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**ABSTRACT**

The twofold research task of this investigation was (1) a systematic evaluation of professional orientation of Colorado newsmen; and (2) a determination of the relationship (if any) between the professional orientation of the newsmen studied and the actual performance of these newsmen's newspapers. The population for the study included all the editorial employees of the ten daily newspapers in Colorado with circulations over 10,000. The newspapers were measured for significance, accuracy, diversity, and comprehensiveness, and the newsmen were measured by a 21-item professional-orientation scale. From the results it was concluded that young journalists in the beginning of their careers have much more professional orientation than their elders in supervisory positions, and that these young journalists want a flexibility to cover the local scene which they believe is within their domain and are resentful of controls put upon them by the close supervision of the men in decision-making positions. (HOD)

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PROFESSIONALISM AND PERFORMANCE IN PRINT JOURNALISM:

A SYSTEMATIC EVALUATION OF COLORADO DAILY NEWSMEN AND NEWSPAPERS

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200 993

In the wake of rapid technological changes, the professionalization of occupations is becoming more than a status symbol for people around the world. The trend toward a more professional outlook in almost every occupation today reflects both the characteristics and the necessities of modern society. It has been said that an industrializing society is a professionalizing society. <sup>1</sup>

One of the keen observers of the socio-historical trends of our times, Walter Lippmann aptly points out that journalism as an occupation in the second half of the Twentieth Century is becoming more and more professionally oriented:

As a function of a free press in a great society becomes more and more demanding, we are moving toward professionalization. . . This growing professionalism is, I believe, the most radical innovation since the press became free of government control and censorship. <sup>2</sup>

According to Lippmann, one of the prime movers behind the rise of professional attitudes in journalistic occupations is the concern of the working journalist to seek the truth which is independent of and superior to all his other commitments. In this respect, Walter Lippmann claims that today's working journalist puts his pursuit of truth well above his commitment to publish newspapers that will sell, his commitment to his political party, or his commitment even to promote the policies of his government. Lippmann states:

Insofar as he puts truth in the first place, he rises toward--I will not say into, but toward--the company of those who taste and enjoy the best things in life. <sup>3</sup>

The modern society is achievement oriented rather than ascriptive. Thus, a person's occupational position becomes an important asset in modern society as a means of gaining individual prestige and social privileges. In other words, members of those occupations, such as journalism, accounting or nursing, who aspire to achieve professional status are attempting to have the privilege "to taste and enjoy the best things in life," by merit of their trade and skills.

From a sociological point of view, professional behavior may be defined in terms of four essential criteria: (1) a high degree of generalized and systematic knowledge; (2) primary orientation to the community interest rather than individual self-interest; (3) recognition and support of a code of ethics by the members of profession; and (4) a system of rewards (monetary and honorary) that is primarily a set of symbols of work achievement and thus ends in themselves, not means to some end of individual self-interest. <sup>4</sup>

In the last several decades the basic criteria of professionalism, which once were monopolized by the classic professions such as medicine and law, are shared more by the emerging occupations. Therefore, occupational sociologists today, instead of dichotomizing occupations into such categories as professional and non-professional, are placing them on a continuum in accordance with their possession of the basic criteria of professionalism. This approach enables us to investigate professional orientation among the members of such emerging occupations as journalism.

Journalism as a profession: A brief background

Wes Gallagher, general manager of Associated Press, in a somewhat emotion-laden confrontation of the critics of the press states, "...journalism is a profession and a proud one."<sup>5</sup> Indeed the arguments on the professional status of journalistic occupations take a rather speculative form.

For example, two long-time working journalists, the Alsop brothers, indicate that journalism is not a profession but a trade. However, the Alsops concede that this trade has its own well-defined requirements.<sup>6</sup> On the other hand, some authors, e. g., Hohenberg, argue that wherever the journalist practices his profession with skill, courage, honesty, and resolute independence, he is a primal force in the open societies of the world today.<sup>7</sup> Sydney W. Head argues:

The newsman is a newsman insofar as he conceives himself as employed by the public to serve the public. To the extent that this conception is impossible, to that extent he is not a newsman but an apologist or a public relations man.<sup>8</sup>

Schramm admits the difficulties of journalism becoming a profession, but nevertheless expects "professional standards, attitudes and behavior from it." In his opinion, "an occupation which is organized, as mass communication is, around a very high concept of public service is necessarily a profession and its members must be professionals."<sup>9</sup>

Although speculative in nature, the impressionistic arguments on the status of journalism as a profession underline such necessary criteria as required skills, public service, and occupational organization.

