHES IN UTAH'S WEEKLY NEWSPAPERS IN APRIL, 1961**

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Mormons Stories-Inches</th>
<th>Mormons Stories-Inches</th>
<th>Non-Mormons Stories-Inches</th>
<th>Total Stories-Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Fork Citizen</td>
<td>6</td>
<td>35.5</td>
<td>3</td>
<td>19.0</td>
</tr>
<tr>
<td>The Beaver County News</td>
<td>6</td>
<td>33.0</td>
<td>2</td>
<td>7.5</td>
</tr>
<tr>
<td>The Beaver Press</td>
<td>6</td>
<td>32.0</td>
<td>5</td>
<td>4.5</td>
</tr>
<tr>
<td>Box Elder Journal*</td>
<td>13</td>
<td>98.0</td>
<td>9</td>
<td>60.5</td>
</tr>
<tr>
<td>Box Elder News</td>
<td>13</td>
<td>129.0</td>
<td>1</td>
<td>5.0</td>
</tr>
<tr>
<td>The Davis County Clipper</td>
<td>20</td>
<td>79.0</td>
<td>1</td>
<td>76.5</td>
</tr>
<tr>
<td>Emery County Progress</td>
<td>2</td>
<td>4.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Bureka Reporter</td>
<td>6</td>
<td>21.5</td>
<td>5</td>
<td>15.0</td>
</tr>
<tr>
<td>Green River News*</td>
<td>7</td>
<td>34.0</td>
<td>3</td>
<td>9.5</td>
</tr>
<tr>
<td>Gunnison Valley News</td>
<td>1</td>
<td>22.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Helper Journal</td>
<td>7</td>
<td>79.5</td>
<td>10</td>
<td>17.0</td>
</tr>
<tr>
<td>Iron County Record</td>
<td>13</td>
<td>81.5</td>
<td>2</td>
<td>5.0</td>
</tr>
<tr>
<td>The Leader</td>
<td>11</td>
<td>53.0</td>
<td>4</td>
<td>8.5</td>
</tr>
<tr>
<td>The Lehi Press</td>
<td>24</td>
<td>111.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Magna Times</td>
<td>13</td>
<td>124.0</td>
<td>9</td>
<td>35.0</td>
</tr>
<tr>
<td>The Manti Messenger</td>
<td>5</td>
<td>69.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Midvale Sentinel</td>
<td>15</td>
<td>78.0</td>
<td>5</td>
<td>19.5</td>
</tr>
<tr>
<td>The Millard County Ch.</td>
<td>8</td>
<td>57.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Millard County Prc.</td>
<td>1</td>
<td>61.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Morgan County News</td>
<td>9</td>
<td>60.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Mount Pleasant Pyramid</td>
<td>7</td>
<td>37.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Murray Eagle</td>
<td>28</td>
<td>126.5</td>
<td>12</td>
<td>109.0</td>
</tr>
<tr>
<td>The Payson Chronicle</td>
<td>7</td>
<td>11.0</td>
<td>1</td>
<td>7.0</td>
</tr>
<tr>
<td>Pleasant Grove Review</td>
<td>16</td>
<td>51.0</td>
<td>4</td>
<td>18.0</td>
</tr>
<tr>
<td>The Richfield Reapar</td>
<td>7</td>
<td>68.5</td>
<td>3</td>
<td>19.0</td>
</tr>
<tr>
<td>The Salina Sun*</td>
<td>3</td>
<td>21.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>Southern Utah News</td>
<td>7</td>
<td>35.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Spanish Fork Press</td>
<td>10</td>
<td>67.5</td>
<td>1</td>
<td>4.0</td>
</tr>
<tr>
<td>The Springville Herald</td>
<td>3</td>
<td>21.0</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Sun-Advocate</td>
<td>6</td>
<td>42.0</td>
<td>8</td>
<td>15.0</td>
</tr>
<tr>
<td>The Times-Independent</td>
<td>1</td>
<td>19.0</td>
<td>8</td>
<td>51.0</td>
</tr>
<tr>
<td>The Times-New*</td>
<td>4</td>
<td>48.5</td>
<td>0</td>
<td>0.0</td>
</tr>
<tr>
<td>The Tooele Bulletin</td>
<td>1</td>
<td>238.0</td>
<td>1</td>
<td>3.0</td>
</tr>
<tr>
<td>The Tooele Transcript</td>
<td>23</td>
<td>104.0</td>
<td>8</td>
<td>29.0</td>
</tr>
<tr>
<td>The Uintah Basin Stand.</td>
<td>32</td>
<td>214.0</td>
<td>5</td>
<td>53.5</td>
</tr>
<tr>
<td>The Vernal Express</td>
<td>11</td>
<td>125.0</td>
<td>1</td>
<td>4.5</td>
</tr>
<tr>
<td>The Wasatch Wave</td>
<td>10</td>
<td>74.0</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Washington County News</td>
<td>9</td>
<td>92.5</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>The Weekly Reflex</td>
<td>20</td>
<td>64.5</td>
<td>4</td>
<td>36.5</td>
</tr>
</tbody>
</table>

