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USAGE BY KANSAS NEWSPAPER EDITORS OF CAMERA-READY
VERSUS CONVENTIONAL COPY IN EXTENSION
SERVICE FEATURE STORIES

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by

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I. INTRODUCTION

The Cooperative Extension Service

The Cooperative Extension Service and the land-grant college system are the product of a movement to bring the results of research to farm families. It ushered in an era of scientific agriculture.

In the early 1900's, President Theodore Roosevelt set up the Country Life Commission to study the problems of rural life in America. The commission issued a report in 1908 suggesting the formation of a rural electrification program, a rural mail system, farm-to-market roads, and a cooperative extension service. The same year, the committee on extension work of the Association of American Agricultural Colleges renewed its recommendation that the land-grant colleges make a definite organization for their agricultural extension work and that their association recognize the importance of such work by creating a "section of extension work." They deemed it was an educational proposition, and its aim "should be to reach every farmer and his family."¹

Then, in 1914, the cooperative extension service was legally established in the Smith-Lever Law. As its name implies, the cooperative extension service is a cooperative effort by the Federal, state, and local county governments, and is financed with funds from each. Extension activities are carried out in all 50 states and Puerto Rico.

¹Alfred C. True, A History of Agricultural Extension Work In The United States (Washington, D.C.: U.S. Government Printing Office, 1928), pp. 52-53.

The cooperative extension service at the Federal level is the educational arm of the United States Department of Agriculture. Administrative offices at the state level are at the respective land-grant colleges. There is also a relationship to county government that varies from state to state.²

The extension service is problem oriented and people centered. The extension program deals with problems of people in communities, and is not limited to farm or rural people. The basic concept of extension is helping people to help themselves, through the development of leadership in communities.

There are four main areas of program emphasis--agricultural production, home economics, 4-H and youth, and community and resource development. Extension programs have changed over the years to meet the needs of a changing society. While extension still embraces its original objectives, programs have been expanded to include new rural and urban audiences.

In Kansas, for example, the cooperative extension service has re-directed some of its efforts to include new audiences reached with new programs. While emphasis on agricultural production has not lessened, emphasis on traditional home economics programs, such as sewing and canning, has been re-directed to modern problem areas, such as nutrition for low-income families. Traditional 4-H programs like animal showing or citizenship projects are still emphasized, but new programs have come into being to help solve today's problems. Drug abuse and VD among youth are two examples.

²Robert L. Johnson, "Environmental Context and Philosophy in Which Extension Operates" (Unpublished paper for educational instruction, Kansas State University, 1971)

As the farm population dwindles due to increased mechanization, agribusiness grows to meet the demand for services to the remaining farm population. This has brought on a demand for extension service programs that support the growing agribusiness and marketing industries.

To meet the continuing informal educational needs of the people of Kansas, the extension service employs state specialists who work with research faculty at KSU to make current research available to all Kansans. Area specialists and county agents in all 105 counties have personal contact through meetings, workshops, schools, and field days.

The KSU Extension Information (News) Program--With this move to new programs for existing and new audiences, there is an increased demand for informing the people on the types of assistance and programs available to them. In a speech to the National Effective Media Communications Seminar, Dr. W. M. Bost, Director of the Extension Service at Mississippi State University, said, "As you know, our responsibility in Extension is to provide practical and useful information to the people of the United States...that is our overall Extension mission. I believe that our information departments can and must be the backbone of this operation."³

A principle role of the extension information (news) office is to support and supplement the efforts of extension specialists and county agents. From the standpoint of support, information staff members (assistant editors) publicize extension programs to help insure greater public participation. News releases inform the potential participants of

³W. M. Bost, "A Director Looks at Information Management." (address, National Effective Media Communications Seminar, Washington, D. C., October 30, 1972) (Printed.)

the date, time, and place of meetings, and provide information on the subject matter. Other agent and specialist's programs are the subject of feature stories that help create interest for participation.

Since specialists and agents cannot have personal contact with all Kansans, the information office is called upon to give the educational information wider distribution. Feature and news-feature stories are used for this purpose.

If the goal of extension is to provide educational information to the public--taking University research and knowledge to the people--the goal for extension information is to provide educational information to the public...through newspaper and magazine articles.

A dean of agriculture has indicated that universities have research and education to merchandise through communications; and communications media are the means used to bring this scientific knowledge before the public.⁴ In Kansas, extension service feature stories are mailed regularly to the 290 newspapers that belong to the Kansas Press Association, and to numerous farm publications in the state. Some stories explain research results in lay language; informing the public on how research saves them money or makes life easier. Other stories explain what extension services, programs, and/or assistance are available to individuals or groups. Still other stories tell "how-to" do some task easier, quicker, or cheaper, by doing it in a manner proved successful by another. These so-called success stories are well received by specialized farm press.

⁴L. L. Rummell, "Communications in Public Relations" (address, American Association of Land Grant Colleges and State Universities, Washington, D. C., November 12, 1958) (Printed.)

To accomplish its goals, the extension information staff is divided into subject-matter areas. The staff consists of one extension editor, two assistant editors for agriculture production, one assistant editor for quality of living, one assistant editor for 4-H and youth, and one assistant editor for economics.

Extension releases are received by Kansas newspapers in one of two ways. Some news stories are mailed to county agent offices where they are taken to the newspaper office in person or remailed. Feature stories and news stories where the time element is important are mailed directly to the newspapers, wire services, and other media.

From past experience, the extension information staff feels straight news stories, perhaps because of their brevity, have high usage rates in Kansas newspapers. The desire is to achieve the same high usage rate for feature stories. For this reason, this study is limited to feature stories.

(Since the author is an assistant editor for agriculture production, this study is limited to feature stories related to that area. However, results of this study are applicable to the other areas.)

The value of the extension information program is based on the success at getting information before the public--which leads to the problem for this study.

II. THE USE OF CAMERA-READY COPY BY

EXTENSION EDITORS

A search of the following sources for literature on the use of camera-ready copy failed to produce any information on the subject:

1. Kansas State University library card index subject file,
2. KSU library listings and abstracts of Journalism PhD dissertations, Masters Theses, and Masters Reports,
3. Journalism Quarterly, 1950-1972,
4. Public Opinion Quarterly, 1950-1972,
5. Public Relations Journal, 1962-1972.

In addition, the author perused KSU Library books on public relations methods by such authorities as Scott Cutlip, Allen Center, James Shaver, and Bertrand Canfield, and learned that they discuss the form, content, and use of news releases, but they did not touch on the production and use of camera-ready copy releases.

Mike Sampson, extension information specialist from Washington State University, discussed the use of camera-ready releases at a national meeting of the American Association of Agricultural College Editors.⁵ The information he presented was gleaned from a survey of agricultural extension college editors. Forty-two editors responded to his mail-questionnaire asking for reports of successes, failures, and ideas on camera-ready copy for newspapers. From the replies he received, he made the following generalizations.

⁵M. W. Sampson. "How Extension Editors See Camera-Ready Copy As A Service to Newspapers." (Paper presented at the National meeting of the American Association of Agricultural Editors, Tucson, Arizona, July, 1972).

--Slightly more than one-fifth of the states have either gone to camera-ready copy or have been experimenting with it.

--For the most part, the primary audience of camera-ready copy endeavors seems to be weekly newspapers. The dailies like to have everything match, and therefore, prefer to set their own copy. (Author's note: This was not found to be the case in Kansas--see Tables VI and VII.)

--A good many of the states feel that camera-ready copy is here to stay and sooner or later, the states will have to get with it. The smaller states on the East Coast do not yet see as pronounced a need for camera-ready copy as do states in the South, Midwest, and West.

--Generally, editor interest seems to be fairly good. Camera-ready copy benefits will miss the letterpress papers, but the number of letterpress papers decreases each year. Offset printing equipment now represents the majority of weeklies in most states. (Author's note: This is true in Kansas, as is shown in Chapter III, The Problem.)

To supplement the information from Sampson's paper, the author wrote to the extension agricultural editor in eight states that either are using or have studied the use of camera-ready copy (including one state--North Carolina--that was not mentioned in the Sampson paper). The following information is a result of that investigation.

Seven states--North Carolina, Tennessee, Georgia, Louisiana, Minnesota, Nebraska, and South Dakota--are presently using camera-ready copy for releases to newspapers. Two of those seven (Louisiana and South Dakota) are only using it experimentally.

Five states--Arizona, Maryland, Mississippi, Ohio, and Utah--have checked into the use of camera-ready copy, but have not yet experimented with it.

Six states--Arkansas, California, Indiana, Missouri, Texas, and Virginia--have shown an interest in studying the use of camera-ready copy sometime in the future. Each state has different reasons for selecting the column width of their camera-ready copy. Of the

seven states now using camera-ready copy, one uses 9-pica columns, one uses 10-pica, and the other five use $10\frac{1}{2}$ -pica. Two of the states that have experimented with camera-ready copy--Washington and Connecticut--chose $10\frac{1}{2}$ -pica and 10-pica columns respectively. Mississippi surveyed newspaper editors and plans to use $10\frac{1}{2}$ -pica columns if and when camera-ready copy is used.

On the question of type size, two states favor 8 point, two go for 9 point, and one uses 10 point. Only five states included information on type size.

The following information is on states that have checked into the use of camera-ready copy, but have not started using it as yet and have not experimented:

Agricultural communicators at the University of Arizona have discussed the pros and cons of camera-ready copy with several newspaper editors, and feel they will have to go with it in the future. Money is the only barrier that is keeping them from going camera-ready right now.⁶

The University of Maryland Extension editors prefer to allow county agents and newspaper editors to localize stories. Their studies indicate the production of camera-ready copy doesn't appear feasible for Maryland.⁷

Mississippi State University has made two surveys to check the feasibility of furnishing the state's newspapers with camera-ready copy. A survey of dailies indicated they would not accept camera-ready copy unless it was exactly their type size and column width. In another

⁶Ibid.