On the other hand, a score of descriptive studies starting with Cohen's investigation of Washington correspondents in 1937, provided us with a profile that at least self-proclaimed "professionally-oriented" newspapermen tend to behave differently and have self-images which set them apart from the rest of the staff.<sup>10</sup>

In accordance with the basic criteria set by the occupational sociologists, a recent approach to the study of professional-orientation of journalists shifted the emphasis of investigation from the occupation itself to the members of journalism. Thus, instead of emphasizing the uniqueness of the journalistic occupation, as was done in speculative arguments and previous studies, behaviorally-oriented investigations initiated by McLeod and Hawley substituted an alternative by considering journalism as an emerging profession in which its members possess some of the attributes of professionalism. With this approach the members of an occupation rather than the occupation itself became the unit of analysis.<sup>11</sup>

As one of its focal variables the present investigation centers on the individual journalist and his self-perceived professional orientation. Thus with the aid of a measuring instrument based on a set of criteria to determine the degrees of professionalism the respondents in the present sample were probed about their attitudinal and behavioral characteristics with respect to the journalistic occupation.

In addition to professionalism, as a secondary focal variable, press performance was included among the research goals of this study. Press performance is a frequent rallying point for both the opponents or proponents of the press in regard to their criticism or appraisal of the professional orientation of the media personnel.

Outraged as to the one-sidedness of the criticisms directed to the press, Wes Gallagher argues that the critics seldom criticize the specifics of a story because once they do it becomes a matter of fact and your point of view on those facts. In Gallagher's opinion, critics of this kind fail to treat journalism as a profession or the journalist as a professional.<sup>12</sup>

However, the observers of the press in general hold a view that there exists a considerable "credibility gap" in terms of observed and expected performance of the media. A recent report by the Twentieth Century Fund in regard for the need for a national news council in the United States describes the situation as follows:

Disaffection with existing institutions, prevalent in every sector of society, has spread to the media of public information--newspapers, magazines, radio and television. Their accuracy, fairness, and responsibility have come under challenge.<sup>13</sup>

The report claims a loss of the media credibility in the eyes of public officials and the public-at-large resulting in a serious threat to the freedom of the press.<sup>14</sup>

To Clay T. Whitehead, the director of the White House Office of Telecommunications Policy, freedom of the press is closely related to the performance of the media. Whitehead argues:

The press isn't guaranteed protection because it's guaranteed to be balanced and objective--to the contrary, the Constitution recognizes that balance and objectivity exist only in the eye of the beholder. The press is protected because a free flow of information and giving each 'beholder' the opportunity to inform himself is central to our system of government. <sup>15</sup>

Although Whitehead's comments were directed mainly to broadcast journalists, he makes it clear that where the media are concerned being fair and objective is indeed a mute point and should not be used to defend the autonomy of the press. Whitehead insists that fairness and objectivity should be observed within the framework of a balanced content. According to Whitehead the audiences of the media have a right to learn instead of the right to be taught. <sup>16</sup>

The working journalists, in general, disagree with the accusations made about the credibility of the media. A. M. Rosenthal, the managing editor of The New York Times, in a recent article stated:

There is indeed an issue of credibility, and it is painful to say that it is really an issue of Government credibility. . . . We have come to the point where we expect, if not outright falsehood, then at least obscurity, double-talk, cover-up, and euphemistic jargon from American officialdom. . . . It is the obligation of the press to examine what government says but it is also the obligation of the press to tell the public what the government is saying. <sup>17</sup>

Adding professionalism as a counter argument Gallagher sums the views of working journalists by pointing out that the critics of the press differ from the working journalist in the sense that he is a professional, and has no axe to grind. His only reason for existence is to report the



facts as he finds them.<sup>18</sup> Indeed professionalism is very closely intertwined with the performance of the press in regard to the journalistic occupation.

As in the case of professionalism, arguments about the performance of the press tend to be speculative. In a systematic manner, the present investigation uses four measures to provide an index of performance in order to obtain quantitative evidence.

The four objectives of the press--accurate news presentation, diverse viewpoints expressed, significant news presentation, and comprehensive news coverage--were derived from the canons of journalism adopted in 1923 by the American Society of Newspaper Editors, and The Hutchins Commission report released in 1947.<sup>19</sup> Through development of these four concepts a systematic and quantitative approach to the evaluation of performance was sought in the present investigation.

