

379
N81
NO. 5809

A COMPARISON OF THE EDITORIAL PRACTICES OF RELIGIOUS
MAGAZINES WITH EDITORIAL PRACTICES
DESCRIBED IN MAGAZINE TEXTBOOKS

THIS IS

Presented to the Graduate Council of the
North Texas State University in Partial
Fulfillment of the Requirements

For the Degree of

MASTER OF JOURNALISM

By

Jeff L. Hensley, B. S.

Denton, Texas

August, 1981

Hensley, Jeff L., A Comparison of the Editorial Practices of Religious Magazines with Editorial Practices Described in Magazine Textbooks. Master of Journalism (News-Editorial), August, 1981, 91 pp., 11 tables, Bibliography, 11 titles.

This study sought to determine the demographics of the managing editors of the 111 religious magazines listed in the 1981 edition of Writer's Market and the similarity of those magazines' editorial practices to editorial practices described in magazine textbooks.

The sixty-four managing editors who answered the questionnaire tended to be college-educated, to say their chief motivation for working on a religious magazine was serving God and man and to be satisfied with their work.

Twenty-five per cent of the managing editors in the study had undergraduate majors or master's degrees in journalism.

The magazines' self-reported editorial practices in such areas as copy handling, proofreading, layout and design were similar to those described in magazine textbooks.

TABLE OF CONTENTS

	Page
LIST OF TABLES	iv
Chapter	
I. INTRODUCTION	1
Statement of the Problem	
Purpose of the Study	
Questions	
Review of the Literature	
Justification	
Definition of Terms	
Limitations of the Study	
Methodology	
Organization of the Thesis	
Chapter Bibliography	
II. ANALYSIS OF THE DATA	32
Question 1	
Question 2	
Question 3 and 4	
Question 5	
Question 6	
Question 7	
Question 8	
Chapter Bibliography	
III. SUMMARY AND CONCLUSIONS.	51
Summary	
Conclusions	
Recommendations for Further Study	
IV. APPENDIX	83

LIST OF TABLES

Table	Page
I. Education of Managing Editors	35
II. Salary Levels of Managing Editors	36
III. Education of Managing Editors of Magazines in High, Middle and Low Groups	39
IV. Salary Levels of Managing Editors of Magazines in High, Middle and Low Groups	40
V. Job Satisfaction of Managing Editors of Magazines in High, Middle and Low Groups	41
VI. Chief Motivations of Managing Editors of Magazines in High, Middle and Low Groups	42
VII. Job Satisfaction of Managing Editors.	44
VIII. Chief Motivations of Managing Editors	45
IX. Mean and Median Scores of Magazines Edited by Managing Editors Reporting Each of the Degrees of Job Satisfaction Listed on the Questionnaire.	46
X. Mean and Median Scores of Magazines Edited by Managing Editors Reporting Each of Motivations Listed on the Questionnaire.	47
XI. Managing Editors with Undergraduate Majors or Master's Degrees in Journalism in Each of the Salary Groups on the Questionnaire.	48

CHAPTER I

INTRODUCTION

Estimates of the number of religious magazines and periodicals in the United States and Canada vary, but the total is between 1,500 and 2,400. James L.C. Ford, author of Magazines for Millions, a detailed treatment of the field of specialized publications, says, "There have been various efforts to estimate and classify religious publications. By organized church or doctrine--150 to 200 Jewish, 400 to 500 Roman Catholic, a thousand Protestant, maybe 1,700 in all" (4, p. 63).

One authoritative reference on periodicals, The Standard Periodical Directory, 1979-1980, lists 2,400 religious periodicals published in the United States and Canada (6, pp. 1296-1358).

Whatever the exact figure, religious periodicals obviously represent a large field of publishing activity in the United States.

And as Ford says, "There has never been a time when religious periodicals did not play a major role in American

journalism" (4, p. 63). Frank Luther Mott, the renowned magazine scholar, in the first volume of his history of American magazines lists Christian History, a magazine that followed the events of the North American religious revival called the Great Awakening, as the fourth magazine printed in the colonies. And though Mott makes short work of his description of its contents, calling it less a magazine than a chronicle of the events of the religious revival, Christian History set a considerably longer record for longevity than did the first two magazines published in the colonies by Andrew Bradford and Benjamin Franklin, respectively. Christian History managed to publish weekly for two full years, from 1743 to 1745, whereas Bradford's monthly American Magazine lasted only three issues in 1741, and Franklin's monthly General Magazine lasted only six issues in 1741.

Mott's figures indicate that by the 1830's 100 religious newspapers and magazines were published in the United States, seeking to add converts to their numbers and to build the faith and actions of their own readers (8, pp. 369-370).

Today's religious journalists pursue the same basic goals, but in an atmosphere of great competition among print and electronic media for the time of the reading audience. Assuming Mott's criticism of the first American religious

magazine was accurate, a religious magazine of similar style and content today would have a difficult time holding its audience long enough to get its inspirational message across either to potential converts or to members of the faith it might seek to serve. William B. Arthur, former editor of Look magazine, writing of the competition for the magazine reader's time, says:

Out there somewhere, an increasingly busy, literate reader sits in judgment. . . . He is an impatient sort, wooed hard by competing media, and no longer dazzled by the aura of truth of the printed page. He urgently wants quality. The challenge of magazine editing is to confront this man, fix his attention and tell him something he hasn't heard, or sometimes, even what he does not want to hear. When the conversation works, editor and reader are enriched (9, p. xi).

In this highly competitive atmosphere, the religious magazine, like other specialized publications, must work to achieve the sort of editorial excellence and quality to which Arthur alluded to hold, serve and build its audience. Wick Allen, founding publisher of D, The Magazine of Dallas, stressing the primacy of maintaining high editorial quality, said that his own magazine's advertising revenues and subscription renewals fluctuate from month to month depending on whether the previous month's editorial content was good or bad (5, p. 25).

A foundation for editorial quality would necessarily begin with editorial staff capable of creating an attractive publication that meets high editorial standards. Journalism professor Robert Root, in his Modern Magazine Editing, cites a 1959 survey of its membership by the Magazine Publishers Association that indicated that 77 per cent of the respondents believed an applicant for an entry-level editorial position ought to have at least a college degree. A majority of the respondents to this survey suggested that entry-level applicants' undergraduate work ought to include, "a combination of journalism and liberal arts, recommending English, creative writing, history, magazine writing, and reporting courses--in that order" (9, p. 388). Some of the same educational expectations were mentioned by Robert Kenyon Jr., executive director of the American Society of Magazine Editors, in Journalism Educator. According to Kenyon, many recent college journalism graduates are finding themselves welcomed to the editorial staffs of magazines if they are properly qualified because,

- (1) They have majored in journalism, with emphasis in reporting, writing, editing--and in magazine journalism;
- (2) They were significantly and substantially involved in campus magazines or newspapers;
- (3) They had summer internships or jobs at magazines or newspapers;
- (4) They have a worthwhile swatch of clips and

other exhibits to demonstrate their competency and involvement (7, p. 20).

He wrote that bright liberal arts graduates find a similar warm reception, providing they can qualify on the last three points.

Strength in the areas of journalism and English education and some kind of active use of those skills in actual publications work are the qualifications those already active in the field of magazine journalism look for when hiring. It stands to reason that the same sort of competencies and training should be found in the education and experience of editors of religious publications.

Magazine textbooks go into great detail concerning what constitutes a high level of editorial performance and practice to help prepare students to enter the field and to maintain and encourage high standards in the field.

A few of the areas in which such texts set forth standards of editorial performance, practices and ethics are advertising; creation of formula development; copy flow (from obtaining articles to getting them into final type-set form); layout, design and paste-up; and evaluation.

Advertisers' attempts to get editors to carry materials they supply in the editorial columns of magazines can infringe

on editorial freedom. Similarly, if advertisers are able to influence editorial matter carried in magazines, the freedom and ability of those magazines to serve their audiences can be impaired.

Root says emphatically, "What needs to be said here is that the editorial operation should be independent of the business side. . . . The editor should be in the position that he can reject overtures from any advertiser's agent" (9, p. 506). If this is true in speaking of magazines in general, then certainly it should be true of religious magazines, which ought by their nature to have a firm ethical basis.

Journalism professor Roland E. Wolseley, one of the foremost authorities in the field of magazine journalism study, defines magazine formula in his textbook Understanding Magazines:

Formula is the organized concept of the magazine held by those in charge of it and translated into type, advertising ideas and facts (if it is to carry advertising) and reading matter ideas and facts, including illustrations.

Every magazine's owners, consciously or unconsciously, operate on a formula. The better organized the magazine the more likely it is to be functioning on an articulated formula, for such a concept is part of scientific business operation (10, pp. 45-46).

Journalism professors Russel Baird and J.W. Click give a little more life to the definition of a magazine's formula

in their Magazine Editing and Production:

The mixture of editorial material that makes up a magazine, the content that establishes the magazine's personality. Formula is the continuing or long-range editorial concept of the magazine expressed as specific kinds of content or topics (2, p. 45).

Root says that though the broad outline of a magazine's purposes, goals and formula ought to be developed by those who have overall responsibility for the publication, the publisher or a board of directors, "The details of the formula are left--or should be left--to the editors" (9, p. 49).

Planning issues and their themes and their specific contents, is the step that translates the formula into reality. Baird and Click describe it this way:

Planning, the crucial step, is where the editor's expertise really shows. If he can plan the right editorial content for his readers, assign the right writers to the right topics or personalities, and get the right illustrations for each issue, his magazine can succeed. Looking ahead to future issues is important to the well-being of any magazine. An editor must have a clear idea of what is coming up and shape his current issues to that concept (2, p. 76).

These two authors agree with Root that the specifics of planning usually should be left to the editor. "Except in some association and professional journals," they say, "most editors insist on decision-making power, thereby avoiding editing by committee" (2, p. 76).

One of the responsibilities of the editorial staff toward those who send them their writing is to keep tabs on all manuscripts submitted for consideration. Whether the magazine has an editorial staff of one or twenty, say the textbook authors, it needs some way of keeping track of all materials others have sent in. Root says, "The record system should be designed so that if a free-lance writes in to ask about his manuscript, the magazine can give him an answer quickly" (9, p. 374).

And Baird and Click suggest that a decision "must be made within a reasonable time" and a reply sent to the writer (2, p. 63).

It almost seems superfluous to say that one of the standards of editorial excellence of a magazine ought to be correctness of word usage, grammar, capitalization, spelling and punctuation.