⁷Ibid.

survey, 86 percent of the weekly newspapers said they would accept copy set in 9-point type in a 10½-pica column. Ninety percent of the weekly editors also said they would use more extension service material if it was prepared camera-ready.⁸

Cost of equipment and lack of uniformity in column widths and type sizes among the state's 200 newspapers are two factors holding Ohio State University out of the camera-ready copy race. An Ohio Newspaper Association survey indicates most of the state's weekly editors aren't too keen about receiving such copy. There is little chance Ohio State will move toward camera-ready copy in the near future.⁹

Utah State University Extension editors hesitate to move in the direction of camera-ready copy because of the small number of newspapers and diversity of make-up used in the state. They feel a "local angle" is necessary or the editor will toss the story in the wastebasket. Cost factors weigh heavily against going camera-ready.¹⁰

As mentioned above, several states have tried or experimented with camera-ready copy. The following information concerns their attempts:

Florida has mailed out camera-ready copy on several occasions, but has met with little success. University of Florida Extension editors say newspapers seem to prefer setting their own type.¹¹

At Iowa State University, extension editors have been using camera-ready artwork for five years. However, they have found that using camera-ready copy does not pay off from an economic standpoint for Iowa.¹²

⁸Ibid.

⁹Ibid.

¹⁰Ibid.

¹¹Ibid.

¹²Ibid.

The experiment with camera-ready copy at New Mexico State University started several years ago with lawn and garden tips typed flush right. The newspapers had to reduce or enlarge type and column width. Extension editors say there was little complaint from the state's newspaper editors when the service was discontinued. They plan to try again soon with copy set at the University typesetting center. Cost would be about \$8 per page.¹³

Washington State University Extension editors first tried camera-ready copy in mid-1971 with a one-time mailing to all weeklies in the state. They say the take was not too good, but a follow-up survey of newspaper editors indicated at least half of them were interested in receiving the camera-ready copy on a regular basis. The type was set 8 picas in a $10\frac{1}{2}$ -pica column. Column widths for weeklies in the state vary from 9 to 15 picas, but most of the newspaper editors said they would use $10\frac{1}{2}$ picas. The state plans further experimentation before making a decision to go with camera-ready copy on a regular basis.¹⁴

Connecticut made its first venture into the use of camera-ready copy for news releases in August 1971. Agricultural editors mailed a packet of 16 gardening articles to weekly and daily offset newspapers. Both camera-ready and conventional copy was mailed, due to the agriculture editors' belief that offset newspaper editors should receive both packets in case they wanted to mark up and edit the releases to fit their particular editorial style. They used the ITEK process to produce paper plates of the stories so that they could be run off on an

¹³Ibid.

¹⁴Ibid.

offset press. There are 36 offset weeklies and 11 offset dailies in the state. Copy was set cold IBM 10 point Aldine Roman Type, and total cost of plates and stock amounted to \$17.20 for the 16 pages. This cost was over and above the normal printing cost incurred for producing the packets in the conventional method. The column width chosen was 10 pica. This was based on the fact that the offset daily newspaper covering the University of Connecticut area uses 10-pica columns, and the belief that the width would be suitable to most of the other offset newspapers in Connecticut as well. The University of Connecticut does not subscribe to a clipping service, so they had no way of knowing whether newspapers used the camera-ready copy stories "as is" (did not reset) or not. The agriculture editors say they suspect the take of camera-ready copy was minimal owing to lack of space in weeklies. Less emphasis is put on weeklies in Connecticut because their combined circulation is not as great as the state's largest daily. Future use of camera-ready copy will be accompanied by an evaluation card for editors of offset newspapers. The agriculture editors feel conventional copy format is easier and quicker, but they are optimistic that camera-ready copy can be used in reaching a greater audience.¹⁵

Seven states are currently using camera-ready copy with some regularity. One of the seven--South Dakota--is still in the experimental stage. Roughly 55 percent of the state's newspapers are offset, a 15 percent increase since 1969. (This compares with 58.3 percent offset in Kansas, and a three-year increase of 21 percent--see Table I.) The state's

¹⁵Letter from A. R. Gavitt, Jr., University of Connecticut News Editor, January 4, 1973.

agricultural editors say they have had "good success" with the stories that have been sent camera-ready. South Dakota State University uses 10½-pica columns, on the recommendations of the state's press association.¹⁶

Louisiana State University Extension editors admit they too are in the experimental stage with camera-ready copy. They limit camera-ready copy to feature material in separate mailings, with an occasional photograph included in the weekly news packet. While no formal evaluations have been made, the extension editors say that based on observation, the take seems to be "excellent." They are concerned about having to depend on the university print shop or commercial printers to meet deadlines. The editors hope to convert to a complete camera-ready copy program after they have worked out a method of operation to their satisfaction. They say "camera-ready copy is here to stay."¹⁷

The University of Tennessee started furnishing camera-ready copy regularly to the state's 30 daily and 100 weekly newspapers on October 23, 1972. The extension editors based their decision to do this on a study conducted in 1971. The informal 10-week study involved selected newspapers from across the state. The newspapers were selected on the basis of one of two criteria--1) papers using a great quantity of county agents' material and a limited amount of material from the extension information office, or 2) papers using a limited amount of both county agent and state office materials. The goal was to determine if furnishing camera-ready copy would increase the use of stories from the state office. They also wanted to see what effect this service would have on the use of agents'

¹⁶Sampson (op. cit.)

¹⁷Ibid.

material. They found that the use of news stories supplied by their office did increase, and the use of agents' material was not generally affected. In a few cases, however, the use of agents' material did increase. Since the University of Tennessee university-wide public relations office had already established the column width which would most nearly fit the majority of the state's newspapers ($10\frac{1}{2}$ picas), there was no decision to be made by the extension editors. They use four columns to an $8\frac{1}{2}$ x 11 page with a two-line or three-line heading on each story. Both headings and stories are done on a Justo-writer. The only problem they have run into so far is occasionally light inking on their copy which results in very light copy in the newspapers.¹⁸

The University of Georgia Extension Service is one of the leaders in the use of camera-ready copy for extension news and feature stories. The Georgia Extension editors first experimented with camera-ready copy in December, 1969. In late 1970, 75 percent of the state's 200 weekly newspapers were offset, and the extension editors predicted 100 percent would be offset by 1975. Early efforts were directed at both weeklies and dailies, but it was later believed that the dailies didn't like camera-ready copy because they were more particular about heads and copy matching their particular style. Also, a small percentage of the dailies were offset. Presently, Georgia mails camera-ready copy only to weekly newspapers, and their extension editors say there is no question that camera-ready copy has increased usage of their materials. They say "many newspapers who were not using extension material at all, now publish

¹⁸Letter from Edward C. Bible, University of Tennessee Assistant Professor, January 17, 1973.

virtually everything we send them--not because the stories are all that great, but because they are so darn convenient." They aren't worried about their heads and type matching that of the newspapers' because "most weekly editors really don't care." Daily newspapers are still receiving regular copy from the extension information office. A thorough study of newspapers received in the office resulted in the selection of 9 point Century type set $10\frac{1}{2}$ picas wide. The Georgia Press Association also uses $10\frac{1}{2}$ -pica columns. The camera-ready stories are prepared on IBM composing equipment. The extension information office is renting an IBM Model IV magnetic tape selectric typewriter with reverse search, code conversion, and composing capability. Excluding cost of equipment, the cost of producing camera-ready copy releases may be less than conventional copy, because of the savings on paper. More copy can be included on each page with the camera-ready format.¹⁹

North Carolina was also one of the pioneers in using camera-ready copy for extension service releases. North Carolina State University Extension editors started in mid-1970 sending a weekly garden column in camera-ready format. Since June 1971, they have been preparing a weekly packet of camera-ready copy for weekly newspapers. They credit success with the garden column as being the reason for going camera-ready all the way. A simple survey of the state's newspapers was made by sending three samples of offset materials (each different as to column width and type size) with a brief card questionnaire. Sixty percent of the cards were returned, and of that number, 85 percent indicated a preference for camera-ready over conventional, and most of the others were still using

¹⁹Letter from Virgil Adams, University of Georgia Extension News Editor, January 3, 1973.

letterpress. The extension editors indicate usage has stayed about the same (very good), but they are disappointed that there has not been a net gain in usage. They say camera-ready has even been a liability in a couple instances. Several of extension information office top clients (big users of extension materials) have practically quit using extension releases. The extension editors feel the reason is because of their inability to supply them exactly their type face or size. One of the lost clients is the largest non-daily in the state, and the editors feel that the losses--as judged from clippings--have about offset the gains from the use of camera-ready copy. Copy is set on a Justo-Writer which limits type size and column width. The extension editors started with 11-pica columns, reduced it to $10\frac{1}{2}$, and now, so to not exclude any paper, use 10-pica columns. They still feel $10\frac{1}{2}$ picas is the most popular width. The editors say they would have had to go camera-ready at some future date, but they made the move before they had to and have learned a lot. They say they still believe that if an editor has one hole and two stories of similar quality to fill it, the camera-ready copy will be the one he chooses. However, they add that just because the story is camera-ready doesn't get it used in the best newspapers.²⁰

Minnesota uses camera-ready periodically for special stories. University of Minnesota Extension editors have mailed out 15 to 20 stories camera-ready and reports basically good results. They use 10-point Press Roman type and 18- to 36-point News Gothic or Condensed Gothic for headlines. Stories are set on an IBM Varityper at a $10\frac{1}{2}$ -pica width, with a

²⁰Letter from Woody Upchurch, North Carolina State University Extension News Editor, January 2, 1973.

one-pica gutter for two or three column stories. The extension editors say most newspaper editors seem to like camera-ready copy, especially if it has some local application. However, they indicate that it is typical for editors of the better weeklies to prefer to receive stories typed and double-spaced so it's easier to make changes. Minnesota extension editors recently conducted a study regarding usage of camera-ready versus conventional copy stories. A clipping service was used to obtain results of the study, which were not available at the time of this writing.²¹

The University of Nebraska started into the camera-ready copy field with a pilot packet in the fall of 1970. Use of camera-ready copy today is limited to three special packets per year. It is not used in daily or weekly news services. Nebraska Extension editors have started using camera-ready copy because they predict all Nebraska newspapers will be offset within 10 years. Packets are set 9-point Century type on a 10-point line in columns $10\frac{1}{2}$ -picas wide. IBM typesetting equipment is used to prepare copy for reproduction. To keep production costs down, they have gone to a Bruning plate maker, which produces a paper plate for $3\frac{1}{2}$ cents in about 12 seconds. They use a 2650 Multilith printing process, but are slowed down with hand gathering and collating. The extension editors say they have received very few complaints from newspaper editors regarding the compatability of the type family with their own type fonts, but column width is a real problem. Letterpress papers in the state apparently do not mind resetting type from the camera-ready slicks, any more than they do from conventional mimeographed copy. The Nebraska Extension editors included a survey in the pilot packet in 1970 to

²¹Sampson (op. cit.)

determine the number of offset newspapers in the state, the column widths each used, and their preference for camera-ready copy. The consensus was $10\frac{1}{2}$ pica columns, and a high interest in camera-ready copy. In April 1972, another survey was mailed to offset newspapers, and the response was extremely disappointing to the extension editors (the results were inconclusive). They contend that the questionnaire was too complicated and too long. The Nebraska Extension editors plan to continue sending three special packets per year (holiday, lawn & garden, and vacation-travel). They are encouraged that some offset newspaper editors are requesting the daily or weekly news service also in camera-ready copy format, and they are contemplating the switch to total camera-ready copy. The extension editors feel the use of camera-ready copy, "which in a practical sense prevents the newspaper editor from rewriting, editing, or rearranging story material, makes it imperative that the author provide relevant, timely, and accurate information that is competitive with news from other sources."