A limited number of studies have attempted to investigate the two concepts of professionalism and performance within the context of a single research endeavor. Coldwell, in a study of newspaper photographers, found that those respondents who were judged higher in performance were also high in professionalism.<sup>20</sup> A study by William Graf on the performance of Wisconsin daily newspapers covering a local event also indicated a relationship between professionalism and performance.<sup>21</sup> A recent study by Johnstone, Slawski, and Bowman, on the professional values of American newsmen, found that education, age, organizational membership and

experience in the occupation were related to distinguishing values of approaching news coverage.

The research task of the present investigation, then, was two-fold: (a) a systematic evaluation of professional orientation of Colorado newsmen included in the sample; and (b) determination of the relationship, if any, between the professional-orientation of newsmen studied and the actual performance of these newsmen's newspapers.

### METHODOLOGY

The population of the professionalism study included all the editorial employes of the 26 daily newspapers in Colorado. Table 8 provides the number of editorial employes for each newspaper, the sample drawn, the number of questionnaires returned and the percentage of the response. Out of a total of 184 questionnaires returned, 181 were usable. Thus, out of 318 mailed questionnaires a 58 per cent return ratio was obtained.

In order to examine performance of the Colorado daily press, a purposive sample of all issues of the 10 daily newspapers with circulations over 10,000 was studied during a two-week period, March 1-14, 1972. A pretest of the performance measures indicated that it would not be feasible because of time and budget limitations to include all 26 daily newspapers in the performance part of the present survey; therefore, only those newsmen whose newspapers were included in the performance sample were subject to analysis of performance and professionalism.<sup>23</sup>

Measures: professionalism

The principal measuring instrument for the analysis of professionalism was a 21-item professional-orientation scale developed by the University of Wisconsin, Mass Communication Research Center.<sup>24</sup> Eleven items on the 21-item professional-orientation scale were considered professional indicators, while 10 indicated a non-professional orientation. The remainder of the measuring instrument consisted of sections such as content evaluation, professional and ethical implementations, occupational and social mobility, and standard socio-economic measures.<sup>25</sup>

Measures: performance

The four performance attributes--significance, accuracy, diversity, and comprehensiveness--were operationalized for the purposes of this survey. The operational definitions were as follows:

(a) Significance: the extent to which the Colorado daily newspapers covered national and international news events considered the most newsworthy by a panel of three journalism professors and by the major news-magazines and national newspapers.<sup>26</sup> A list of 30 major national and international news events was compiled and utilized as an index of significance.

(b) Accuracy: the lower the average errors per story that a newspaper has, the more accurate is its performance. To measure accuracy a random sample of 50 local news stories was selected from each of the 10 newspapers included in the sample. The articles were a minimum of five

inches long. Also, at least 10 of the articles were classified as political/government and 10 articles were in the content category of either crime or accidents. A short questionnaire was mailed to the news source asking him (or her) questions to establish the accuracy of the story investigated.<sup>27</sup> Altogether 500 questionnaires were sent and 271 were completed and returned which provided a 54 per cent response ratio. Each paper was ranked on the basis of average errors per story in that the fewer the errors, the higher the ranking of accuracy.

(c) Diversity: the operationalization of this concept was based on the assumption that the greater the number of issues with differing viewpoints, the more opportunity there was for diversity. To measure diversity each paper's opinion and editorial pages were analyzed. Thus, the total number of issues with diverse viewpoints expressed in all items of the editorial page, including letters-to-the-editor, during the two-week period were determined.

(d) Comprehensiveness: this concept was operationalized as the greater the column inches of news, the more opportunity for comprehensive news coverage a newspaper might have. To measure comprehensive news coverage, total news (in column inches) for a one-week period was used. The assumption was that the more space devoted to news, the more likely the paper is to cover the news comprehensively.

All newspapers were ranked from one to ten on each of the four major performance indicators in order to construct an index of performance. A number one ranking on each measure was given 10 points; a two rank was awarded nine points; and each rank was awarded progressively on up to number 10 which was given one point.

The data obtained with the aid of the professionalism and performance measures then were subjected to an analysis in order to determine the probability of the relationship between the two focal variables of this study.

## RESULTS

Standard analysis of communicator studies initiated by the University of Wisconsin Mass Communications Research Center revolves around a set of 21-item professionalism index.<sup>28</sup> A formula weighing the responses to 11 professionally-oriented and 10 non-professional items is applied to every respondent in the sample to obtain professionalism scores.<sup>29</sup> After each respondent's score is determined a distribution of professionalism score is constructed. In the present study the distribution of professionalism scores was in the close proximity of a normal curve and thus appropriate cutting points were decided to divide the sample into three groups.