As Baird and Click put it,

An editor is expected to be an expert in the mechanics of language. As he processes manuscripts, one of his chores is to bring a meticulous correctness to the language being used. Although magazine audiences vary as to their sophistication and knowledge of language, it behooves every editor to strive for correctness. . . . A good editor will arm himself with the best dictionary he can find plus a good manual of style and follow them as closely as he can and with consistency (2, p. 121).

These authors qualify their comments on cleaning up and correcting copy by saying that editors ought to allow for and respect writers' style peculiarities as long as they do not impede communication and are indeed effective style devices. "Throughout all his work in processing manuscripts, the editor must be sensitive to the rights of his authors. Any change constituting meaningful revision should be referred back to the author for execution" (2, p. 122).

Once the copy has cleared this hurdle in the editorial process, it then becomes the editor's responsibility to make sure that it is marked for typesetting, typeset, proofread, corrected and taken through to the paste-up stage with as great a degree of perfection as possible. Root says, "Careful reading of proof is a prerequisite of a good magazine. . . . The responsible editor will check proofs over and over, as often as feasible" (9, p. 165).

Another area that affects editorial quality and how much time readers spend with a magazine is the legibility of the magazine's body type, which is affected primarily by two factors: the type face and the point size. Baird and Click refer indirectly to research on the legibility of Roman and sans-serif type faces, ranking Roman faces more legible than sans-serif (2, p. 188). On the matter of point

size, they suggest, "For most situations, 10- or 11-point type is most functional" (2, p. 187).

One more way to hold the reader's attention is excellence in art, layout and design and their execution through paste-up (if using offset reproduction). Baird and Click suggest:

A well-staffed magazine is likely to have a full-time art director, who designs the magazine, selects type faces for title treatment or headlines, and plans display of pictures and non-photographic illustrations. He may or may not execute art work for the magazine.

Quarterly and smaller magazines are more likely to have an outside art director in a design studio or advertising agency do their issues (2, p. 60).

Research can supply some general guidelines for upgrading use of art, photos and layout. Baird and Click say that according to layout studies, "Large illustrations generally draw more readers than small ones" (2, p. 89).

Research indicates that cutlines are needed to explain the content of photographs. Baird and Click explain:

Research has supported the case for cutlines, indicating that readers prefer full, informative cutlines placed near the picture they explain. . . . Words provide the corrective for camera distortion, translating a three-dimensional scene into a two-dimensional picture, or selecting only one representation of events. The camera lies, often unintentionally, and words are needed to put the scene in its proper context (2, p. 89).

Evaluation of a magazine by its staff and its readers is one way to affect the formula of a magazine and improve

its style and content in general. Though the textbooks agree that editors cannot and should not edit by survey results, they do suggest that "listening" to the opinions of readers and evaluating how well the magazine and its different parts are read, understood and appreciated is a valuable part of the continuing creation of the magazine and its formula. Root says:

If the "bugs" in research could be worked out, one can visualize a computer-robot that would edit a magazine from punched cards. But wise editors have been sure right along that they could not be replaced by machines, and they insist that research should be used only for guidance (9, pp. 476-477).

Readability formulas are another means of evaluation to which Root gives qualified support. Readability formulas such as those of readability experts Rudolf Flesch and Robert Gunning can be used to gauge the difficulty of articles in a magazine. Root says:

The editor may usefully keep the readability ideas at the back of his mind as he writes or shapes his style, using them as one of his tools. He may recall them as he works over copy that has too many "hard" words in complex sentences, and he may employ them from time to time to check how his staff is doing (9, p. 377).

William Arthur, former editor of Look magazine, expressed the need for editorial excellence in this way:

The editor's job is a trust that he holds both for his readers and the staff of his magazine. As with management of other kinds of trusts, there is a continuing

need for professionalism. . . . Planning the editorial product, laying it out, snatching the reader's attention with exciting art and type, editing the prose--all these are the editor's daily responsibility, whether he delegates the work or not. The product of all these learned skills lets the editor perform his final act--introducing one man, a reporter with something on his mind, to another, the reader. If the introduction carries warmth, the two will communicate. And the process of personal communication changes man (9, p. xii).

Perhaps this process of communicating to bring change to the lives of men and women is even more important in the case of religious journalism.

Statement of the Problem

What education, experience and sources of motivation do the managing editors of religious magazines take to their jobs, and how similar are the editorial practices of their magazines to editorial practices described in magazine textbooks?

Purpose of the Study

The purpose of the study was to (a) determine the demographic profiles of managing editors of the religious magazines listed in the 1981 Writer's Market; (b) compare the editorial practices of these magazines with magazine editorial practices described in magazine textbooks; (c) describe the relationship of the demographic factors of the managing

editors and the editorial practices of the magazines they edit; (d) describe the job satisfaction and motivations of managing editors of religious magazines; (e) determine the relationship between the managing editors' job satisfaction and the degree to which the editorial practices of their magazines are similar to those described in magazine textbooks and (f) determine the relationship between the managing editors' motivations and the degree to which the editorial practices of their magazines are similar to those described in magazine textbooks.

Questions

1. What are the demographic statistics of the managing editors of the religious magazines listed in the book 1981 Writer's Market in the areas of age, sex, salary, education and experience?

2. Do the religious magazines listed in the 1981 Writer's Market have editorial practices or tend to have editorial practices similar to those described in magazine textbooks?

3. Is there any difference in the demographic statistics of editors of those magazines that tend to conform to textbook-described practices?

4. Is there any difference in the demographic statistics of the editors of those magazines that do not tend to conform to textbook-described practices?

5. What degree of job satisfaction do the editors of religious magazines listed in the 1981 Writer's Market report?

6. What motivations do the managing editors of religious magazines listed in the 1981 Writer's Market report as their primary reasons for practicing religious journalism?

7. What relationship, if any, exists between the degree of job satisfaction of the editors of religious magazines and the similarity of their magazines' editorial practices to those described in magazine textbooks?

8. What relationship, if any, exists between the motivations reported by the editors of religious magazines and the similarity of their magazines' editorial practices to those described in magazine textbooks?

Review of the Literature

There appears to be little published or unpublished research on editorial practices of religious magazines. Hal Chapman Wingo's thesis for his master's degree in journalism at the University of Missouri (1) touches on similar but not the same research.

Wingo's research did not attempt to establish any of the relationships that the current research sought to establish. Nor did Wingo compare religious magazines' practices with editorial practices described by magazine textbooks.

Other research concerning religious magazines presented in Journalism Abstracts and Journalism Quarterly tended to focus on comparisons of specific magazines and their editorial performance or comparison of their responses to contemporary social issues.

Justification

This study provides a current picture of editorial practices in the religious magazine field, data useful to researchers doing parallel studies in other fields of specialized publications as well as to editors in the field of religious journalism seeking to upgrade editorial practice.

It provides a realistic picture of prevailing conditions for prospective editorial workers seeking information about the practice of religious journalism in the United States and Canada.

The study could prove useful to publishers and potential publishers of religious magazines making decisions about the sort of qualifications to seek in editorial workers if they

want to foster high levels of editorial practice on their magazines and therefore be better able to compete for readers' time and attention.

Definition of Terms

For the purpose of this study, the following definitions were formulated.

Religious magazine--A magazine with religious content printed by either letterpress or lithographic or rotogravure printing processes.

Specialized magazines--Magazines that do not seek to be general circulation magazines (i.e., they do not try to serve the entire population) but rather, try to serve an audience that shares a common interest, vocation or hobby, place of employment, region of the country or membership in the same association.

Creation--The process of developing a magazine's editorial formula so it can serve the needs of a specific audience. It is a conceptual process that attempts to provide balanced types of content for that audience through its departments, feature articles and other combinations of words, pictures and artwork. Baird and Click define editorial formula as,

The mixture of editorial material that makes up a magazine, the content that establishes the magazine's personality. Formula is the continuing or long-range editorial concept of the magazine expressed as specific kinds of content or topics (2, p. 45).

Limitations of the Study

The field of religious journalism is far too large to study in its entirety. The present study was therefore limited to religious magazines listed in the 1981 Writer's Market, a listing that includes 111 periodical publications.

Some of these 111 indicated on the questionnaire that they were newspapers, newsletters, professional journals or Sunday school handouts. Since the criteria for evaluating these varied publications are different from those for magazines, this study limited itself to religious periodicals that consider themselves magazines. To obtain more accurate information on this point than is available in the 1981 Writer's Market, the first question on the questionnaire sent to all 111 listings asked each publication's managing editor whether the publication conforms more to the editorial and design standards of a magazine or a newspaper or a newsletter or some other format. Those questionnaires that described the publications as something other than magazines were eliminated from the study.

Publications were excluded from the study if they were not printed by either letterpress or offset printing or roto-gravure as indicated by their answers to question 13 of the questionnaire. These are the only printing processes that produce an image of high enough quality to be considered magazine quality.

Publications were excluded from the study if they had fewer than eight pages as indicated by their answers to question 12 b. of the questionnaire. For purposes of this study publications were considered more like newsletters than magazines if they normally had fewer than eight pages.

Methodology

Information for this study was obtained by mailing questionnaires (Appendix B) to managing editors of each of the 111 religious periodicals listed in the 1981 Writer's Market.

Questions 2, 3, 4, 5, 6, 7, 8 and 9 of the questionnaire provided information on the managing editors themselves. These questions provided information on the education, number of years and kinds of experience, sex, age, education, degree of job satisfaction and chief motivation for working in the field of religious magazine journalism for the responding managing editors.

This demographic information and all the information about the managing editors elicited in questions 2-9 of the questionnaire have been presented in a variety of ways in Chapter II and Chapter III including mean and median figures for some questions and percentages of the sample with certain characteristics for others.

Answers to questions 16-32 of Section IV were compared with editorial practices described, suggested or implied as normative by the textbooks Modern Magazine Editing by Robert Root (9), Magazine Editing and Production by Russel Baird and J.W. Click (2) and Understanding Magazines by Roland Wolseley.

Here are the answers these authors suggest as indicative of current magazine editorial practice.

16. Check by answer b., c. or d. indicating the magazine either does not accept advertising or, if it does, that it has either an unwritten or a written policy against advertisers influencing editorial content was considered editorial practice similar to that suggested by magazine textbooks. Root says that the editorial operation should be separate from the business side and the editor in a position to "reject overtures from any advertiser's agent" (9, p. 506).