|                  | 1454                   | 2824.0                 | 130                       | 695.0                | 584.0                 | 3519.0                |

*One issue from paper missing and not used.
MORMON CHURCH POPULATION BY COUNTIES AND PERCENTAGES AS OF 1960 CENSUS.

**WYOMING**
Key: 1960 county census
Number of Mormons Per Cent Mormon

**ARIZONA**
In Duchesne County, where 1.9 per cent of the people are not Mormons, The Uintah Basin Standard carried only five stories for 53.5 column inches for other churches, as compared to the greatest number devoted to the LDS Church of any paper studied, 244 column inches. This means that of the religious news presented that less than 20 per cent of it related to the other faiths in Roosevelt and Duchesne County.

Only one story of 19 inches about the Mormons, as compared to eight for 51 inches about other churches, appeared in four issues of The Times Independent which serves Grand County. There seemed to be some direct correlation in this newspaper's religious news to number of inhabitants not professing LDS belief as 87.4 of the county's people are non-Mormon.

Tooele's two newspapers, the only published in Tooele County where 39.2 per cent are non-LDS, present another interesting comparison. There the non-Mormon subscribers received slightly more than eight per cent of the stories about Protestant and Roman Catholic groups. A total of 168 stories were published for 342 inches about the Mormons as against nine for 32 inches about the others in The Tooele Bulletin and The Tooele Transcript.

Twelve newspapers or 33.3 per cent of the 39 contained no stories about non-Mormon religious groups. These papers were the Emery County Progress (in Emery County there are 27.6 per cent non-Mormons), Gunnison Valley News, The Lehi Press, The Manti Messenger, The Millard County Chronicle, The Millard County Progress, The Morgan County News, Mount Pleasant Pyramid, The Salina Sun, Southern Utah News, The Times-News of Nephi and The Springville Herald.
While Salt Lake County has 30.5 per cent non-Latter-day Saint members, no attempt shall be made to consider in any narration the comparison of those weeklies published therein containing church news; the reason for this is that it is not possible to make any accurate assumption when the people of these communities also depend heavily upon the daily newspapers printed in Salt Lake City. The percentage breakdown of church members in each of the communities is not known; however, in the sparsely populated counties the number of those living in the county are always or nearly always considered part of the news coverage area and circulation territory of most weeklies.

There is, however, one interesting note relating to the Murray Eagle which is published in Salt Lake County. The Eagle had nearly twice as many stories on Mormon events than on non-Mormon churches, but the total number of inches was only 17.5 more for the former group.

**Church News in Counties with More Than Average Per Cent of Mormons.** In those counties where between 90 and nearly 95 per cent of the people are Church of Jesus Christ of Latter-day Saints members, there is excellent religious coverage. Stories on missionary homecomings and farewells predominated, along with news regarding the April conference in Salt Lake City.

Millard County, for example, had 22 stories in its two papers for 121 inches and none for non-Mormon groups. The same occurred in Sanpete County where three of the four papers were covered for the month of April, 1961. The Manti Messenger, Gunnison Valley News and Mount Pleasant Pyramid carried a combined total of 128.5 column inches of Mormon news. Wasatch County Mormon residents had 74.5 inches, while non-Mormons had 1.5.
The Davis County Clipper had nearly an equal amount of inches about Mormon and non-Mormon groups in a county where 72.8 per cent of the population are LDS.

Saint George's Washington County News, located where 78.1 per cent of the people are Mormon, contained nearly 100 inches on their activities and just a one inch story for another non-Mormon group.

In only one weekly did the Mormon Church receive less than in the neighborhood of 20 inches in the four issues reviewed. This was 15 inches in the Emery County Progress of Castle Dale, located in a county where 72.4 per cent of the people are Mormons.