Out of 181 respondents, 25 per cent (or 46) were classified as high professionals (HP); 44 per cent (or 79) were considered as medium professionals (MP); and 31 per cent (or 56) were designated as low professionals (LP).

Job satisfaction. The degree of job satisfaction is determined by the difference between the level of desire for any job characteristic and the level of actual provision by the journalist's own job. In other words each respondent is asked to rate the importance of 21 occupational attributes for any job on a four-step scale ranging from "extremely important" to "not important." The 21 items were rated once more by the respondents to indicate how well their present jobs provide those characteristics on a four-step scale ranging from "extremely well" to "not at all." Thus the difference between the two sets of scores indicates the degree of news-men's job satisfaction.

Table 1 displays the differences between mean scores of "desires," and "provision" in all three groups, a negative figure characterizes relative dissatisfaction or frustration. According to Table 1 a combination of job characteristics constituting an area of professional improvement and decision-making frustrate the HP's most: "improving your professional competence" (-1.27), and "having an influence on important decisions" (-1.26). The negative impact of these characteristics, in terms of dissatisfaction, on MP's and LP's is not as strong as it is on HP's.

Both HP's and MP's are dissatisfied to a certain extent with the lack of appreciation demonstrated by their superiors for the time spent on professional improvement. The demographic data collected through this survey indicate that HP's and MP's are relatively younger than LP's (median age are 33.3, 34.6, and 46.5 respectively) and thus feel the need

for encouragement in their effort to improve themselves. In this respect HP's are quite consistent with their dissatisfaction about the lack of emphasis on improvement when they express their concern for the opportunity for originality and initiative (-.96).

LP's on the other hand seem to have assumed the role of a "company man" and are somewhat satisfied with what they are offered in terms of job opportunities. A considerable number of LP's are serving as supervisors (45 per cent) and therefore they are content with such conditions as "continual close control," and "influencing the public thinking" (+.13 and +.27 respectively).

In terms of organizational controls and professional improvements Table 1 presents an interesting picture. On the one hand, a group of relatively young newsmen (HP's) are ambitious to make inroads towards achievement within the organizational structure of their profession, but they are frustrated with the apparent lack of opportunities and support from the supervisors. On the other hand, a group of supervisors (LP's) are somewhat content with achievement, security and prestige aspects of their jobs and exerting their satisfaction.

Professional implementation. If the achievement of full professional status is the goal of an emerging profession, then one has to look at the variety, direction and intensity of the desires for improvement by the members of that occupation. As Barber states, most of the time it is the elites

of an emerging profession that take the lead in pushing for the advancement of professionalism in its occupational group and in claiming public recognition of its new status. <sup>30</sup>

Time and again previous communicator studies revealed that there is indeed a well-established understanding among the members of the journalistic occupation in regards to need for occupational improvements. In most of the previous investigations the differences between the levels of professional orientation and the desires for professional improvements tended to be small. <sup>31</sup>

The data presented in Table 2 supports the findings of previous studies in that regardless of their level of professional orientation Colorado newsmen generally agree on the needs for improvement in the journalistic occupation.

The differences in age and position again is apparent in Table 2 between HP's and LP's. The younger and more professionally-oriented group (HP's) would like to have a say in news column content and news policies. This clash between the HP's and LP's may be a result of the social changes that took place in the United States during the 1960's and thus young journalists feel that they should have a say in news policies to reflect the occurrences which they are familiar with.

In almost all areas such as training, ethics, professional responsibility, and social responsibility there seem to be a close understanding among the Colorado newsmen on the need for improvements.



In particular, the area where the most improvement seemed to be desired by the newsmen is the professional responsibility. The strict controls of a newsroom are reflected in the responses of the newsmen; they want much more flexible, accurate, comprehensive, and significant news coverage in their respective newspapers. Of course, a long-time contention of observers such as Gerald and Breed was that the strict controls applied in the newsroom stifle the efforts of newsmen to become full-fledged professionals.<sup>32</sup> In the present survey we have quantitative evidence of the recognition of this phenomenon by the newsmen. And the most important aspect of this recognition is that the newsmen have come to an age that they demand improvements and changes in this area instead of accepting it as a fait accompli.

Adequacy of news content. It also was expected that professional orientation would be associated with a more critical appraisal of one's newspaper. The 181 Colorado newsmen in the sample were asked to rate whether their paper should carry more or less of 11 types of news content, or whether the paper carried the right amount.