They conclude, "Our three years of experience at Nebraska lead us to the conclusion that camera-ready copy can help provide a better information service to our clientele. It provides a good tool for getting the job done, and helps us compete for space and editorial attention with other voluntary news sources. Obviously, it is no panacea. And, as with other information office-editor relationships, it is necessary to keep on top of changing needs and changing technologies within the print media."²²

²² Letter from Dan Lutz, University of Nebraska Assistant Extension Editor, January 31, 1973.

III. THE PROBLEM

Need For The Study--Since the value of the Extension Information (News) program is based largely on the success of getting information before the public, a basic need is to have as many newspapers as possible utilize extension releases. The extension editor at Kansas State University has indicated that informing all Kansans about extension programs will require that stories on these programs reach newspaper readers in every part of the state.

The author suggests that one possible means of getting greater usage of extension feature stories is to provide the newspaper editor with copy that saves him time, labor, and money. The head of agricultural communications at the University of Illinois has said, "Editors are in business to make money. The newspaper is the editor's bread and butter, and he has to run it with that fact in mind."²³ Dr. Bost said that "when you see how a new technique or development in information technology can benefit extension, it's your responsibility to get the ball rolling."²⁴

One labor-saving device for offset newspapers is camera-ready copy. Several state extension services are already providing camera-ready copy to offset newspapers in their states.

²³Hadley Read, Communication: Methods For All Media. University of Illinois Press, Urbana, 1972. p. 127.

²⁴Bost (op. cit.)

The problem, then, is to determine if the use of camera-ready copy by the Kansas Extension Information (News) Office would increase the usage rate of feature stories.

Prior to this study, all Kansas Extension Service releases have been typed and reproduced by multilith on 8½ x 11 bond paper (hereafter referred to as conventional copy). Both offset and letterpress newspapers have had to reset the copy before using it. The use of camera-ready copy would not benefit letterpress newspapers, since they must reset the copy in lead before it can be used on their presses. On the contrary, it may be more difficult for linetype operators to read the smaller print, and changes would be difficult to make in the camera-ready copy.

Offset papers, on the other hand, can usually cut out the camera-ready copy and paste it down on the page to be photographed. This saves the editor the time and expense of resetting the copy and making corrections. If the editor desires to change the copy, or reset it, then he, too, has the added difficulty of reading from the small type and making corrections in the extremely limited space available between lines.

The question that this study seeks to answer is "would the use of camera-ready copy (as opposed to conventional copy) for extension service feature stories improve the usage rate of such stories among offset papers without diminishing the usage by letterpress papers?"

Status of Kansas Newspapers--The "1972 Ayers Directory of Newspapers and Periodicals" lists 314 newspapers in Kansas, 296 (or 94%)

of which were members of the Kansas Press Association.²⁵ This study uses the 1973 Kansas Newspaper Directory (listing membership in the Kansas Press Association) when referring to numbers of newspapers in the state, since the data provided in this book are more current.²⁶

The number of offset newspapers in Kansas--and other states, as discussed in Chapter II--has grown steadily over the past decade. Table I on the next page is a listing of numbers of offset and letterpress newspapers in Kansas on January 1970, 1972, and 1973. In 1970, 101 (39%) of the 253 weekly newspapers in Kansas were offset operations. Three years later (1973), that number had climbed to 138 offset (57.5%) out of 240 weekly newspapers. That is an increase in percentages of 17.6% or an average of 5.9% increase per year. However, the percentage increase from 1972 to 1973 alone was 6.5%. These percentages do not take into account the decline in numbers of papers from year to year.

Conversion of daily letterpress newspapers in Kansas to offset operations shows an even more spectacular growth pattern. In 1970, 13 (25%) of the 52 daily newspapers were offset. By 1972, offset newspapers accounted for 20 (40%) of the 50 dailies in operation. A year later, in 1973, 31 (62%) out of 50 dailies were offset. This was a three-year (1970-73) rise in percentage of offset operations of 37%, and a one-year (1972-73) increase of 12%.

²⁵N. W. Ayers and Sons, Directory of Newspapers and Periodicals (N. W. Ayers and Sons, Philadelphia, Penn., 1972).

²⁶Kansas Newspaper Directory. (Topeka: Kansas Press Service, Inc., 1973).

TABLE I
INCREASE IN OFFSET NEWSPAPERS IN KANSAS*

Type Of Newspaper	Number of Newspapers Per Year		Percentage Of Increase In Offset
	1970	1972	70-73
<u>Weekly Newspapers</u> Offset Letterpress Total % Offset		1973	72-73
	101	126	
	152	120	
	253	246	
	39.9	51.0	17.6
		57.5	6.5
<u>Daily Newspapers</u> Offset Letterpress Total % Offset	13	20	
	39	30	
	52	50	
	25.0	40.0	37.0
		62.0	12.0
<u>All Newspapers</u> Offset Letterpress Total % Offset	114	146	
	191	150	
	305	296	
	37.3	49.3	21.0
		58.3	9.0

*Data from the Kansas Newspaper Directory distributed in January of each year.

For dailies and weeklies combined, there were 114 (37.3%) offset out of a total 305 newspapers in 1970. Two years later (1972) 146 (49.3%) of the 296 newspapers were offset. For 1973, the number of offset newspapers in Kansas has grown to 169 (58.3%) out of a total 290. Thus, for the first time, offset newspapers outnumber letterpress newspapers.

For the past three years, an average of 18 letterpress newspapers have switched to offset and 23 switched over in 1972 alone. Projecting that figure (18/yr) into the future, all Kansas newspapers would be printed on offset presses before the year 1980. This trend would seem to be sufficient reason to take a long, hard look at the potential for using camera-ready copy news/feature releases.

The 1973 Kansas Newspaper Directory lists 85 of the 240 weekly newspapers with a circulation of less than 1,000. Average circulation for the 240 weeklies is around 1,600. The directory also shows that 20 of the 50 daily newspapers in Kansas have less than 5,000 circulation. While editorial staff-size information is not available, it is safe to assume that many of these smaller newspapers have limited editorial staff. The Bird City Times is an offset newspaper that has a circulation of 830, and a two-man staff. With a limited staff, it seems logical that a time/labor-saving device--such as camera-ready copy for offset newspapers--would be appreciated in most newsrooms.

Many state and federal government agencies and various private and public organizations have initiated the use of camera-ready copy in their public information programs. Some newspaper services, such as United Features Syndicate, are conducting studies to determine future needs for camera-ready copy.

This all points to a need for the Kansas Cooperative Extension Service to study the use of camera-ready copy in Kansas if it is going to be competitive in getting feature stories in the state's newspapers.

Questions To Be Answered--Three basic questions that must be answered by this study are:

1. What is the rate of acceptance (usage) of conventional versus camera-ready copy (for Kansas Extension Service feature stories) by offset newspapers in Kansas (daily/weekly/total)?
2. What is the rate of acceptance of conventional versus camera-ready copy (for Kansas Extension Service feature stories) by letterpress newspapers in Kansas (daily/weekly/total)?
3. Is there a noticeable difference in the usage rate of Kansas Extension Service feature stories by Kansas newspapers (offset/letterpress/total) when the feature story is in camera-ready format as opposed to conventional format?

IV. METHODOLOGY

Setting Up The Study--Division Of The State--In order to answer the questions asked in the problem section of this study, the author set up a controlled field experiment (or survey) using an unobstrusive approach. He divided the state of Kansas approximately in half from east to west as seen on the map in the Appendix.

The east-to-west division was made in an attempt to have a fairly even ratio of rural-to-urban audience. Since the western half of the state is more rural and more sparsely populated, the east-to-west division was necessary. Also, there is a greater than 3 to 1 ratio of newspapers from east to west.

Since this study originated in 1972, the 1972 Kansas Newspaper Directory was used in making the division. With a slight manipulation of counties, the author was able to divide the state so that there was an even number of weekly letterpress newspapers in each half (60), and an even number of weekly offset newspapers in each half (63), as shown in Table II. The division of the state was made to allow an even number of newspapers in each half of the state to receive either offset or conventional copy format feature stories. The author arbitrarily elected to send camera-ready copy to newspapers in the north half of the state, and conventional copy to the southern half. With the division, the figures in Table II were realized.

TABLE II

1972 DIVISION OF KANSAS NEWSPAPERS*

Camera-Ready Copy (Northern half of the State)		Conventional Copy (Southern half of the State)	
Daily Newspapers		Daily Newspapers	
Letterpress	12	Letterpress	18
Offset	<u>9</u>	Offset	<u>11</u>
Total Daily	21	Total Daily	29
Weekly Newspapers		Weekly Newspapers	
Letterpress	60	Letterpress	60
Offset	<u>63</u>	Offset	<u>63</u>
Total Weekly	123	Total Weekly	123
Total	144	Total	152

*Data were taken from the 1972 Kansas Newspaper Directory

The publication of the 1973 Kansas Newspaper Directory showed a net loss of six newspapers in Kansas from the 1972 Directory, and a marked change in the number of offset newspapers--23 more than in the 1972 Directory.