Chapter Summary. In the majority of those newspapers studied, there appears to be a direct correlation between percentage of Mormons in any given county and share of church news space devoted to the LDS Church. The same applies to non-Mormon religious groups.

There are, however, some papers in which the quantity of religious news seems to be too great and in others too small in comparison to population of Mormons and non-Mormons.

Most content of LDS Church news came in the form of stories and pictures of missionaries returning and leaving, as well as on building programs and the annual April Church of Jesus Christ of Latter-day Saints conference. Non-Mormon news was centered around guest speakers and special church-sponsored events.

Kenneth R. Byerly, professor of journalism at the University of North Carolina, thinks all churches should be considered and reported with equal fairness, regardless of the interests or the prejudices of the reporter or his newspaper. Furthermore, Mr. Byerly asserts that
churches should be covered much as other beats are. "They should not get newspaper space just because they are churches and religion is a good thing." A church with 1,000 members usually does more than one with 100 and one with 250 members may be three times as active as another with the same membership. So some churches should receive more news space than others, but care should be taken to make sure that this is done fairly." 

No definite conclusion may be made because it is impossible to measure the possible prejudices which the publishers might have in regard to some denominations. Furthermore, the number of non-Mormon churches located in the communities would have tremendous bearing on any comprehensive analysis; also the use of publicity chairmen would need to be taken into account.

CHAPTER IX

RECOMMENDATIONS

The previous chapters illustrate that even though Utah's weekly publishers are a rather small and select group that they make for interesting, informative and valuable study.

Summation of the entire findings does not seem at all necessary nor practical at this point since each chapter contains a summary at the end; furthermore, one of the major objectives of this entire work was through analytical study to formulate recommendations which might prove valuable to the Beehive State's publishers and to all others interested in the future of community weekly journalism in Utah and throughout America. In reality, the suggestions will be in the form of summation since they will have been derived from the findings already discussed beforehand.

Recommendations will be in two sections. The first suggestions will be directed toward the publishers and may no doubt best become reality if considered and acted upon by their organization, the Utah State Press Association. The journalism departments offering sequences in journalism toward bachelor's degrees and graduate study programs leading to the master's in journalism may possibly aid the publishers. Suggestions will be made to the churches of Utah and the third set of ideas will be in regard to possible investigation and further study on weekly newspapers.
It should be kept in mind that the author's intent is to only make what he considers major recommendations and which, as he sees it, are related to nearly every publisher in the State. There are, of course, many suggestions which might be given to any number of individual publishers in order that they may improve their publications; however, they are not as important as those which have been drawn to serve as a conclusion to this thesis.

**Recommendations to Publishers.** In order that Utah weekly newspaper publishers may give better service through their publications and do their part in promoting journalism, the following recommendations should be considered:

1. Utah's weekly publishers could benefit by in-service programs in order to produce better newspapers. Photography, makeup and editorial writing appear to be the areas where the greatest help is needed and where assistance could be provided by the departments of journalism. These in-service sessions could be incorporated at the annual winter and summer meetings of the Utah State Press Associations.

2. The former summer work program for journalism majors should be revived; immediate plans should be started by the publishers and journalism educators to work out a required internship program in order for graduation with a journalism degree. Such a system could work similar to student teaching.

3. More effort is needed on the local levels in getting young people to major in journalism. Although there seems to be evidence of satisfactory work in this area, there is still room for some improvement and further concentration.
4. Publishers have a duty and obligation to provide editorial comment about local happenings in particular, even if it requires more work.

   a. Those publishers concerned about the future of their towns in regard to population and economic status should be among the people helping to promote their communities.

5. Some publishers should give more attention and effort to religious news coverage and remember that they have a duty to serve all people, not just one special interest group. In a very few counties, there appears to be an over-abundance of church news about one faith and in others too little coverage. This evaluation is based on Mormon and non-Mormon population totals. The solution might well call for developing church news sources and/or working toward obtaining publicity chairmen who could be trained to get the news to the papers.

Recommendations to Churches: Churches might well benefit if they would appoint publicity chairmen to handle church news in order for proper coverage.

   Specifically, the Church of Jesus Christ of Latter-day Saints might find value if Brigham Young University sponsored a Publicity Day in which delegates would attend to learn how to serve as publicity chairmen in their home wards. Furthermore, those wards not having publicity chairmen in their organization might well consider appointing one since the writer understands that such a position is not an integral and required job throughout the LDS Church wards.

