

A STUDY OF KANSAS HIGH  
SCHOOL NEWSPAPERS

A THESIS  
SUBMITTED TO THE DEPARTMENT OF  
EDUCATION AND THE GRADUATE COUNCIL OF THE KANSAS  
STATE TEACHERS COLLEGE OF EMPORIA IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE

BY

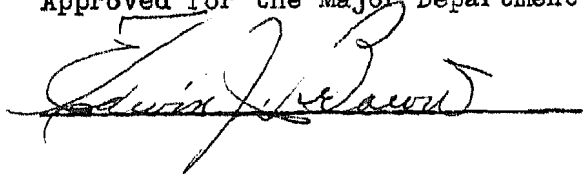
WALTER WHITMORE BUTCHER

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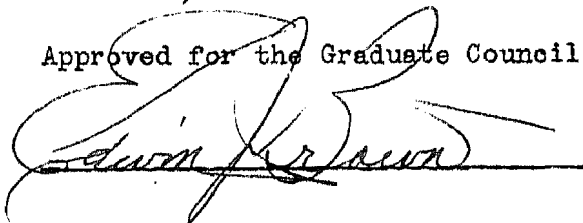
EMPIRICAL RESEARCH

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#### ACKNOWLEDGMENT

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## CHAPTER I

### INTRODUCTION

#### The Nature of the Study

This study has as its main objective a detailed analysis of how the space is divided among the various types of news printed in Kansas high school newspapers. It also includes a study of the more mechanical items of the paper such as the frequency of publication, the size of the staff, the width of columns, and the length of the columns. This is done primarily to show the wide variation and the lack of uniformity in the purely mechanical parts of the papers.

#### The Purpose of the Study

The purpose of this study is to determine, if possible, just what the Kansas high school newspaper is, and how it devotes its space to the various types of news. The writer hopes that this study will serve as a measuring stick and means of comparison for the various high school papers of the state.

#### The Source of Data

The entire amount of information in this survey came from an analysis of the papers themselves. In no way was the questionnaire method used. Letters were written to various Kansas high schools asking for four different issues of their papers for the 1933-1934 school year. Papers from thirty-four schools were received, making a total of 136 issues.

## Method of Procedure

First, the following information was gathered about each paper: the number, the length, and the width of the columns; the frequency of publication; the number of pupils on the staff; and the names of the press associations of which the paper was a member. In these respects the four issues of each paper were the same, with the exception of the fact that the size of the staff sometimes varied in the second semester from what it was during the first semester.

The four issues of each paper were then analyzed separately, the number of column-inches for each issue being measured and recorded for the following types of news: advertising, athletics, book reviews, alumni news, columnists writing, debate, dramatics, editorials, educational news, exchange, feature stories, grade school news, general school news, Girl Reserve, Hi-Y, jokes and humorous writings, music, news of general interest (excluding school news), poems, personals, religious news, scholarship recognition, society, activities of the teachers, who's who or campus personalities, and finally miscellaneous news.

With this arrangement of classification the complete information for any paper could be found on one sheet of paper.

## Definition of Terms

In all probability there are only two items used throughout this study which may puzzle the reader; these are the terms em and column-inch.

An em is a printer's measurement which is equal to one-sixth of an inch. For example, when it is said a column is thirteen ems wide it is the same as saying the column is two and one-sixth inches wide.



A column-inch is one column wide and one inch long.

### Presentation of Data

In Chapter II the data gathered from the analysis of the papers are analyzed and discussed.

In Chapter III the whole study is briefly summarized.

TABLE I

Showing the place of publication, the name of publication, the month and date of publication of the thirty-four high school newspapers considered in this survey.

Place of Publication	Name of Publication	Month and Date of Publication																				
		Sept.			Oct.			Nov.			Dec.			Jan.			Feb.					
Cimarron, Kan.	The Blue and White					X			X					X					X			
Pratt, Kan.	Pratt Mirror				X							X			X				X			
Newton, Kan.	Weekly Newtonian															X			X	X	X	
Council Grove, Kan.	The Trail Blazer				X				X	X					X							
Garnett, Kan.	Garnett High School Times												X	X	X				X			
Topeka, Kan.	Topeka High School World								X	X		X			X							
Oberlin, Kan.	Decatur Dictator						X						X		X				X			
Salina, Kan.	Salina High School News		X						X	X	X											
Junction City, Kan.	The Blue Jay							X	X	X					X							
Emporia, Kan.	Emporia Echo				X								X		X	X						
Kansas City, Kan.	Wyandotte Pantograph									X		X			X	X						
Hutchinson, Kan.	High School Buzz		X						X			X			X							
Kansas City, Kan.	Argentine		X						X							X			X			
Columbus, Kan.	High School Record								X	X	X				X							
Lebo, Kan.	L. H. S. Dial				X				X							X			X			
Madison, Kan.	The School Crier		X						X				X		X							
McPherson, Kan.	McPherson Highlight				X	X							X						X			

Read table thus: The issues of the Cimarron Kansas publication, The Blue and White, which were used in this study occurred in the third week of October, the third week of November, the second week of January, and the second week of February.

TABLE I (Continued)

Showing the place of publication, the name of publication, the month and date of publication.

Place of Publication	Name of Publication	Month and Date of Publication																				
		Sept.			Oct.			Nov.			Dec.		Jan.		Feb.		Mar.					
Abilene, Kan.	Abilene H. S. Booster			X						X			X						X			
Halstead, Kan.	The Echo												X	X	X	X						
Lyons, Kan.	Lyons H. S. Spotlight								X		X	X			X							
Lebanon, Kan.	Lebanonian					X			X			X		X								
Beloit, Kan.	B. H. S. Life				X								X	X		X						
Sedan, Kan.	High-School Spirit												X	X		X	X					
Manhattan, Kan.	Manhattan Mentor						X			X	X	X										
Wichita, Kan.	The North Star						X		X		X		X									
Pittsburg, Kan.	The Booster									X		X			X	X						
Chapman, Kan.	The Dickinsonian		X												X		X		X		X	
Leavenworth, Kan.	The Patriot			X							X			X		X						
Sterling, Kan.	The Sun Dial					X				X	X			X								
Kingman, Kan.	The Oracle									X			X	X		X						
Parsons, Kan.	Parsons School Reporter						X			X		X	X									
Virgil, Kan.	Verdigris Valley Vigor											X	X		X		X		X		X	
Burlington, Kan.	B. H. S. Key		X			X			X				X									
Caney, Kan.	The Nakenak		X			X		X	X													

## CHAPTER II

## The Results of the Study Presented

Upon examination of Table I it will be noticed that a majority of issues, used in this survey, were printed during the months of November, December, January, and February. This is probably due to the fact that the request for papers was sent out during the first week of February; it was the natural inclination for the schools to send those papers which were the nearest to the current date of issue. However, the distribution is wide enough to permit practically all the activities of the school to be well enough underway to receive publicity.

Table II shows the wide range in the size of the paper as far as the length of columns is concerned. The length range is from 9-10 inches to 19-20 inches. In Table II, as is in all other tables, only whole numbers were used. For example, papers whose columns were  $16 \frac{3}{4}$  inches long were counted as 17 inches. This is especially true in all tables from Table VII on. In every instance fractions were counted in totaling the column-inches for any type of news in any single issue, but when the four totals for any type of news were added only whole numbers were used. For example, the tally for athletics in paper "A" may have been  $70 \frac{1}{8}$  inches for the first issue;  $75 \frac{7}{8}$  the second issue;  $72 \frac{1}{4}$  the third; and  $76 \frac{3}{4}$  for the fourth. In totaling these to determine the total column-inches devoted to athletics for the four issues only the nearest whole numbers, such as 70, 76, 72, and 77, were used.

Table III shows that all but three of the papers are four, five, or six columns wide.

TABLE II

Showing the length of columns of the thirty-four papers considered in this survey.

Name of Paper	9-10	11-12	13-14	15-16	17-18	19-20
Blue and White	X					
Pratt Mirror					X	
Weekly Newtonian			X			
Trail Blazer		X				
Garnett High School Times			X			
Topeka High School World					X	
Decatur Dictator			X			
Salina High School News				X		
The Blue Jay			X			
Emporia Echo				X		
Wyandotte Pantograph				X		
High School Buzz				X		
Argentinean			X			
High School Record			X			
L. E. S. Dial	X					
The School Crier		X				
McPherson Highlight			X			

Name of Paper	9-10	11-12	13-14	15-16	17-18	19-20
Abilene H. S. Booster					X	
The Echo	X					
Lyons H. S. Spotlight		X				
Lebanonian		X				
B. H. S. Life			X			
High-School Spirit			X			
Manhattan Mentor				X		
The North Star						X
The Booster						X
The Dickinsonian		X				
The Patriot						X
The Sun Dial		X				
The Oracle				X		
Parsons School Reporter						X
Verdigris Valley Vigor		X				
B. H. S. Key				X		
The Nakenak			X			

Read table thus: The length of the columns of the Blue and White are between nine and ten inches long.

TABLE III

Showing the range of the number of columns on the front page of the thirty-four papers considered in this survey.

