

Student Reader Research Poll Reveals High Interest in Daily

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Even George Gallup would have been favorably impressed had he watched the operation of the Reader Research Poll, conducted by a news editing class of the School of Journalism. Results of the poll indicated that 72 per cent of the student body reads the Oklahoma Daily, student publication.

For many months student writers and editors have discussed the results of their long hours of work on the Daily, and have wondered how appreciative their reading public was of their efforts to make the Daily the best college newspaper in the U.S.A.

As a means of determining how thoroughly read the Daily is, the class decided to conduct a poll on the campus. In order that the findings of the poll could be considered representative of the entire student body, it was necessary to draft a scientific chart of the student body, making a numerical breakdown within colleges according to classification, and within classes on the basis of veterans or non-veterans. The final breakdown was according to sex.

From this chart the class was able to determine exactly how many of each category were to be interviewed in taking a 2 per cent poll. A total of 198 people were to be interviewed as representative of the near 10,000 enrollment.

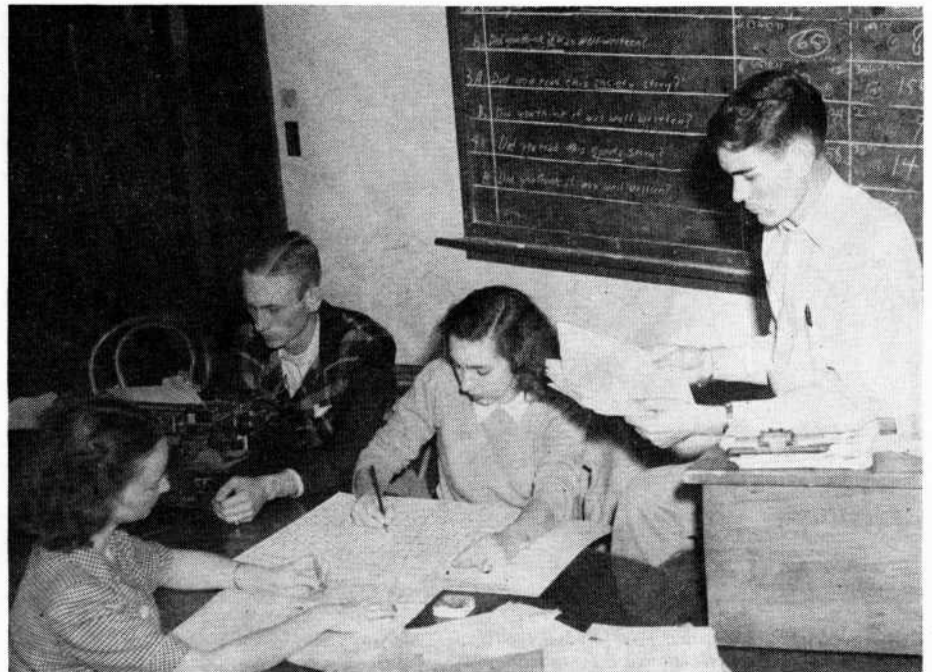
The next step in taking the poll was the construction of pertinent questions. It was decided that only five general questions would be asked. The first four were questions directed toward determining if the persons being queried had read the principal news story, editorial, society story and sports story of the day, and if they liked the manner and style in which these stories were written. Question five asked the interviewee which was his favorite story of the day.

On the day the poll was to be taken, enough copies of that day's Daily were marked in a manner indicating the principal story in the four categories listed above—news, editorials, society and sports, so that each interviewer might have a copy. Each article in the paper was also numbered so that the poll-caster could indicate his favorite story by number.

So as to give the student body ample time to read the paper, which is delivered before 6 a. m., no one was polled before 1 p. m. Thirteen of the 17 students in the class conducting the poll were assigned definite runs to make and specific categories of students to contact. The other four students participating in the poll taking remained at the Press Building and compiled the results as they came in. Before midnight all contacts had been made and the 198 mimeographed questionnaires were completed.

When completed the results showed that 72 per cent of the student body had read that issue of the Daily. Of those who had read the paper, 62 per cent had read the lead news story of the day, a story about the suspension of the campus chapter of American Veterans Committee for one week.

The leading editorial of the day (Lacking: One Post Office), an editorial by Taffy Williams attacking the moving of the post office from the Union to Woodrow Wilson center, was read by 51 per cent of the readers. On the sports page a



University journalism juniors compute the results of the Reader Research Poll taken recently by their news editing class. Members of the class which took the poll include (left to right) Mary Gibson, Hobart; Jim Young, Cushing; Janie Bell, Lindsay, and Larry Stephenson, Headrick, who served as director of the group.

story about the scheduled boxing match between the Sooner boxing team and the Oklahoma City Southside Athletic team occupied number one play and was read by 41 per cent of the Daily readers. The society had 30 per cent readership on its top story (Billye June Stone Will Marry Scoufos).

Those reading the sports story approved 95 per cent strong of the manner and style in which it was written. The lead news story had 84 per cent approval, the society story 79 per cent approval and the editorial 89 per cent approval.