Since the first two feature stories in the study were mailed utilizing the division as shown on the map in the Appendix, it was necessary to use the same division for the third, and final, story. With the updated data from the 1973 Directory of Kansas Newspapers, the figures in Table III (and on the map in the Appendix) were used to determine results for the entire study.

TABLE III

1973 DIVISION OF KANSAS NEWSPAPERS*

Camera-Ready Copy (Northern half of the State)		Conventional Copy (Southern half of the State)	
Daily Newspapers		Daily Newspapers	
Letterpress	7	Letterpress	12
Offset	<u>14</u>	Offset	<u>17</u>
Total Daily	21	Total Daily	29
Weekly Newspapers		Weekly Newspapers	
Letterpress	51	Letterpress	51
Offset	<u>68</u>	Offset	<u>70</u>
Total Weekly	119	Total Weekly	121
Total	140	Total	150

*Data were taken from the 1973 Kansas Newspaper Directory

The 1973 Directory figures show a greater disparity between the offset and letterpress dailies in the north, as compared with the south, but the difference between offset and letterpress from north to south is only in the number of offset newspapers--68 in the north vs. 70 in the south.

Selection Of Stories--Three feature stories were used in this study. They were selected on the following criteria: 1) within the broad program areas of extension agricultural production, 2) broad interest range among Kansans (urban, rural-farm, rural-nonfarm), and 3) adaptable to other state extension services (in accessing the value of these results for other states' programs).

The first story selected was adapted from a North Carolina Extension Service camera-ready copy release concerning the selection of a

riding horse (see Appendix). It was selected because of the growing appeal for this subject in all parts of the state. The 4-H horse project is one of the fastest growing 4-H projects in Kansas.²⁷

The second story selected concerned winterizing lawns (see Appendix). Experience with other lawn and garden stories indicated a story of this type would have a high interest rate in the state.

The third story concerned the selection and care of Christmas trees (see Appendix). A story of this type had been used by the Kansas Extension Service in past years with apparent good success.

The author assumed that each of these three feature stories would be of interest to urban and rural audiences.

Production of the Releases--Each of the three stories was typed and reproduced on 8½" x 11" Wausau No. 1, 20-wt. bond paper (see Appendix).

The story was then reproduced on a "1250" Multilith in the extension duplicating center on the Kansas State University campus. This production method--referred to as conventional copy--has been used by the Kansas Extension Information Office for a number of years.

The three stories were also sent individually to the Kansas State University press where they were set on a Compugraphic 4961 in 8½ point News No. 2 type on a 9½ point base. They were then corrected and pasted up with headlines set on the Compugraphic 7200 in 30 point News Gothic Bold Condensed. The stories were then reproduced on the extension service "1250" Multilith (see Appendix). Paper used was Wausau No. 1, 20-wt. bond. This format is referred to as camera-ready copy.

²⁷Comments made by Cecil Eyestone, Extension Specialist in 4-H and Youth, Kansas Cooperative Extension Service, at the Kansas State 4-H Horse Show, September 1972.

The camera-ready copy horse story was set 10 picas wide with $1\frac{1}{2}$ picas between columns. The headline was set as two columns. The lawn story was set $10\frac{1}{2}$ picas wide with $1\frac{1}{2}$ picas between columns. It also had a two-column head. The Christmas tree story was also set $10\frac{1}{2}$ picas wide, but with only 1 pica between columns. It had a three-column head. The horse story ran 16 inches, the lawn story $11\frac{1}{2}$ inches, and the Christmas tree story 23 inches. Since the Christmas tree story was so long, logical cutoffs were appropriate at 14 inches and at 17 inches.

Column width of copy was arrived at by studying that used in other states and by analyzing column widths used by Kansas newspapers. Seven states' extension services have either used or plan to use $10\frac{1}{2}$ pica columns, as was mentioned in Chapter II. Two states are using 10 pica columns. These column widths were arrived at by survey or discussion with the individual state newspaper association.

Column widths for Kansas offset newspapers are listed in Table IV.

TABLE IV
COLUMN WIDTHS OF KANSAS OFFSET NEWSPAPERS*

Column Width In Picas	Number of Dailies	Number of Weeklies
$9\frac{1}{2}$	0	1
10	5	13
$10\frac{1}{2}$	12	46
11	10	42
$11\frac{1}{2}$	0	12
12	0	20
13	0	1
$13\frac{1}{2}$	1	0
14	3	3
Total	31	138

*Data from the 1973 Kansas Newspaper Directory

Since there were 19 offset newspapers in Kansas with a 10 pica or less column width, the author chose to send the first camera-ready copy story set in 10-pica columns. Of the 169 offset newspapers in the state, 58 had 10 $\frac{1}{2}$ -pica columns, and 52 had 11-pica columns. Therefore, the author chose to run the second and third camera-ready copy stories set 10 $\frac{1}{2}$ -pica columns.

The "horse selection" story was mailed (unfolded) Monday, August 21, 1972 to dailies and weeklies in the state. The "lawn winterizing" story was mailed (folded in half) Wednesday, November 8, 1972. And the "Christmas tree" story was mailed (unfolded) Tuesday, December 5, 1972.

The three stories were clipped from daily and weekly newspapers by the Kansas Press Service Clipping Bureau in Topeka, and mailed back to the Director of University Information at Kansas State University.

Limitations--There are several factors that may influence the results of this study. Probably most important is the interest value of the feature stories. If few of the newspaper gatekeepers (editors or others who determine what stories go in the newspaper) find the stories to be of sufficient interest to their readers to run the stories, the limited results cannot be conclusive. Of equal importance, is the limitation imposed by the column widths used for these stories. Many newspapers with larger columns (12-14 picas) may find it impractical to run the stories. Along this same line, the choice of type face and type size may determine the newspapers' willingness to use the stories.

Two other limitations involve the newspaper gatekeepers. If the subject of the story is one which the gatekeeper is unfamiliar or

unsympathetic, the story may not be used. If the gatekeeper is a graduate of or associated with a competitive university, the story may not be used.

The day the feature story is received at the weekly newspaper could have an effect on the results. A story received the day the paper is printed may be misplaced before being used the following week.

The thoroughness of the clipping bureau is an important limitation. The perusal of some 30 daily and weekly newspapers during the study period failed to discredit the thoroughness of the clipping bureau.

For this study, the author assumes the Kansas Newspaper Directory is correct in its tabulation of production/printing method for each paper, and the tabulation of column widths. Actually, the Directory may have only been correct on the day of printing.

V. RESEARCH FINDINGS

The primary findings of this study are contained in the data in Tables V, VI, and VII. The horse selection story was used in 11 newspapers, the lawn winterizing story was used in 26 newspapers, and the Christmas tree story was used in 26 newspapers. The 63 (11+26+26) clippings came from 57 different newspapers in Kansas. There were only six cases where one newspaper used more than one of the three stories (see Appendix). Of the 82 offset newspapers that received the camera-ready copy, 14 used at least one of the stories "as is" (did not reset the story).

Usage Rates Of Each Story--The first story mailed (horse selection) resulted in 11 clippings received by the author, as shown in Table V. Of the 140 newspapers receiving the story in a camera-ready copy format, three used it. One weekly offset used it as is, one weekly offset reset it before use, and one daily letterpress used it. Eight of the 152 newspapers receiving the story in conventional copy format used it. They included two offset dailies, three offset weeklies, and three letterpress dailies.

The second story mailed (lawn winterizing) was used by 26 newspapers, as shown in Table VI. Of the 140 newspapers receiving the story in camera-ready copy format, 14 used it. Four offset dailies used it as is, eight offset weeklies used it--four as is, and four re-set-- and two letterpress weeklies used it. Twelve of the 150 newspapers receiving the

TABLE V
USAGE OF THE HORSE SELECTION STORY

Type Of Newspaper	Type Of Copy					
	Camera-Ready Copy			Conventional Copy		
	Number Mailed	Clippings Received	Percent Of Use	Number Mailed	Clippings Received	Percent Of Use
<u>Offset newspapers</u>						
Daily---	14	0	0	17	2	11.8
Weekly---	68	2 (1)*	2.9	70	3	4.3
Total---	82	2	2.4	87	5	5.7
<u>Letterpress newspapers</u>						
Daily---	7	1	14.3	12	3	25.0
Weekly---	51	0	0	51	0	0
Total---	58	1	1.7	63	3	4.8
<u>Total</u>	140	3	2.1	150	8	5.3
Total Use By Dailies---	1 used of 21 receiving	Total Use By Dailies---	5 used of 29 receiving			
Total Use By Weeklies---	2 used of 119 receiving	Total Use By Weeklies---	3 used of 121 receiving			

*The number in parantheses is the number of newspapers using the camera-ready copy story "as is."

TABLE VI
USAGE OF THE LAWN WINTERIZING STORY

Type Of Newspaper	Type Of Copy					
	Camera-Ready Copy			Conventional Copy		
	Number Mailed	Clippings Received	Percent Of Use	Number Mailed	Clippings Received	Percent Of Use
<u>Offset newspapers</u>						
Daily---	14	4 (4)*	28.6	17	0	0
Weekly---	68	8 (4)	11.8	70	7	10.0
Total---	82	12 (8)	14.6	87	7	8.0
<u>Letterpress newspapers</u>						
Daily---	7	0	0	12	2	16.7
Weekly---	51	2	3.9	51	3	5.9
Total---	58	2	3.4	63	5	7.9
<u>Total</u>	140	14	10.0	150	12	8.0
Total Use By Dailies---	4 used of 21 receiving	Total Use By Dailies---	2 used of 29 receiving			
Total Use By Weeklies---	10 used of 119 receiving	Total Use By Weeklies---	10 used of 121 receiving			

*The number in parentheses is the number of newspapers using the camera-ready copy story "as is."