17. Check by the yes answer in part a. of the question indicating that the magazine has a written formula and by the

yes answer in part b. of the question indicating that whether the formula is written or unwritten, it is used to guide issue planning, were considered to indicate editorial practices similar to those suggested by magazine textbooks. There were two possible yes answers. Wolseley says, "The better organized the magazine, the more likely it is to be functioning on an articulated formula" (10, pp. 45-46).

18. Planning a minimum of three months in advance of an issue's publication date was considered as editorial practice similar to that described by magazine textbooks. Wolseley in Understanding Magazines says, "No matter how scientifically planned, however, a magazine's content is not approved by all readers. . . . Working from three months to a year ahead helps avoid some of these accusations" (10, pp. 216-217).

19. An answer of three months or more indicating that the magazine assigns theme or other major articles at least three months in advance of an issue's date of publication was considered as editorial practice similar to that suggested by magazine textbooks.

20. Check by answer c. or d. indicating the editor or editor and publisher plan issues together was considered as editorial practice similar to that suggested by magazine

textbooks. Root says, "The details of the formula are left-- or should be left--to the editors" (9, p. 49). Baird and Click say, "Except in some association and professional journals, most editors insist on decision-making power, thereby avoiding editing by committee" (2, p. 76).

21. Check by any answer a., b., c., d. or e. indicating use of some style authority for consistent grammar, capitalization, punctuation and word usage was considered as editorial practice similar to that suggested by magazine textbooks. Baird and Click say, "A good editor will arm himself with the best dictionary he can find plus a good manual of style and follow them as closely as he can and with consistency" (2, p. 121).

22. Check by the yes answer indicating use of an adequate record-keeping system on manuscripts received was considered as editorial practice similar to that suggested by magazine textbooks. Root says, "The record system should be designed so that if a free-lance writes in to ask about his manuscript, the magazine can give him an answer quickly--and not wonder whether the piece fell behind a cabinet" (9, p. 374).

23. Check by answer a., b. or c. indicating some response to manuscripts within six weeks was considered as editorial practice similar to that suggested by magazine textbooks.

Although no absolute standards are offered in the texts, there is general agreement that replies should be sent on free-lance materials "within a reasonable amount of time" as Baird and Click put it (2, p. 63). From other reading in the field and implied standards, six weeks seems a reasonable amount of time.

24. Check by answer b. indicating that substantive changes in manuscripts are handled generally by noting suggested changes and returning them to the authors for execution was considered as editorial practice similar to that suggested by magazine textbooks. Baird and Click say, "Throughout all his work in processing manuscripts, the editor must be sensitive to the rights of his authors. Any change constituting meaningful revision should be referred back to the author for execution" (2, p. 122).

25. Checks by the yes answers to parts a., b., c. and d. indicating copyreading at each stage of production were considered as editorial practice similar to that suggested by magazine textbooks. Root says, "Careful reading of proof is a prerequisite of a good magazine. . . . The responsible editor will check proofs over and over, as often as feasible" (9, p. 165).

26. Check by answer d. or e. indicating use of 10- or 11-point type for body type was considered as editorial practice similar to that suggested by magazine textbooks. As Baird and Click say, "For most situations, 10- or 11-point type is most functional" (2, p. 187).

27. Checks by answers e. and f. indicating that people with appropriate art, design or other training do the design, layout and paste-up chores for the magazine were considered as editorial practice similar to that suggested by magazine textbooks. Baird and Click say,

A well-staffed magazine is likely to have a full-time art director, who designs the magazine, selects type faces for title treatment or headlines, and plans display of pictures and non-photographic illustrations. Quarterly and smaller magazines are more likely to have an outside art director in a design studio or advertising agency do their issues (2, p. 60).

28. Check by the yes answer indicating that the magazine makes a conscious effort to use large pictures (of unspecified size) to draw attention to articles was considered as editorial practice similar to that suggested by magazine textbooks. Baird and Click say that according to layout studies, "Large illustrations generally draw more readers than small ones" (2, p. 89).

29. Check by the yes answer indicating that the magazine almost always uses a caption or cutline with photographs

to help readers grasp their meanings was considered as editorial practice similar to that suggested by magazine textbooks. Baird and Click say, "Research has supported the case for cutlines, indicating that readers prefer full, informative cutlines placed near the picture they explain" (2, p. 89).

30. Check by the yes answer indicating periodic checks of a magazine's readability was considered as editorial practice similar to that suggested by magazine textbooks. Root says that an editor "may employ readability measures from time to time to check how his staff is doing" (9, p. 357).

31. Check by the yes answer indicating that the magazine does periodic research to determine which parts of the magazine are being read and appreciated by readers was considered as editorial practice similar to that suggested by magazine textbooks. The texts detail the use of reader research to guide and improve magazine readership, but offer the caution that such research, "should be used only for guidance" (9, p. 477).

32. Check by the yes answer indicating that reader surveys have influenced magazine functioning was considered as editorial practice similar to that described by magazine

textbooks. The textbooks give evidence of such use of survey results to help determine handling of editorial materials (9, pp. 466-474).

The following figures indicate the number of possible answers similar to those the magazine textbooks indicated or implied were normative in the field of magazine journalism generally:

16.	1
17.	2
18.	1
19.	1
20.	1
21.	1
22.	1
23.	1
24.	1
25.	4
26.	1
27.	2
28.	1
29.	1
30.	1
31.	1
32.	1

22 Total possible number of answers indicating editorial practices similar to those described or suggested by magazine textbooks.

The number of answers similar to those suggested or implied as normative by magazine textbooks were figured for each responding magazine. The resulting scores for all of the responding magazines were averaged and the median score calculated.

These mean and median scores were used as a measure of the degree to which this sample of American and Canadian magazines' editorial practices are similar to those suggested by magazine textbooks. The mean and median scores were used for comparison to help determine which, if any, of the factors in the managing editors' demographics appeared to be linked to higher degrees of conformity to magazine textbook standards.

The individual scores of the magazines were divided into high, medium and low groups. The demographics of the editors of the magazines in each group were analyzed to see if any of the groups' characteristics seemed to differ from those of the other groups. The following figures were calculated for each of the three groups:

1. A mean of the number of years of experience of the managing editors;
2. The percentage of males and females in each group;
3. The mean number of years of experience of the editors on other publications;
4. The mean age of the members of each group;
5. The percentage of each group falling into the following categories:

- a. Those who have had some college but have no college degrees,
- b. Those who have undergraduate degrees but do not have graduate degrees,
- c. Those who have master's degrees,
- d. Those who have doctor's degrees,
- e. Those who have had a minimum of a college minor in journalism,
- f. Those who have had a minimum of a college minor in English,
- g. Those who worked on a college newspaper or magazine or as an intern on a newspaper or magazine during college;

6. The percentage of those in each group who reported their salary or lack of salary in each of the possible salary ranges;

7. The percentage of those in each group who reported each of the degrees of job satisfaction listed on the questionnaire;

8. The percentage of those in each group who reported their chief motivations in each of the categories listed on the questionnaire.

The correlation between the number of years of experience of the managing editors and their magazines' scores on the magazine textbook standards section of the questionnaire was calculated. The Spearman's rho rank-difference correlation method was used. The figures for the number of years of experience as managing editor were obtained by subtracting the dates each took their positions from the year 1981. If the period of time indicated was less than one year, the time as managing editor was recorded as less than one year.

For purposes of ranking these two characteristics, the longest tenure as editor was ranked highest and the shortest lowest. The highest score on the magazine textbook standards section of the questionnaire was ranked first and the lowest last.

The correlation between the number of years of experience on other magazines or newspapers and the magazines' scores on the magazine textbook standards section of the questionnaire was calculated using the Spearman's rho rank-difference correlation method. All magazine and newspaper experience except for experience on the magazine they edited at the time of the study was totalled and the figures ranked from the highest number of years of experience to the lowest.

Scores on the magazine textbook standards section of the questionnaire were ranked from the highest to the lowest.

The correlation between the ages of managing editors and their magazines' scores on the magazine textbook standards section of the questionnaire was calculated using the Spearman's rho rank-difference correlation method. The editors' ages were divided into the age groups 20-29; 30-39; 40-49; 50-59 and 60 and above. The age groups were ranked from the oldest to the youngest and their magazines' scores on the magazine textbook standards section of the questionnaire were ranked from the highest to the lowest.

The correlation between managing editors' salary levels and the scores of the magazines they edit on the magazine textbook standards section of the questionnaire was calculated using the Spearman's rho rank-difference correlation method. Salary levels were ranked from the highest to the lowest salary groupings.

To analyze the data for any possible link between the levels of job satisfaction reported by the managing editors and the scores of the magazines they edit on the magazine textbook standards section of the questionnaire, the editors were grouped by the degree of job satisfaction they reported in question 8 of the questionnaire. The mean scores of each

group on the magazine textbook standards section of the questionnaire were calculated.

The percentage of editors choosing each of the motivation answers under question 8 was calculated, and the mean scores of their magazines on the magazine textbook standards section of the questionnaire were calculated.

Organization of the Thesis

Chapter II, Analysis of the Data, presents the results of the statistical operations described in this chapter. Chapter III, Summary and Conclusions, summarizes what the survey set out to achieve and the results of the survey, offers a profile of the composite managing editor in the survey, discusses the possible significance of the data obtained in the survey and offers suggestions for future research.

CHAPTER BIBLIOGRAPHY

1. Association for Education in Journalism, Journalism Abstracts, Vol. 1, Chapel Hill, North Carolina, 1963.
2. Baird, Russel N. and J. W. Click, Magazine Editing and Production, Dubuque, Iowa, Wm. C. Brown Company, 1979.
3. Brady, John and P. J. Schemenaur, editors, 1981 Writer's Market, Cincinnati, Writer's Digest, 1980.
4. Ford, James L. C., Magazines for Millions, Carbondale, Illinois, Southern Illinois University Press, 1969.
5. Graves, Robert F., "Establishing a Special Interest City Magazine: D, The Magazine of Dallas," unpublished master's thesis, Department of Journalism, North Texas State University, Denton, Texas, 1975.
6. Hagood, Patricia, editor, The Standard Periodical Directory, 1979-1980, New York, Oxbridge, 1978.
7. Kenyon, Robert E., "New, Qualified J-Grads DO Land Magazine Jobs," Journalism Educator, XXXV (January, 1980), 20-22, 43.
8. Mott, Frank Luther, A History of American Magazines, 1741-1850, Vol. 1 of 5 volumes, New York, D. Appleton and Company, 1930.
9. Root, Robert, Modern Magazine Editing, Dubuque, Iowa, Wm. C. Brown Company, 1966.
10. Wolseley, Roland E., Understanding Magazines, 2nd ed., Ames, Iowa, The Iowa State University Press, 1969.

