

AN ANALYSIS OF THE SCHOOL NEWS APPEARING IN
SEVEN NAVARRO COUNTY NEWSPAPERS IN SO
FAR AS THE NEWS PERTAINS TO TWELVE
SCHOOL DISTRICTS *II*.

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CHAPTER I

INTRODUCTION

The Problem

The problem in this study is to determine and evaluate the practices of twelve schools in Navarro County in giving information about the schools to the people of the communities through the newspapers of the county.

The giving of information about the schools is as old as the schools themselves. Grinnell says:

[That] no service of the public schools is older or more natural than interpretation. It has always existed. It will always exist. Call it public relations or by the commercially popular term, publicity, it is still informing the public of what takes place in the schools and it is older than the schools themselves.¹

Not only has there always been some means of interpreting the schools to the public but such an interpretation is desirable and necessary for the continued welfare of the public schools. Moehlman makes the following statement:

Whether the people vote adequate school support willingly depends upon how well they understand what is taking place, and why. The schools must render an account of their stewardship constantly to the people. The degree to which they are successful in this respect will be reflected in the reaction of the people to the financial program.

¹J. Erle Grinnell, Interpreting the Public Schools, p. 4.

In so far as the American people have understood the public schools and their needs, they have contributed very generously to their support and have even gone into debt for them.²

Some investigations have been made that tend to show that the public relations practices of the schools are not as efficient as they need to be. Todd³ draws the conclusion that "on the whole, citizens know just about 50 per cent of what is most desirable, even necessary, for them to know about their schools to enable them to give reasonably intelligent consideration to public school affairs." As the result of another investigation Farley⁴ found that the schools are not telling the patrons what they wish to know about the schools.

The depression of the early 1930's brought out the fact that the public did not know enough about the schools to understand the work they are doing or to give them the needed support. Grinnell in writing of the need for a better program of interpretation says:

When the lean years came in the early 1930's the tide turned. Everywhere caution replaced enthusiasm. Challenge was in the air. The schools must justify their costs. In many quarters the very existence of the free high school was challenged.⁵

²Arthur B. Moehlman, Public School Relations, p. 13.

³William Hall Todd, What Citizens Know about Their Schools, p. 85.

⁴B. M. Farley, What to Tell the People about the Public Schools, pp. 51-53.

⁵Grinnell, op. cit., p. 6.

Purpose of the Study

In this study the public relations practices of certain schools in Navarro County were examined and the results compared with what Farley⁶ found the patrons wanted to know about the schools. The schools considered in this study are all small town or rural schools. It is hoped that this study will be of benefit to the schools concerned and similar schools, in evaluating their public relations programs.

Sources of Data

The data for this study were obtained from seven newspapers published in Navarro County, a random sampling in each of the twelve school districts, three related studies, and books written about school-public relations. The newspapers used in this study were: the Corsicana Daily Sun, the Corsicana Semi-Weekly Light, the Corsicana Democrat and Truth, the Kerens Tribune, the Blooming Grove Times, the Dawson Herald, and the Frost Enterprise. All of these papers are published weekly with the exception of the Corsicana Daily Sun and the Corsicana Semi-Weekly Light. The first of these is a daily paper and the other is published semi-weekly, as its name implies. All copies of the papers for a nine months period beginning September 1, 1939, and ending May 31, 1940, were examined.

⁶Farley, op. cit., p. 16.

Definition of Terms

For the purpose of this study the terms public relations and interpretation will be used interchangeably. Either term will be taken to mean the giving of information about the schools to the public.

Limitations

This study was limited to information given to the patrons through the newspapers. This is not an attempt to discredit other means of interpretation or even to say that the newspaper is the most important. The information given through newspapers was chosen because all the papers were available to the writer and the results could be compared with what Farley⁷ found to be the interest of the patrons.

The study is limited to twelve school districts, each of which maintains a four year accredited high school. Three other schools which come under this classification were eliminated because they were not comparable to the other twelve. The Corsicana School District was eliminated because it was much larger than any of the other schools. Both the State Orphan Home School and the Odd Fellows Orphan Home School were eliminated from this study because of the fact that the nature of these institutions differed so greatly from the other schools of the county.

⁷Ibid.

Related Studies

Farley⁸ classified the topics of school news into thirteen classes or topics. School patrons in thirteen cities were asked to rank them. Each patron was asked to rank as first the topic he considered to be of most importance, and an analysis was made of the school news appearing in newspapers in ten of the same cities. Farley gave as the purposes of his study:

To discover the interests of school patrons in school news, through the application of a technique used for a similar purpose in the study of interests in advertising and commercial publicity; to find out to what extent these interests are now considered in the practice of educational publicity, by an analytical study of present practice; and to list topics of school news from which may be chosen the topical content of an educational publicity program designed to give proper consideration to the interests of readers of school news.

Some of the conclusions reached by Farley are:

1. In every city of the study except one, there is a negative correlation between the interests of school patrons in school news, and the amounts of space allotted to the several topics in the press.
2. There is a substantial agreement among the newspapers of the study in the amount of space given to the various topics of school news.
3. Statements of editors regarding their evaluation of the topics of school news correspond closely to their judgment of the importance of various topics as reflected in printed news.
4. Practice of administrators in seeking publicity for news facts does not indicate sufficient recognition of the importance of informing the public regarding what is taught in the schools, how it is taught, and what results are being achieved.

⁸Ibid., pp. 11-15.

⁹Ibid., p. 10.

5. Criticisms of education are frequently leveled at those phases of the educational program upon which patrons are offered least information through school publicity.¹⁰

Garlin¹¹ made a study to find out the quantity and nature of school publicity appearing in Texas newspapers. The school news was analyzed according to items of school news, to the various levels of school organization, to the seasonal distribution, and to the size of the newspapers used. Every issue of a large daily newspaper for a period of one year was used. Clippings from every newspaper in Texas for another period of seventeen months were used.

Garlin¹² concluded that the newspaper was probably the largest and best medium of school publicity. He¹³ also came to the conclusion that the facts regarding space distribution seem to indicate that the schools are receiving mention because of the newspaper's effort to find news.

Todd¹⁴ made a study to find out what citizens know about their schools. A list of questions was made out concerning each of seventeen city school systems cooperating in this study. These questions were given to children of the sixth grade in these school systems with the instruction that the father or mother or both were to assist in answering them.

¹⁰ Ibid., pp. 58-59.

¹¹ R. E. Garlin, A Study of Educational Publicity in Texas Newspapers, p. 11.

¹² Ibid., p. 32.

¹³ Ibid., p. 34.

¹⁴ Todd, op. cit., pp. 13-19.

He reached the conclusion:

[That] on the whole, citizens know just about 50 per cent of what is most desirable, even necessary, for them to know about their schools to enable them to give reasonably intelligent consideration to public school affairs.¹⁵

Organization and Presentation of the Study

The study is organized into three chapters. The first chapter deals with a statement of the problem, the purpose of the study, sources of data, a definition of terms, limitations of the study, related studies, and the organization and presentation of the study. The second chapter gives the methods used in this investigation, an analysis of the school news of twelve Navarro County school districts as found in the seven Navarro County newspapers, and a summary of the findings of the chapter. The third chapter gives the conclusions reached as a result of the investigation and recommendations to the twelve schools in carrying forward their public relations programs.