Besides two newspapers that are circulated regionally (The Denver Post and Rocky Mountain News), the rest of the 24 papers in the sample have circulations limited to their immediate localities. In this respect HP's, as it is shown in Table 3, expect a strong local coverage and are quite disappointed for the lack of it. In content areas such as state news, and news about education and science HP's, as expected, are more critical

than MP's and LP's of their respective papers. Overall HP's concern for the adequate and comprehensive coverage of the local scene and serious public affairs material show their discriminating approach to the content of the newspapers for which they work.

Treatment of two focal variables: professionalism and performance.

Performance index computed for the 10 newspapers on four attributes, significance, accuracy, diversity, and comprehensiveness, yielded scores ranging from 9 to 37 for the lowest to the highest level of performance. The cutting points in a somewhat skewed distribution of performance scores were decided as 9-19 low, 20-25 medium and 26-37 high performance levels. Only one paper was found to be in the high performance bracket, 4 papers were in the medium and 5 papers in the low performance brackets.

The correlational data presented in Table 6 show that there is indeed a positive and significant relationship between professionalism and performance. In particular such attributes as diversity and comprehensiveness of the newspaper content correlate highly with professionalism index (+.67 and +.75 respectively).

A breakdown of particular content areas, as shown in Table 7, provides additional insight to the relation of professionalism and performance in the journalistic occupation. Table 7 underlines the importance given by the professionals to the coverage of local news. The local news is the domain of newsmen in small town dailies such as the ones included in the

sample of this survey. Foreign, national and even state news is provided by the wire services, but the local news coverage depends upon the competence and professionalism of the newsmen. In a consistent pattern across the performance categories the HP's are dissatisfied with the local news coverage of their respective papers (1.29, 1.46, and 1.25 respectively). As a matter of fact HP's in low performance papers show more dissatisfaction in the local news coverage than their counter parts in medium and high performance papers. Again consistent with their desire for better performance, HP's are less satisfied with the coverage in a combined area of foreign, national, state and local news than the two other professional groups.

This finding, a first of its kind, indicates the fact that long-time arguments in terms of professionalism and performance hold true when subjected to a test of quantitative observation. Thus, the higher the professional orientation, the greater the desire to perform better.

### CONCLUSIONS

The quantitative evidence obtained through this survey implies that the old maxim "the longer the experience, the better the newsman," does not hold true anymore. As a matter of fact, we have found that relatively young journalists, in the beginning of their occupational career, have much more professional orientation than their elders in supervisory positions. These "Young Turks" of the journalistic occupation are after certain changes:

they want more power in order to make content and policy decisions, they are in favor of experimentation and originality, and they are quite frustrated with the limitations of news coverage in their respective papers. Regardless of what kind of paper they work for, their desire for better coverage is apparent. They want a flexibility to cover the local scene which they believe is within their domain and are resentful of controls put upon them by the close supervision of the men in decision-making positions.

If our findings hold true for the rest of the journalistic occupation, then we gladly can assert that a generation of young newsmen are about to break upon the scene, and with their professional attitudes and concern for the better performance, are going to uplift the spirit as well as the quality of the occupation. However, it is the task of social scientists to be cautious and careful in their projections. With a single-shot survey it is indeed very difficult to generalize upon a whole profession. Therefore, we would state only that as far as our population is concerned, things are looking up and there is indeed a justifiable hope for the future.

## FOOTNOTES

<sup>1</sup>William J. Goode, "Encroachment, Charlatanism, and Emerging Profession: Psychology, Sociology, and Medicine," American Sociological Review, Vol. 25 (1960), pp. 902-915.

<sup>2</sup>Walter Lippmann, excerpts from a speech by Lippmann to the International Press Institute, London. Reprinted in the Milwaukee Journal, June 5, 1965.

<sup>3</sup>Ibid.

<sup>4</sup>Bernard Barber, "Some Problems in the Sociology of Professions," in Kenneth S. Lynn and editors of Daedalus (eds.), The Professions in America (Boston: Beacon Press, 1967), pp. 15-34.

<sup>5</sup>Wes Gallagher, "A Case for the Professional," Niemian Reports, Vol. XXV, No. 3 (September, 1971), pp. 11-12.

<sup>6</sup>Joseph and Steward Alsop, The Reporter's Trade, (Reynal and Co., 1958), pp. 3-4.

<sup>7</sup>John Hohenberg, The Professional Journalist (New York: Holt, Rinehart and Winston, Inc., 1973), p. 3.