CHAPTER II

ANALYSIS OF THE DATA

The questionnaire (Appendix C) and the follow-up letter (Appendix B) mailed one week after the questionnaire generated sixty-four reasonably complete and therefore usable responses. These sixty-four represented a 57.66 per cent usable response to the 111 questionnaires mailed out.

Sixteen unusable responses were received, boosting the total number of responses to the survey to eighty or 72.07 per cent of the questionnaires mailed. These sixteen unusable responses broke down into eleven from publications that were not magazines, either by their own evaluations or because they contained fewer than eight pages; three responses that had incomplete information on the managing editor, either because the position was vacant or by choice of the managing editor and one response from publishers who did not feel that their magazine was established enough at that point to answer the questions.

To simplify analysis of the data, all percentages, means, medians, rank-difference correlation figures and other products of manipulating the data from the questionnaires will

be presented following the questions from Chapter I they are intended to help answer. The same general order of presentation will be followed in Chapter III.

Question 1

What are the demographic statistics of the managing editors of the religious magazines listed in the 1981 Writer's Market in the areas of age, sex, salary, education and experience?

The number of years the sixty-four managing editors in the survey had been managing editors of their magazines was a mean of 7.44 years and a median of 5.44 years.

The number of years each of the sixty-four managing editors in the survey had been on the magazines prior to becoming managing editor was impossible to calculate because too many answers to this question apparently overlapped with the number of years they had been managing editor. The data were too muddled to be of any use.

The number of years the sixty-four managing editors in the survey had spent working on other magazines and daily and weekly newspapers was a mean of 3.88 years and a median of .50 year.

The percentage of the sixty-four managing editors in the survey who were male was 70.31 per cent, and the percentage

of the sixty-four managing editors in the survey who were female was 29.69 per cent.

Table I presents the percentages of the sixty-four managing editors in the survey with varying degrees of college education, journalism education and English education.

Table II presents the percentages of the sixty-four managing editors in the survey earning salaries in each of the salary ranges listed on the questionnaire.

Question 2

Do the religious magazines listed in the 1981 Writer's Market have editorial practices or tend to have editorial practices similar to those described in magazine textbooks?

The scores of the sixty-four magazines in the survey on questions 16-32 of the questionnaire, questions indicating similarity of the magazines' editorial practices to magazine textbook practices, of a possible score of 22 points were a mean of 16.14 points and a median of 16 points.

Questions 3 and 4

Is there any difference in the demographic statistics of editors of those magazines that tend to conform to textbook-described practices?

TABLE I

EDUCATION OF MANAGING EDITORS

Managing Editors Who Had:	Per Cent of Sixty-four Managing Editors in Survey
Some college but no undergraduate degrees . . .	12.50
Undergraduate degrees but no graduate degrees .	45.31
Master's degrees in any field	42.19
Doctor's degrees in any field	9.38
Undergraduate minors in journalism.	4.69
Undergraduate majors in journalism.	14.06
Master's degrees in journalism.	10.93
Doctor's degrees in journalism.	0.00
Undergraduate minor or major or master's degrees in journalism or some combination of these	28.13
Undergraduate minors in English	6.25
Undergraduate majors in English	34.38
Master's degrees in English	1.56
Doctor's degrees in English	0.00
Undergraduate minor or major or master's degrees in English or some combination of these	42.19

TABLE II

SALARY LEVELS OF MANAGING EDITORS

Salary Range	Per Cent of Sixty-four Managing Editors in Survey
Unpaid	7.81
Up to \$10,000 per year	6.25
\$10,001 to \$20,000 per year.	34.38
\$20,001 to \$30,000 per year.	42.19
\$30,001 to \$40,000 per year.	6.25
\$40,001 to \$50,000 per year.	1.56
More than \$50,000 per year	0.00
Not answering.	1.56

Is there any difference in the demographic statistics of the editors of those magazines that do not tend to conform to textbook-described practices?

To answer these two questions, the magazines were divided into three groups on the basis of their answers to questions 16-32 of the questionnaire. A score of 22 points on these questions would indicate that 100 per cent of the editorial practices of the magazine were similar to those described in magazine textbooks (for the practices studied). The high group's scores ranged from 19 to 22 points on the

textbook practices questions; the middle group's scores ranged from 15 to 18 points and the low group's scores ranged from 8 to 14 points. The high group had eighteen editors and magazines in it; the middle group had twenty-seven editors and magazines in it; the low group had nineteen editors and magazines in it. The high group represented 28 per cent of the sixty-four magazines in the survey, the middle group 42 per cent and low group 30 per cent.

The mean and median numbers of years as managing editor for the editors in each group were a mean of 7.17 years and a median of 3.50 years for the high group; a mean of 6.33 years and a median of 5 years for the middle group and a mean of 11.05 years and a median of 8 years for the low group.

The percentage of male and female managing editors in each group were 83.33 per cent males and 16.67 per cent females for the high group; 51.85 per cent males and 48.15 per cent females for the middle group and 84.21 per cent males and 15.79 per cent females for the low group.

The mean and median numbers of years experience on other publications of the managing editors in each group were a mean of 3.94 years and a median of 1.50 years for the high group; a mean of 3.93 years and a median of 0 years for

the middle group and a mean of 3.21 years and a median of 0 years for the low group.

The mean and median ages of the managing editors in each group were a mean of 44.61 years and a median of 42 years for the high group; a mean of 43.93 years and a median of 42 years for the middle group and a mean of 48.84 years and a median of 46 years for the low group.

Table III presents the percentages of the managing editors of the magazines in the high, middle and low scoring groups with varying degrees of college education, journalism education, English education and practical experience while in college.

Table IV presents the percentages of the managing editors of the magazines in the high, middle and low scoring groups reporting salaries in each of the salary ranges listed on the questionnaire.

Table V presents the percentages of the managing editors of the magazines in the high, middle and low scoring groups reporting each of the degrees of job satisfaction listed on the questionnaire.

Table VI presents the percentages of the managing editors of the magazines in the high, middle and low scoring groups reporting each of the chief motivations listed on the questionnaire.

TABLE III

EDUCATION OF MANAGING EDITORS OF MAGAZINES
IN HIGH, MIDDLE AND LOW GROUPS

Managing Editors' Education and/or Experience	Per Cent of Managing Editors in Each Group Reporting Different Levels of Education		
	High Group	Middle Group	Low Group
Some college but no under-graduate degrees	5.56	11.11	21.05
Undergraduate degrees but no graduate degrees	27.78	51.85	52.63
Master's degrees in any field	66.67	37.04	26.32
Doctor's degrees in any field	0.00	18.52	5.26
Undergraduate minor or major or master's degrees in journalism or some combination of these	55.60	18.52	15.79
Undergraduate minor or major or master's degrees in English or some combination of these	50.00	33.33	47.37
Practical experience while in college on a college newspaper or college magazine or as an intern on a newspaper or magazine while in college	27.78	40.74	47.37

TABLE IV

SALARY LEVELS OF MANAGING EDITORS OF MAGAZINES
IN HIGH, MIDDLE AND LOW GROUPS

Salary Range	Per Cent of Managing Editors in Each Group Reporting Salaries in Salary Ranges on Questionnaire		
	High Group	Middle Group	Low Group
Unpaid	0.00	3.70	21.05
Up to \$10,000 per year	11.11	3.70	5.26
\$10,001 to \$20,000 per year	27.78	44.44	26.32
\$20,001 to \$30,000 per year	38.69	40.74	47.37
\$30,001 to \$40,000 per year	16.67	3.70	0.00
\$40,001 to \$50,000 per year	0.00	3.70	0.00
More than \$50,000 per year	0.00	0.00	0.00

The following rank-difference correlations were computed using the Spearman's rho rank-difference correlation method.

J.P. Guilford in his Fundamental Statistics in Psychology and Education says,

We may say that the strength of relationship can be described roughly as follows for various r's [correlation coefficients]:

Less than .20 Slight; almost negligible

.20-.40 Low correlation; definite but small relationship

TABLE V

JOB SATISFACTION OF MANAGING EDITORS OF MAGAZINES
IN HIGH, MIDDLE AND LOW GROUPS

Job Satisfaction Reported	Per Cent of Managing Editors in Each Group Reporting Each of Degrees of Satisfaction Listed on Questionnaire		
	High Group	Middle Group	Low Group
Highly satisfying	72.22	33.33	63.16
Satisfying	22.22	48.15	36.84
Fairly satisfying	5.56	11.11	0.00
Not satisfying	0.00	3.70	0.00
Very unsatisfying	0.00	0.00	0.00

.40-.70 Moderate correlation; substantial relationship
.70-.90 High correlation; marked relationship
.90-1.00. Very high correlation; very dependable relationship
(1, p. 145).

The chart above will provide the standards by which all following Spearman's rho rank-difference correlations will be interpreted.

The correlation between the number of years each of the sixty-four managing editors in the survey had been managing editor and their magazines' scores on the magazine textbook practices questions of the questionnaire yielded a correlation

TABLE VI

CHIEF MOTIVATIONS OF MANAGING EDITORS OF MAGAZINES
IN HIGH, MIDDLE AND LOW GROUPS

Chief Motivation Reported	Per Cent of Managing Editors in Each Group Reporting Each of Chief Motivations Listed on Questionnaire		
	High Group	Middle Group	Low Group
Good salary	0.00	0.00	0.00
Serving mankind	0.00	3.70	5.26
Working with magazine journalism	5.56	7.41	5.26
Serving God and man	72.22	44.44	52.63
Good working conditions	0.00	0.00	0.00
Serving God	0.00	3.70	0.00
Good salary and working conditions	0.00	0.00	5.26
Other	11.11	7.41	0.00
Gave more than one answer	11.11	33.00	31.58

coefficient of $-.13$ indicating a slight, almost negligible, negative relationship (1, p. 145) between the two factors.

The correlation between the number of years of experience of each of the sixty-four managing editors in the survey on other magazines and daily and weekly newspapers and their magazines' scores on the magazine textbook practices questions

of the questionnaire yielded a correlation coefficient of .19 indicating a slight, almost negligible, positive relationship between the two factors.

The correlation between the ages of each of the sixty-four managing editors in the survey and their magazines' scores on the magazine textbook practices questions of the questionnaire yielded a correlation coefficient of $-.17$ indicating a slight, almost negligible, negative relationship between the two factors.