TABLE VII

USAGE OF THE CHRISTMAS TREE STORY

Type Of Newspaper	Type Of Copy					
	Camera-Ready Copy			Conventional Copy		
	Number Mailed	Clippings Received	Percent Of Use	Number Mailed	Clippings Received	Percent Of Use
<u>Offset newspapers</u>						
Daily--	14	2 (2)*	14.3	17	3	17.6
Weekly--	68	7 (5)	10.3	70	4	5.7
Total--	82	9 (7)	11.0	87	7	8.5
<u>Letterpress newspapers</u>						
Daily--	7	1	14.3	12	4	33.3
Weekly--	51	5	9.8	51	0	0
Total--	58	6	10.3	63	4	6.3
<u>Total</u>	140	15	10.7	150	11	7.3
Total Use By Dailies--	3 used of 21 receiving	Total Use By Dailies--	7 used of 29 receiving			
Total Use By Weeklies--	12 used of 119 receiving	Total Use By Weeklies--	4 used of 121 receiving			

*The number in parentheses is the number of newspapers using the camera-ready copy story "as is."

story in conventional copy format used it. They included seven weekly offset, two daily letterpress, and three weekly letterpress.

The third story mailed (Christmas trees) was also used by 26 newspapers, as shown in Table VII. Fifteen of the 140 newspapers receiving the story camera-ready used it. Two of the 14 offset dailies used it as is, five of the 68 offset weeklies used it as is, and two re-set it before use. One of the seven letterpress dailies and five of the 51 letterpress weeklies used it. Of the 150 newspapers receiving the story in conventional copy format 11 used it. They included three of 17 offset dailies, four of 70 offset weeklies, and four of 12 letterpress dailies. None of the letterpress weeklies receiving conventional copy used it.

Looking at these findings another way, on both the lawn and Christmas tree story, there were more clippings received from the newspapers receiving camera-ready copy than from those receiving conventional copy. For the lawn story, the ratio was 14 to 12, and for the Christmas tree story the ratio was 15 to 11.

Broken down further, on the lawn story, 12 of the 82 offset newspapers receiving camera-ready copy used it, compared with seven of the 87 offset newspapers receiving conventional copy. Letterpress papers were just the opposite. Two of the 58 receiving the story camera-ready used it, compared with five of the 63 receiving it in conventional format.

The Christmas tree story had similar results. Of the 82 offset newspapers receiving the story camera-ready, nine used it, while seven of the 87 offset newspapers receiving conventional copy used it. Letterpress newspapers results were similar. Of the 58 letterpress newspapers receiving camera-ready copy, six used it. Of the 63 receiving conventional copy, four used it.

The horse story clippings revealed greater usage of the conventional copy format, eight to three over camera-ready. Five offset newspapers used the conventional copy story and two of those newspapers receiving it camera-ready used it. One letterpress newspaper receiving the horse story camera-ready used it, compared to three of those receiving it in conventional format.

Column Width Information--The horse story was set in 10-pica columns. Two of the offset newspapers receiving the horse story in camera-ready copy format used it. The newspaper using it as is has a 10-pica column width; the newspaper that reset it has a 12 pica column width.

The lawn story was set in $10\frac{1}{2}$ -pica columns. Of the offset newspapers receiving it in camera-ready format, 12 used it. Of those that used it as is, one has 10-pica column width, two have $10\frac{1}{2}$ -pica, four have 11-pica, and one has 12-pica. Of those offset newspapers receiving camera-ready copy that re-set the story, one has $10\frac{1}{2}$ -pica column width, one has 11-pica, one has 12-pica, and one has 14-pica.

The Christmas tree story was also set in $10\frac{1}{2}$ -pica columns. Nine of the offset newspapers receiving it in camera-ready copy format used it. Of the nine, seven used it as is. Of those seven, one has 10 pica columns, one has $10\frac{1}{2}$ -pica, three have 11-pica, one has $11\frac{1}{2}$ pica, and one has 12-pica. Of the two offset newspapers receiving camera-ready copy and re-setting the story, one has $10\frac{1}{2}$ -pica column width, and the other has 12-pica.

Circulation Of Using Newspapers--Of the eleven newspapers using the horse story, five were weeklies and six were dailies. Of the weeklies, one has less than 1,000 circulation, three have between 1,000 and 5,000,

and one has over 10,000. The one offset weekly that used the story as is has between 1,000 and 5,000 circulation. Two of the six dailies have less than 5,000 circulation, three have between 5,000 and 10,000, and one has more than 10,000.

Twenty weekly and six daily newspapers used the lawn story. Of the 20 weeklies, five have less than 1,000 circulation (one offset used it as is), 13 have between 1,000 and 5,000 (three offset used it as is), one has between 5,000 and 10,000, and one has over 10,000. Of the six dailies, three have less than 5,000 circulation (two offset used it as is), two have between 5,000 and 10,000 (one used it as is), and one has more than 10,000 (used it as is).

The Christmas tree story was run in 16 weekly and 10 daily newspapers. Of the weeklies, four have less than 1,000 circulation (three used it as is), 11 have between 1,000 and 5,000 (two used it as is), and one has more than 10,000. Of the dailies, five have less than 5,000 circulation (one used it as is), two have between 5,000 and 10,000, and three have more than 10,000 (one used it as is).

Location Of Using Newspapers--The maps in the Appendix show the location of each newspaper that used each story. Offset newspapers using the story in its original form were designated separately. The maps show that the distribution of using newspapers is fairly spread over the state, with a slight leaning to the eastern half of the state. However, two unexplained clusters do exist. The lawn winterizing story shows a slight clustering of newspapers (receiving conventional copy) around Sedgwick county. Also, the Christmas tree story shows a clustering of newspapers (receiving conventional copy) in the eastern third of the state.

Type Face And Size--Of the 14 different offset newspapers that used the camera-ready copy as is, eight has similar type faces as was used in the stories. Two of the six with different type faces appeared to have used a standard typewriter for copy setting. Two had much larger type faces, and two much smaller.

One newspaper that used the Christmas tree story (10 $\frac{1}{2}$ -pica columns) as is had 10-pica columns. The story was made to fit by reducing the size of the margin between columns. Another newspaper with 11 pica columns increased the size of the margins between columns.

Of the four different offset newspapers that reset the story before printing, one has a circulation of over 10,000, one has 14 pica columns, and one has a much larger typeface.

The quality of reproduction of the camera-ready stories appears to be of equal quality to that of other stories in the same issues of using papers.

VI. CONCLUSIONS AND DISCUSSION

The three camera-ready stories were mailed to 290 daily and weekly newspapers in Kansas. Clippings received totaled 11 for the horse story, 26 for the lawn story, and 26 for the Christmas tree story. This limited usage of the stories (one-third as great as the author hoped for and expected) renders the results inconclusive. However, there are some observations and conclusions that can be drawn from this study.

The first question that comes to mind is--"Why was the overall usage rate so low?" There were no earlier studies carried out in the Kansas Extension Information Office that would indicate the expected usage of general feature stories. Evaluation of each story may shed some light on this question.

The first story, selection of a riding horse, was picked for this study because of the broad rural and urban interest shown in the subject in recent years. However, it appears that the story may have been aimed at too select an audience, or, Kansas newspaper editors were not aware of the apparent current high interest in the subject.

Surprisingly, more dailies (6) than weeklies (5) used the story, and more of the newspapers were in the eastern half of the state.

The second story, lawn winterizing, was aimed at a larger audience--people with lawns--than was the horse story. However, there was an extenuating circumstance which could have limited its use. Two days

after the lawn winterizing story was mailed, a blanket of cold, wet weather covered nearly the entire state. Since the story dealt with mowing and watering lawns, it would be conceivable that many editors would have found the story inappropriate for publication. This early winter could very well have doomed the lawn story from the start.

The third story, Christmas tree selection, was aimed at an even larger audience than the other two.....even people in apartments need information on the maintenance of Christmas trees. This time two factors could have come into play to limit use of the story. First, many county Extension agents have consolidated past Christmas tree stories and provided local editors with a localized story. How many editors would pass up a good localized story for a statewide release? A second factor was "timing." The story was mailed December 5, a time when many Kansas newspapers were nearly solid with Christmas advertising and local holiday social news. This would be especially true of the weeklies. The results showed 10 of 50 dailies used the story, and only 16 of 240 weeklies used it. A perusal of 20 Kansas weekly newspapers starting the week of December 5 shows little, if any, room for other than local copy.

These suggested reasons for the limited usage of the three stories may or may not have affected their overall usage. Future studies may show a low usage rate for all extension information general feature releases.

As said before, the limited results rendered the study inconclusive; however, the following observations are offered.

1. With the exception of the horse story, availability of camera-ready copy may have increased the overall usage rate of stories.

(Lawn winterizing story--14 of 140 newspapers receiving camera-ready copy used it, as opposed to 12 of 150 receiving conventional copy; Christmas tree story--15 of 140 newspapers receiving camera-ready copy used it, as opposed to 11 of 150 receiving conventional copy.)

2. At least with the lawn and Christmas tree stories, there were few cases where offset newspapers received camera-ready copy and re-set it before use.

3. Results from the Christmas tree story seemed to indicate that weekly letterpress newspapers will re-set and use camera-ready copy. Six letterpress newspapers receiving camera-ready copy (1 daily and 5 weekly) used the story after re-setting it, and only four letterpress newspapers (all daily) receiving conventional copy used the story.

4. Column width and type size seem to have little influence on usage rate. Newspapers with a variety of type sizes and column widths used the lawn and Christmas tree stories even though they did not match that of the newspaper. However, column width may have had an effect on usage of the first story.

The horse story was set 10-pica columns and the lawn and Christmas tree story was set $10\frac{1}{2}$ pica columns. This may have been one of the reasons the camera-ready copy horse story was used as is in only one offset newspaper, while the lawn story was used as is in eight offset newspapers, and the Christmas tree story was used as is in seven offset newspapers.

5. The lawn winterizing story in camera-ready format was inadvertantly folded in half before mailing, since folding is the usual practice when an individual story is mailed from the extension information office. In some cases, the fold ran directly through a line of copy.