¹⁵Ibid., p. 85.

CHAPTER II

THE DISTRIBUTION OF NEWS OF TWELVE SCHOOL DISTRICTS IN SEVEN NAVARRO COUNTY NEWSPAPERS

Methods of Investigation

All copies of the seven Navarro County newspapers for the period beginning September 1, 1939, and ending May 31, 1940, were used in this study. The items of school news were measured in column inches. The same rules for measurement in regard to typographical make-up were observed throughout the investigation to reduce to a minimum the chances for error from that source. The school news in these papers was analyzed and classified under the following topics.¹

1. Pupil Progress and Achievement
2. Methods of Instruction
3. Health of Pupils
4. Courses of Study
5. Value of Education
6. Discipline and Behavior of Pupils
7. Teachers and School Officers
8. Attendance
9. School Buildings and Building Program

¹These topics are taken from Farley, op. cit., p. 16.

10. Business Management and Finance
11. Board of Education and Administration
12. Parent-Teachers Association
13. Extra-Curricular Activities

It was found that many news items could be classified under more than one topic; in such cases items were used only once. It was necessary to evolve a set of rules for classifying the doubtful items in order to be consistent. Items that were extremely difficult to classify and items dealing with negro schools were eliminated from the study.

To find what Navarro County newspapers the patrons in the school districts under consideration were reading, a sampling survey was made in those districts. A random sampling of families was made by contacting each house in order upon entering the district. The one making the survey explained the nature of the survey to each family and then asked whether a member of the family was on the census roll for the school year 1939-1940. If the answer was in the affirmative the family was asked what Navarro County newspapers were read regularly by the family. The name of each family was written by the side of its answer to prevent duplication of answers. At least one-tenth of the families in each district with children on the census roll were interviewed. The number of white families with children on the census roll was found by an examination of the census

reports of the twelve districts for the school year 1939-1940 as reported to the County Superintendent of Navarro County. The number of families with children on the census roll which were interviewed in each district is given in Table 1. The per cent of families in each district taking each newspaper is also given in Table 1. The last column of Table 1 gives the estimated per cent of families subscribing to no Navarro County newspaper.

The Corsicana Semi-Weekly Light is the only newspaper which the data in Table 1 indicate reached patrons in each of the twelve school districts. The data indicate that the Corsicana Daily Sun reached patrons of nine of the twelve school districts and the Corsicana Democrat and Truth reached patrons of five of the twelve school districts. Each of the other newspapers, the Kerens Tribune, the Frost Enterprise, the Dawson Herald, and the Blooming Grove Times, reached few if any school patrons in the twelve districts outside of the school district where the newspaper was published. In six of the school districts the patrons in each district subscribed to two of the seven Navarro County newspapers. In each of the other six districts the patrons subscribed to three Navarro County newspapers.

TABLE 1

THE NUMBER OF FAMILIES IN EACH DISTRICT WITH SCHOOL CHILDREN, THE NUMBER OF FAMILIES IN EACH DISTRICT INTERVIEWED, AND THE PER CENT OF FAMILIES IN EACH DISTRICT WHO SUBSCRIBED TO EACH NEWSPAPER

School Districts in Rank Order	Number of Families with Children on 1939-40 Census Rolls	Number of Families Interviewed	Newspapers						Per Cent Subscribing to Navarro County Newspaper	
			Corsi-cana Semi-Weekly Light	Corsi-cana Daily Sun	Corsi-cana Democrat and Truth	Kerens Tribune	Frost Enterprise	Dawson Herald		Bloom-ing Grove Times
Kerens.....	292	30	3	27	..	63	23
Emhouse.....	207	21	33	5	10	62
Bloom-ing Grove..	206	21	38	48	38
Mildred.....	182	20	15	55	30
Dawson.....	175	18	50	78	..	22
Frost.....	170	17	29	29	53	29
Rice.....	143	15	13	13	33	47
Richland.....	139	14	14	50	14	36
Powell.....	115	12	33	25	33	42
Barry.....	108	11	55	..	9	45
Purden.....	106	11	36	9	55
Navarro.....	63	8	13	50	38

An Analysis of School News

The school news appearing in the seven Navarro County newspapers for the period September 1, 1939, to May 31, 1940, concerning each of the twelve schools used in this study was measured in column inches, analyzed, and placed under thirteen topics of school news. Table 2 gives the rank order of the school news items in which patrons are interested and the column inches of school news of each of these items for each school district published in the newspapers.

The topic of Extra-Curricular Activities ranked first in column inches of news space in ten of the twelve school districts. In the total school news of all the twelve districts, Extra-Curricular Activities ranked first, and Parent-Teachers Association ranked second in column inches of news space devoted to the various topics. These two topics ranked thirteenth and twelfth, respectively, in patron interest. The topics which ranked first, second, third, and fourth in patron interest ranked third, eighth, eleventh, and fourth, respectively, in column inches of news space.

TABLE 2
 A COMPARISON OF THE SCHOOL-NEWS TOPICS IN WHICH PATRONS ARE INTERESTED WITH TOPICS WHICH NAVARRO COUNTY NEWSPAPERS PUBLISHED

School-News Topics	Rank in Column Inches Devoted to the Topics													Total School News
	Rank of Interest of the Patrons to the Topics	Powell School News	Mildred School News	Navarro School News	Richland School News	Dawson School News	Purdon School News	Rice School News	Embouse School News	Berry School News	Prost School News	Blooming Grove School News	Kerens School News	
Pupil Progress and Achievement.....	1	2	5.5	9.5	3	2	2	3	2	2	6	3	4	3
Methods of Instruction.....	2	9.5	10.5	9.5	9	12	9.5	10	10.5	5.5	8	8.5	8	8
Health of Pupils.....	3	9.5	10.5	9.5	9	9	9.5	6	10.5	10.5	11	10	11	11
Courses of Study.....	4	9.5	4	9.5	9	10	9.5	10	10.5	5.5	7	8.5	2	4
Value of Education.....	5	9.5	10.5	3	9	12	9.5	10	10.5	10.5	10	7	12.5	10
Discipline and Behavior of Pupils.....	6	9.5	7	9.5	9	6	9.5	10	6	10.5	13	11	12.5	12
Teachers and School Officers.....	7	3	2	5	9	5	1	4	4.5	3	3	5	6	6
Attendance.....	8	9.5	10.5	9.5	9	7	9.5	10	7	10.5	9	12	10	9
School Buildings and Building Program.....	9	9.5	10.5	9.5	9	8	9.5	10	10.5	10.5	2	6	7	7
Business Management and Finance.....	10	9.5	10.5	9.5	9	12	9.5	10	10.5	10.5	12	13	9	13
Board of Education and Administration.....	11	5	5.5	4	4	4	5	5	3	7	4	4	3	5
Parent-Teachers Association.....	12	4	3	1	2	3	3.5	2	4.5	4	5	2	5	2
Extra-Curricular Activities.....	13	1	1	2	1	1	3.5	1	1	1	1	1	1	1

Kerens School News in Navarro County Newspapers.---In the Kerens School District about sixty-three per cent of the patrons subscribed to the Kerens Tribune and approximately twenty-seven per cent subscribed to the Corsicana Daily Sun. Only three per cent of the families subscribed to the Corsicana Semi-Weekly Light. Table 3 indicates that the Corsicana Semi-Weekly Light was not of much value in carrying information to parents about the Kerens School since only three per cent of the patrons in the district subscribed to this newspaper. Of the twenty-seven per cent subscribing to the Corsicana Daily Sun about one half, thirteen per cent, also subscribed to the Kerens Tribune.