The correlation between the salary levels of each of the sixty-three managing editors in the survey reporting their salary levels and their magazines' scores on the magazine textbook practices questions of the questionnaire yielded a correlation coefficient of $.27$ indicating a low correlation, definite but small, positive relationship (1, p. 145) between the two factors.

Question 5

What degree of job satisfaction do the editors of religious magazines listed in the 1981 Writer's Market report?

Table VII presents the percentages of the sixty-four managing editors in the survey reporting each of the degrees of job satisfaction listed on the questionnaire.

TABLE VII

JOB SATISFACTION OF MANAGING EDITORS

Job Satisfaction Reported	Per Cent of Sixty-four Managing Editors in Survey
Highly satisfying.	53.13
Satisfying	37.50
Fairly satisfying.	6.25
Not satisfying	1.56
Very unsatisfying.	0.00
Not answering.	1.56

Question 6

What motivations do the managing editors of religious magazines report as their primary reasons for practicing religious journalism?

Table VIII presents the percentages of the sixty-four managing editors in the survey reporting each of the motivations listed on the questionnaire as their chief motivations for working in the religious magazine field.

Question 7

What relationship, if any, exists between the degree of job satisfaction of the editors of religious magazines and

TABLE VIII

CHIEF MOTIVATIONS OF MANAGING EDITORS

Chief Motivations Reported	Per Cent of Sixty-four Managing Editors in Survey
Good salary	0.00
Serving mankind	3.13
Working with magazine journalism.	6.25
Serving God and man	54.69
Good working conditions	0.00
Serving God	1.56
Good salary and working conditions.	1.56
Other	6.25
Gave more than one answer	26.56

the similarity of their magazines' editorial practices to those described in magazine textbooks?

Table IX presents the mean and median scores of the sixty-four magazines edited by managing editors reporting each of the degrees of job satisfaction listed on the questionnaire.

Question 8

What relationship, if any, exists between the motivations reported by the editors of religious magazines and the

TABLE IX

MEAN AND MEDIAN SCORES OF MAGAZINES EDITED BY MANAGING EDITORS REPORTING EACH OF THE DEGREES OF JOB SATISFACTION LISTED ON THE QUESTIONNAIRE

Job Satisfaction Reported	Mean Score of Magazines	Median Score of Magazines
Highly satisfying	16.38	16.50
Satisfying	15.63	15.50
Fairly satisfying	16.75	16.50
Not satisfying	16.00	16.00*
Very unsatisfying	None	None
Not answering	18.00	18.00*

*Only one respondent gave each of these answers.

similarity of their magazines' editorial practices to those described in magazine textbooks?

Table X presents the mean and median scores of the sixty-four magazines in the survey edited by managing editors reporting each of the motivations listed on the questionnaire as their chief motivations for working in the religious magazine field.

The following figures do not fit precisely into any of the eight question categories forming the framework for this study.

TABLE X

MEAN AND MEDIAN SCORES OF MAGAZINES EDITED BY MANAGING EDITORS REPORTING EACH OF MOTIVATIONS LISTED ON THE QUESTIONNAIRE

Chief Motivations Reported	Mean Score of Magazines	Median Score of Magazines
Good salary	None	None
Serving mankind	15.00	15.00
Working with magazine journalism	17.00	16.00
Serving God and man	16.46	17.00
Good working conditions	None	None
Serving God	18.00	18.00*
Good salary and working conditions	11.00	11.00*
Other	18.00	18.50

*Only one respondent gave each of these answers.

Table XI presents the percentages of the magazines with managing editors in each of the salary groups on the questionnaire who have undergraduate majors or master's degrees in journalism

The following four rank-difference correlations were calculated using the Spearman's rho rank-difference correlation method. The criteria that Guilford gives for the interpretation of correlation coefficients (1, p. 145)

TABLE XI

MANAGING EDITORS WITH UNDERGRADUATE MAJORS OR MASTER'S DEGREES IN JOURNALISM IN EACH OF THE SALARY GROUPS ON THE QUESTIONNAIRE

Salary Range Reported	Number Editors With Journalism Education	Number Editors in Group
Unpaid	0	5
Up to \$10,000	0	4
\$10,001 to \$20,000	6	22
\$20,001 to \$30,000	6	27
\$30,001 to \$40,000	2	4
\$40,001 to \$50,000	1	1
More than \$50,000	0	0

(already mentioned in this chapter) will be used to interpret these correlation coefficients.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting their salary levels and their number of years of experience on other publications yielded a correlation coefficient of .45 indicating moderate correlation and substantial positive relationship (1, p. 145) between the two factors.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting

their salary levels and the circulations of the magazines they edit yielded a correlation coefficient of .46 indicating moderate correlation and substantial positive relationship between the two factors.

The rank-difference correlation between the circulations of the sixty-four magazines in the survey and their scores on the magazine textbook practices questions on the questionnaire yielded a correlation coefficient of .34 indicating low correlation and definite but small positive relationship (1, p. 145) between the two factors.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting their salary levels and their number of years as managing editors yielded a correlation coefficient of .27 indicating low correlation and definite but small positive relationship between the two factors.

CHAPTER BIBLIOGRAPHY

1. Guilford, J. P., Fundamental Statistics in Psychology and Education. 3rd ed., New York, McGraw-Hill Book Company, Inc., 1956.

CHAPTER III

SUMMARY AND CONCLUSIONS

Summary

This study set out to discover the demographics of the managing editors of the American and Canadian religious magazines listed in the 1981 Writer's Market and the similarity of those magazines' editorial practices to the editorial practices described in magazine textbooks.

To provide this information eight questions were formulated. To obtain the information necessary to answer these questions a questionnaire about the demographics of the managing editors of religious magazines and their magazines' editorial practices was devised.

This questionnaire was mailed to the 111 religious magazines listed in the 1981 Writer's Market.

Eighty responses to the questionnaire (72.07 per cent) were returned. Responses that were substantially complete were returned by the managing editors of sixty-four (57.66 per cent) qualifying publications. These sixty-four questionnaires were used to provide the survey results.

The managing editors' answers to the thirty-two questions asked them were compiled, totalled and analyzed to give an idea of the managing editors' age, sex, educational background and other demographic details. The thirty-two questions provided adequate information to answer the global question about the similarity of the editorial practices described in magazine textbooks in such areas as copy flow, layout and design, size of body type, formula and advertising and editorial policies.

The demographic and editorial practices questions will be analyzed and discussed in detail in this chapter. But the answer to the global question, "Are the editorial practices of the religious magazines studied similar to editorial practices described in magazine textbooks?" can be answered simply and succinctly: Yes, they are similar.

Questions 16-32 of the questionnaire elicited information on the editorial practices of the magazines. There were twenty-two opportunities for the managing editors to give answers that would indicate similar editorial practices to editorial practices described in magazine textbooks.

Each managing editor's answers to these questions indicated the degree of his or her magazine's editorial practices' similarity or dissimilarity to editorial practices

described in magazine textbooks. Possible scores therefore ranged from 0 points to 22 points. Actual scores ranged from a low of 8 points to a high of 22 points.

The mean score of all sixty-four magazines was 16.14 points, and the median was 16 points or 73.36 per cent similarity and 72.73 per cent similarity to textbook-described editorial practices.

A 72 per cent plus level of similarity between textbook-described editorial practices and the actual editorial practices of the religious magazines studied seems a relatively high degree of similarity. It indicates to a large extent that the standards these magazines use to make decisions about the handling of words and pictures and other editorial matters are greatly influenced by the same editorial standards used by nonreligious or secular magazines.

Conclusions

The statistics compiled from the managing editors' questionnaires will be used in the following pages to answer the eight questions posed in this study.

1. What are the demographic statistics of the managing editors of the religious magazines listed in the book 1981 Writer's Market in the areas of age, sex, salary, education and experience?

The following composite is based on the sixty-four managing editors responding to most of the demographic questions. Only sixty-three of the sixty-four managing editors answered the question about salary range, so questions about salary are based on those sixty-three responses.

The composite managing editor of a religious magazine in this survey is forty-six years old, male, and has spent less than four years working on other newspapers or magazines.

He has either an undergraduate degree or a master's degree and is unlikely to have a doctor's degree in any field.

This composite managing editor is likely to have had at least a college minor in the use of language whether through journalism training or the study of English.

This composite editor is only fairly likely to have had practical journalistic experience while in college either on a college paper or college magazine or as an intern on a newspaper or as an intern on a magazine.

The composite editor earns between \$10,001 and \$30,000 per year.

He is likely to be highly satisfied with his work as a managing editor and to identify serving God and man as his chief motivation for working in the religious magazine field.

Of the demographic data gathered in this survey, perhaps the two most striking sets of figures are the percentages of the managing editors of each sex and the number of the editors' years of experience on other publications.

Of the managing editors in the survey, 70.31 per cent are male and 29.69 per cent are female. It may be that the particular kind of role the managing editor of a religious magazine plays is viewed almost in the same light as the pastoral role of clergy. It may simply reflect the fact that people with strongly held religious beliefs often tend to be more supportive of traditional sex roles. Or it may reflect neither of these. It is impossible to do anything more than speculate since no related information on the subject was elicited by the questionnaire.

The low number of years of experience on other publications, mean 3.88 years; median .50 year, would perhaps be more revealing if the data from the question on the questionnaire about previous experience on the magazine before becoming managing editor had been clearer. It is possible that a large percentage of the managing editors with little experience on other publications served for years on their magazines before taking their current positions. One hopes this is true since the .50 year median figure indicates that

half of the managing editors had less than half a year of experience on other magazines and newspapers. That is not much of an apprenticeship.

The education figures give a brighter picture concerning the general overall high level of education of this group of religious magazine editors. Of the editors in the survey, 12.50 per cent had the minimum amount of education reported in the survey, some college but no undergraduate degree. That means that 87.50 per cent of the managing editors in the survey had an undergraduate degree or an undergraduate degree plus a master's degree, or a doctor's degree in addition to the first two degrees (undergraduate degree but no master's degree: 45.31 per cent; master's degree: 42.19 per cent; doctor's degree: 9.38 per cent).

The percentage of the sixty-four editors with journalism training was not as impressive. Only 28.13 per cent had even as much as an undergraduate minor in journalism. This seems a small percentage considering the description of the managing editor's job given by Baird and Click. They say it is the managing editor who makes "decisions about whether to keep or discard a picture, how to phrase a title or blurb, or how to display an article" (1, p. 59). It is at least encouraging that of these 28.13 per cent with journalism

education all but three, 25 per cent of the sixty-four managing editors in the survey, had either an undergraduate major in journalism or a master's degree in journalism.