Comparing results with that of the Christmas tree story, folding the lawn winterizing story appeared to have little effect on its usage.

Costs--The only added cost for sending out feature stories camera-ready would be approximately 60 cents per inch of copy set on the KSU Press Compugraphic. Cost of setting a two-column, two-deck headline is included in the cost of copy. Typing, layout, and duplication would be accomplished within the existing budget at the same internal cost as producing the stories conventionally.

Headlines--Each of the three stories was set for use as 10- or 10 $\frac{1}{2}$ -pica columns with a two-column headline provided. Every offset newspaper that used the camera-ready story as is also used the headline as is. In fact, several of the newspapers that reset the stories also reset and used the suggested headline. It appears that editors prefer to have a suggested headline accompany the story, and the headline family does not seem to make a difference since many newspapers use a variety of families.

Conclusion--As more and more Kansas newspapers switch to offset printing methods, there will be a greater need to provide camera-ready copy. After completing this study, the author's conclusion is that there is a need for further study.

First, more study is indicated for determining the optimum in column width and type face and size. A survey of all Kansas newspaper editors should be run asking offset newspaper editors which column widths, type faces, and type sizes would they accept for printing as is in their newspapers. It would also be appropriate to ask offset editors

if they would reset and use a good story if they did not plan to use it as is. The survey should also ask letterpress newspaper editors if they would object to receiving camera-ready copy releases.

Second, this study should be expanded. Further use of the methodology used in this study would improve the chances of obtaining conclusive results.

Third, since straight news stories from the extension information office seem to have high usage rates, perhaps a study on using camera-ready copy for straight news releases would be appropriate.

Fourth, a study of the affect of artwork on usage rate of extension information offset releases should be conducted. Other state extension services have found camera-ready artwork helpful in getting camera-ready copy used, as was shown in Chapter II.

The results of this study are not conclusive. However, on the basis of the information gleaned from the results, the author predicts the use of camera-ready copy will improve the overall usage rate of Kansas Extension Service Information Office feature releases. More offset newspapers will use the camera-ready copy, and the same or maybe more letterpress newspapers will use the stories.

If a story is judged by the editor as being of news value to his readers, he will use the story even if it is received in camera-ready format.

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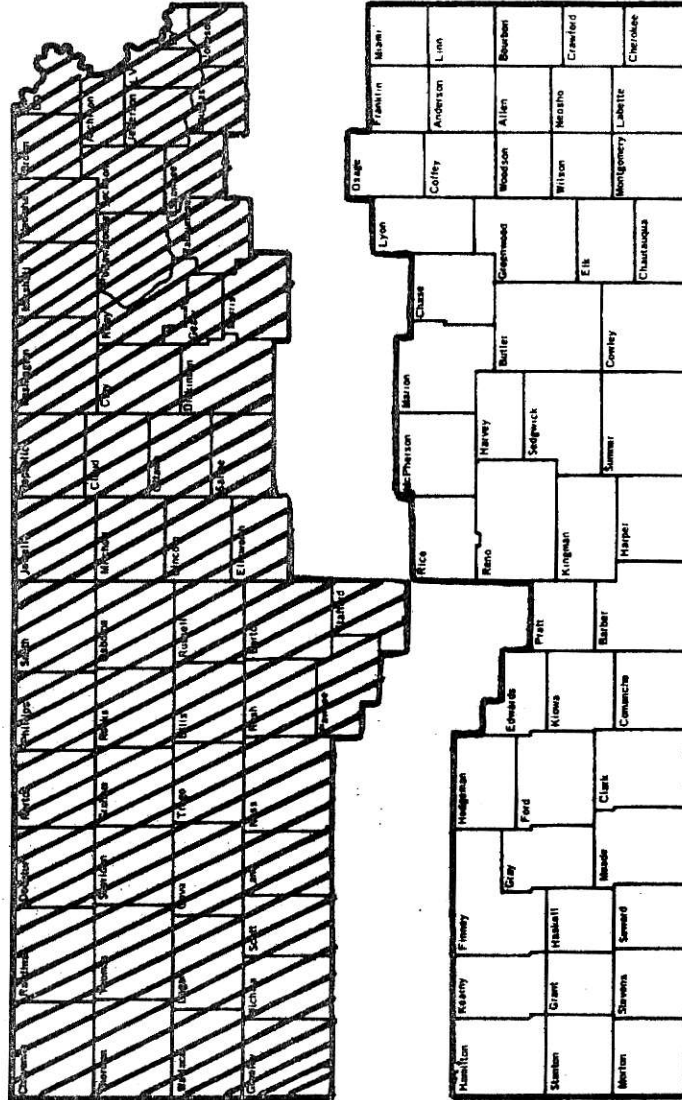
APPENDIX

DIVISION OF KANSAS FOR STUDY PURPOSES

CAMERA-READY COPY

Dailies (letterpress-7) (offset-14)--21

Weeklies (letterpress-51) (offset-68)--119



CONVENTIONAL COPY

Dailies (letterpress-12) (offset-17)--29

Weeklies (letterpress-51) (offset-70)--121



NOVICE HORSEMAN NEEDS HELP IN BUYING MOUNT

So you're thinking about buying a horse? Join the crowd. Horse owners are increasing rapidly in Kansas and animal numbers are higher than at any time since the heyday of the plow-horse.

There are 30,000 registered Quarter Horses in Kansas today--more than twice the number of a decade ago.

The rub is, many people buying horses these days have limited or no experience with the animals. The experience is probably more limited in selecting and buying than in any other area.

"This is a very critical area and one that can easily lead to mistake and disappointment," comments Lowell Breeden, Extension veterinarian at Kansas State University.

"Making a good selection of a horse can lead to a happy and pleasant experience, but a wrong selection can result in loss of interest and abandonment of horses altogether," he added.

Breeden has some suggestions that may benefit inexperienced horse buyers.

The first of these: If you don't know anything about selecting a horse, go to someone who does and get their help. Find someone who is experienced and trustworthy.

-more-

-Consider Use-

Next, select a horse according to the use that will be made of the animal: a big horse for a big rider, small horse for small rider; older, experienced horse for younger, inexperienced rider. The younger, less experienced horse is for the older, more experienced horseman.

"It's for sure," Breeden cautioned, "one or the other--horse or rider--should be experienced."

The sex of the horse can also be important. Breeden points out that a gelding--a male that has been castrated--will likely be the most even tempered of the three possibilities. The mare, or female, is likely to be more unpredictable than a gelding. And the stallion is the most unpredictable of all and can be dangerous.

"I think the stallion is for the most experienced horseman only--particularly if it is a breeding stallion," Breeden said.

What about breed? There are a number of breeds suitable for pleasure riding and showing. "Which one a buyer chooses will depend on what he wants the horse to do," the KSU specialist said. "Disposition of the horse is more important than breed, I believe. But, of course, if you want a gaited horse, you probably wouldn't want a Quarter Horse or Appaloosa. On the other hand, if the horse will be used strictly for pleasure, those two breeds or any of the others would be acceptable."

-Price Important-

Price is another factor. "It is tempting for parents buying their young son or daughter a first horse to select one that costs the least," Breeden said. "The danger here is, the lowest priced animal is likely to be young and half-trained. The

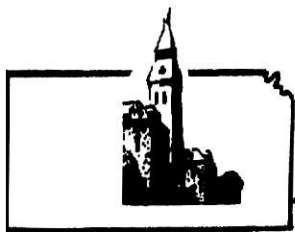
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horse throws the child on the first ride, the child develops a fear of this and possibly all horses and the family ends up with a horse that isn't used and a potential horseman who is no longer interested. "

Breeden believes that, in most cases, "a few dollars more will get the kind of horse that a child or other inexperienced rider can enjoy for a long time. "

-30-

KKK/8-72



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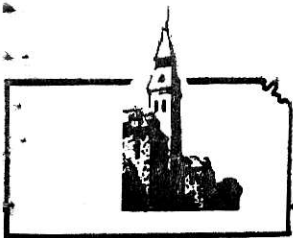
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KSU EXTENSION HORTICULTURIST RECOMMENDS LAWN WINTERIZING

MAILED: November 8, 1972

Hold it! Don't put that garden hose and lawnmower away yet. Winter may be just around the corner, but if you want a pretty lawn next spring, now is the time to do something about it.

Larry Leuthold, Extension horticulturist at Kansas State University, says that though grass is winter hardy, there are some winterizing procedures that will insure lawns are in peak condition when the next growing season arrives.

First, check the height of your grass. "The argument arises each fall over whether to finish up with a short mowing or a tall mowing going into winter," he says. "Short mowing before winter deprives the roots of some of their natural protection. Save this practice for early spring."

On the other hand, leaving the grass too tall results in matting and a potential disease problem. "The best practice is to mow it the same height or a little higher than usual," Leuthold advises.

A second winterizing note deals with the value of "winterizing" fertilizers that have come on the market in recent years.

-more-

"These fertilizers are high in phosphorus (one of three main fertilizer elements)," Leuthold explains, "and research indicates plants growing in soil that is definitely lacking in phosphorus will be less winter hardy."

Many Kansas soils are low in phosphorus and are improved by its application. However, Leuthold recommends a soil test first, since an over abundance of phosphorus can result in a tie up of other elements such as iron and zinc.

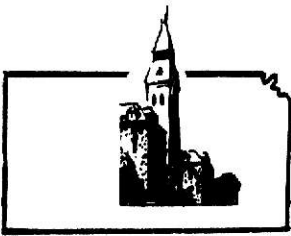
The horticulturist has a word of caution for people who put off leaf raking until the last leaf has fallen.

"Leaves should be raked before they accumulate because they can smother grass...especially during wet weather," he advises. "Disease formation is also favored under wet leaves."

When the grass starts turning brown, most people start turning off the sprinkler. As a final reminder, Leuthold urges continued watering going into the winter, "unless mother nature does it for you."

He says grass roots are alive and need water even though the top has died down.

Is this extra effort worth it? Leuthold thinks so: "Attention to these few small details will insure that your lawn will be in better condition next spring when you are anxious for some green color after a long winter."