Recommendations for Further Study: Numerous are the possible future topics which one might select on Utah's weekly newspapers or
weeklies in general which have come from this study. Only a few of the many of the author's current ideas are suggested in the list following:

1. Comparison of Utah's weeklies over the years in some of the areas covered in this thesis in order to determine trends and practices.

2. A national study on weeklies to determine if any trends in some unknown categories exist, i.e. what proportion of front page and inside news space is devoted to education, government and so forth.

3. A more intensive study into the backgrounds of each publisher and his early surroundings.

4. An evaluation of the Utah State Press Association, its history, its functions, duties and possible suggestions for the future.

5. A study to determine the major factors which might affect the future of Utah's weekly newspapers and the nation's community journalism.
APPENDIX A

UTAH WEEKLY NEWSPAPER QUESTIONNAIRE

Name of newspaper(s) ___________________________ Offset/Letterpress

What year did you become publisher and/or editor? (circle title) ______

How long has the newspaper been in your family? ____________ years

How was it acquired by you? Purchased ___ Inherited ___ Other (note) ___

Year of birth ___ Marital status: Single Married Divorced Widowed (circle)

Number of children ___ Number living at home? ___ Their ages ______

Your education (circle highest grade completed) 7-8-9-10-11-12-13-14-15

16-17

If a college graduate, list your:

a. Degree(s) ___________________________

b. Year(s) granted ___________________________

c. Alma mater(s) ___________________________

d. Major ___________________________

e. Minor ___________________________

How many years have you been a newspaperman? ___ --- in Utah? ______

Number of years in related fields (i.e., radio-TV, public relations, advertising) ______

What were the main influences which attracted you into the weekly newspaper field? ___________________________

Membership in organizations (circle) Elks Kiwanis Lions Masons Sigma Delta Chi Chamber of Commerce Rotary Kappa Tau Alpha Optimist Other ___________________________

Maximum per cent of ads you try to have in each issue? ___ % Minimum? ___ %

Do you do most of the soliciting for ads yourself? Yes/No If no, do you have a full-time employee to handle advertising? Yes/No

Does your wife work full-time, half-time, less than half-time or not at all at the office? (circle proper figure)
What are her major responsibilities (put number following each indicating her most important and greatest contributions)?

- Reporter
- Society
- Bookkeeper
- Photographer
- Copyreader
- Proofreader
- Linotype operator
- Other (specify)  

Do any other family members (sons, daughters, brothers, sisters, parents, aunts, uncles) work for you?

- Relation
- Duties

Where do you concentrate your effort and put the majority of your time in while working on the paper? (i.e. reporting, setting type, selling ads, etc.)

How many hours a week do you spend on the job?

Number of other people working for you:

- Full-time
- Half-time
- Less than half

Advertising, circulation, business

Editorial (news and photography)

Backshop

Does your paper have correspondents? Yes/No

If yes, how are they compensated?

How long a vacation do you estimate you and your other employees each receive annually?

What is your policy as to pay during vacations?

Do you depend upon help from high school students to cover high school news as well as sporting events of the high schools? Yes/No

If yes, what compensation do they receive from you? (Circle answer)

By-line Pay (How much?) Summer work Other

In hiring people for editorial jobs, what kind of a person do you prefer? (i.e. a young university graduate in journalism, high school grad with high school journalism experience or an experienced newspaperman)

What would you probably start the person named by you on a weekly pay scale?

Do you own or are you purchasing your own plant? Yes/No
If owner, purchasing or renting, in approximately what year was it built? ______________________

Last major physical addition ______________________________ Year ___

Do you have a photography darkroom? Yes/No If No, how do you get photo work done? Circle answer Local photographer Out of town Amateur

What kind of engravings do you use? ________________________________

Do you make these in your own shop? Yes/No

What was your approximate gross volume income for 1960? $ __________

In breaking that figure down, how much in these areas:
Answers to this) Advertising $ __________ Circulation $ __________
question will be) Job printing$ __________ Other $ __________
held in confidence) (specify)

Mention here any of your current major problems as an editor and/or publisher ________________________________

________________________________________________________

What satisfactions do you get from being a weekly newspaper editor and/or publisher? ________________________________

________________________________________________________

(continue this answer and the previous one to the reverse side of this sheet if you prefer)

PLEASE RETURN THESE PAGES IN THE ENCLOSED SELF-STamped ENVELOPE TO ME.
Thank you, M. B. Munn, c/o Journalism Department, Brigham Young University, Provo, Utah. DEADLINE: FEBRUARY 1, 1961.
I am doing a survey for my master's degree in journalism to complete a special analysis of Utah's contemporary weekly newspapers. The Utah State Press Association at last month's board of directors' meeting unanimously passed a resolution asking for cooperation by the state's editors and publishers.