The fact that few of the managing editors had doctorates has interesting implications. It may have to do with the amount of time and effort necessary to pursue a career in magazine editing and the amount of time and effort necessary to pursue a doctorate. They each require so much time and effort that it would be nearly impossible to pursue them both simultaneously.

Of course, these figures cannot reveal how many former managing editors of religious magazines have left the field to pursue the doctorate.

The figures on the English education of the managing editors studied brightens the outlook for the language-handling abilities of those studied.

Of the sixty-four managing editors, 42.19 per cent had either an undergraduate minor or major in English or a master's degree in English. Allowing for the overlap of those with both English and journalism education indicates that 53.13 per cent of them had either journalism or English education at the undergraduate minor level or higher.

The figures on the numbers of managing editors who had practical experience on a college newspaper or magazine or as an intern on a newspaper or magazine while in college reflect the high number of the managing editors with journalism and English education who worked in such situations. Twenty of the twenty-five managing editors with this kind of experience had an undergraduate minor or higher in either English or journalism.

The salary figures for the managing editors of religious magazines should prove fairly encouraging for journalism students considering entering this field. Although the salaries are not high when compared with salaries in the computer or engineering or business fields, they should for the most part support managing editors above the poverty level.

Of the managing editors in the study 14.06 per cent earn either nothing or up to \$10,000 per year. Of these it must be considered that some are compensated for other duties or are editing a magazine on a part-time basis (unpaid: 7.81 per cent; \$10,000 or under: 6.25 per cent).

Of the sixty-three managing editors reporting their salary ranges, 76.56 per cent earn salaries in the range from \$10,001 to \$30,000, a middle range income (\$10,001 to \$20,000: 34.38 per cent; \$20,001 to \$30,000: 42.19 per cent).

The remaining 7.81 per cent are the relatively highly compensated managing editors. Four of these five earn salaries in the \$30,001 to \$40,000 range, and only one is in the \$40,001 to \$50,000 bracket (\$30,001 to \$40,000: 6.25 per cent; \$40,001 to \$50,000: 1.56 per cent).

These are low overall levels of pay for such demanding, responsible jobs held by people who are, for the most part, fairly highly educated. The reason for the low pay probably lies in two areas, intrinsic rewards of the job of managing editor (as reflected in the job satisfaction figures obtained through the questionnaire) and the traditional low pay of religious work. Of the sixty-four managing editors in the survey, 90.63 per cent found their work as managing editors either highly satisfying, 53.13 per cent, or satisfying, 37.50 per cent. The creative and (despite monthly deadlines) nonroutine work of editing combined with the chance to express one's most strongly held values (as religious values tend to be) must have great rewarding power.

This is reflected too in the motivation the managing editors chose most frequently to describe their reason for working in the religious magazine field. Of those choosing only one answer to this question, 74.47 per cent chose serving

God and man. That was 54.69 per cent of all sixty-four managing editors in the survey.

High motivations or not, everyone has to eat and support themselves and perhaps a family, so it is encouraging to see that higher degrees of journalism education apparently are associated with higher salary levels.

2. Do the religious magazines listed in the 1981 Writer's Market have editorial practices or tend to have editorial practices similar to those described in magazine textbooks?

Yes, they do tend to have editorial practices similar to those described in magazine textbooks. The similarity is so great that one wonders if many of the managing editors may have read a few of the texts themselves. The mean score of 16.14 points of the sixty-four magazines on the 22 points designed to measure the similarity of their editorial practices to those described in magazine textbooks indicates a 73.36 per cent degree of agreement. That seems substantial.

3. Is there any difference in the demographic statistics of editors of those magazines that tend to conform to textbook-described practices? (Questions three and four will be answered together by contrasting the demographics of the managing editors of the low scoring magazines with the demographics of the managing editors of the high scoring magazines.)

4. Is there any difference in the demographic statistics of the editors of those magazines that do not tend to conform to textbook-described practices?

The answer to both questions is yes, but the statistics that support that answer can best be presented by contrasting the higher scoring magazines' managing editors' demographics with the lower scoring magazines' managing editors' demographics. This will provide a sharper picture of the contrast between the managing editors of each group than comparing them to the means or medians for all sixty-four managing editors in the survey.

To make this comparison the magazines and their managing editors were divided into high, middle and low groups based on the scores of the magazines on the textbook-described editorial practices section of the questionnaire.

The high group scores ranged from 19 to 22 points, the middle group from 15 to 18 points and the low group from 8 to 14 points. The high group had eighteen magazines and managing editors in it or 28.13 per cent of the sixty-four magazines in the survey; the middle group had twenty-seven magazines in it or 42.19 per cent of the magazines in the survey; the low group had nineteen magazines in it or 29.69 per cent of the magazines in the survey.

Contrasts in the statistics abound using this means of comparison. The mean number of years experience as managing editor of the high scoring group, for instance, is nearly four years less than the mean number of years of experience of the low group. The high group mean was 7.17 years; the low group mean, 11.05 years. The contrast is even greater when comparing their median years experience. The median number of years of experience of the managing editors in the low group is 8 years, more than twice as high as that of the high group, 3.50 years. Perhaps the longer people remain in their positions the more comfortable they grow and hence they may exercise less care in their editorial efforts. Perhaps the managing editor's position tends to be more fluid on magazines on which the quality of the editorial product is a high priority. Perhaps the better editors tend to be committed more to work in the field of religious magazine journalism than to working on particular magazines.

The mean and median years experience of the managing editors on other publications yields an interesting figure. Though the managing editors of both the high and low scoring groups of magazines have approximately the same mean number of years experience (The high group had a mean of 3.94 years,

the low group a mean of 3.21 years.) their median numbers of years experience on other publications are very different. The high group had a median of 1.50 years and the low group a median of 0 years.

This would seem to indicate that managing editors with journalistic experience on daily or weekly newspapers or on other magazines are more likely to work for religious magazines that have editorial practices similar to those described in magazine textbooks.

The mean and median ages of the managing editors in each group were similar, with the low group only 9.48 per cent older than the high group in mean age and 9.52 per cent older than the high group in median age. The high group had a mean age of 44.61 years and a median age of 42 years. The low group had a mean age of 48.84 years and a median age of 46 years.

The figures on the amount of college education completed by the managing editors offer insight into this demographic factor's apparent relation to the production of magazines with editorial practices more similar to those listed in magazine textbooks.

Of the high group, 66.67 per cent had managing editors with master's degrees in some field. Of the high group,

27.78 per cent had college undergraduate degrees but no graduate degrees. And 5.56 per cent of the high group's ranks came from those who had some college but lacked college degrees.

The low group, on the other hand, had only 26.32 per cent of its number with master's degrees. Of its managing editors, 52.63 per cent had college undergraduate degrees. And 21.05 per cent had some college but no undergraduate degree.

That means the high group had about two and a half times as many managing editors with master's degrees as the low group and only about a fourth as many managing editors with some college but no degree as the low group.

It appears that education of managing editors through the master's level is positively related to the editorial performance of these religious magazines according to magazine textbook editorial standards.

Perhaps the apparent parallel in the levels of education and editorial performance relates to the qualities of perseverance in an intellectual task and ability to perform independent research which are necessary to both academic study and editing. As in other cases, it may also be a reflection of the hiring policies of those magazines seeking to produce

a high quality editorial product. They may be more likely to seek out managing editors with higher educational credentials than the other magazines in the study.

The breakdown of this pattern at the doctoral level may suggest something about the rigors of doctoral research and the kind of time commitment necessary to attain a degree of excellence as a managing editor. It may be part of the ongoing dynamic tension between those who practice and those who study. The practice of editorial skills at a high level and attendant management responsibilities may act to prohibit continued academic study. Put the other way, continued academic study with its time demands may preclude doing any other demanding, time consuming work with any degree of excellence. Given that none of the managing editors in the high group have doctorates and 5.26 per cent of the managing editors in the low group do (18.52 per cent in the middle group have doctorates), it may be that the editors in the high group have more fully dedicated their lives' energies to the practice of their editorial art than those who have pursued doctorates.

The percentages of the managing editors with journalism education at the undergraduate minor level or above sheds favorable light on journalism training's value to managing

editors producing magazines with editorial practices more similar to magazine textbook editorial practices. Of the managing editors editing magazines in the high group, 55.60 per cent had at least an undergraduate minor in journalism. In the low group only 15.79 per cent had at least an undergraduate minor in journalism. Only 18.52 per cent of the middle group had at least an undergraduate minor in journalism. More than three times as many of the high group's members had journalism education at the undergraduate minor level or above than did either of the other groups.

The figures on the percentages of the managing editors in each group with practical experience in college indicate a result contrary to what might be expected. Though not dramatic, a smaller percentage of the managing editors in the high group had such experience than did those in either the low or middle groups. The high group had 27.78 per cent of its numbers with experience either on their college newspapers or magazines or as interns on newspapers or magazines while in college. By contrast the middle group had 40.74 per cent of its make-up with such experience and the low group 47.37 per cent. It gives one cause to wonder perhaps not so much at the effectiveness of such training as at the ability of individuals to become proficient in editorial

practices without structuring actual experiences into their undergraduate education.

The chief differences in the salary ranges of the high and low groups appear at the high and low ends of the salary scale.

Of the high scoring magazines, none of the managing editors were unpaid, but 16.67 per cent earned \$30,001 to \$40,000 per year.

Of the low scoring magazines 21.05 per cent of the managing editors were unpaid, but none earned as much as \$30,001 to \$40,000 per year.

Apparently there is some relationship between the managing editors' ability to produce magazines that meet high editorial standards and the financial rewards they receive for their labors. Of course these figures do not take into account the relative circulations of the magazines, sizes of their editorial and art staffs and other factors that relate to the ability of magazines to pay higher salaries and to provide for the division of labor required to produce higher quality publications.

All three groups reported high degrees of satisfaction with their work as managing editors of religious magazines. Of the high group 94.44 per cent reported they found their

work highly satisfying or satisfying; of the middle group 81.48 per cent reported they found their work highly satisfying or satisfying; of the low group 100 per cent reported they found their work highly satisfying or satisfying.

The 100 per cent satisfaction level in the low group may offer a clue to why some of them remain in the low group. Perhaps there is insufficient challenge spurring them to a higher level of achievement or insufficient financial rewards or lack of pertinent education to reveal areas in which they could improve their magazines' performances.