<sup>8</sup>Sydney W. Head, "Can a Journalist Be a 'Professional' in a Developing Country?" Journalism Quarterly Vol. 40 (1963), pp. 594-598.

<sup>9</sup>Wilbur Schramm, Responsibility in Mass Communications (New York: Harper and Row, Publishers, 1957), pp. 346.

<sup>10</sup>Leo C. Rosten, The Washington Correspondents (New York: Harcourt, Brace and Co., 1937); also see: William A. Rivers, "The Correspondents After 25 Years," Columbia Journalism Review (1952), pp. 4-10; Bernard Cohen, The Press and the Foreign Policy (Princeton, N. J.: Princeton University Press, 1963); Rodney Stark, "Policy and the Pros: An Organizational Analysis of Metropolitan Newspaper," Berkeley Journal of Sociology, Vol. 7 (1962), pp. 11-32; and Warren Breed, "Social Control in the Newsroom: A Functional Analysis," Social Forces, Vol. 33 (May, 1955), pp. 326-335.

<sup>11</sup>See University of Wisconsin MCRC studies which include the following: Searle Hawley, Jr., and Jack M. McLeod, "Professionalism among Newsmen," Journalism Quarterly, Vol. 41 (Fall, 1964), pp. 529-539; K. E. Eapen, "Indian Newspapermen: Professionals and Less Professionals," unpublished Ph. D. dissertation, 1969; Jack McLeod and Ramona Rush, "Professionalization of Latin American and U. S. Journalists: Parts I and II," Journalism Quarterly, Vol. 46 (Fall, 1969), pp. 583-590 and Vol. 46 (Winter, 1969), pp. 784-789; Oguz B. Nayman, "Professional Orientation of Metropolitan Turkish Journalists: A Communicator Analysis," unpublished Ph. D. dissertation, 1970; Beatrice Linehan, "Professional Orientation of Newsmen on State Dailies: A Wisconsin Newsmen Study," unpublished Master's thesis, 1970; Thomas Coldwell, "Professionalism and Performance Among Newspaper Photographers," unpublished Master's thesis, 1970; William Graf, "Professionalism: A Case Study of Its Effects on Newspaper Performance," unpublished Master's thesis, 1971; and Dan L. Lattimore, "Professionalism and Performance: An Investigation of Colorado Daily Newsmen," unpublished Ph. D. dissertation, 1972.

<sup>12</sup>Gallagher, op. cit.

<sup>13</sup>Alfred Balk, A Free and Responsive Press (New York: The Twentieth Century Fund, 1973), p. 3.

<sup>14</sup>Ibid.

<sup>15</sup>From a speech to the Indianapolis Chapter of Sigma Delta Chi, the professional journalism fraternity. The New York Times, December 31, 1972.

<sup>16</sup>Ibid.

<sup>17</sup>A. M. Rosenthal, "The Press Needs a Slogan: 'Save the First Amendment'," New York Times Magazine, (February 11, 1973). Emphasis is the author's.

<sup>18</sup>Gallagher, op. cit.

<sup>19</sup>American Society of Newspaper Editors, Problems of Journalism: Proceedings of Second Annual Meeting, April 25-26, 1924, pp. 10-12; and Commission on Freedom of the Press, A Free and Responsible Press (Chicago: University of Chicago Press, 1947), pp. 20-27.

<sup>20</sup>Coldwell, op. cit.

<sup>21</sup>Graf, op. cit.

<sup>22</sup>John W. C. Johnstone, Edward J. Slawski, and William W. Bowman, "The Professional Values of American Newsmen," Public Opinion Quarterly, Vol. XXXVI, No. 4 (Winter, 1972-73), pp. 522-540.

<sup>23</sup>Newspapers in the performance sample were the Boulder Camera, Colorado Springs Gazette-Telegraph, Colorado Springs Sun, Denver Post, Rocky Mountain News, Fort Collins Coloradoan, Grand Junction Sentinel, Greeley Tribune, Pueblo Chieftain, and Pueblo Star-Journal.

<sup>24</sup>McLeod and Hawley, op. cit.

<sup>25</sup>For a detailed description of the sections included in the measuring instrument of the present investigation, see Nayman, op. cit., pp. 106-113.

<sup>26</sup>List of 30 major national and international events were compiled from Time, Newsweek, U. S. News and World Report, Wall Street Journal, New York Times, and Christian Science Monitor.

<sup>27</sup>Accuracy Questionnaire was adapted from William Blankenburg and Noel Griese, "Newspaper Accuracy in Four Wisconsin Dailies, October, 1971." Unpublished paper presented at AEJ Convention, Carbondale, Ill., August, 1972.