	Number of columns on front page			
	3	4	5	6
Number of Papers	3	13	11	7

Read table thus: three papers were three columns wide; thirteen were four columns wide, etc.

The frequency of publication is another interesting item. Table IV shows that sixteen papers are bi-weekly publications, while five papers made no indication.

TABLE IV

Showing the frequency of publication, the number of papers and percentage for each frequency of the thirty-four papers considered in this survey.

	Weekly	Bi Weekly	Tri Weekly	Not indicated
	Number of Papers	12	16	1
Percentage	35.29	47.06	2.94	14.71

Read table thus: Twelve papers or 35.29 per cent were weekly publications; 16 papers or 47.06 per cent were bi-weekly, etc.

It is interesting to note that, in spite of the depression, the weekly and bi-weekly publications predominate; while there was only one tri-weekly and no monthly publications.

Table V will show the popularity of the various press associations with

TABLE V

Giving the name and number of members of the various press associations.

Name of Press Association	Number of Papers
National Scholastic Press Association	21
Kansas Scholastic Press Association	9
International Quill and Scroll	8
Columbia Scholastic Press Association	4
Quill and Scroll	1
Member of none or not indicated	12

Read table thus: Twenty-one papers were members of the National Scholastic Press Association, etc.

the papers. It is evident, upon examination of the table, that some papers were members of more than one association, while twelve made no indications or were affiliated with none. Although it is not shown in the table the Blue Eagle was perched in the mast head of one paper.

For those who are opposed to school papers on the grounds that enough pupils do not get a chance to participate; let them examine Table VI.

TABLE VI

Showing the range in the size of the staffs of the thirty-four papers considered in this survey.

	1-9	10-19	20-29	30-39	40-49	50-100	Over 100	Not indicated
Number of Papers	3	10	16	1	1	0	2	1

Read table thus: Three papers had from one to nine members of staff, etc.

It was found that as far as the number of participants was concerned the school paper holds its own with most of the other extra-curricular activities.

The remainder of the tables deal with a specific comparison of how the various papers distributed their space among the different types of news. Tables VII through Table XXXII are ranked in order of the percentages given to the various types of news.

TABLE VII\*

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Advertising*					
Name of paper	Total column-inches in four issues	Total column-inches devoted to advertising	Per cent of total devoted to advertising	Range in column-inches	Number of issues in which advertising appears
McPherson Highlight	740	331	44.73	78-85	4
Oracle	916	403	44.00	89-123	4
Trail Blazer	714	307	43.00	75-79	4
B. H. S. Key	1217	506	41.58	118-144	4
Abilene Booster	1656	673	40.64	124-216	4
School Crier	944	371	39.30	76-115	4
L. H. S. Dial	383	145	37.86	33-39	4
Blue Jay	1166	430	36.88	79-127	4
The Echo	399	147	36.84	30-46	4
Pratt Mirror	1652	560	33.90	110-163	4
Decatur Dictator	867	293	33.79	51-102	4
Nakenak	846	270	31.91	62-77	4
Lyons Spot Light	741	230	31.04	50-63	4
Emporia Echo	1288	399	30.98	71-115	4
Manhattan Mentor	1034	319	30.85	61-115	4
High School Spirit	907	273	30.10	66-70	4
H. S. Times	1239	368	29.70	80-85	4

\*Ranked according to per cent of total space given to--



TABLE VII (Continued)

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

## Advertising

Name of paper	Total column-inches in four issues	Total column-inches devoted to advertising	Per cent of total devoted to advertising	Range in column-inches	Number of issues in which advertising appears
Blue and White	449	129	28.73	30-35	4
Verdigris Valley Vigor	750	214	28.53	50-57	4
Sun Dial	664	175	26.36	34-51	4
Patriot	1852	469	25.32	104-124	4
Lebanonian	678	155	22.86	33-41	4
Parsons School Reporter	1354	305	22.53	67-98	4
Topeka H. S. World	1778	395	22.22	67-120	4
Dickinsonian	763	155	20.31	33-47	4
Argentian	1245	235	18.88	55-67	4
Salina H. S. News	1356	255	18.81	54-78	4
Booster	1793	331	18.46	65-123	4
H. S. Record	1137	176	15.48	38-49	4
H. S. Buzz	1365	209	15.31	49-63	4
North Star	1825	244	13.37	29-112	4
Weekly Newtonian	1240	151	12.18	34-43	4
Wyandotte Pantograph	1657	196	11.83	45-47	4

Read table thus: The McPherson Highlight with 740 column-inches in four issues, devoted 331 column-inches to advertising, which is equivalent to 44.73 per cent of the total space. The range in column-inches was 78-85. Advertising appeared in all four issues.

Only one paper, the B. H. S. Life of Beloit, ran no advertising in any of the four issues. The Sun Dial devoted 26.36 per cent of the total space to advertising, which corresponds with the average percentage for all papers combined: see Table XXXIII.

TABLE VIII

Showing how the thirty-four papers concerned in the survey distributed the column-inches given to

Athletics					
Name of paper	Total column-inches in four issues	Total column-inches devoted to athletics	Per cent of total devoted to athletics	Range in Column-inches	Number of issues in which athletics appear
Verdigris Valley Vigor	750	291	38.80	67-82	4
The Echo	399	89	22.31	10-31	4
H. S. Buzz	1365	275	20.15	67-72	4
Dickinsonian	763	145	19.00	31-41	4
Weekly Newtonian	1240	233	18.79	52-65	4
Topeka H. S. World	1778	330	18.56	50-106	4
North Star	1825	337	18.47	78-98	4
Lebanonian	678	125	18.44	22-37	4
Salina H.S. News	1356	250	18.44	41-86	4
Wyandotte Pantograph	1657	299	18.04	60-81	4
Trail Blazier	714	127	17.79	23-63	4
Abilene H. S. Booster	1656	287	17.33	42-86	4
B. H. S. Key	1217	199	16.35	36-63	4
The Argentinian	1245	202	16.22	40-59	4
The Patriot	1852	279	15.06	59-81	4
Parsons School Reporter	1354	192	14.18	27-73	4
Lyons H. S. Spot Light	741	105	14.17	14-34	4
H. S. Record	1137	160	14.07	32-45	4
B. H. S. Life	806	107	13.27	17-33	4
Blue Jay	1166	153	13.12	29-44	4
Emporia Echo	1288	164	12.73	35-55	4
School Crier	944	118	12.50	18-50	4
L. H. S. Dial	383	47	12.27	10-14	4
Decatur Dictator	867	102	11.76	14-44	4
Pratt Mirror	1652	188	11.38	40-54	4
Oracle	916	101	11.03	15-35	4
Nakenak	846	89	10.52	19-32	4
Booster	1793	185	10.32	29-58	4
Sun Dial	664	68	10.24	14-22	4
McPherson Highlight	740	72	9.73	10-24	4
H. S. Spirit	907	84	9.26	16-27	4
Manhattan Mentor	1034	87	8.41	11-34	4
H. S. Times	1239	86	6.94	13-25	4
Blue and White	449	30	6.68	8-12	3

Read table thus: The Verdigris Valley Vigor with 750 total column-inches in four issues, devoted 291 inches to athletics, which is equivalent to 38.80 per cent of the total space. The range in column-inches was 67-82. Advertising appeared in all four issues.

All thirty-four papers devoted some space to athletics. The Patriot devoted 15.06 per cent of its total space to athletics. This most nearly corresponds to the average percentage for all papers combined which was 15.05: see Table XXXIII.

The term athletics, as used in this study, includes not only athletics, but also physical education for both men and women.

TABLE IX

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

## Alumni News

Name of paper	Total column-inches in four issues	Total column-inches devoted to alumni news	Per cent of total inches given to alumni news	Range in column-inches	Number of issues in which alumni news appear
H. S. Record	1137	70	6.16	6-32	4
Dickinsonian	763	42	5.50	3-23	4
Manhattan Mentor	1034	33	3.19	1-24	4
North Star	1825	51	2.79	10-26	3
Salina H. S. News	1356	35	2.58	5-19	3
Lyons H. S. Spot Light	741	19	2.56	5-8	3
Wyandotte Pantograph	1657	35	2.11	7-10	4
Patriot	1852	38	2.05	1-36	3
H. S. Times	1239	25	2.02	3-14	4
Nakenak	846	15	1.77	2-11	3
Topeka H. S. World	1778	25	1.41	5-8	4
H. S. Buzz	1365	16	1.17	2-6	4
Decatur Dictator	867	9	1.04	9	1
Blue Jay	1166	11	.94	3-4	3
Blue and White	449	4	.89	4	1
Trail Blazier	714	6	.84	1-3	4
B. H. S. Key	1217	9	.74	3-3	3
McPherson Highlight	740	5	.68	2-3	2
Lebanonian	678	4	.59	4	1
Abilene H. S. Booster	1656	9	.54	5-5	2
Argentian	1245	6	.48	6	1
Emporia Echo	1288	6	.47	1-4	3
Weekly Newtonian	1240	4	.32	4	1
School Crier	944	3	.32	1-1	3
The Echo	399	1	.25	1	1
Pratt Mirror	1652	3	.18	1-3	2

Read table thus: The H. S. Record with 1137 total column-inches in four issues, devoted 70 inches to alumni news, which is equivalent to 6.16 per cent of the total space. The range in column-inches was 6-32. Alumni news appeared in all four issues.