All three groups chose serving God and man more frequently than any other answer as their chief reason for working in the religious magazine field.

The high scoring group of magazines' managing editors chose this answer most frequently, with 72.22 per cent of them choosing it compared to 44.44 per cent of the middle group and 52.63 per cent of the low group.

The high group response to this question seems to show a lack of ambiguity about their chief purpose since nearly three fourths of these managing editors chose only this one answer. Nearly a third of the other two groups chose more than one answer as their chief purpose compared to only about a tenth of the high group's choice of more than one

answer. Of the high group 11.11 per cent chose more than one answer; of the middle group 33 per cent chose more than one and of the low group 31.58 per cent chose more than one.

The four Spearman's rho rank-difference correlations relating demographic factors in the backgrounds of the managing editors to the scores of their magazines on the magazine textbook practices section of the questionnaire offer evidence of only slight and low correlations.

The correlation coefficient obtained by running the Spearman's rho rank-difference correlation on the managing editors' number of years experience as managing editors and their magazines' scores was $-.13$. The slight negative correlation seems to fit the pattern established in the analysis of the scores of the high, middle and low groups' managing editors' scores mentioned earlier in this chapter. Though not a dramatic difference, the low groups' managing editors did have a median number of years experience as managing editor more than twice as great as the median number of years experience of the high group. The high group's median was 3.50 years, the low group's, 8 years.

The Spearman's rho rank-difference correlation run on the relationship between the number of years experience of the managing editors on daily or weekly newspapers and other

magazines and their magazines' scores yielded a correlation coefficient of .19 indicating a slight or almost negligible positive relationship between the two factors. This finding also fits with the high, middle and low scoring groups' figures on years of experience as managing editors. The high group's managing editors had a mean number of years of experience on other publications only slightly greater than the low group's. The high group's mean was 3.94 years, the low group's, 3.21 years. The median figures offered a greater degree of contrast, showing the median number of years experience of the high group's managing editors as 1.50 years and the low group's as 0 years.

The Spearman's rho rank-difference correlation run on the ages of the managing editors in the survey and their magazines' scores yielded a third slight degree of correlation. The correlation coefficient was $-.17$ indicating a slight or almost negligible degree of negative correlation between the two factors. This finding was supported by the high, middle and low group studies which showed the high scoring group of magazines' managing editors had a median age of 42 and the low group a median age of 46.

The only correlation in this group of four Spearman's rho rank-difference correlations to even reach the low range

of correlation was the correlation between salary levels of the managing editors surveyed and their magazines' scores on the questions indicating editorial practices similar to those described in magazine textbooks.

The correlation coefficient for salary ranges and the magazines' scores was .27 indicating a low but definite positive correlation between these two factors. This fourth correlation was also supported by the high, middle and low groups' percentages in each of the salary ranges as described earlier.

These four correlations are at the same time encouraging and discouraging. It seems a shame that years experience both on other publications and as managing editors of their present magazines seems to bear so little relationship to the editorial standards of the magazines. On the other hand it is good to see age as a negligible factor in its relationship to editorial standards. And it is good to see at least some greater relationship, even though low, between salary and editorial standards.

5. What degree of job satisfaction do the editors of religious magazines listed in the 1981 Writer's Market report?

Since 90.62 per cent of the sixty-four managing editors surveyed reported they were either highly satisfied or

satisfied with their work as managing editors, it must say something about the nature of the work. Of the sixty-four managing editors, 53.13 per cent said they were highly satisfied and 37.50 per cent said they were satisfied. The combination of extrinsic rewards and intrinsic rewards must be adequate to sustain the managing editors in their work.

One of the answers a managing editor wrote in as her chief motivation for working in religious magazine journalism provides a clue to some of the hidden rewards. She said she had more independence than she would have in a secular journalism job.

Presumably she meant she had more independence than in a daily or weekly journalism job. The kinds of freedom she may have intended might include such things as the ability to choose articles, pictures, themes, art, whether to write anything for the next issue or to assign it to someone off the staff and on and on.

These kinds of independence translate into responsibilities and job pressures, but they offer a great opportunity for creativity. And the satisfaction offered by this opportunity for creativity is further enhanced by the nature of the material worked with. It is unlike daily journalism writing or news magazine writing which require

at least a veneer of objectivity for almost all assignments. The writing done by the managing editor of a religious magazine can often reflect the most strongly held personal beliefs and values of the editor. Furthermore, the managing editor knows that his or her persuasive prose and reportage is going to a group of people for whom he or she presumably has a great deal of fellow feeling. The readers are, in most cases, presumed to be brothers and sisters in their faith.

It is no wonder the managing editors in the survey find their work satisfying.

6. What motivations do the managing editors of religious magazines listed in the 1981 Writer's Market report as their primary reasons for practicing religious journalism?

The leading answer to this question was serving God and man with 54.69 per cent of the managing editors choosing it as their chief motivation. No other answer even drew enough responses to deserve comment. The second largest group, 26.56 per cent, chose more than one answer, and most of these included serving God and man as one of their choices. Write-in answers drew 6.25 per cent of the choices, the third largest group.

From these figures it appears that there is a fair degree of clarity in the motivation of these managing editors.

Choice of this motivation, indicating a primary concern with service, may constitute the greatest single difference between the statistics of this group of managing editors and the statistics of many other groups of managing editors one might survey.

7. What relationship, if any, exists between the degree of job satisfaction of the editors of religious magazines and the similarity of their magazines' editorial practices to those described in magazine textbooks?

There appears to be little or no significant relationship between the scores of the managing editors reporting the varying degrees of job satisfaction listed on the questionnaire.

The maximum difference between the scores of the managing editors reporting different degrees of job satisfaction is about one point, indicating an average of one question answered differently by one group than by the other.

8. What relationship, if any, exists between the motivations reported by the editors of religious magazines and the similarity of their magazines' editorial practices to those described in magazine textbooks?

The mean and median scores of the magazines of managing editors reporting different chief motivations for working in the religious magazine field are reasonably varied. Though

only one of the differences is very large, they warrant a closer look.

The one odd score is an 11-point score for the one magazine whose editor said good salary and working conditions were his chief motivations. This low score by the one managing editor to choose material reward as his chief motivation fits in well with the finding that most of the managing editors whose magazines were in the high group chose serving God and man as their chief motivation. Good salary and working conditions appear to be of little value as primary motivators in this field--at least on the conscious level.

The other low mean and median scores in the group were for the two magazines whose managing editors said their chief motivation was serving mankind. Their mean and median scores were both 15 points. Fifteen is not as low as eleven, but it is below the mean and median scores of the sixty-four managing editors in the survey. The motivation picked by more than half of the respondents, serving God and man, did somewhat better. The mean of that group was 16.46 points and the median, 17 points.

Those who chose to write in their answers did best as a group. Though there were only four managing editors in this

category, their mean was 18 points and their median 18.50 points.

There was no particular pattern to these four answers except that they were relatively brief and to the point and indicated intrinsic motivations.

Data Unrelated to Questions 1-8

Though the number of highly paid managing editors in the survey was small, sixty per cent of the group of five who were paid between \$30,001 and \$50,000 had either undergraduate degrees or master's degrees in journalism.

There were no managing editors with either an undergraduate or a master's degree in journalism earning salaries in either the unpaid category or the \$10,000 or under per year category.

Managing editors who had undergraduate degrees in journalism or master's degrees in journalism were represented in about the same percentages as their percentages in the survey in the \$10,001 to \$30,000 range of salaries. They were 23.44 per cent of the survey and 24.49 per cent of those receiving salaries in this range.

Apparently the highest paid jobs in the field tend to go more frequently to people with undergraduate majors or master's degrees in journalism.

The following four correlation coefficients were all calculated using the Spearman's rho rank-difference correlation method.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting their salary levels and their number of years experience on other publications yielded a correlation coefficient of .45. This indicates a moderate correlation, substantial positive relationship between the two factors.

It may indicate that managing editors with prior experience on other publications have some bargaining leverage when negotiating salaries. It may be that the magazines with more resources tend to look for managing editors with prior experience, considering it a good indication of their skills and abilities.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting their salary levels and the circulations of the magazines they edit yielded a correlation coefficient of .46. This indicates a moderate correlation, substantial positive relationship between the two factors.

Like the finding above on the relationship of salary levels and years experience on other publications, this is

not too surprising. The managing editors' jobs on the larger circulation magazines might be expected to carry with them heavier responsibilities and require higher degrees of editorial skill. As such, they might be expected to pay more. The higher circulations should also indicate a greater ability to pay for more highly developed skills.

The rank-difference correlation between the circulations of the sixty-four magazines in the survey and their scores on the magazine textbook practices questions on the questionnaire yielded a correlation coefficient of .34. This indicates a low correlation, definite but small positive relationship between the two factors.

This relationship is lower than might have been expected since the higher circulation magazines might be expected to have generally higher editorial standards. But even the low correlation (only six hundredths short of the moderate range) at least establishes the relationship between higher circulations and greater similarity of the religious magazines' editorial practices to editorial practices described in magazine textbooks.

The rank-difference correlation between the salaries of the sixty-three managing editors in the survey reporting their salary ranges and their number of years as managing

editors yielded a correlation coefficient of .27. This indicates a low correlation, definite but small positive relationship between the two factors.

Both number of years experience of the managing editors on other publications and the circulations of the magazines they edit are more highly correlated with higher salaries than their number of years experience as managing editor.

The low correlation of .27 indicates that longevity in the position of managing editor may, at least to some degree, tend to be rewarded. But the managing editor with experience who desires higher pay might have a better chance to increase his salary by jumping to a job with a higher circulation religious magazine.

The low correlation may reflect the limited ability of some lower circulation religious magazines to reward their faithful managing editors' longevity despite their possible desire to do so.

Recommendations for Further Study

Parallel studies of other specialized magazine fields constitute a possibly fertile area of further study.

It would be very interesting to see the degree to which the demographic factors studied here are related to salaries

and the degree of similarity of the magazines' editorial practices to textbook-described practices in other fields of magazine publishing. Company magazines, specialized consumer magazines and trade journals would be interesting parallel areas of magazine publishing activity to study.

The great degree of similarity between the editorial practices of these religious magazines and textbook-described editorial practices provokes several questions: Do the managing editors of religious publications read magazine textbooks as part of their own continuing education? Just what means of continuing education in the area of magazine editing and publishing do they use? And are these means of study the explanation for the similarity of their practices to textbook-suggested practices, or is there some other explanation?