TABLE 3

THE PER CENT OF FAMILIES IN THE KERENS SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Kerens Tribune</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Kerens Tribune</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Kerens Tribune</u>	Per Cent Subscribing to No Navarro County Newspaper
Kerens	27	3	63	0	13	3	23

Data in Table 4 indicate that about ten per cent of the total number of column inches of school news appeared in the Corsicana Semi-Weekly Light which reached few if any patrons which were not reached by the Kerens Tribune. About three per cent of the total Kerens School news was treated in the Corsicana Democrat and Truth which reached few if any school patrons. Since sixty-three per cent of the patrons subscribe to the Kerens Tribune and twenty-seven per cent subscribe to the Corsicana Daily Sun, it is recommended that the Kerens School try to give its information to the patrons through the Kerens Tribune and the Corsicana Daily Sun. Of the two newspapers the Kerens Tribune is the more effective agent as far as patrons are concerned.

The data in Table 4 show the column inches of Kerens School news analyzed under the thirteen topics of school news. Of the Kerens School news appearing in the Kerens Tribune, 1226 column inches were not capable of classification under the thirteen topics because it was written by students of the Kerens School about Kerens' students. It was made up principally of jokes about students and bits of school gossip. This source of news needs close supervision. Parents are interested in what their children write; so the news is probably read by many patrons. School news which consists of jokes and bits of gossip about pupils has little or no value in the school's public relations program. If the students' efforts could be directed to some of the most important

TABLE 4

AN ANALYSIS OF THE KERENS SCHOOL NEWS IN SIX NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers						Total
	<u>Corsi-cana Semi-Weekly Light</u>	<u>Corsi-cana Daily Sun</u>	<u>Corsi-cana Democrat and Truth</u>	<u>Kerens Tribune</u>	<u>Frost Enterprise</u>	<u>Bloom-ing Grove Times</u>	
Pupil Progress and Achievement..	23.50	58.75	2.50	117.50	202.25
Methods of Instruction.....	4.50	15	19.50
Health of Pupils.	...	2	2
Courses of Study.	...	4	...	522.25	526.25
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers..	7.50	13.75	...	14.50	35.75
Attendance.....	2.75	2.50	5.25
School Buildings and Building Program.....	2	2	8	8	20
Business Management and Finance.	...	2.50	...	10.50	13
Board of Education and Administration.....	17.25	14	4.50	178.50	214.25
Parent-Teachers Association.....	22.50	30.25	...	59.50	112.50
Extra-Curricular Activities.....	132.74	164.50	55.50	711.75	3	4	1071.50
Total	212.75	294.25	70.50	1637.50	3	4	2222

topics of school news this source could become very valuable in the interpretation program. The data in Table 4 further indicate that about forty-nine per cent of the total Kerens School news deals with extra-curricular activities, a subject which patrons² rank thirteenth in importance. Less space is devoted to the four topics which patrons³ ranked as of most importance than was devoted to Extra-Curricular Activities. The topics which rank fifth and sixth were not treated at all by any of the newspapers. The eight topics which rank second, third, fifth, sixth, seventh, eighth, ninth, and tenth occupied only four per cent of the total space devoted to Kerens School news. This indicates that relatively too much space is given to the least important topics of Kerens School news and the space is not well distributed among the thirteen topics.

Three conclusions seem to be justified by the data.

First, the Kerens Tribune is the most effective newspaper in giving information about the Kerens School to its patrons since about sixty-three per cent of the patrons subscribe to it; second, much effort of students that could be used in the public relations program is of little value because of lack of proper supervision; and third, relatively too much space was given to the least important topic and not enough space to the more important topics of school news.

²Ibid.

³Ibid.

Emhouse School News in Navarro County Newspapers--In the Emhouse School District approximately thirty-three per cent of the patrons subscribed to the Corsicana Semi-Weekly Light; ten per cent subscribed to the Corsicana Democrat and Truth; and five per cent subscribed to the Corsicana Daily Sun. Sixty-two per cent of the families subscribed to no Navarro County newspaper. These data are shown in Table 5.

TABLE 5

THE PER CENT OF FAMILIES IN THE EMHOUSE SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Emhouse	5	33	10	10	62

It appears that the only value to be gained in giving information through the Corsicana Democrat and Truth is the value received by repetition, since the families who subscribed for it also subscribed for the Corsicana Semi-Weekly Light.

It is indicated that the Corsicana Daily Sun had little value in the Emhouse public relations program since it reached only five per cent of the Emhouse patrons.

The data found in Table 6 indicate that more Emhouse School news appeared in the Corsicana Daily Sun, a newspaper that reached approximately five per cent of the patrons, than any other Navarro County newspaper. The Corsicana Daily Sun printed about forty-eight per cent and the Corsicana Semi-Weekly Light printed about forty-seven per cent of the total news published in Navarro County newspapers about the Emhouse School. About seventy-five per cent of the total space dealt with the topic, Extra-Curricular Activities. Of the school news published by the Corsicana Semi-Weekly Light, the newspaper which reached the largest per cent of the patrons, eighty-six per cent dealt with Extra-Curricular Activities. The Corsicana Daily Sun devoted more space to five topics than any other newspaper, while the Corsicana Semi-Weekly Light devoted more space to only two topics than did other newspapers. Eight of the thirteen topics were not treated by the Corsicana Semi-Weekly Light and six were not treated by any Navarro County newspaper.

An effort should be made by the Emhouse School to secure a greater amount of space in the Corsicana Semi-Weekly Light for its school news since that newspaper has the largest circulation of Navarro County newspapers among the Emhouse

TABLE 6

AN ANALYSIS OF THE EMHOUSE SCHOOL NEWS IN FOUR NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939 TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers				Total
	<u>Corsicana</u> <u>Semi-Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	<u>Corsicana</u> <u>Democrat</u> <u>and</u> <u>Truth</u>	<u>Kerens</u> <u>Tribune</u>	
Pupil Progress and Achievement..	5.75	9	6	6	26.75
Methods of Instruction.....
Health of Pupils.
Courses of Study.
Value of Education.....
Discipline and Behavior of Pupils.....	...	2	2
Teachers and School Officers..	1	10.50	11.50
Attendance.....	...	1	1
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	5	11	16
Parent-Teachers Association.....	6	5.50	11.50
Extra-Curricular Activities.....	109	91	1	...	201
Total	126.75	130	7	6	269.75

patrons. Not enough space was given to the topics of school news with the possible exception of the topics of Extra-Curricular Activities, which patrons⁴ consider to be of least importance. The Emhouse School should not rely very much on the county newspapers in its public relations program since sixty-two per cent of the patrons subscribed to none of the Navarro County newspapers.