<sup>28</sup>McLeod and Hawley, op. cit.

<sup>29</sup>The formula is  $\Sigma P + (\Sigma P - \Sigma NP)$ .  $\Sigma P$  is the score of 11 professional items.  $\Sigma NP$  is the score of 10 nonprofessional items.

<sup>30</sup>Barber, op. cit.

<sup>31</sup>See studies cited in footnote 11.

<sup>32</sup>Breed, op. cit.; J. Edward Gerald, The Social Responsibility of the Press, (Minneapolis: The University of Minnesota, 1963).

TABLE 1

## PERCEIVED JOB SATISFACTION OF COLORADO NEWSMEN

<u>PROFESSIONAL ITEMS</u>	Difference Between Means of Desires-Provision		
	HP (n=46)	MP (n=79)	LP (n=56)
Opportunity to learn new skills and knowledge	-1.03	-.72	-.35
Having an influence on important decisions	-1.26	-.36	-.10
Respect for the ability and competence of co-workers	-1.13	-.76	-.38
Freedom from continual close supervision of your work	-.43	-.13	+.13
Opportunity to have influence on public thinking	-.61	-.10	+.27
Full use of your ability and training	-1.23	-.73	-.47
Opportunity for originality and initiative	-.96	-.57	-.44
Having a job that is valuable and essential to society	-.46	-.31	-.11
Improving your professional competence	-1.27	-.67	-.63
A supervisor who appreciates time spent in improvement	-.91	-.81	-.34
Having a job with a respected paper	-.77	-.48	-.09
<u>NON-PROFESSIONAL ITEMS</u>			
Excitement and variety the job provides	-.73	-.46	-.13
Salary: earning a good living	-.89	-.66	-.55
Availability of support: working with people who will stand behind a man	-.84	-.72	-.39
Having a job with prestige in community	+.40	+.18	-.10
Getting ahead in organization you work for	-.37	-.47	-.14
Security of the job	+.05	+.28	+.22
Enjoyment of what's involved in doing the job	-.98	-.60	-.41
Having a prestigious job in the organization	+.03	+.09	+.35
Being with people who are congenial	-.45	-.25	-.31
A job that brings me into contact with important people	+.35	+.63	+.79

A large negative figure indicates a high level of dissatisfaction; a positive figure represents relative satisfaction.



TABLE 2

## MEAN ANALYSIS OF PROFESSIONAL IMPROVEMENT ITEMS

PROFESSIONAL IMPROVEMENT ITEMS	PROFESSIONAL ORIENTATION		
	HP (n=46)	MP (n=79)	LP (n=56)
<u>Training</u>			
A college education should be mandatory	4.30	3.70	4.65
Opportunities for refresher courses	3.15	3.43	3.92
It is more important to learn how to write the story than how to get the story	4.67	4.91	4.66
Specialization of journalists necessary	3.04	3.42	3.19
<u>Ethics</u>			
Junkets should be tolerated	3.93	3.30	3.16
Willingness to go to jail to protect the source	2.06	2.15	2.53
Professional organizations should have power to uphold ethical standards	2.42	2.82	3.19
Professional organizations should apply disci- plinary action to uphold ethical standards	2.35	2.86	3.13
<u>Professional Responsibility</u>			
News staff should help determine news column content and news policies	1.02	2.79	3.00
News staff should strive to be accurate in news content	1.02	1.03	1.04
Comprehensive coverage of the day's events should be a newspaper's goal	1.84	1.92	1.78
Significant news should receive more "news play" than sensational news	1.54	1.83	2.11
<u>Social Responsibility</u>			
Quit if disagree with paper's policy	4.95	4.62	4.80
Diversity of opinion should be expressed on the editorial page	1.61	1.64	1.80

TABLE 2 (continued)

	PROFESSIONAL ORIENTATION		
	HP (n=46)	MP (n=79)	LP (n=56)
It is the duty of the newspaper to its stockholders to do more than break even, even at the expense of cutting back the news service function	5.06	4.96	4.32
In general, newspaper work provides a satisfying life	1.78	1.97	2.04
If a son or daughter shows an interest in newspaper work, he or she should be encouraged	2.20	2.24	2.69

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NOTE: Responses ranged from 1 for "strongly agree," to 7 for "strongly disagree."