You'll find the two-page questionnaire enclosed and your cooperation in completing it will be appreciated.

Don't fail to reply, using the self-addressed, stamped envelope. We want your paper included as it is a significant member of the weekly press scene in the Beehive state. Deadline is February 4, 1961.

Thank you in advance for your help. I hope that the results will be of benefit to you and to others interested in the future of Utah's weekly newspapers.

Sincerely,

M. B. Munn
Graduate Student
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"Springville Publisher Meets Vice-President Nixon," Utah Printer and Publisher (August, 1960), p. 7.


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Members of Utah State Publishers Association at annual convention, Hotel Utah, Salt Lake City, February 11 and 12, 1961, and with the publishers at other places at other times.
A SURVEY AND ANALYSIS OF UTAH'S WEEKLY NEWSPAPER PUBLISHERS AND THEIR PUBLICATIONS

An Abstract of a Thesis of
Martin Bradley Munn
In Partial Fulfillment of the Requirements
For the Degree of
Master of Arts
in
The Journalism Department

Dr. Oliver R. Smith
Dr. Dean C. Christensen
Chairman, Advisory Committee
Member, Advisory Committee

Brigham Young University
Provo, Utah
July, 1961
ABSTRACT

Method of Research

The Problem. This study was made to determine the similarities and dis-similarities of Utah's weekly newspaper publishers who belong to the Utah State Press Association and to analyze the publications which they publish each week. It was done to give insight and to make recommendations to those who head and to those extremely interested in community journalism in the Beehive State.

Sources of Data. Questionnaires were the main source of data used for the first portion of the study on the publishers. Correspondence and visits with some of the publishers were also incorporated. Nearly 80 per cent of the publishers are accounted for as 30 out of 38 responded; this represented 36 of the 48 weekly newspapers for a 75 per cent sample.

The newspapers themselves were used for the latter part of the study with column inches being measured for news content findings. Here 39 out of the 48 or 81.3 per cent were available and used.

Books and other periodicals were among other sources of data.

The Findings. Utah's publishers are:

1. All men with an education average of one year beyond high school.

2. University graduates in one out of every six.

3. Members and somewhat regular attenders of various churches with the majority affiliated with the Church of Jesus Christ of Latter-day Saints.
1. Members and active participants in community organizations with each belonging to 2.9 clubs on the average.

2. Twenty-year veterans of newspaper work in the Beehive State.

3. In journalism because of early experience in printing and newspaper work owned in several instances by parents and other relatives.

4. Dedicated to community service which is one of the reasons some continue in weekly journalism.

5. In some cases very concerned about the future of their businesses and economic and population trends in their communities and counties.

6. All married with families in all but one case and on the average have their spouses working for the newspaper.

7. Giving on the average one or two weeks paid vacation to employees and preferring experienced and/or university journalism graduates for editorial positions.

8. In 50 per cent of the cases providing high school students with some opportunity to write about high school activities.

9. Featuring government and school stories on the front page if the April, 1961, issues were typical.

10. Employing the brace and functional forms of makeup and predominantly using flush left cap and lower case headlines.

11. Printing for the most part a rather consistent amount of religious news in proportion to Mormon and non-Mormon population groups.

12. Using regular editorial comment in only 15 newspapers or 41.0 per cent of the publications.
Recommendations. Among the major recommendations are:

1. Utah's publishers, with help from the journalism departments in Utah's institutions of higher learning, should have in-service training programs to better the weekly press.

2. The former summer work program, along with an internship requirement for graduation in journalism from one of the three universities, should be in operation.

3. More effort is needed on the local levels in getting young people to select journalism careers.

4. Editorial comment should be used by more of the publishers.

5. Further study on Utah's and the nation's weeklies in the area of content trends and factors influencing the future of community journalism.

6. The churches, in particular the Church of Jesus Christ of Latter-day Saints, would benefit by having ward publicity chairmen and providing training for them.

APPROVED:

[Signatures of Committee Members and Chairman]

Date: July 27, 1961

Typed by Anne B. Wilde.