Twenty-six papers devoted some space to alumni news. The Topeka High School World devoted 1.41 per cent of its space to alumni news. This most nearly corresponds to the average percentage for all papers combined which was 1.30; see Table XXXIII.

TABLE X

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Book Reviews					
Name of paper	Total column-inches in four issues	Total column-inches devoted to book reviews	Per cent of total inches given to book reviews	Range in column-inches	Number of issues in which book reviews appear
Argentinean	1245	63	5.06	11-14	4
Nakenak	846	30	3.55	8-13	3
Manhattan Mentor	1034	19	1.84	7-12	2
Parsons School Reporter	1354	24	1.77	7-9	2
B. H. S. Life	806	14	1.74	4-10	2
Wyandotte Pantograph	1657	24	1.45	5-7	4
H. S. Buzz	1365	11	.81	11	1
North Star	1825	14	.77	14	1
Oracle	916	5	.55	5	1
H. S. Times	1239	6	.48	2-4	2
Lebanonian	678	2	.29	2	1
The Booster	1793	5	.28	5	1
Weekly Newtonian	1240	3	.24	3	1

Read table thus: The Argentinean with 1245 total column-inches in four issues, devoted 63 inches to book reviews, which is equivalent to 5.06 per cent of the total space. The range in column-inches was 11-14 inches. Book reviews appeared in all four issues.

Only thirteen papers devoted some space to book reviews. The Oracle devoted .55 per cent of its total space to book reviews. This most nearly corresponds with the average per cent of all papers combined which was .59; see Table XXXIII.

TABLE XI

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

## Columnist's Writings

Name of paper	Total column-inches in four issues	Total column-inches devoted to columnist's writings	Per cent of total inches given to columnist's writ.	Range in column-inches	Number of issues in which columnist's writings appear
B. H. S. Life	806	167	20.72	33-50	4
H. S. Buzz	1365	220	16.12	32-43	4
North Star	1825	223	12.22	43-65	4
The Patriot	1852	226	12.20	54-61	4
The Booster	1793	215	11.99	38-76	4
H. S. Spirit	907	97	10.69	14-34	4
Lebanonian	678	72	10.62	11-25	4
Trail Blazier	714	75	10.50	16-21	4
Weekly Newtonian	1240	122	9.84	14-39	4
Decatur Dictator	867	84	9.69	38-46	2
Topeka H. S. World	1778	172	9.67	40-46	4
Oracle	916	84	9.17	13-29	4
Lyons H. S. Spotlight	741	66	8.91	8-24	4
School Crier	944	83	8.79	22-34	3
H. S. Times	1239	105	8.47	15-40	4
Pratt Mirror	1652	130	7.87	17-36	4
Wyandotte Pantograph	1657	130	7.85	7-13	4
Salina H. S. News	1356	106	7.82	9-37	4
The Echo	399	30	7.52	4-10	4
Sun Dial	664	46	6.93	4-15	4
Manhattan Mentor	1034	71	6.87	10-27	4
Blue Jay	1166	77	6.60	7-25	4
Argentian	1245	71	5.70	8-13	4
Emporia Echo	1288	58	4.50	4-37	4
Dickinsonian	763	32	4.19	2-13	4
Nakenak	846	28	3.31	7-14	3
Parsons School Reporter	1354	41	3.03	8-15	4
Abilene H. S. Booster	1656	45	2.72	8-15	4
B. H. S. Key	1217	26	2.14	4-15	3
McPherson High Light	740	6	.81	6	1

Read table thus: B. H. S. Life with 806 total column-inches in four issues, devoted 167 inches to columnist's writings, which is equivalent to 20.72 per cent of the total space. The range in column-inches was 33-50. Columnist's writings appeared in all four issues.

Thirty papers devoted some space to columnist's writings. The Salina H. S. News devoted 7.82 per cent of its total space to columnist's writings. This most nearly corresponds with the average percentage for the thirty-four papers combined which was 7.81; see Table XXXIII.

TABLE XII

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Name of paper	Debate				
	Total column-inches in four issues	Total column-inches devoted to debate	Per cent of total inches given to debate	Range in column-inches	Number of issues in which debate appears
Dickinsonian	763	33	4.32	2-14	4
Lebanonian	678	22	3.24	4-8	4
Abilene H. S. Booster	1656	45	2.72	10-19	3
H. S. Buzz	1365	37	2.71	7-11	4
B. H. S. Life	806	20	2.48	3-5	4
Weekly Newtonian	1240	29	2.34	7-9	4
The Echo	399	9	2.26	4-5	2
Parsons School Reporter	1354	27	1.99	2-13	4
Salina H. S. News	1356	25	1.84	5-8	4
Lyons H.S. Spotlight	741	12	1.62	2-10	2
Wyandotte Pantograph	1657	24	1.45	2-16	3
Topeka H. S. World	1778	24	1.35	2-10	4
Pratt Mirror	1652	21	1.27	3-10	3
The Booster	1793	20	1.12	4-16	2
Blue Jay	1166	11	.94	5-6	2
Blue and White	449	4	.89	1-3	2
School Crier	944	8	.85	2-6	2
McPherson High Light	740	6	.81	3-4	2
The Patriot	1852	12	.65	5-7	2
H. S. Times	1239	8	.65	4-4	2
Sun Dial	664	4	.60	4	1
Emporia Echo	1288	6	.47	6	1
Manhattan Mentor	1034	4	.39	1-3	2
H. S. Record	1137	3	.26	3	1
B. H. S. Key	1217	3	.25	3	1
Argentinean	1245	3	.24	3	1
North Star	1825	4	.22	4	1

Read table thus: The Dickinsonian with 763 total column-inches in four issues, devoted 33 inches to debate, which is equivalent to 4.32 per cent of the total space. The range in column-inches was 2-14. Debate appeared in all four issues.

Twenty-seven papers devoted some space to this type of news. The Salina High School News devoted 1.84 per cent of its total space to debate. This most nearly corresponds with the average per cent for all papers combined which was 1.80: see Table XXXIII.

TABLE XIII

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Dramatics					
Name of paper	Total column-inches in four issues	Total column-inches devoted to dramatics	Per cent of total inches given to dramatics	Range in column-inches	Number of issues in which dramatics appear
Weekly Newtonian	1240	82	6.61	3-38	4
H. S. Record	1137	64	5.63	3-28	4
Lebanonian	678	32	4.72	3-17	3
Blue Jay	1166	53	4.55	8-20	4
H. S. Times	1239	56	4.52	10-25	3
The Patriot	1852	81	4.37	4-43	4
Dickinsonian	763	33	4.32	4-14	4
B. H. S. Key	1217	44	3.62	2-21	4
B. H. S. Life	806	24	2.98	3-11	3
School Crier	944	28	2.97	2-14	4
Sun Dial	664	19	2.86	3-6	4
McPherson High Light	740	21	2.84	2-11	3
Abilene H. S. Booster	1656	47	2.84	3-15	4
L. H. S. Dial	383	10	2.61	3-8	2
North Star	1825	47	2.58	4-20	4
Parsons School Reporter	1354	33	2.44	8-13	3
The Booster	1793	42	2.34	3-25	4
The Echo	399	9	2.26	1-7	3
H. S. Buzz	1365	28	2.05	8-10	3
Blue and White	449	9	2.00	2-3	4
Pratt Mirror	1652	33	2.00	3-21	3
Nakenak	846	16	1.89	2-9	3
Oracle	916	17	1.86	6-11	2
Topeka H. S. World	1778	32	1.80	6-26	2
Wyandotte Pantograph	1657	23	1.39	5-9	3
Salina H. S. News	1356	18	1.33	7-11	2
Lyons H. S. Spotlight	741	9	1.21	3-6	2
H. S. Spirit	907	11	1.21	3-4	3
Decatur Dictator	867	9	1.04	1-8	2
Emporia Echo	1288	12	.93	12	1
Verdigris Valley Vigor	750	7	.93	7	1
Manhattan Mentor	1034	9	.87	2-5	3
Argentian	1245	9	.72	2-7	2

Read table thus: The Weekly Newtonian with 1240 total column-inches in four issues, devoted 82 inches to dramatics, which represents 6.61 per cent of the total space. The range in column-inches was 3-38. Dramatics appeared in all four issues.

Thirty-three papers devoted some space to dramatics. The L. H. S. Dial which devoted 2.61 per cent of its space to dramatics exactly corresponds to the average per cent of all papers combined: see Table XXXIII.