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TABLE 3

ADEQUACY OF NEWS CONTENT BY COLORADO NEWSMEN

TYPE OF CONTENT	Percentage Indicating "should carry more"		
	HP (n=46)	MP (n=79)	LP (n=56)
Foreign News	26	20	11
National News	39	22	14
State News	59	49	38
Local News	63	47	39
Crime News	2	8	7
Women's News	11	20	11
Comics	7	8	7
Education	57	42	32
Sports	11	13	20
Science	50	46	46
Syndicated Columns	13	11	11

TABLE 4  
 DEMOGRAPHIC CHARACTERISTICS OF COLORADO NEWSMEN

	PROFESSIONAL ORIENTATION		
	HP (n=46)	MP (n=79)	LP (n=56)
Age (in median years)	33.3	34.6	46.5
<u>Education</u>			
High school or less	4%	3%	5%
Some college	33%	13%	21%
College	39%	49%	59%
Post graduate	24%	35%	14%
Total newspaper experience (in median years)	9.5	9.0	17.2
Salary	\$10,000	\$11,400	\$12,000

TABLE 5

PERCEIVED SOCIAL MOBILITY OF COLORADO NEWSMEN

PERCEIVED SOCIAL STATUS OF PARENTS	PROFESSIONAL ORIENTATION		
	HP (n=46)	MP (n=79)	LP (n=56)
Upper	0%	3%	2%
Upper Middle	17	22	5
Middle	46	44	39
Lower Middle	26	14	21
Working	11	17	32
PERCEIVED SOCIAL STATUS OF SELF			
Upper	2%	5%	2%
Upper Middle	22	23	23
Middle	65	60	64
Lower Middle	7	8	7
Working	2	3	4
SOCIAL MOBILITY			
No change	50%	49%	32%
Upward	37	36	59
Downward	10	13	9

TABLE 6

PROFESSIONALISM/PERFORMANCE CORRELATION

	Spearman Rank-Order Correlation Coefficient
Professionalism/Performance index	+. 66*
Professionalism/Significance	+. 03
Professionalism/Diversity	+. 67*
Professionalism/Accuracy	+. 16
Professionalism/Comprehensiveness	+. 42
Professionalism/Performance index without significance	+. 75*
Professionalism/Performance index without accuracy	+. 61
Professionalism/Performance index without accuracy, significance	+. 66*

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\*Significant at  $p < .05$ .

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TABLE 7

PROFESSIONAL ORIENTATION, PERFORMANCE AND CRITICISM OF NEWS  
CONTENT BY THE COLCRADO DAILY NEWSMEN

LEVELS OF PERFORMANCE	News Categories	PROFESSIONAL ORIENTATION		
		HP (n=30)	MP (n=60)	LP (n=46)
HIGH	Foreign(*)	1.69	1.97	2.00
	National	1.62	1.86	1.90
	State	1.36	1.59	1.60
	Local	1.29	1.72	1.53
	GROUP MEANS	1.49	1.79	1.76
MEDIUM	Foreign	1.77	1.67	1.67
	National	1.89	1.83	1.79
	State	1.55	1.29	1.53
	Local	1.46	1.53	1.93
	GROUP MEANS	1.67	1.58	1.73
LOW	Foreign	1.75	2.00	2.18
	National	2.00	2.15	1.92
	State	1.50	1.54	1.67
	Local	1.25	1.31	1.67
	GROUP MEANS	1.63	1.75	1.86

(\*) Responses to adequacy of news categories ranges from 1 "should carry more, "  
2 "carries right amount, " to 3 "should carry less. "

TABLE 8  
SAMPLE SIZE

Paper	Number of Employees	Sample	Questionnaires Received	Per cent Received
Alamosa	4	4	1	25
Boulder	23	12	9	75
Canon City	3	3	2	67
Colorado Springs Gazette	33	18	7	54
Colorado Springs Sun	12	12	5	42
Craig	3	3	2	67
Denver Post	127	100	62	62
Rocky Mountain News	75	59	21	36
Durango	7	5	5	100
Fort Collins	10	7	5	71
Fort Morgan	3	3	2	67
Golden	6	6	2	25
Grand Junction	15	11	9	81
Greeley	13	9	7	77
La Junta	3	3	3	100
Lamar	4	4	3	75
Leadville	3	3	1	33
Longmont	11	6	5	83
Loveland	7	7	6	86
Montrose	3	3	2	67
Pueblo Chieftain	20	12	9	75
Pueblo Star Journal	20	12	9	75
Rocky Ford	5	5	4	80
Salida	4	4	1	25
Sterling	4	4	1	25
Trinidad	3	3	1	33
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TOTAL	421	318 (75.5%)	184	58.0%