Blooming Grove School News in Navarro County Newspapers.--

In Table 7 the data indicate that about forty-eight per cent of the Blooming Grove patrons subscribed to the Blooming Grove Times and approximately thirty-eight per cent subscribed to the Corsicana Semi-Weekly Light. The survey failed to reveal the circulation of any other Navarro County newspaper among the Blooming Grove patrons.

TABLE 7

THE PER CENT OF FAMILIES IN THE BLOOMING GROVE SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Blooming Grove Times</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Blooming Grove Times</u>	Per Cent Subscribing to No Navarro County Newspaper
Blooming Grove	38	48	24	38

⁴Ibid.

Table 7 also indicates that twenty-four per cent of the patrons subscribed to both the newspapers mentioned above. About thirty-eight per cent of the patrons subscribed to no Navarro County newspaper.

Data in Table 8 indicate that about twenty-four per cent of the total space devoted to Blooming Grove School news in Navarro County newspapers appeared in the Corsicana Daily Sun, a newspaper which has few if any readers among the Blooming Grove patrons. Very little Blooming Grove school news appeared in the Frost Enterprise and the Kerens Tribune. The survey indicates that these two newspapers had few if any readers among the patrons. Approximately fifty-seven per cent of the school news appeared in the Blooming Grove Times which reached about forty-eight per cent of the patrons. About nineteen per cent of the school news appeared in the Corsicana Semi-Weekly Light which was read by about thirty-eight per cent of the patrons.

In the total column inches devoted to the various topics, Extra-Curricular Activities ranked first and Parent-Teachers Association ranked second. Patrons⁵ ranked these topics thirteenth and twelfth, respectively, in importance. Extra-Curricular Activities occupied approximately forty per cent of the total space devoted to Blooming Grove school news while Parent-Teachers Association occupied about twenty-three per cent

⁵Ibid.

TABLE 8

AN ANALYSIS OF THE BLOOMING GROVE SCHOOL NEWS IN FIVE NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers					Total
	<u>Corsicana Semi-Weekly Light</u>	<u>Corsicana Daily Sun</u>	<u>Frost Enterprise</u>	<u>Kerens Tribune</u>	<u>Bloom-ing Grove Times</u>	
Pupil Progress and Achievement..	37.25	15.50	81.50	134.25
Methods of Instruction.....	7	3	5	15
Health of Pupils.	10.50	10.50
Courses of Study.	3.50	3	8.50	15
Value of Education.....	...	9.50	8.25	17.25
Discipline and Behavior of Pupils.....	...	2.50	6.25	8.75
Teachers and School Officers..	10	12.25	1	1	77.25	101.50
Attendance.....	2	2
School Buildings and Building Program.....	7.75	8.25	12.50	28.50
Business Management and Finance.	1.25	1.25
Board of Education and Administration.....	14.50	19	79	112.50
Parent-Teachers Association.....	67.50	66.50	135.75	269.75
Extra-Curricular Activities.....	77.50	142.50	3	...	245.25	468.25
Total	225.00	282.00	4	1	673.00	1185.00

of the total. The two topics which patrons⁶ ranked as of least importance occupied about sixty-three per cent of the total space while four topics which they ranked as of most importance occupied about fifteen per cent of the total space. The eight topics which ranked second, third, fourth, fifth, sixth, eighth, ninth, and tenth in importance together occupied only about eight per cent of the total space devoted to Blooming Grove School news.

Since few, if any, Blooming Grove patrons subscribed to any Navarro County newspapers except the Blooming Grove Times and the Corsicana Semi-Weekly Light, the Blooming Grove School should attempt to place more of the school news in these two newspapers. The space devoted to school news is not well distributed among the various topics since eight of the thirteen topics together occupied only about eight per cent of the total space. The Blooming Grove School should attempt to make a better distribution of space devoted to the topics, giving attention to the rank of importance which patrons⁷ gave the topics.

Mildred School News in Navarro County Newspapers.--

In the Mildred School District approximately fifty-five per cent of the patrons subscribed to the Corsicana Daily Sun. About fifteen per cent of the patrons subscribed to the Corsicana Semi-Weekly Light. Few, if any, patrons

⁶Ibid.

⁷Ibid.

subscribed to both newspapers. The survey did not indicate that the Mildred School patrons subscribed to any other Navarro County newspaper. About thirty per cent of the patrons subscribed to no Navarro County newspaper.

TABLE 9

THE PER CENT OF FAMILIES IN THE MILDRED SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER.

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun</u> and <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to No Navarro County Newspaper
Mildred	55	15	0	30

In Table 10 it is seen that the total space devoted to the Mildred School news, about forty-nine per cent appeared in the Corsicana Semi-Weekly Light which reached approximately fifteen per cent of the patrons and about thirty-nine per cent appeared in the Corsicana Daily Sun which reached approximately fifty-five per cent of the patrons. The remaining space appeared in the Kerens Tribune and the Blooming Grove Times which had few, if any, readers among the Mildred patrons. These data indicate that the Corsicana Daily Sun is the most effective newspaper in giving information to the Mildred School patrons.

TABLE 10

AN ANALYSIS OF THE MILDRED SCHOOL NEWS IN FOUR NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers				Total
	<u>Corsicana Semi-Weekly Light</u>	<u>Corsicana Daily Sun</u>	<u>Kerens Tribune</u>	<u>Blooming Grove Times</u>	
Pupil Progress and Achievement..	...	2	2
Methods of Instruction.....
Health of Pupils.
Courses of Study.	...	3	3
Value of Education.....
Discipline and Behavior of Pupils.....	...	1.50	1.50
Teachers and School Officers..	18.50	18.50
Attendance.....
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	1	1	2
Parent-Teachers Association.....	3.25	3.50	6.75
Extra-Curricular Activities.....	55.75	51.25	17	3	127
Total	78.50	62.25	17	3	160.75

Of the total space devoted to Mildred School news in Navarro County newspapers, about seventy-nine per cent was devoted to the topic, Extra-Curricular Activities. Only four per cent of the total space was devoted to the six topics which patrons⁸ ranked as of most importance. The six topics which ranked second, third, fifth, eighth, ninth, and tenth in importance were not treated in any Navarro County newspaper.

The Mildred School should direct all of its schools news to the Corsicana Daily Sun and the Corsicana Semi-Weekly Light since few if any Mildred patrons subscribed to any other Navarro County newspapers. More information should be given the parents about the first twelve topics of school news. More attention should be given those topics which patrons⁹ agree are most important.