TABLE XIV

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

Editorials					
Name of paper	Total column-inches in four issues	Total column-inches devoted to editorials	Per cent of total inches given to editorials	Range in column-inches	Number of issues in which editorials appear
Salina H. S. News	1356	145	10.69	2-39	4
Weekly Newtonian	1240	107	8.63	21-34	4
Lebanonian	678	55	8.11	13-14	4
B. H. S. Life	806	61	7.57	10-18	4
North Star	1825	120	6.58	19-36	4
Pratt Mirror	1652	108	6.54	23-31	4
Dickinsonian	763	48	6.29	10-19	4
The Booster	1793	111	6.19	21-35	4
Decatur Dictator	867	53	6.11	4-16	4
Manhattan Mentor	1034	62	6.00	13-18	4
Blue and White	449	26	5.79	3-10	4
The Patriot	1852	107	5.78	26-27	4
Nakenak	846	47	5.56	6-20	4
H. S. Buzz	1365	73	5.35	11-16	4
L. H. S. Dial	383	20	5.22	4-7	4
Garnett H. S. Times	1239	64	5.17	11-12	4
H. S. Record	1137	52	4.57	6-17	4
Blue Jay	1166	50	4.29	9-15	4
Verdigris Valley Vigor	750	32	4.27	6-11	4
Topeka H. S. World	1778	76	4.27	13	4
Sun Dial	664	28	4.22	4-8	4
Lyons H. S. Spot Light	741	31	4.18	7-9	4
Parsons School Reporter	1354	55	4.06	9-21	4
Emporia Echo	1288	50	3.88	3-9	4
Argentinean	1245	48	3.86	8	4
Oracle	916	35	3.82	6-11	4
McPherson Highlight	740	28	3.78	8-11	3
Wyandotte Pantograph	1657	60	3.62	9-12	4
The Echo	399	14	3.51	2-5	4
B. H. S. Key	1217	41	3.37	8-15	4
Trail Blazier	714	23	3.22	5-7	4
H. S. Spirit	907	29	3.20	4-12	4
Abilene H. S. Booster	1656	49	2.96	7-17	4
School Crier	944	22	2.33	4-8	4

Read table thus: The Salina High School News with 1356 total column-inches in four issues, devoted 145 inches to editorials, which is equivalent to 10.69 per cent of the total space. The range in column-inches was from 20-39. Editorials appeared in four issues.



All thirty-four papers devoted some space to editorials. The Garnett High School Times devoted 5.17 per cent of its total space to editorials. This most nearly corresponds to the average percentage for all papers combined which was 5.18: see Table XXXIII.

TABLE XV

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Educational News					
Name of paper	Total column-inches in four issues	Total column-inches devoted to educational news	Per cent of total inches given to educational news	Range in column-inches	Number of issues in which educational news appear
North Star	1825	93	5.10	3-40	4
Blue Jay	1166	46	3.95	3-28	4
H. S. Record	1137	39	3.43	3-14	4
H. S. Buzz	1365	40	2.93	4-21	4
Parsons School Reporter	1354	31	2.29	7-14	3
The Echo	399	8	2.00	3-6	2
Manhattan Mentor	1034	20	1.93	6-14	2
Argentian	1245	24	1.93	3-11	3
Emporia Echo	1288	21	1.63	2-15	3
B. H. S. Life	806	13	1.61	1-12	2
The Booster	1793	28	1.56	5-23	2
Weekly Newtonian	1240	17	1.37	17	1
B. H. S. Key	1217	15	1.23	5-10	2
Dickinsonian	763	9	1.18	1-8	2
Blue and White	449	5	1.11	1-2	3
Salina H. S. News	1356	14	1.03	7-7	2
Lebanonian	678	7	1.03	7	1
Wyandotte Pantograph	1657	16	.97	3-10	3
Sun Dial	664	6	.90	6	1
H. S. Times	1239	10	.81	4-6	2
Topeka H. S. World	1778	13	.73	9	1
Verdigris Valley Vigor	750	5	.67	5	1
The Patriot	1852	10	.54	10	1
Lyons H. S. Spot Light	741	1	.13	1	1
Decatur Dictator	867	1	.12	1	1
Pratt Mirror	1652	1	.06	1	1

Read table thus: The North Star with 1825 total column-inches in four issues, devoted 93 inches to educational news, which is equivalent to 5.10 per cent of the total space. The range in column-inches was from 3-40. Educational news appeared in all four issues.

Twenty-six papers devoted some space to educational news. The Weekly Newtonian devoted 1.37 per cent of its total space to educational

news. This most nearly corresponds to the average percentage for all papers combined which was 1.32; see Table XXXIII.

TABLE XVI

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Name of paper	Exchange				
	Total column-inches in four issues	Total column-inches devoted to exchange	Per cent of total inches given to exchange	Range in column inches	Number of issues in which exchange appears
B. H. S. Life	806	32	3.97	5-10	4
H. S. Record	1137	40	3.52	3-16	4
Decatur Dictator	867	22	2.54	5-17	2
Lyons H. S. Spot Light	741	17	2.29	2-6	4
Oracle	916	21	2.29	21	1
Pratt Mirror	1652	35	2.12	5-11	4
Parsons School Reporter	1354	21	1.55	1-11	4
Manhattan Mentor	1034	15	1.45	3-9	3
The Booster	1793	20	1.12	1-14	3
Blue Jay	1166	13	1.11	3-8	3
The Patriot	1852	20	1.08	3-12	3
Argentian	1245	11	.88	2-6	3
Nakenak	846	6	.71	1-3	3
H. S. Times	1239	7	.56	3-4	2
Wyandotte Pantograph	1657	9	.54	9	1
Trail Blazier	714	3	.42	3	1
Topeka H. S. World	1778	5	.28	5	1
Dickinsonian	763	2	.26	2	1
B. H. S. Key	1217	3	.25	3	1
H. S. Spirit	907	2	.22	2	1

Read table thus: The B. H. S. Life with 806 total column-inches in four issues devoted 32 inches to exchange, which is equivalent to 3.97 per cent of the total space. The range in column-inches was from 5-10. This type of news appeared in all four issues.

Twenty papers devoted some space to exchange. The Argentian devoted .88 per cent of its space to exchange. This most nearly corresponds to the average for all papers combined which was .82: see Table XXXIII.

TABLE XVII

Showing how the thirty-four papers considered in this survey distributed the column inches given to

## Feature Stories

Name of paper	Total column-inches in four issues	Total column-inches devoted to feature stories	Per cent of total inches given to feature stories	Range in column-inches	Number of issues in which feature stories appear
Argentinian	1245	227	18.23	11-57	4
B. H. S. Life	806	133	16.50	28-40	4
Wyandotte Pantograph	1657	251	15.15	50-75	4
H. S. Times	1239	137	11.06	19-26	4
Topeka H. S. World	1778	196	11.02	14-54	4
North Star	1825	172	9.42	35-52	4
Pratt Mirror	1652	145	8.78	26-47	4
Nakenak	846	71	8.39	9-41	4
Parsons School Reporter	1354	98	7.24	22-26	4
H. S. Record	1137	81	7.12	6-35	4
Weekly Newtonian	1240	83	6.69	6-38	4
H. S. Spirit	907	59	6.50	10-29	4
Manhattan Mentor	1034	65	6.29	8-25	4
The Patriot	1852	110	5.94	17-41	4
Abilene H. S. Booster	1656	97	5.86	14-49	3
McPherson Highlight	740	37	5.00	3-22	4
H. S. Buzz	1365	67	4.91	3-15	4
Verdigris Valley Vigor	750	33	4.40	4-13	4
The Booster	1793	61	3.40	12-17	4
Oracle	916	30	3.28	3-16	4
B. H. S. Key	1217	26	2.14	10-16	2
Salina H. S. News	1356	26	1.92	2-13	3
Blue Jay	1166	18	1.54	19	1
Trail Blazier	714	10	1.40	10	1
Decatur Dictator	867	9	1.04	4-5	2
Sun Dial	664	6	.90	2-4	2
The Echo	399	3	.75	3	1
Lebanonian	678	4	.59	4	1
School Crier	944	5	.53	5	1
Lyons H. S. Spot Light	741	2	.27	2	1

Read table thus: The Argentinian with 1245 total column-inches in four issues, devoted 227 inches to feature stories, which is equivalent to 18.23 per cent of the total space. The range in column was from 11-47. This type of news appeared in four issues.

Thirty papers devoted some space to feature stories. The Abilene High School Booster devoted 5.86 per cent of its total space to feature stories. This most nearly corresponds to the average of all papers combined which was 5.68: see Table XXXIII.

The classification of feature stories, as used here, includes besides regular feature stories, interviews, essays, short stories, and skits.

TABLE XVIII

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

Grade School News					
Name of paper	Total column-inches in four issues	Total column-inches devoted to grade school news	Per cent of total inches given to grade school news	Range in column-inches	Number of issues in which grade school news appear
Parsons School Reporter	1354	145	10.71	22-44	4
Verdigris Valley Vigor	750	78	10.40	15-26	4
Blue and White	449	34	7.57	10-13	3
L. H. S. Dial	383	27	7.05	5-9	4
Sun Dial	664	44	6.63	9-13	4
Emporia Echo	1288	78	6.06	16-34	4
H. S. Times	1239	58	4.68	13-15	4
Nakenak	846	27	3.19	2-16	4
Salina H. S. News	1356	43	3.17	3-17	4
School Crier	944	22	2.33	4-18	2
H. S. Spirit	907	11	1.21	2-6	3
Pratt Mirror	1652	16	.97	1-8	4
Lyons H. S. Spotlight	741	7	.94	1-6	2
Lebanonian	678	5	.74	5	1
Abilene H. S. Booster	1656	11	.66	11	1
The Echo	399	2	.50	1-1	2
Trail Blazier	714	2	.28	2	1
Blue Jay	1166	3	.26	3	1
Argentian	1245	3	.24	3	1

Read table thus: The Parsons School Reporter with 1354 total column-inches in four issues, devoted 145 inches to grade school news, which is equivalent to 10.71 per cent of the total space. The range in column-inches was from 22-44. This type of news appeared in all four issues.