The effectiveness of various kinds of journalism education is another area of possible further study suggested by this survey. The fact that the magazines with managing editors who had practical experience while in college had a lower mean score than the mean score of all magazines in the survey has interesting implications. The difference in scores was slight, but it still provokes interest.

A number of specific demographic questions suggest themselves.

1. The median years experience on other magazines was .50 year. Thirty-two of the sixty-four managing editors had never worked on another magazine or on a daily or weekly newspaper. Is this typical only of religious magazines, or is it a pattern typical of other magazine fields too?

2. Are the salaries of managing editors in other fields of magazine publishing as low as those in religious magazine publishing for similar magazines with similar circulations?

3. What motivations do the magazine editors in other fields report as their chief motivations? Is the service motive peculiar to the religious magazine field, or does it also provide the chief motivation for the creative men and women doing the managing editor's job in other fields?

4. Do other magazine fields' managing editors find their work as satisfying as the managing editors of religious magazines? And is it the creative element and the variety of duties that causes the work to be so satisfying, or are there other more important factors?

These questions will have to be answered in future research since they are only suggested by the present inquiry about religious magazines' editorial practices and managing editors.

CHAPTER BIBLIOGRAPHY

1. Baird, Russel N. and J. W. Click, Magazine Editing and Production, Dubuque, Iowa, Wm. C. Brown Company, 1979.

APPENDIX A

LETTER ACCOMPANYING QUESTIONNAIRE

Dear Managing Editor,

The accompanying questionnaire is being mailed to the 111 religious periodicals listed in the 1981 Writer's Market, representing a broad cross-section of the religious magazines published in the United States and Canada.

It would help me greatly if you would fill it out and return it to me as quickly as you are able. It is the cornerstone of my thesis for the master's degree in journalism at North Texas State University in Denton, Texas. If possible, I'd like for you to complete it and drop it in the mail in the enclosed self-addressed and stamped envelope within two weeks of receiving it.

As a former editor of a one-person religious magazine with a circulation of 10,000, I know how precious your time is as the clock moves on toward one deadline after another. But I think I can offer you something of value in return for your time spent with this questionnaire: If you'd like, I'll send you a precis of the results of the research.

As a managing editor of a religious magazine, I'm sure you'd be interested to see how your magazine compares with others in the field.

If you would like to know what the survey reveals about the practice of religious journalism today, just check the space below and provide your address. The identities of the magazines and the managing editors who respond to the questionnaire will be kept anonymous as will the names of those who request the precis of the survey results.

Thanks for your cooperation,
Hope I can be helpful to you,

Jeff Hensley
Fort Worth, Texas

_____ Yes, I'd like a precis of the results of this survey
as soon as it is available.

Name

Street or Box #

City, State and Zip Code

APPENDIX B

FOLLOW-UP LETTER MAILED ONE WEEK

AFTER QUESTIONNAIRE

Dear Managing Editor,

Just a note to remind you to complete and return your religious magazine questionnaire. I'd appreciate it if you would drop it in the mail to me this week.

I have to be finishing my research soon so I can get on with writing my thesis. And the sooner I get the questionnaires back, the sooner I can get the summary of the results to you if you request it.

Thanks for your cooperation,

Jeff Hensley
Fort Worth, Texas

APPENDIX C

QUESTIONNAIRE

RELIGIOUS MAGAZINE QUESTIONNAIRE

To Be Completed by Managing Editor* of Magazine

Please circle, check or write in the best answer for each of the following questions.

Does your publication conform more to the standards of a
____ magazine?
____ newsletter?
____ newspaper?
____ other? Please specify _____

I. The Staff

1. How many staff members work in each of the following areas:
 - a. Editorial workers who work with copy, captions, etc?

 - b. Art or design people who work with artwork, layout and paste-up? _____
 - c. Total staff including above-listed jobs, circulation, advertising, production? Include all who devote half time or more to the magazine. _____

II. The Managing Editor

2. Year you became managing editor? _____

* Russel Baird and J.W. Click, in Magazine Editing and Production, define managing editors as those who make "decisions about whether to keep or discard a picture, how to phrase a title or a blurb, or how to display an article. . . The managing editor works closely with writers, editors, art directors, and photographers to get the specifics right for the current issue."

3. Prior experience:
- _____ Number of years on this magazine
 - _____ Number of years on other magazines
 - _____ Number of years on daily newspapers
 - _____ Number of years on weekly newspapers
4. Sex: M F
5. Age: _____
6. Education:
- _____ Some college
 - _____ College graduate
 - _____ College major(s) _____
 - _____ College minor(s) _____
 - _____ Worked on college newspaper
 - _____ Worked on college magazine
 - _____ Worked as intern on newspaper during college
 - _____ Worked as intern on magazine during college
 - Graduate work
Degree(s) _____
Major(s) _____
Other graduate work _____
 - Other education--Please specify _____
7. Salary range:
- | | |
|--|--|
| a. _____ Unpaid | f. _____ \$40,001 to \$50,000 per year |
| b. _____ \$10,00 or under per year | g. _____ \$50,001 to \$60,000 per year |
| c. _____ \$10,001 to \$20,000 per year | h. _____ Over \$60,000 per year |
| d. _____ \$20,001 to \$30,000 per year | |
| e. _____ \$30,001 to \$40,000 per year | |
8. I find my work as a managing editor:
- _____ Highly satisfying
 - _____ Satisfying
 - _____ Fairly satisfying
 - _____ Not satisfying
 - _____ Very unsatisfying
9. My chief motivation for working in the religious magazine field is:
- _____ Good salary
 - _____ Serving mankind
 - _____ Working with magazine journalism
 - _____ Serving God and man
 - _____ Good working conditions

- f. _____ Serving God
 g. _____ Good salary and working conditions
 h. _____ Other--Please specify _____
-

III. The Magazine

10. What is the total circulation of the magazine?

11. If the magazine is supported by paid subscriptions, what is the annual subscription fee? _____
12. Please supply the following information about the magazine:
- Approximate trim size _____
 - Average number of pages per issue _____
13. Printing process
- _____ Letterpress
 - _____ Offset
 - _____ Photocopied
 - _____ Mimeographed
 - _____ Other--Please specify _____
14. What religion, religious group or organization does the magazine serve? _____
-
15. What is the primary purpose of the magazine?
- _____ To carry the teachings of the faith to as many people as possible and obtain converts to the faith.
 - _____ To motivate readers to carry the teachings of the faith to others to help make the others converts to the faith.
 - _____ To build the religious group members' faith and identification with the religious group and its goals and encourage them to live out these beliefs in their everyday lives.
 - _____ To offer ideas and opinions on current social issues that are affected by the group's religious beliefs.
 - _____ To promote the interests and policies of the church, denomination, college or other group or institution which publishes the magazine.
 - _____ Other--Please specify _____
-
-
-

IV. Editorial Practices

16. Does the magazine have a policy which keeps advertising and editorial considerations separate?
- The magazine does not accept advertising.
 - No, there is no such policy.
 - Yes, there is a written policy.
 - Yes, there is an unwritten policy.
17. In the textbook Magazine Editing and Production, Russel N. Baird and J.W. Click define a magazine formula as, "The mixture of editorial material that makes up a magazine, the content that establishes the magazine's personality. Formula is the continuing or long-range editorial concept of the magazine expressed as specific kinds of content or topics."
- Does your magazine have a written expression of its own formula, its own personality?
 yes no
 - Is a formula, written or unwritten, used to guide editorial content in both long-range and individual issue planning?
 yes no
18. How many months in advance of an issue's publication date does the magazine plan the themes or theme articles and basic outlines of the issue?
-
19. How far in advance of an issue's publication date does the magazine generally assign theme articles and other longer articles?
-
20. Who plans themes and theme articles and basic outlines of future individual issues?
- Editorial board
 - Publisher
 - Editor
 - Publisher and editor working together
21. What style book or internally produced organizational style booklet does the magazine follow for most matters of style, punctuation, capitalization and word usage?
- Chicago Manual of Style
 - Zondervan Manual of Style
 - The Elements of Style by Strunk and White
 - The Associated Press Style Book
 - Other--Please name _____
 - Magazine uses no style manual

22. Does the magazine have a record-keeping system for manuscripts received that allows the magazine's staff to tell an author where his or her article is at any time?
 yes no
23. Does the magazine respond to manuscripts received in the mail within
- Two weeks
 - Four weeks
 - Six weeks
 - More than six weeks
24. How does the magazine ordinarily handle major revisions of articles submitted for publication?
- The magazine simply exercises its editorial prerogative and changes the material to fit its style and editorial needs.
 - The magazine sends the article back to the writer with instructions for the desired revisions.
25. Does the magazine staff copyread and mark corrections on the following:
- yes no All copy sent to the typesetter?
 - yes no All typeset copy before paste-up or page composition?
 - yes no Copy and captions on paste-up sheets?
 - yes no Bluelines or proof sheets of magazine?
26. What is the point size of most of the body type used in the magazine?
- Smaller than 8-point
 - 8-point
 - 9-point
 - 10-point
 - 11-point
 - 12-point
 - Larger than 12-point
27. How are layout and design and paste-up of the magazine handled?
- | design and layout | paste-up | |
|-----------------------------|-----------------------------|---|
| a. <input type="checkbox"/> | b. <input type="checkbox"/> | Someone on staff does this work. |
| c. <input type="checkbox"/> | d. <input type="checkbox"/> | Someone off staff does this work. |
| e. <input type="checkbox"/> | f. <input type="checkbox"/> | They have art, design or other applicable training. |
28. Does the magazine make a conscious effort to draw attention to articles by running photos in large sizes?
 yes no

29. Does the magazine almost always use a caption or outline with photographs to help the reader interpret their meanings?
 _____ yes _____ no
30. The readability research of Rudolf Flesch, Robert Gunning and others has made available a number of measures of readability. Does your magazine evaluate the readability of articles from time to time?
 _____ yes _____ no
31. Does the magazine conduct reader research periodically to determine which of the articles and departments are being read and liked by readers and which may need improvement?
 _____ yes _____ no
32. Have reader surveys been used to change the formula, coverage or other editorial policies of the magazine?
 _____ yes _____ no
33. How many months or years ago did the magazine last conduct a survey of a segment of its readers? _____
34. If readability studies have been done of the magazine, what is the average number of words per sentence of the material studied? _____
35. What type faces are used primarily:
 For headlines and titles? _____

 For body type? _____