Dawson School News in Navarro County Newspapers.--In the Dawson District approximately fifty per cent of the patrons subscribed to the Dawson Herald, as shown in Table 11.

Table 11

THE PER CENT OF FAMILIES IN THE DAWSON SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Dawson Herald</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Dawson Herald</u>	Per Cent Subscribing to No Navarro County Newspaper
Dawson	50	78	50	22

⁸Ibid.⁹Ibid.

Few, if any, patrons read any other Navarro County newspaper. About twenty-two per cent of the patrons subscribed to none of the Navarro County newspapers.

In Table 12 the data indicate that about seventy-seven per cent of the total space devoted to Dawson School news appeared in the Dawson Herald which reached about seventy-eight per cent of the patrons. Approximately twelve per cent of the total space appeared in the Corsicana Daily Sun which reached few, if any, of the patrons. Approximately ten per cent of the Dawson School news was published in the Corsicana Semi-Weekly Light which reached about fifty per cent of the patrons. Less than one per cent of the Dawson School news was published in the Corsicana Democrat and Truth. The Dawson School could limit its news to the Dawson Herald without hurting the effectiveness of its public relations program because few, if any, patrons subscribed to other Navarro County newspapers who did not also subscribe to the Dawson Herald.

The topics which patrons¹⁰ ranked thirteenth, twelfth, and eleventh in importance ranked first, third, and fourth in space devoted to the various topics. The topics which ranked second, fifth, and tenth in importance were not treated by any of the newspapers. About fifty-two per cent of the total Dawson School news was devoted to Extra-Curricular Activities. The nine topics which ranked second, third, fourth, fifth, sixth, seventh, eighth, ninth, and tenth in importance occupied only

¹⁰
Ibid.

TABLE 12

AN ANALYSIS OF THE DAWSON SCHOOL NEWS IN FOUR NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers				Total
	<u>Corsicana</u> <u>Semi-Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	<u>Corsicana</u> <u>Democrat</u> <u>and</u> <u>Truth</u>	<u>Dawson</u> <u>Herald</u>	
Pupil Progress and Achievement..	164	164
Methods of Instruction.....
Health of Pupils.	...	2	...	2.50	4.50
Courses of Study.	4	4
Value of Education.....
Discipline and Behavior of Pupils.....	...	7	7
Teachers and School Officers..	...	1	1	7.50	9.50
Attendance.....	6	6
School Buildings and Building Program.....	1.50	4.25	5.75
Business Management and Finance.
Board of Education and Administration.....	5	7.50	...	52	64.50
Parent-Teachers Association.....	132.25	132.25
Extra-Curricular Activities.....	78.25	85.50	...	274.50	438.25
Total	84.75	103	1	647	835.75

about four per cent of the total space devoted to the Dawson School news. The space devoted to the various topics of school news is not well distributed among the topics of news and the least important topics receive, relatively, too much space.

Frost School News in Navarro County Newspapers.---In the Frost School District about twenty-nine per cent of the patrons subscribed to the Corsicana Daily Sun, about twenty-nine per cent subscribed to the Corsicana Semi-Weekly Light, and approximately fifty-three per cent subscribed to the Frost Enterprise, as shown in Table 13.

TABLE 13

THE PER CENT OF FAMILIES IN THE FROST SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Frost Enterprise</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Frost Enterprise</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Frost Enterprise</u>	Per Cent Subscribing to No Navarro County Newspaper
Frost	29	29	53	12	24	18	29

Table 13 indicates that twenty-four per cent of the patrons subscribed to both the Corsicana Daily Sun and the Frost Enterprise

while eighteen per cent of the patrons subscribed to both the Corsicana Semi-Weekly Light and the Frost Enterprise. These data indicate that the Frost Enterprise is the most effective newspaper in giving information about the Frost School and its activities to Frost patrons.

The data in Table 14 show that all seven Navarro County newspapers carried items of Frost School news. Less than five per cent of the total space devoted to Frost School news appeared in the four newspapers which, Table 1 indicates, had few, if any, subscribers in the Frost School District. About sixty-three per cent of the total news was published by the Frost Enterprise while about nineteen per cent was published by the Corsicana Daily Sun and approximately thirteen per cent was published by the Corsicana Semi-Weekly Light.

About fifty-seven per cent of the total space of Frost School news was devoted to the topic, Extra-Curricular Activities. Approximately one per cent of the total space was devoted to four topics which patrons¹¹ ranked third, fifth, sixth, and tenth in importance. The data indicate that the Frost School has been giving, relatively, not enough space to the more important topics of school news and too much to the one topic, Extra-Curricular Activities. The Frost Enterprise is the most effective newspaper for carrying Frost School news to the Frost patrons, but the Corsicana Daily Sun

¹¹ Ibid.

TABLE 14

AN ANALYSIS OF THE FROST SCHOOL NEWS IN SEVEN NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers							Total
	<u>Corsi- cana Semi- Weekly Light</u>	<u>Corsi- cana Daily Sun</u>	<u>Corsi- cana Demo- crat and Truth</u>	<u>Kerens Tri- bune</u>	<u>Frost Enter- prise</u>	<u>Dawson Herald</u>	<u>Bloom- ing Grove Times</u>	
Pupil Progress and Achievement..	3.25	2.75	42.50	48.50
Methods of Instruction.....	12.50	12.50
Health of Pupils.....	3	3
Courses of Study.	43	43
Value of Educa- tion.....	4	4
Discipline and Behavior of Pupils.....	1	1
Teachers and School Officers..	3.25	10.50	3	16	52.75	85.50
Attendance.....	11.25	11.25
School Buildings and Building Program.....	10	9	81.50	100.50
Business Manage- ment and Finance.	2.75	2.75
Board of Educa- tion and Admin- istration.....	4	6	56	66
Parent-Teachers Association.....	54.75	54.75
Extra-Curricular Activities.....	111.25	168	...	16	269.25	10.50	3	578
Total	131.75	196.25	3	32	634.25	10.50	3	1010.75

and the Corsicana Semi-Weekly Light are of value since each of them reached about twenty-nine per cent of the patrons, some of which were not reached by the Frost Enterprise.

Rice School News in Navarro County Newspapers.--In the Rice School District about thirteen per cent of the patrons subscribed to the Corsicana Daily Sun; about thirteen per cent subscribed to the Corsicana Semi-Weekly Light; and about thirty-three per cent subscribed to the Corsicana Democrat and Truth. Table 15 indicates that few, if any, patrons subscribed to both the Corsicana Daily Sun and the Corsicana Semi-Weekly Light or to both the Corsicana Semi-Weekly Light and the Corsicana Democrat and Truth. About seven per cent of the patrons subscribed to both the Corsicana Daily Sun and the Corsicana Democrat and Truth. Approximately forty-seven per cent of the patrons subscribed to none of the Navarro County newspapers. These data indicate that the Corsicana Democrat and Truth is the most important newspaper for giving information to the Rice patrons and that means other than newspapers should be used in giving the patrons information because the Navarro County newspapers did not reach approximately forty-seven per cent of the patrons.