Nineteen papers devoted some space to grade school news. The High School Spirit devoted 1.21 per cent of its total space to this type of news. This most nearly corresponds with the average for all papers combined, which was 1.65: see Table XXXIII.

Grade school news, as used in this survey, include all junior high school news.

TABLE XIX

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

## General School News

Name of paper	Total column-inches in four issues	Total column-inches devoted to general school news	Per cent of total inches given to general school news	Range in column-inches	Number of issues in which general school news appear
Blue and White	449	105	23.38	23-30	4
Emporia Echo	1288	257	19.95	50-101	4
Wyandotte Pantograph	1657	305	18.41	68-81	4
Topeka H. S. World	1778	303	17.04	57-80	4
McPherson High Light	740	125	16.89	25-41	4
Argentinean	1245	199	15.98	24-84	4
H. S. Spirit	907	133	14.66	24-41	4
B. H. S. Key	1217	169	13.89	33-54	4
Salina H. S. News	1356	186	13.72	31-62	4
North Star	1825	242	13.26	58-63	4
Nakenak	846	112	13.24	20-36	4
The Patriot	1852	235	12.69	48-75	4
Decatur Dictator	867	108	12.46	16-35	4
Lebanonian	678	72	10.62	12-29	4
Dickinsonian	763	78	10.22	2-39	4
Parsons School Reporter	1354	135	9.97	23-54	4
Manhattan Mentor	1034	103	9.97	8-53	4
B. H. S. Life	806	77	9.55	11-28	4
H. S. Times	1239	118	9.52	22-32	4
Weekly Newtonian	1240	117	9.44	21-41	4
Pratt Mirror	1652	151	9.14	26-48	4
Sun Dial	664	59	8.89	7-18	4
Abilene H. S. Booster	1656	145	8.76	25-61	4
The Booster	1793	157	8.76	28-51	4
H. S. Buzz	1365	113	8.28	18-48	4
L. H. S. Dial	383	31	8.09	4-12	4
School Crier	944	76	8.05	16-23	4
Oracle	916	72	7.86	11-27	4
H. S. Record	1137	89	7.83	16-34	4
Blue Jay	1166	86	7.38	9-44	4
Trail Blazier	714	48	6.72	2-24	4
Lyons H. S. Spot Light	741	49	6.61	4-16	4
The Echo	399	11	2.76	1-6	4
Verdigris Valley Vigor	750	17	2.27	4-13	2

Read table thus: The Blue and White with 449 total column-inches in four issues, devoted 105 inches to general school news, which is 23.38 per cent of the total space. The range in column-inches was from 23-30. General school news appeared in all four issues.

All thirty-four papers devoted some space to this type of news. The Lebanonian devoted 10.62 per cent of its total space to general school news. This most nearly corresponds with the average for all papers combined, which was 10.85: see Table XXXIII.

TABLE XX

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Girl Reserve					
Name of paper	Total column-inches in four issues	Total column-inches devoted to Girl Reserve	Per cent of total inches given to Girl Reserve	Range in column-inches	Number of issues in which Girl Reserve appears
Sun Dial	664	44	6.63	7-20	4
Salina H. S. News	1356	49	4.35	4-27	4
Trail Blazier	714	28	3.92	4-17	3
Blue Jay	1166	42	3.60	3-17	4
H. S. Times	1239	42	3.39	4-17	4
B. H. S. Life	806	25	3.10	5-10	4
Manhattan Mentor	1034	28	2.71	6-13	3
Abilene H. S. Booster	1656	39	2.36	4-17	4
Weekly Newtonian	1240	27	2.18	4-12	4
North Star	1825	38	2.08	5-14	4
Lebanonian	678	13	1.92	2-4	4
H. S. Spirit	907	17	1.87	3-10	3
The Echo	399	7	1.75	1-3	3
Pratt Mirror	1652	37	1.63	5-10	4
Emporia Echo	1288	20	1.55	3-11	3
Decatur Dictator	867	13	1.50	1-7	4
Lyons H. S. Spot Light	741	11	1.48	1-7	3
Dickinsonian	763	10	1.31	2-8	2
B. H. S. Key	1217	12	.99	4-9	2
McPherson High Light	740	7	.95	1-4	3
The Booster	1793	13	.73	13	1
Parsons School Reporter	1354	9	.66	1-8	2
Argentian	1245	7	.56	2-3	3
H. S. Record	1137	5	.44	5	1
Wyandotte Pantograph	1657	5	.30	5	1

Read table thus: The Sun Dial with 664 total column-inches in four issues, devoted 44 inches to Girl Reserve news, which is equivalent to 6.63 per cent of the total space. The range in column-inches was from 7-20. Four issues carried Girl Reserve news.

Twenty-five papers devoted some space to Girl Reserve news. The Lyons High School Spot Light devoted 1.48 per cent of its total space to Girl Reserve News. This most nearly corresponds with the total of all papers combined which was 1.47: see Table XXXIII.

TABLE XXI

Showing how the thirty-four papers considered in this survey distributed the column inches given to

Hi-Y					
Name of paper	Total column-inches in four issues	Total column-inches devoted to Hi-Y	Per cent of total inches given to Hi-Y	Range in column-inches	Number of issues in which Hi-Y appears
Blue Jay	1166	55	4.72	4-29	4
Salina H. S. News	1356	46	3.39	5-14	4
The Echo	399	12	3.01	2-4	4
Emporia Echo	1288	33	2.56	5-15	4
Lyons Spot Light	741	19	2.56	9-15	4
Sun Dial	664	15	2.26	2-8	4
Parsons School Reporter	1354	29	2.14	5-11	4
Weekly Newtonian	1240	25	2.02	2-15	4
Decatur Dictator	867	12	1.38	3-4	3
B. H. S. Life	806	11	1.36	2-5	3
North Star	1825	23	1.26	7-9	3
Pratt Mirror	1652	19	1.15	3-7	4
H. S. Buzz	1365	15	1.10	2-10	3
H. S. Spirit	907	10	1.10	2-3	4
The Booster	1793	19	1.06	9-13	2
The H. S. Times	1239	12	.97	2-6	3
Manhattan Mentor	1034	8	.77	4-4	2
Trail Blazier	714	5	.70	5	1
Dickinsonian	763	5	.66	3-3	2
Oracle	916	6	.66	6	1
McPherson High Light	740	4	.54	2-2	2
H. S. Record	1137	6	.53	2-4	2
Abilene Booster	1656	6	.36	2-5	2
Wyandotte Pantograph	1657	2	.12	2	1

Read table thus: The Blue Jay, with 1166 column-inches in four issues, devoted 55 inches to Hi-Y news, which is equivalent to 4.72 per cent of the total space. The range in column inches was 4-39. Hi-Y news appeared in all four issues.

Twenty-four papers devoted some space to Hi-Y news. The Booster devoted 1.06 per cent of its total space to Hi-Y news. This most nearly corresponds with the average percentage for all papers combined which is 1.07: see Table XXXIII.

TABLE XXII

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

## Jokes and Humorous Writings

Name of paper	Total column-inches in four issues	Total column-inches devoted to jokes and humorous writings	Per cent of total inches given to jokes and humorous writings	Range in column-inches	Number of issues in which jokes and humorous writings appear
L. H. S. Dial	383	55	14.36	13-19	4
H. S. Record	1137	120	10.55	16-43	4
Lyons Spot Light	741	59	7.96	9-15	4
Lebanonian	678	45	6.64	12-12	4
The Booster	1793	103	5.74	18-33	4
The Echo	399	19	4.76	4-10	3
Wyandotte Pantograph	1657	78	4.71	11-27	4
B. H. S. Key	1217	51	4.19	4-29	4
Blue and White	449	18	4.01	1-7	4
McPherson High Light	740	29	3.92	3-14	4
Blue Jay	1166	37	3.17	6-17	4
The Patriot	1852	55	2.97	9-18	4
Nakenak	846	24	2.84	5-10	3
Abilene Booster	1656	46	2.78	1-42	3
Sun Dial	664	17	2.56	3-6	4
H. S. Spirit	907	23	2.54	4-13	3
B. H. S. Life	806	20	2.48	1-9	4
Manhattan Mentor	1034	25	2.42	2-9	4
Topeka H. S. World	1778	42	2.36	5-18	4
Pratt Mirror	1652	39	2.36	7-19	4
H. S. Buzz	1365	29	2.12	3-13	3
Emporia Echo	1288	27	2.10	5-13	3
Weekly Newtonian	1240	25	2.02	3-13	3
School Crier	944	18	1.91	3-9	3
Verdigris Valley Vigor	750	14	1.87	14	1
Decatur Dictator	867	16	1.85	2-7	3
Parsons School Reporter	1354	21	1.55	3-7	4
Oracle	916	13	1.42	2-9	3
Trail Blazier	714	9	1.26	2-4	3
Argentian	1245	15	1.20	3-6	3
Salina H. S. News	1356	16	1.18	4-12	2
Dickinsonian	763	7	.92	1-5	3
H. S. Times	1239	8	.65	8	1
North Star	1825	7	.38	3-5	2

Read table thus: The L. H. S. Dial with 383 total column-inches in four issues, devoted 55 inches to jokes and humorous writings, which is equivalent to 14.36 per cent of the total space. The range in column-inches was 13-19. Jokes and humorous writings appeared in all four issues.