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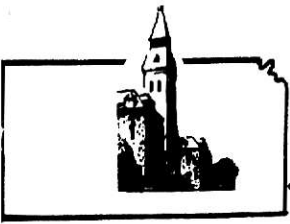
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KSU FORESTER GIVES TIPS
ON CHRISTMAS TREE BUYING

When you go out looking for that special Christmas tree this year, consider one that was grown in Kansas.

Not only will you be helping the Christmas tree industry in Kansas, you'll probably be getting a much fresher tree.

"One of the most important considerations in buying and maintaining trees is freshness," says Gary Naughton, Kansas State University Extension forester.

"When the tree is fresh there is less fire danger and less chance of needles falling off."

Naughton says the Kansas grown trees are of three varieties: Scotch pine, Austrian pine, and white pine. "Each tree has distinct characteristics," Naughton explains, "and the buyer should obtain the one that best fits his needs."

Scotch pines have the shortest needles of the three (up to three inches), have dense foliage, and their stout limbs hold ornaments well. Needles are in bundles of twos on branches and are stiff.

Austrian pines have medium length needles (three to four inches), silver tipped buds, are less dense than Scotch pines (more open area), and also have good stoutness to hold ornaments. Needles are in bundles of twos on branches and are moderately stiff.

-more-

Christmas Tree Buying--2

White pines also have medium length needles (three to four inches), are moderately dense, with lighter, more flexible limbs. Needles are slender and flexible, and are in bundles of fives on the branches. The tree has a soft, velvety appearance.

The most popular import in Kansas is the Balsam fir. This Great Lakes region tree has short, flat needles about $1\frac{1}{2}$ inches long. Needles are on the stem in singles. Branches are moderately flexible and the appearance is more open than the pines.

The forester cites two principle ways of obtaining Christmas trees in Kansas. First, both the imports and Kansas grown trees can be purchased pre-cut at various outlets. To check for freshness, try bending a green needle...it should bend without snapping, and should not break loose at the base easily. Also, if the pitch (or sap) on the tree is still sticky, the tree is fresh.

Naughton suggests asking the dealer if the tree is Kansas grown. "If it is a Kansas tree you can pretty well bet it is as much as five or six weeks fresher than the imports," he advises.

A second way of selecting a tree is to go to one of Kansas' Christmas tree plantations and pick a live one. A more hardy person may want to cut the tree himself, or the owner will do it at no cost.

Whether buying the tree at a lot, or on a plantation, it's best to cut an inch off the bottom before putting the tree in water. Naughton says that within 20 minutes, the exposed cells lose their ability to draw water for the tree. His advice is to "cut the bottom inch off the tree when you get home and immediately put it in water."

Christmas Tree Buying--3

Once the tree is decorated, if the water base pan runs dry and stays that way for more than 20 minutes, cut the bottom off once again. Stripping bark off the bottom is not as effective as cutting off the bottom inch.

While there are a number of chemical fire retardants on the market used for fireproofing Christmas trees, Naughton feels the best preventive measure is to keep the tree well-watered.

The chemicals are often difficult to use, and if the tree dries out the chemical can fall off the needles. Chemicals added to the base water usually cause moisture to flow out of the tree instead of into it.

As an extra precaution against fire, Naughton advises against the use of candles in the tree, and suggests limiting the burning of electric tree lights to a few hours in the evening so that heat from the lights does not dry out the needles.

For the ecology minded Christmas observer, Naughton suggests purchasing a live tree that has been balled and burlapped (soil ball around roots is preserved by wrapping the ball with a burlap bag). The secret, he says, is to use a small tree, keep it in a cool place in the house, and keep it there not more than 7 to 10 days. Also, do not let electric light bulbs touch the foliage.

When it's time for the tree to come down, dig a hole in the yard and plant it. It is a good idea to dig the hole for the tree before Christmas and fill it with water. This will avoid the problem of digging in frozen soil. Adding straw or leaves to the hole will help keep the soil from freezing.

Some Christmas tree plantation owners will allow you to do your own ball and burlapping, and some will do it for you at a nominal cost.

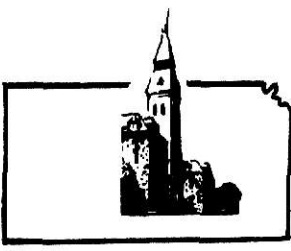
Christmas Tree Buying--4

Naughton warns that using a balled and burlapped tree is a lot more trouble because a larger container is necessary to hold the tree. "It's quite a trick to make sure the tree gets sufficient water to stay alive, and not so much water that the soil ball is destroyed," he says. "And make sure not to put an ornament on top of the tree as you may damage the terminal bud and deform the tree in its future growth."

Merry Christmas!

-30-

KK/11-72



MAILED: December 5, 1972

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White pines also have medium length needles (three to four inches), are moderately dense, with lighter, more flexible limbs. Needles are slender and flexible, and are in bundles of fives on the branches. The tree has a soft, velvety appearance.

The most popular import in Kansas is the Balsam fir. This Great Lakes region tree has short, flat needles about 1½ inches long. Needles are on the stem in singles. Branches are moderately flexible and the appearance is more open than the pines.

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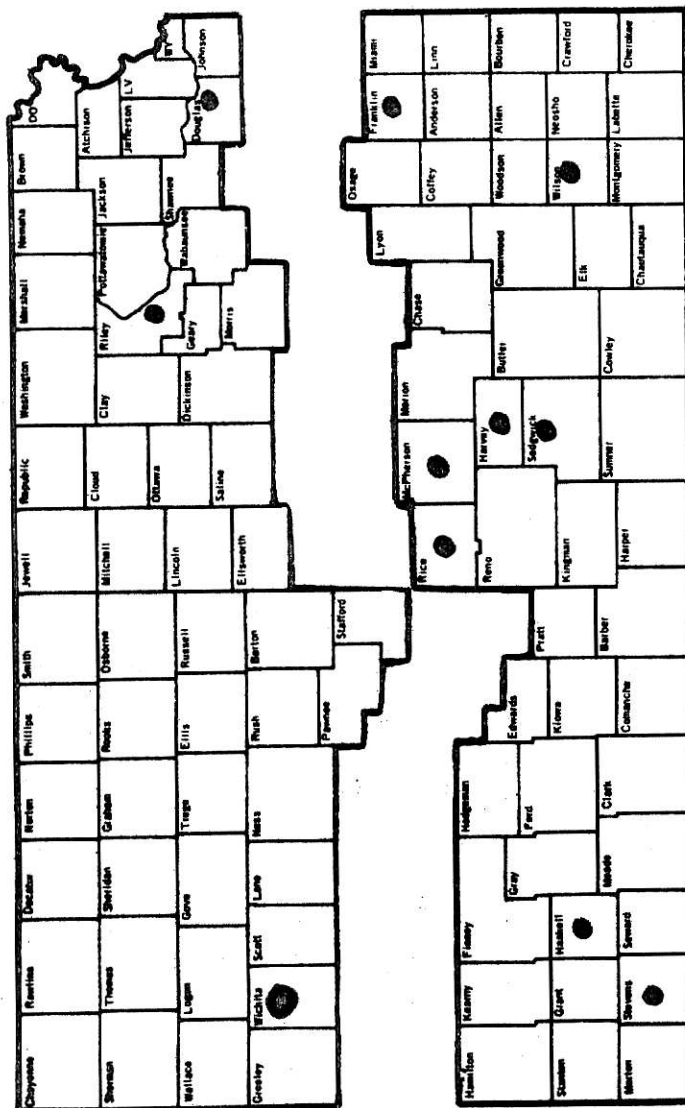
Merry Christmas!

Listing of Newspapers That Used the Stories

<u>Horse Selection</u>	<u>Lawn Winterizing</u>	<u>Christmas Tree</u>
Maize This Week (W)*	Maize This Week (W)	
Fredonia Daily Herald (D)	Hayes Ellis County Star (W)	Fredonia Daily Herald (D)
	Paola Miami Republican (W)	Hayes Ellis County Star (W)
	Columbus Daily Advocate (D)	Paola Miami Republican (W)
	Great Bend Tribune (D)	Columbus Daily Advocate (D)
Grass and Grain (W)	Grass and Grain (W)	Great Bend Tribune (D)
Leoti Standard (W)	Ashland Clark Co. Clipper (W)	Grass and Grain (W)
Newton Kansan (D)	El Dorado Butler Co. News (W)	Norton Telegram (D)
Hugoton Hermes (W)	K. C. Wyandotte West (W)	Pittsburg Headlight-Sun (D)
McPherson Sentinel (D)	Bird City Times (W)	Ellis Review (W)
Lawrence Journal World (D)	Johnson Co. Scout (W)	Waterville Telegraph (W)
Sublette Haskell Co. Monitor-Chief (W)	Atwood Citizen-Patriot (W)	Oskaloosa Independent (W)
Lyons Daily News (D)	Downs News Times (W)	Osawatomie Graphic-News (W)
Ottawa Herald (D)	Solomon Valley Tribune (W)	Colby Prairie Drummer (W)
	Sedgwick Pantagraph (W)	Spring Hill New Era (W)
	Kiowa County Signal (W)	Alta Vista Journal (W)
	Herington Advertiser-Times (W)	Ark City Daily Traveler (D)
	Barnes Chief (W)	Beloit Daily Call (D)
	Whitewater Independent (W)	Elk City Sun (W)
	Overbrook Citizen (W)	Valley Falls Vindicator (W)
	Towanda Western B. C. Times (W)	Neodesha Daily Sun (D)
	Conway Springs Star and Argosy (W)	Gardner News (W)
	Clay Center Dispatch (D)	Scott City News Chronicle (W)
	Ft. Scott Tribune (D)	Mound City Republic (W)
	Abilene Reflector-Chronicle (D)	Emporia Gazette (D)
	Concordia Blade-Empire (D)	Basehor Sentinel (W)
		Chanute Tribune (D)