Of the total space devoted to Rice School news in Navarro County newspapers about twenty-seven per cent appeared in the

Corsicana Semi-Weekly Light; about thirty-three per cent appeared in the Corsicana Daily Sun; about thirty-four per cent appeared in the Corsicana Democrat and Truth; and about six per cent appeared in the Kerens Tribune. The conclusion can be drawn from the above data that the Rice School should place a greater per cent of its news in the Corsicana Democrat and Truth because it reached more of the patrons than all other Navarro County newspapers combined.

TABLE 15

THE PER CENT OF FAMILIES IN THE RICE SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER.

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Rice	13	13	33	0	7	0	47

Of the total space devoted to Rice School news about fifty-eight per cent was devoted to the topic, Extra-Curricular Activities and about twenty-three per cent was devoted to Parent-Teachers Association, as shown in Table 16.

TABLE 16

AN ANALYSIS OF THE RICE SCHOOL NEWS IN FOUR NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, to May 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers				Total
	<u>Corsicana</u> <u>Semi-Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	<u>Corsicana</u> <u>Democrat</u> <u>and</u> <u>Truth</u>	<u>Kerens</u> <u>Tri-</u> <u>bune</u>	
Pupil Progress and Achievement..	3	5	5.50	...	13.50
Methods of Instruction.....
Health of Pupils.	1	1	2
Courses of Study.
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers..	3.75	3.75	2	1.50	11
Attendance.....
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	...	1	6	3.50	10.50
Parent-Teachers Association.....	3	7.25	29.25	6	45.50
Extra-Curricular Activities.....	43.50	47	22.75	.50	113.75
Total	53.25	64	66.50	12.50	196.25

These two subjects rank last in importance but first in amount of space occupied in news concerning the Rice School. Seven topics of Rice School news are not treated in any Navarro County newspaper. These data indicate that the Rice School did not give sufficient space to the eleven most important topics of school news since about eighty-one per cent of the space devoted to the Rice School news was about the two least important topics.

Richland School News in Navarro County Newspapers.--In the Richland School District approximately fifty per cent of the patrons subscribed to the Corsicana Daily Sun; about fourteen per cent subscribed to the Corsicana Semi-Weekly Light; and about fourteen per cent subscribed to the Corsicana Democrat and Truth, as shown in Table 17.

TABLE 17

THE PER CENT OF FAMILIES IN THE RICHLAND SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Richland	50	14	14	0	14	0	36

The data in Table 17 do not indicate that any patron subscribed to both the Corsicana Daily Sun and the Corsicana Semi-Weekly Light or to both the Corsicana Semi-Weekly Light and the Corsicana Democrat and Truth. It is indicated that those patrons who subscribed to the Corsicana Democrat and Truth also subscribed to the Corsicana Daily Sun. This means that information about the Richland School would reach approximately as many patrons without the use of the Corsicana Democrat and Truth as with its use.

Of the total Richland School news about forty-five per cent appeared in the Corsicana Semi-Weekly Light; about fifty-four per cent appeared in the Corsicana Daily Sun; and about one per cent appeared in the Corsicana Democrat and Truth. The data indicate that a larger per cent of the Richland School news should have been placed in the Corsicana Daily Sun because it reached a much larger per cent of the patrons than did any other paper.

About sixty-seven per cent of the total school news came under the topic of Extra-Curricular Activities and approximately thirty-one per cent came under the topic of Parent-Teachers Association. This means that about ninety-eight per cent of the total space of Richland School news was devoted to the two topics that patrons¹² ranked as of least importance.

¹²Ibid.

TABLE 18

AN ANALYSIS OF THE RICHLAND SCHOOL NEWS IN THREE NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers			Total
	<u>Corsicana</u> <u>Semi-Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	<u>Corsicana</u> <u>Democrat</u> <u>and</u> <u>Truth</u>	
Pupil Progress and Achievement..	3	3
Methods of Instruction.....
Health of Pupils.
Courses of Study.
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers..
Attendance.....
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	...	1	...	1
Parent-Teachers Association.....	32.25	44.50	1.30	78.25
Extra-Curricular Activities.....	77.25	88.25	1	166.75
Total	112.50	134	2.50	249

The data justify the conclusion that sufficient space is not given the first eleven topics of school news as ranked by patrons¹³ since only two per cent of the total Richland School news was devoted to these eleven topics.

Powell School News in Navarro County Newspapers.---In the Powell School District about twenty-five per cent of the patrons subscribed to the Corsicana Daily Sun; about thirty-three per cent subscribed to the Corsicana Semi-Weekly Light; and about thirty-three per cent subscribed to the Corsicana Democrat and Truth. Table 19 presents data which indicate that no patron subscribed to both the Corsicana Daily Sun and the Corsicana Semi-Weekly Light. Approximately eight per cent of the patrons subscribed to both the Corsicana Daily Sun and the Corsicana Democrat and Truth, and about twenty-five per cent of the patrons subscribed to both the Corsicana Semi-Weekly Light and the Corsicana Democrat and Truth. These data indicate that most, if not all, the Powell patrons who subscribed to the Corsicana Democrat and Truth also subscribed to either the Corsicana Daily Sun or the Corsicana Semi-Weekly Light. About forty-two per cent of the patrons subscribed to none of the Navarro County newspapers. This means that agencies other than the newspapers should be used in giving information about the Powell School to the patrons.

¹³Ibid.

TABLE 19

THE PER CENT OF FAMILIES IN THE POWELL SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun and Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Powell	25	33	33	0	8	25	42

Of the total space devoted to Powell School news about forty-three per cent appeared in the Corsicana Semi-Weekly Light and about forty-six per cent appeared in the Corsicana Daily Sun. About three per cent of the school news appeared in the Corsicana Democrat and Truth. The remaining eight per cent of the school news was published by the Kerens Tribune and the Blooming Grove Times. The survey indicated that these last two newspapers had few, if any, subscribers in the Powell School District.

Approximately seventy-seven per cent of the total Powell School news was devoted to Extra-Curricular Activities which ranked thirteenth in importance. The remaining twenty-three per cent of the total news was divided among four topics which ranked first, seventh, eleventh, and twelfth in importance.

TABLE 20

AN ANALYSIS OF THE POWELL SCHOOL NEWS IN FIVE NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers					Total
	<u>Corsi-cana Semi-Weekly Light</u>	<u>Corsi-cana Daily Sun</u>	<u>Corsi-cana Democrat and Truth</u>	<u>Kerens Tribune</u>	<u>Bloom-ing Grove Times</u>	
Pupil Progress and Achievement..	11.25	17.75	29
Methods of Instruction.....
Health of Pupils.
Courses of Study.
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers..	7.50	.50	4	16	...	28
Attendance.....
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	...	1.50	...	1	...	2.50
Parent-Teachers Association.....	1	6.50	.50	2	2	12
Extra-Curricular Activities.....	113.75	115	5	.50	3	237.25
Total	133.50	141.25	9.50	19.50	5	308.75

The eight other topics of Powell School news were not treated in any of the Navarro County newspapers. The data indicate that too much space is given to Extra-Curricular Activities and not enough space is given to other topics of school news.