All thirty-four papers devoted some space to jokes and humorous writings. The Patriot devoted 2.97 per cent of its space to jokes and humorous writings. This most nearly corresponds with the average percentage for all papers combined which was 3.03: see Table XXXIII.

TABLE XXIII

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

## News of General Interest (excluding School News)

Name of Paper	Total column-inches in four issues	Total column-inches devoted to news of general interest	Per cent of total inches given to news of general interest	Range in column-inches	Number of issues in which news of general interest appear
The Booster	1793	148	8.25	13-50	4
H. S. Record	1137	30	2.64	8-13	3
Blue and White	449	10	2.23	10	1
Oracle	916	19	2.07	5-9	3
Wyandotte Pantograph	1657	33	1.99	2-14	4
Verdigris Valley Vigor	750	13	1.73	3-10	2
The Patriot	1852	30	1.62	3-12	4
B. H. S. Life	806	9	1.12	3-6	2
Lyons Spot Light	741	8	1.08	4-4	2
McPherson High Light	740	7	.95	1-5	3
Dickisonian	763	7	.92	2-5	2
H. S. Times	1239	11	.89	3-5	3
Manhattan Mentor	1034	8	.77	3-5	2
Argentinean	1245	9	.72	4-5	2
Decatur Dictator	867	6	.69	3-3	2
Emporia Echo	1288	8	.62	3-5	2
Parsons School Reporter	1354	7	.52	2-3	3
Abilene Booster	1656	6	.36	6	1
Sun Dial	664	2	.30	2	1
Salina H. S. News	1356	4	.29	1-3	2
H. S. Buzz	1366	3	.22	3	1
Topeka H. S. World	1778	3	.17	3	1

Read table thus: The Booster with 1793 total column-inches in four issues devoted 148 inches to news of general interest, which is equivalent to 8.25 per cent of the total space. The range in column-inches was from 13-50. News of general interest appeared in all four issues.

Twenty-two papers devoted some space to this type of news. The Lyons Spot Light devoted 1.08 per cent of its total space to this type of news, which most nearly corresponds to the average percentage for all papers combined which was 1.02: see Table XXXIII.

TABLE XXIV

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

Music					
Name of paper	Total column-inches in four issues	Total column-inches devoted to music	Per cent of total inches given to music	Range in column-inches	Number of issues in which music appears
Dickinsonian	763	47	6.16	1-16	4
Weekly Newtonian	1240	75	6.05	16-23	4
School Crier	944	37	3.92	12-13	3
Decatur Dictator	867	31	3.58	7-12	3
Sun Dial	664	23	3.46	3-7	4
Wyandotte Pantograph	1657	56	3.38	8-19	4
L. H. S. Dial	383	12	3.13	2-7	3
North Star	1825	54	2.96	4-18	4
Argentinean	1245	36	2.89	5-20	3
Oracle	916	26	2.84	2-10	4
H. S. Record	1137	29	2.55	3-11	4
Parsons School Reporter	1354	34	2.51	6-28	2
Pratt Mirror	1652	41	2.48	1-28	4
Blue and White	449	11	2.45	1-5	4
McPherson High Light	740	18	2.43	2-10	4
H. S. Spirit	907	21	2.32	4-7	4
The Booster	1793	41	2.29	7-22	3
Trail Blazier	714	16	2.24	2-8	3
Salina H. S. News	1356	28	2.06	5-9	4
The Echo	399	8	2.00	4-5	2
Lebanonian	678	13	1.92	2-9	3
B. H. S. Key	1217	22	1.81	2-10	3
The Patriot	1852	31	1.67	3-11	4
Topeka H. S. World	1778	29	1.63	3-13	4
Lyons Spot Light	741	11	1.48	1-8	3
Abilene Booster	1656	24	1.45	3-15	3
H. S. Times	1239	16	1.29	4-6	3
Emporia Echo	1288	15	1.16	3-6	4
Blue Jay	1166	12	1.03	1-4	4
B. H. S. Life	806	8	.99	4	2
Verdigris Valley Vigor	750	7	.93	1-3	3
Manhattan Mentor	1034	5	.48	2-3	2
H. S. Buzz	1365	2	.15	2	1

Read table thus: The Dickinsonian with 763 total column-inches in four issues, devoted 47 inches to music, which is equivalent to 6.16 per cent of the total space. The range in column inches was 1-16. Music news appeared in all four issues.

Thirty-three papers devoted some space to music news. The Trail

Blazier devoted 2.24 per cent of its total space to music news. This most nearly corresponds with the average for all papers combined which was 2.25: see Table XXXIII.

TABLE XXV

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Poems					
Name of paper	Total column-inches in four issues	Total column-inches devoted to poems	Per cent of total inches given to poems	Range in column-inches	Number of issues in which poems appear
The Booster	1793	66	3.68	4-27	4
Nakenak	846	26	3.07	4-10	4
Wyandotte Pantograph	1657	45	2.72	2-16	4
B. H. S. Life	806	18	2.23	1-7	4
Weekly Newtonian	1240	23	1.85	6-10	3
Dickinsonian	763	13	1.70	3-5	3
Sun Dial	664	11	1.66	4-7	2
Pratt Mirror	1652	27	1.63	2-22	4
Lyons Spot Light	741	12	1.62	1-8	4
Lebanonian	678	11	1.62	5-6	2
Salina H. S. News	1356	21	1.55	1-10	3
Argentian	1245	17	1.37	2-6	3
H. S. Times	1239	16	1.29	3-10	3
High School Spirit	907	11	1.21	3-8	2
Decatur Dictator	867	9	1.04	2-7	2
Manhattan Mentor	1034	10	.97	3-7	2
Parsons School Reporter	1354	11	.81	2-6	3
McPherson Highlight	740	4	.54	1-3	2
Emporia Echo	1288	7	.54	1-5	3
H. S. Record	1137	6	.53	6	1
Topeka H. S. World	1778	9	.51	3-7	2
The Echo	399	2	.50	2	1
The Patriot	1852	9	.49	2-4	3
H. S. Buzz	1365	5	.37	5	1
North Star	1825	6	.33	3-4	2
Abilene Booster	1656	4	.24	4	1
Oracle	916	2	.22	2	1

Read table thus: The Booster with 1793 total column-inches in four issues devoted 66 inches to poems, which is equivalent to 3.68 per cent of the total space. The range in column-inches is 4-27. Poems appeared in all four issues.

Twenty-seven papers devoted some space to poems. The Decatur Dictator devoted 1.04 per cent of its space to poems. This most nearly corresponds to the average percentage for all papers combined which is 1.08: see Table XXXIII.

TABLE XXVI

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Personals					
Name of paper	Total column-inches in four issues	Total column-inches devoted to personals	Per cent of total inches given to personals	Range in column-inches	Number of issues in which personals appear
Blue and White	449	31	6.90	4-12	4
H. S. Record	1137	73	6.42	10-22	4
Manhattan Mentor	1034	51	4.93	7-19	4
School Crier	944	39	4.13	5-15	4
H. S. Buzz	1365	51	3.74	9-19	4
Sun Dial	664	14	2.11	1-7	4
Parsons School Reporter	1354	23	1.70	4-10	4
Weekly Newtonian	1240	21	1.69	1-8	4
Verdigris Valley Vigor	750	12	1.60	5-7	2
Nakenak	846	13	1.54	2-8	3
Lyons Spot Light	741	9	1.21	1-4	4
The Booster	1793	21	1.17	21	1
Trail Blazier	714	7	.98	1-4	3
H. S. Times	1239	12	.97	1-4	4
Emporia Echo	1288	10	.78	2-4	4
Salina H. S. News	1356	7	.52	1-4	3
Blue Jay	1166	6	.51	1-3	3
The Echo	399	2	.50	1-1	2
The Lebanonian	678	3	.44	2	1
Oracle	916	4	.44	1-3	2
Dickinsonian	763	3	.39	1-2	3
B. H. S. Life	806	3	.37	1-2	3
Decatur Dictator	867	3	.35	1-1	3
Pratt Mirror	1652	5	.30	1-2	3
Abilene Booster	1656	4	.24	1-3	5
The Patriot	1852	3	.16	1-2	2
Wyandotte Pantograph	1657	2	.12	1-1	2
B. H. S. Key	1217	1	.08	1	1

Read table thus: The Blue and White with 449 total column-inches in four issues, devoted 31 inches to personals, which is equivalent to 6.90 per cent of the total space. The range in column-inches was 4-12. Personals appeared in all four issues.