* W=Weekly, D=Daily

CAMERA-READY COPY

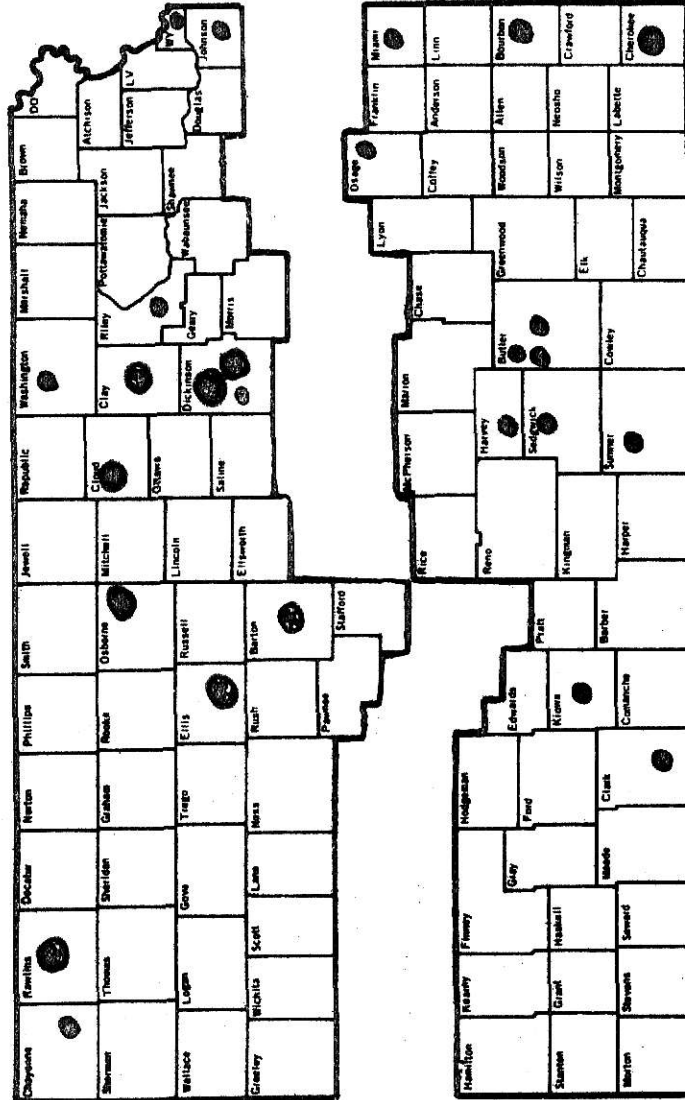


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*●➤Newspapers using the story-11

- **➤ Newspapers using the story-11**
- **➤ Offset newspapers using the story camera-ready-1**

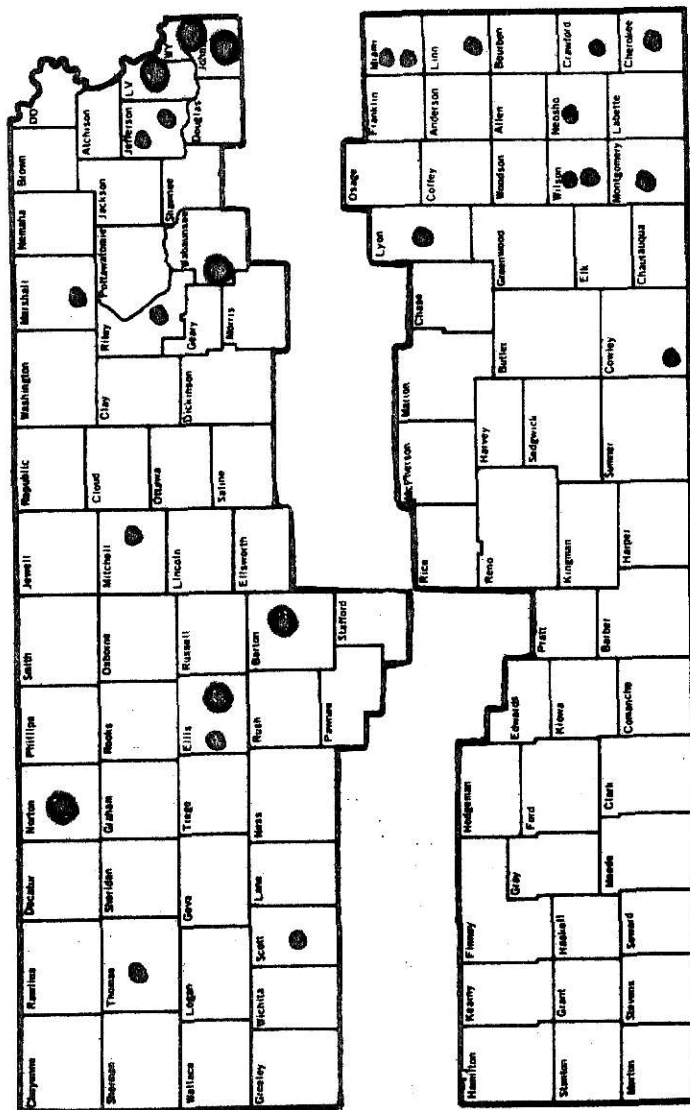
CAMERA-READY COPY



CONVENTIONAL COPY

*  Newspapers using the story-26
 Offset newspapers using the story camera-ready-8

CAMERA-READY COPY



CONVENTIONAL COPY

* ● — Newspapers using the story-26
● — Offset newspapers using the story camera-ready-7

EXTENSION SERVICE
of Kansas State University

Division of Extension
Office of Extension Information
Umberger Hall
MANHATTAN, KANSAS 66506
Phone: 913 532-5804

"Taking the UNIVERSITY to the

December 20, 1972

(This letter was mailed to the Extension Agricultural Editors at the following institutions: North Carolina State University, University of Connecticut, University of Georgia, Louisiana State University, University of Minnesota, University of Tennessee, Washington State University, and South Dakota State University.)

I am currently conducting a study to determine the potential use of camera-ready copy for Kansas Extension Service feature stories. To do this, I have mailed three camera-ready feature stories to all dailies and weeklies (offset and letterpress) in the northern half of the state (144 papers), and the same three stories in conventional format (mimeographed) to all papers in the southern half of the state (152 papers). I plan to study the results sometime in January, and use this data to complete a Masters Degree report.

Now, I need your help. I understand you have completed a study or are already using camera-ready copy releases. Would you provide me with a few brief comments on such questions as: the results of your studies on the use of camera-ready copy, acceptance rate of your camera-ready copy by newspapers, selection of type size and column width, and any source materials you found helpful in determining the practicability of using camera-ready copy.

I appreciate any assistance you can offer, and will provide you with a copy of the results of this study if desired.

Thank you in advance for your help.

Sincerely,

Kenneth K. Kingsley
Asst. Extension Editor

lac

USAGE BY KANSAS NEWSPAPERS OF CAMERA-READY
VERSUS CONVENTIONAL COPY IN EXTENSION
SERVICE FEATURE STORIES

by

KENNETH KINGSLEY

B. A., Kansas State University, 1964

AN ABSTRACT OF A REPORT

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

Department of Journalism & Mass Communications

KANSAS STATE UNIVERSITY

Manhattan, Kansas

1973

The Kansas State University Cooperative Extension Service Information Office (News) has the responsibility of getting educational information to the people of Kansas through the state's newspapers and magazines. Effective distribution of agricultural research results--and their practical application--to Kansas residents by way of news and feature releases requires that each release be used by as many Kansas newspapers as possible. One way of getting greater usage of extension releases is to make it convenient for Kansas newspapers to use them.

There are 290 newspapers in Kansas, 169 (58.3%) of which use offset printing methods of reproduction. With this method, stories received by newspapers camera-ready (preset, justified, and corrected) can be used "as is" (not requiring resetting).

The goal of this study was to determine if extension feature stories would be used by more offset newspapers if they were received in camera-ready format as opposed to conventional format (typed, double-spaced on 8½" by 11" paper, mimeographed). Letterpress newspapers (which diminish in numbers in the state each year as papers switch to the offset printing method) have to reset the stories whether they are camera-ready or conventional, so the author also wanted to find if the use of camera-ready copy would affect usage of releases by letterpress newspapers.

To gather the necessary data, the author divided Kansas into nearly equal halves (a north and a south half) based on numbers of offset and letterpress dailies and weeklies. Three stories were mailed camera-ready to all newspapers in the northern half of the state, and in conventional format to all newspapers in the southern half of the state. A clipping service was used to determine usage by

Kansas newspapers.

The first story dealt with selection of a riding horse. Three of the 140 newspapers receiving the story in camera-ready format used it (two offset--one used it as is--and one letterpress). Eight of the 150 newspapers receiving the story in conventional format used it (five were offset and three were letterpress).

The second story concerned winterizing lawns, and 14 of the 140 newspapers receiving it in camera-ready format used it (12 offset--8 used it as is--and two letterpress). Of the 150 newspapers receiving the story in conventional format, 12 used it (7 offset and 5 letterpress).

The third story was on the selection and care of Christmas trees. Fifteen of the 140 newspapers receiving the story in camera-ready format used it (9 offset--7 used it as is--and 6 letterpress). Eleven of the 150 newspapers receiving the story in conventional format used it (7 offset and 7 letterpress).

Since the first story was used in only 11 newspapers and the other two stories were used in but 26 newspapers each, results of this study were inconclusive. However, there are some observations and conclusions that can be drawn from the results.

First, this study points out a definite need for additional research. Evidence from Kansas and reports from other states indicate most newspapers (particularly weeklies) will be printed on offset presses within the next five to seven years. To maximize use of camera-ready copy, studies should be conducted to determine optimum column width and type size. More studies using the approach used in this study should be conducted to determine the need for providing conventional copy to the remaining letterpress newspapers.

Second, while inconclusive, the results of this study appear to indicate that both offset and letterpress newspapers will use camera-ready copy at nearly the same or slightly greater rate than they will use conventional copy. The lawn story was used by 14 newspapers receiving it camera-ready and by 12 receiving it in conventional format. The Christmas tree story was used by 15 newspapers receiving it camera-ready, and by only 11 receiving it in conventional format.

From the experience of conducting this study, it appears that there would be little additional cost or labor involved in going to an all-camera-ready copy distribution system. If future studies verify the greater appeal of camera-ready copy (as this study seems to suggest), there would be little reason to continue the use of conventional copy for Kansas State University Extension Service feature stories.