Barry School News in Navarro County Newspapers.--In the Barry School District approximately fifty-five per cent of the patrons subscribed to the Corsicana Semi-Weekly Light. About nine per cent of the patrons subscribed to the Corsicana Democrat and Truth. Table 21 indicates that this same nine per cent also subscribed to the Corsicana Semi-Weekly Light.

TABLE 21

THE PER CENT OF FAMILIES IN THE BARRY SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Barry	55	9	9	45

About forty-five per cent of the patrons subscribed to none of the Navarro County newspapers. The data indicate that the Corsicana Semi-Weekly Light is the most effective newspaper to give information to the Barry patrons because fifty-five

per cent of the patrons subscribed to it. Approximately the same patrons can be reached through the Corsicana Semi-Weekly Light without the use of the Corsicana Democrat and Truth or as through the use of both newspapers. The Barry School must use other agencies to give information to its patrons because about forty-five per cent of them subscribed to one of the Navarro County newspapers.

Approximately fifty per cent of the total Barry School news appeared in the Corsicana Semi-Weekly Light which reached about fifty-five per cent of the patrons. The Corsicana Democrat and Truth, which reached about nine per cent of the patrons, printed less than one per cent of the Barry School news. The data in Table 1 indicate that few, if any, Barry patrons subscribed to the Corsicana Daily Sun, which printed less than one per cent of the Barry School news, or the Bloom-
ing Grove Times, which printed about one per cent of the Barry School news.

The topics of school news which ranked first, second, third, and fourth in space devoted to the various topics of school news are the same topics which patrons¹⁴ ranked thirteenth, first, seventh, and twelfth, respectively. The four above topics occupied approximately ninety-six per cent of the total space devoted to Barry School news. Six topics of Barry School news were not treated in any of the Navarro County newspapers.

¹⁴Ibid.

TABLE 22

AN ANALYSIS OF THE BARRY SCHOOL NEWS IN FIVE NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers					Total
	<u>Corsi-cana Semi-Weekly Light</u>	<u>Corsi-cana Daily Sun</u>	<u>Corsi-cana Democrat and Truth</u>	<u>Kerens Tribune</u>	<u>Bloom-ing Grove Times</u>	
Pupil Progress and Achievement..	40.50	51.75	92.25
Methods of Instruction.....	3	3
Health of Pupils.
Courses of Study.	...	3	3
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers..	15	10.50	...	1	...	26.50
Attendance.....
School Buildings and Building Program.....
Business Management and Finance.
Board of Education and Administration.....	...	2.50	2.50
Parent-Teachers Association.....	5.50	7.50	13
Extra-Curricular Activities.....	56.50	38.50	1	...	3	99
Total	120.50	113.75	1	1	3	239.25

The data indicate that the Barry School news is not well distributed among the topics of school news because four topics occupied about ninety-six per cent of the total Barry School news and that the Corsicana Semi-Weekly Light is the most effective newspaper in giving information to the Barry patrons since it reached about fifty-five per cent of them. The Barry School should attempt to place most of its news in the Corsicana Semi-Weekly Light. Approximately fifty per cent of the Barry School News appeared in newspapers that have few, if any, subscribers among the Barry patrons.

Purdon School News in Navarro County Newspapers.--The data in Table 23 indicate that approximately thirty-six per cent of the Purdon patrons subscribed to the Corsicana Semi-Weekly Light. About nine per cent of the patrons subscribed to the Corsicana Democrat and Truth while few, if any, patrons subscribed to other Navarro County newspapers.

TABLE 23

THE PER CENT OF FAMILIES IN THE PURDON SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWSPAPER

School District	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Democrat and Truth</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light and Corsicana Democrat and Truth</u>	Per Cent Subscribing to No Navarro County Newspaper
Purdon	36	9	0	55

The data indicate that none of the patrons subscribed to both the Corsicana Semi-Weekly Light and the Corsicana Democrat and Truth. About fifty-five per cent of the patrons of the Purdon School subscribed to none of the Navarro County newspapers. This means that agencies other than newspapers must be used if all patrons are to be reached.

The data in Table 24 indicate that Purdon School news appeared in only two Navarro County newspapers, the Corsicana Semi-Weekly Light and the Corsicana Daily Sun. About sixty-four per cent of the total Purdon School news appeared in the Corsicana Semi-Weekly Light and about thirty-six per cent appeared in the Corsicana Daily Sun. The Corsicana Daily Sun has little value in the Purdon public relations program since few, if any, patrons subscribed to it.

Data in Table 24 indicate that eight topics of Purdon School news were not treated in any of the Navarro County newspapers. The five topics that were treated were ranked first, seventh, eleventh, twelfth, and thirteenth in importance by patrons.¹⁵ Of the five topics of school news treated, the three topics which were of least importance received about forty-five per cent of the total space. From the data, the conclusion can be drawn that the Purdon School is not giving its patrons information on many important topics of school news since eight of the thirteen topics are not treated in any Navarro County newspaper.

¹⁵Ibid.

TABLE 24

AN ANALYSIS OF THE PURDON SCHOOL NEWS IN TWO NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers		
	<u>Corsicana</u> <u>Semi-Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	Total
Pupil Progress and Achievement...	11	2.50	13.50
Methods of Instruction.....
Health of Pupils..
Courses of Study..
Value of Education.....
Discipline and Behavior of Pupils.....
Teachers and School Officers...	15	...	15
Attendance.....
School Buildings and Building Program.....
Business Management and Finance..
Board of Education and Administration.....	...	2.50	2.50
Parent-Teachers Association.....	5.50	6	11.50
Extra-Curricular Activities.....	3	8.50	11.50
Total	34.50	19.50	54

Navarro School News in Navarro County News Papers.--In the Navarro School District approximately fifty per cent of the patrons subscribed to the Corsicana Daily Sun and about thirteen per cent subscribed to the Corsicana Semi-Weekly Light. Data in Table 25 indicate that few, if any, patrons subscribed to both newspapers. About thirty-eight per cent subscribed to none of the Navarro County newspapers. In order to give information to all the patrons means other than newspapers must be used.

TABLE 25

THE PER CENT OF FAMILIES IN THE NAVARRO SCHOOL DISTRICT WHO SUBSCRIBED TO ONE NEWSPAPER, TWO NEWSPAPERS, AND NO NEWS-PAPER

School District	Per Cent Subscribing to <u>Corsicana Daily Sun</u>	Per Cent Subscribing to <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to <u>Corsicana Daily Sun</u> and <u>Corsicana Semi-Weekly Light</u>	Per Cent Subscribing to No Navarro County Newspaper
Navarro	50	13	0	38

About seventy-four per cent of the total Navarro School news appeared in the Corsicana Daily Sun, and approximately twenty-six per cent of the Navarro School news appeared in the Corsicana Semi-Weekly Light.