Twenty-eight papers devoted some space to personals. The Booster devoted 1.17 per cent of its space to personals. This most nearly corresponds to the average percentage for all papers combined which was 1.13; see Table XXXIII.

TABLE XXVII

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

Religious					
Name of paper	Total column-inches in four issues	Total column-inches devoted to religious news	Per cent of total inches given to religious news	Range in column-inches	Number of issues in which religious news appear
Verdigris Valley Vigor	750	21	2.80	3-7	4
Sun Dial	664	11	1.66	2-6	3
Nakenak	846	14	1.65	7-7	2
Parsons School Reporter	1354	17	1.26	2-8	3
Weekly Newtonian	1240	13	1.05	2-8	3
H. S. Record	1137	9	.79	3-6	2
The Booster	1793	11	.61	11	1
Oracle	916	4	.44	2-2	2
B. H. S. Key	1217	3	.25	1-1	3

Read table thus: The Verdigris Vigor with 750 total column-inches in four issues, devoted 21 inches to religious news, which is equivalent to 2.80 per cent of the total space. The range in column-inches was 3-7. Religious news appeared in all four issues.

It will be noticed that only nine out of thirty-four papers devoted any space to religious news. Fewer inches are devoted to religious news than any other classification. The B. H. S. Key devoted .25 per cent of its space to religious news. This most nearly corresponds to the average percentage for all papers combined which was .28: see Table XXXIII.

TABLE XXVIII

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

## Scholarship Recognition

Name of paper	Total column-inches in four issues	Total column-inches devoted to scholarship recognition	Per cent of total inches given to schol. recog.	Range in column-inches	Number of issues in which sch. rec. appears
L. H. S. Dial	383	27	7.05	3-21	3
H. S. Spirit	907	48	5.29	6-22	3
Dickinsonian	763	39	5.11	1-17	4
H. S. Times	1239	53	4.28	10-18	4
Trail Blazier	714	24	3.36	8-16	2
The Booster	1793	55	3.07	22-33	2
Pratt Mirror	1652	49	2.97	6-20	3
The Patriot	1852	54	2.92	12-25	3
B. H. S. Life	806	23	2.85	8-15	2
Oracle	916	24	2.62	5-12	3
Manhattan Mentor	1034	27	2.61	7-12	3
Lyons Spot Light	741	19	2.56	8-12	2
Argentinian	1245	31	2.49	8-23	2
McPherson High Light	740	18	2.43	5-12	2
North Star	1825	41	2.25	6-19	3
Abilene Booster	1656	36	2.17	4-21	3
Blue and White	449	9	2.00	4-5	2
Sun Dial	664	13	1.96	2-6	3
Topeka H. S. World	1778	33	1.86	5-21	3
Parsons School Reporter	1354	25	1.85	25	1
The Echo	399	7	1.75	8	1
B. H. S. Key	1217	21	1.73	7-14	2
H. S. Record	1137	17	1.50	2-16	2
Blue Jay	1166	16	1.37	5-11	2
Lebanonian	678	9	1.33	4-5	2
Decatur Dictator	867	11	1.27	2-6	4
Salina H. S. News	1356	14	1.03	6-8	2
School Crier	944	9	.95	5-5	2
H. S. Buzz	1365	13	.95	6-7	2
Wyandotte Pantograph	1657	10	.60	4-6	2
Emporia Echo	1288	6	.47	6	1

Read table thus: The L. H. S. Dial with 383 total column-inches in four issues, devoted 27 inches to scholarship recognition news, which is equivalent to 7.05 per cent of the total space. The range in column-inches was 3-21. Scholarship recognition news appeared in all four issues.

Thirty-one papers devoted some space to this type of news. The Abilene High School Booster devoted 2.17 per cent to scholarship recognition news. This most nearly corresponds with the average percentage for all papers combined which was 2.10: see Table XXXIII.

TABLE XXIX

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

Society					
Name of paper	Total column-inches in four issues	Total column-inches devoted to society	Per cent of total inches given to society	Range in column-inches	Number of issues in which society appears
Sun Dial	664	25	3.77	4-15	3
Echo	399	15	3.76	4-6	3
H. S. Spirit	907	33	3.64	6-12	4
The Booster	1793	65	3.63	5-38	4
H. S. Record	1137	36	3.17	2-14	4
Nakenak	846	25	2.96	7-9	3
Weekly Newtonian	1240	28	2.26	5-10	4
H. S. Buzz	1365	28	2.05	6-9	4
Blue and White	499	9	2.00	2-5	3
Topeka H. S. World	1778	35	1.97	11-24	2
School Crier	944	18	1.91	3-11	3
Blue Jay	1166	22	1.89	4-8	4
B. H. S. Key	1217	22	1.81	7-16	2
Lyons Spot Light	741	13	1.75	2-5	4
Abilene Booster	1656	28	1.69	7-11	3
Lebanonian	678	9	1.33	3-6	2
McPherson High Light	740	8	1.08	8	1
Oracle	916	9	.98	9	1
Emporia Echo	1288	12	.93	2-5	4
B. H. S. Life	806	7	.87	7	1
Argentine	1245	5	.40	5	1
Salina H. S. News	1356	5	.37	5	1
Parsons School Reporter	1354	4	.30	3-4	4
Wyandotte Pantograph	1657	5	.30	1-2	3
Manhattan Mentor	1034	3	.29	3	1
Trail Blazier	714	2	.28	1-2	2
Verdigris Valley Vigor	750	2	.27	2	1
Pratt Mirror	1652	4	.24	2-3	2
H. S. Times	1239	2	.16	2	1
Dickinsonian	763	1	.13	1	1

Read table thus: The Sun Dial with 664 total column-inches in four issues, devoted 25 inches to society, which is equivalent to 3.77 per cent of the total space. The range in column-inches is 4-15. Society appeared in three issues.

Thirty papers devoted some space to society. The Lebanonian devoted 1.33 per cent of its total space to society. This most nearly corresponds to the average percentage for all papers combined which is 1.29: see Table XXXIII.

TABLE XXX

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Teachers (Activities of)					
Name of paper	Total column-inches in four issues	Total column-inches devoted to teachers	Per cent of total inches given to teachers	Range in column-inches	Number of issues in which activities of teachers appear
School Crier	944	31	3.28	3-14	4
H. S. Record	1137	32	2.81	4-18	3
North Star	1825	51	2.79	1-21	4
Dickinsonian	763	19	2.49	1-9	4
L. H. S. Dial	383	9	2.35	2-6	3
Trail Blazier	714	16	2.24	4-12	2
H. S. Buzz	1365	28	2.05	2-14	4
Salina H. S. News	1356	27	1.99	4-23	2
Sun Dial	664	13	1.96	2-8	3
The Booster	1793	34	1.90	1-26	3
The Patriot	1852	30	1.62	3-19	4
Abilene Booster	1656	25	1.51	2-11	4
Oracle	916	13	1.42	2-11	2
B. H. S. Life	806	11	1.36	1-10	2
Manhattan Mentor	1034	14	1.35	3-11	2
Lyons Spot Light	741	10	1.35	1-4	4
Argentian	1245	15	1.20	15	1
Parsons School Reporter	1354	16	1.18	2-14	2
B. H. S. Key	1217	14	1.15	4-5	3
Nakenak	846	8	.95	8	1
Blue and White	449	4	.89	2-2	2
Blue Jay	1166	10	.86	4-6	2
McPherson High Light	740	5	.68	5	1
Lebanonian	678	4	.59	1-2	3
Decatur Dictator	867	5	.58	2-3	2
Weekly Newtonian	1240	7	.56	7	1
Topeka H. S. World	1778	10	.56	1-6	3
Wyandotte Pantograph	1657	8	.48	1-8	2
Pratt Mirror	1652	6	.36	2-5	2
Emporia Echo	1288	3	.23	1-2	2
H. S. Spirit	907	2	.22	2	1
H. S. Times	1239	2	.16	2	1

Read table thus: The School Crier with 944 total column-inches in four issues devoted 31 inches to activities of the teachers, which is equivalent to 3.28 per cent of the total space. The range in column-inches was 3-14. This type of news appeared in all four issues.

Thirty-two papers devoted some space to activities of the teachers. The Lyons Spot Light, which devoted 1.35 per cent of its total space to



activities of the teachers most nearly corresponds with the average percentage for all papers combined which was 1.29: see Table XXXIII.