TABLE 26

AN ANALYSIS OF THE NAVARRO SCHOOL NEWS IN TWO NAVARRO COUNTY PAPERS FOR THE PERIOD SEPTEMBER 1, 1939, TO MAY 31, 1940

Topics of School News in Rank Order of Patron Interest	Newspapers		
	<u>Corsicana</u> <u>Semi-</u> <u>Weekly</u> <u>Light</u>	<u>Corsicana</u> <u>Daily</u> <u>Sun</u>	Total
Pupil Progress and Achievement....
Methods of Instruction.....
Health of Pupils...
Courses of Study...
Value of Education.....	3.50	...	3.50
Discipline and Behavior of Pupils.
Teachers and School Officers....	.5050
Attendance.....
School Buildings and Building Program.....
Business Management and Finance...
Board of Education and Administration.	...	1	1
Parent-Teachers Association.....	16.50	58.75	75.25
Extra-Curricular Activities.....	3	6	9
Total	23.50	65.75	89.25

Of the total Navarro School news, about eighty-four per cent came under the topic, Parent-Teachers Association, and about ten per cent came under the topic, Extra-Curricular Activities. This means that about ninety-four per cent of the total Navarro School news was about two topics which rank least in importance. Eight topics of Navarro School news were not treated in any Navarro County newspaper.

The data indicate that Navarro School news appeared in the Navarro County newspapers which had subscribers among the patrons of the Navarro School. The space devoted to the various topics of school news was not well distributed. Relatively too much space was given to the two least important topics of school news. Agencies other than newspapers must be used if information is to be given to all the patrons of the Navarro School.

Summary

The results of a sampling survey in each of the twelve school districts indicated that from approximately twenty-two to sixty-two per cent of the school patrons in the twelve school districts did not subscribe to any Navarro County newspaper. There were some patrons in nine of the twelve districts who subscribed to more than one Navarro County newspaper. In the Dawson district fifty per cent of the patrons subscribed to two newspapers. Some of the schools were placing school

TABLE 27

THE PER CENT OF COLUMN INCHES OF NEWS SPACE DEVOTED TO EACH TOPIC OF SCHOOL NEWS
BY EACH OF THE TWELVE SCHOOL DISTRICTS

Topics of School News in Rank Order of Patron Interest	Kerens School District	Bamhouse School District	Blooming Grove School District	Mildred School District	Dawson School District	Frost School District	Rise School District	Richland School District	Powell School District	Barry School District	Purdon School District	Navarro School District	Per Cent of Total News
Pupil Progress and Achievement.....	9.1	9.9	11.3	1.2	19.6	4.8	7.0	1.2	9.7	38.6	25.0	...	10.7
Methods of Instruction..	.9	...	1.5	1.2	1.37
Health of Pupils.....	.195	.3	1.03
Courses of Study.....	23.7	...	1.3	1.9	.5	4.2	1.3	8.7
Value of Education.....	1.54	3.9	.4
Discipline and Behavior of Pupils.....7	.7	.9	.8	.13
Teachers and School Officers.....	1.6	4.3	8.6	10.5	1.1	8.5	5.6	...	9.1	11.1	27.8	.6	5.0
Attendance.....	.2	.4	.27	1.14
School Buildings and Building Program.....	.9	...	2.37	9.9	2.3
Business Management and Finance.....	.6131
Board of Education and Administration.....	9.6	5.9	9.5	1.2	7.7	6.5	5.4	.4	.8	1.0	4.6	1.1	7.3
Parent-Teachers Association.....	5.1	4.3	22.8	4.0	15.8	5.4	23.2	31.4	3.9	5.4	21.3	84.3	12.1
Extra-Curricular Activities.....	48.2	74.5	39.5	79.0	52.4	57.2	58.0	67.0	77.4	41.4	21.3	10.1	51.6

news in newspapers that had little or no circulation among their school patrons .

An analysis of the school news of the twelve school districts in the seven Navarro County newspapers, as shown in Table 27, reveals that in ten schools the topic of Extra-Curricular Activities ranks first among the thirteen topics in number of column inches devoted to school news. In seven of the schools more than fifty per cent of the total space was devoted to this topic. Of the total news space of the twelve schools approximately fifty-two per cent was devoted to this topic. The per cent of each school's total news space devoted to Extra-Curricular Activities varied from approximately ten per cent in the Navarro School news to about seventy-nine per cent in the Mildred School news. Approximately twenty per cent of the total news space of all twelve schools was devoted to the four topics which ranked highest in patron interest. The six topics which ranked highest received about twenty-one per cent of the total space. Ten topics were not treated by all the twelve schools. The three least important topics were the only topics treated by every school in the study. Eight of the ten topics which ranked highest in patron interest were treated by one-half or less of the schools.

CHAPTER III

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The data in Chapter II seem to justify three conclusions:

1. The twelve schools of Navarro County are not telling the patrons what Farley¹ found the patrons wanted to know about the schools. Farley² says, "Patrons wish to know what their children are being taught, how they are being taught, what results are being achieved, and how the public schools affect the physical welfare of their children." Ten schools had more space devoted to the topic Extra-Curricular Activities, which ranked last in importance, than to any other topic. Seven schools had more than fifty per cent of the total school news space devoted to this one topic. The four topics which patrons³ ranked highest in importance ranked third, eighth, eleventh, and fourth in amount of newspaper space devoted to the thirteen topics of school news.

2. Much information about schools that is given through the newspapers does not get to the patrons because the schools do not know or else disregard the newspapers that the patrons read. Two schools, Emhouse and Barry, had approximately

¹Farley, op. cit., p. 16.

²Ibid.

³Ibid.

one-half their total school news in newspapers which reached few of their patrons.

3. The giving of information through the Navarro County newspapers is not sufficient in a public relations program for the twelve schools because many patrons do not subscribe to the Navarro County newspapers. The per cent of patrons who subscribed to none of the Navarro County newspapers varied from twenty-two per cent in the Dawson School District to sixty-two per cent in the Emhouse School District. Every school in this study must use other means of disseminating school news if all its patrons are to be reached.

Recommendations

Six recommendations are made as a result of the study.

1. Each school should give attention to the results of Farley's⁴ survey to find what the patrons want to know about the schools in planning their public relations program.

2. A complete survey should be made of each school district to find what newspapers the patrons are reading in order that news items may be placed in the newspapers that are read by the patrons.

3. Each school should ask the publishers of those newspapers that are most widely read by the patrons of the school for more school news space.

⁴Ibid.

4. The schools should see that sufficient school news items are sent to the newspaper to take up any additional newspaper space that might be granted them.

5. The schools should closely supervise student reports in order to be sure that the school news disseminated is the news in which the patrons are interested.

6. The schools should not rely upon newspapers alone to give information to the school patrons but should use every available agency for disseminating school news.

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