TABLE XXXI

Showing how the thirty-four papers considered in this survey distributed the column-inches given to

## Who's Who or Campus Personality

Name of paper	Total column-inches in four issues	Total column-inches devoted to who's who	Per cent of total inches given to who's who	Range in column-inches	Number of issues in which who's who appears
H. S. Buzz	1365	49	3.59	7-10	3
Dickinsonian	763	24	3.15	9-15	2
North Star	1825	41	2.25	10-10	4
The Booster	1793	37	2.06	4-18	4
B. H. S. Key	1217	25	2.05	7-10	3
McPherson High Light	740	15	2.03	1-8	4
The Patriot	1852	26	1.40	6-8	4
Abilene Booster	1656	22	1.33	5-12	3
Lebanonian	678	9	1.33	2-3	3
Lyons Spot Light	741	9	1.21	2-3	4
B. H. S. Life	806	9	1.12	3-4	4
Parsons School Reporter	1354	15	1.11	3-4	4
Emporia Echo	1288	14	1.09	2-5	4
Weekly Newtonian	1240	13	1.05	3-4	4
Wyandotte Pantograph	1657	17	1.03	4-5	4
Nakenak	846	8	.95	7-9	3
H. S. Spirit	907	8	.88	3-3	3
Manhattan Mentor	1034	8	.77	2-2	4
Blue Jay	1166	9	.77	4-8	4
Blue and White	449	3	.67	4	1
Verdigris Valley Vigor	750	4	.53	2	1
School Crier	944	4	.42	4	1
Decatur Dictator	867	2	.23	2	1
Pratt Mirror	1652	3	.18	1-2	2

Read table thus: The High School Buzz with 1365 total column-inches in four issues, devoted 49 inches to who's who, which is equivalent to 3.59 per cent of the total space. The range in column-inches was 7-10. Who's who appeared in three issues.

Twenty-four papers devoted some space to who's who. The Wyandotte Pantograph, which devoted 1.03 per cent of its total space to who's who exactly corresponds with the average percentage for all papers combined: see Table XXXIII.

TABLE XXXII

Showing how the thirty-four papers considered in the survey distributed the column-inches given to

Miscellaneous					
Name of paper	Total column-inches in four issues	Total column-inches devoted to miscellaneous	Per cent of total inches given to miscellaneous	Range in column-inches	Number of issues in which miscellaneous appears
Decatur Dictator	867	69	7.96	3-20	2
Emporia Echo	1288	72	5.59	2-23	4
School Crier	944	52	5.51	2-42	2
H. S. Buzz	1365	53	3.88	5-15	4
Sun Dial	664	21	3.16	2-10	3
Oracle	916	28	3.06	1-12	2
Weekly Newtonian	1240	35	2.82	9-16	2
Manhattan Mentor	1034	28	2.71	5-16	2
Parsons School Reporter	1354	36	2.66	4-16	3
Topeka H. S. World	1778	46	2.59	4-13	4
Nakenak	846	17	2.01	3-5	3
Salina H. S. News	1356	26	1.92	1-5	4
Pratt Mirror	1652	31	1.88	1-11	4
H. S. Spirit	907	17	1.87	1-9	4
Blue and White	449	8	1.78	2-6	2
Lyons Spot Light	741	13	1.75	2-6	3
B. H. S. Life	806	14	1.74	3-4	4
The Patriot	1852	27	1.46	12-15	2
Wyandotte Pantograph	1657	24	1.45	3-9	4
Dickinsonian	763	11	1.44	2-4	4
H. S. Times	1239	17	1.37	2-4	4
McPherson High Light	740	9	1.22	2-7	2
Lebanonian	678	7	1.03	2-3	3
The Echo	399	4	1.00	1-3	3
North Star	1825	17	.93	1-7	4
Trail Blazier	714	6	.84	2-4	2
Argentian	1245	9	.72	3-3	3
Abilene Booster	1665	8	.48	4	1
B. H. S. Key	1217	5	.41	5	1
Blue Jay	1163	4	.34	4	1
The Booster	1793	5	.28	2-3	2

Read table thus: The Decatur Dictator, with 867 total column-inches in four issues, devoted 69 inches to miscellaneous news, which is equivalent to 7.96 per cent of the total space. The range in column-inches was 3-20. Miscellaneous news appeared in two issues.

Thirty-one papers devoted some space to miscellaneous news. The Salina H. S. News devoted 1.92 per cent of its space to miscellaneous news. This most nearly corresponds to the average percentage for all

papers combined which was 1.93: see Table XXXIII.

Miscellaneous news refer to all news which cannot be directly applied under the divisions of news used in this study

TABLE XXXIII

Showing how the thirty-four papers (37,247 column-inches) combined devoted the space among the different types of news as used in this survey.

Type of news	Number of column-inches devoted to various types	Per cent of total column-inches
Advertising	9819	26.36
Athletics	5606	15.05
Alumni News	484	1.30
Book Reviews	220	.59
Columnist's Writings	2908	7.81
Debate	671	1.80
Dramatics	972	2.61
Editorials	1930	5.18
Educational News	493	1.32
Exchange	304	.82
Feature Stories	2117	5.68
Grade School News	616	1.65
General School News	4041	10.85
Girl Reserve	548	1.47
Hi-Y	397	1.07
Jokes and Humorous Writings	1130	3.03
News of General Interest (excluding school news)	381	1.02
Music	839	2.25
Poems	402	1.08
Personals	421	1.13
Religious	103	.28
Scholarship Recognition	781	2.10
Society	480	1.29
Teachers (Activities of)	482	1.29
Who's Who or Campus Personalities	383	1.03
Miscellaneous	719	1.93

Read table thus: The thirty-four papers combined, giving 37,247 total column-inches, distributed the space among the various types of news as follows: 9,819 inches or 26.36 per cent to advertising; 5,606 inches or 15.05 per cent to athletics; etc.

This table is chiefly interesting as a summary and means of comparison.

## CHAPTER III

## Summary and Recommendations

The results of this survey may briefly be summed up as follows:

1. Enough pupils participate in publishing a school paper to warrant establishing the paper on an equal basis with other extra-curricular activities.
2. On the whole the papers are exceptionally neat in appearance, and well printed; indicating they were put out in a well equipped shop by experienced workmen.
3. The per cent of the total column-inches devoted to any type of news declines very gradually; indicating more or less uniformity.
4. Advertising and athletics receive more space than any other items.
5. Advertising, athletics, columnist's writings, and general school news compose sixty per cent of the total space of all papers combined.
6. Athletics receive more publicity through the school paper than all the other extra-curricular activities combined.
7. Most advertising was of the display type.
8. Only one paper of the thirty-four studied carried no advertising.
9. Religious news received less space than any other type analyzed.
10. Only one paper carried a regular educational column.
11. "Dirt Columns" predominate in the field of columnist's writings.
12. Girl Reserves tend to receive more publicity than does the Hi-Y.
13. Music, debate, and dramatics receive approximately the same amount of publicity.

14. As a rule, the smaller papers tend to devote more space to personal items than do the larger papers.
15. Editorials, while only receiving 5.18 per cent of the total space of all papers combined, appeared in 135 out of 136 issues.
16. With the exception of some of the jokes, nearly all the news printed in the papers may be directly traced back to school activities, affairs, or personalities.
17. The number of exchange items run in the papers is small.
18. Many papers ran the dates of birthdays of the pupils.
19. A few papers used colored stock for special occasions.
20. The vast majority of the papers analyzed were four pages in size.
21. Most papers ran school calendars; these were all classified under general school news.
22. With the exception of C.W.A. and P.W.A. news, no news of national character appeared in the papers.
23. Only the larger papers tended to use cuts. Mats were used in practically all papers.
24. As an economy measure, many high school papers have been discontinued, substituting a column in the local paper.

#### Recommendations

1. As a training activity, in an educational sense, the author believes the papers are serving this purpose well. He would, however, recommend as wide a variation of news as possible. As a training activity the author believes, the papers will be best serving this purpose by permitting the members of the staff as wide an experience with the different types of newspaper writing as possible.

2. The make-up of the 136 issues included in this study ranges from good to poor. The author would recommend that more time and effort be placed on this feature of the paper.
3. The editing of the issues, used in this study, for the most part is good. Nevertheless, there is always room for improvement. The author suggests, for the benefit of the pupils, that the advisors stress the importance of good editing at every opportunity.
4. The author recommends that more space be spent on "educational news"; see Table XV, page 19. It is heartily recommended that more papers follow the example of the North Star, the paper of Wichita High School North. Here a portion of a column is devoted weekly to the discussion of the most common difficulties pupils encounter in school. The column is primarily for the parents but is interestingly written and no doubt read by many pupils. The school paper affords an excellent opportunity to get this type of news and other interesting educational news to the parents. Far too few papers are taking advantage of the fact.
5. News concerning national affairs should receive more attention. Most pupils read no paper thoroughly except the school paper; a short column briefly summarizing the most important and interesting national events would be using the space wisely.
6. By far too large a proportion of the columnist's writings; see Table XI, page 15; are devoted to "dirt-columns." In most papers these columns are so poorly written that only those pupils who are closely associated with the instances discussed are able to get anything from them. "Dirt-columns" should be cleverly enough written so that the style of writing attracts attention rather than the nasty remarks made.

There is quite a distinct tendency for the high school papers to be patterned after college papers. The type of news and the style of writing closely resembles that of college papers. This is a purely subjective observation and comes from the author's experience rather than from any objective evidence gathered from this survey.

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