Choosing of a letter to the editor as the favorite story of the day was a shot in the arm to that section of the paper. Editors have always been a little skeptical about allotting much space to letters. The letter chosen was (White Defends Cindy, Lashes at Vets). A few days before the poll was taken, Mrs. Cindy Cook DeVoe had written a letter to the editor condemning the age-old taboo on men's sending corsages to coeds. Following several letters taking issue with Mrs. DeVoe, letters from veterans approaching the subject from the stand-

point of limitations on \$65 a month being among them, Dick White answered with a letter concurring with Mrs. DeVoe's ideas, and attacking the viewpoint of what he termed "these cry-baby veterans."

By the time the Reader Research Poll was taken, so many maneuvers had been introduced in the bitter battle of flowers that the readers considered White's letter as number one story of the day with 24 per cent of those indicating a preference listing it as their choice.

Second in popularity at 12 per cent was (Benchwarming With Bryan), a sports column in which Sports Editor Lyman Bryan daily presents an informal resume of sports news. The leading news story (A.V.C. Suspends for One Week) rated third with 10 per cent.

Results of the poll, together with pictures and charts, are being bound by the editing class and will be presented to the School of Journalism Library to be used by future classes interested in conducting reader research polls.

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A paper copy of this issue is available at call number LH 1 .06S6 in Bizzell Memorial Library.



"We're a 'cinch' to win first prize!" predicts "Ubangi" Margaret Matthews (second from left), whose official residence is in Oklahoma City, to fellow "Ubangi" Gordon Hillhouse (extreme left) of Avant—Oklahoma, that is—at a recent campus costume party held by Sigma Phi Epsilon Fraternity. Others of this international set include "Russian" Frank Hager, Elk City; debonair "Dutchman" John Denbo, Claremore; "Dutchgirl" Jane Ann Bullock, Picher; "Cowgirl" Ruth Lillibridge, Enid, and "Redskin" Howard Holmes, Oklahoma City. Margaret's prophecy was "on the beam"—she and Gordon won first prize as "best dressed" couple at the party.

Roll Call—

Sigfrid Floren, Jr., '46law, Oklahoma City; R. W. Sullivan, '46law, Norman, economics instructor; Dr. E. D. Phelps, member of the Law School faculty, and Albert Sharum, senior law student, were initiated into the Order of the Coif, highest scholastic honor in the School of Law, last November 20.

WILSON-MARTIN: The marriage of Miss Jane Ellen Wilson, '44-'46, and Winburn Dale Martin, '42-'46, both of Oklahoma City, was solemnized November 15 in the First Presbyterian Church of Oklahoma City. Mrs. Martin is a member of Pi Beta Phi sorority, and Mr. Martin belongs to the Phi Gamma Delta fraternity. Both are enrolled in the University, the bride as a journalism junior and Mr. Martin as a freshman lawyer.

BRAMLETT-SPRINGER: Marriage vows for Miss Jacqueline Bramlett, '45-'46, and Vernon L. Springer, '46, were solemnized recently in the First Methodist Church of Clinton. Mr. Springer is affiliated with Phi Kappa Psi fraternity and Mrs. Springer with Kappa Kappa Gamma Sorority. The groom served in the Army Air Corps for two and one-half years.

Warren L. Gibson, '46bus, is now employed as administrator of the Lindsey and Johnson Hospital-Clinic in Pauls Valley.

Martha Ann Waas, '46ed, is now teaching in William Jennings Bryan School in Oklahoma City. She was formerly employed in the Clinton public schools.

ACKLEY-MACLEOD: The marriage of Betty Jane Ackley, '46bus, Harden City, to Donald Perrin MacLeod, '46, Wichita, Kansas, was solemnized September 3 in Ada. Mrs. MacLeod attended Oklahoma College for Women, Chickasha, and was a member of Chi Omega Sorority at the University. Mr. MacLeod is a pre-medical student at the University, where he is a member of Phi Delta Theta Fraternity. The couple is at home in Norman where he is continuing his studies.

MURRAY-REYNOLDS: Jo Murray, '44-'46, Norman, became the bride of Edgar James Reynolds, Oklahoma City, in a ceremony held in early August in Oklahoma City. Mrs. Reynolds attended John Brown University, Siloam Springs, Arkansas, and the University. The couple is at home in Philadelphia, Pennsylvania, where Mrs. Reynolds is interning in dietetics at Mt. Sinai Hospital, and Mr. Reynolds is working in the Navy Research laboratories.

MCBRIDE-SMYTH: Joan McBride, '45-'46, Oklahoma City, became the bride of Glenn Houston Smyth, Ada, in August in Oklahoma City. Mrs. Smyth attended East Central State college. The couple is at home in Oklahoma City.

Charlie Lane, '42ed, '46m.ed, is now serving as principal of an elementary school in Muskogee.

Margaret Scott, '46m.ed, Pauls Valley, is now teaching in the Tucson, Arizona, public schools.

JENNER-SMITH: Nelda Marie Jenner, '44-'46, Hugo, became the bride of Thomas Edward Smith, Bowling Green, Kentucky, in August in Paris, Texas. The couple is at home in Bowling Green where they are attending Western Kentucky college as juniors. He is studying industrial education and she is majoring in education.

KARCHMER-SCHUSTER: Sylvia Marian Karchmer, '45-'46, Denison, Texas, became the bride of Walter Schuster, Los Angeles, California, August 31 in Houston, Texas. Mrs. Schuster is a graduate of Texas State College for Women, Denton and is a member of Sigma Delta Tau and Kappa Delta Pi, honorary educational fraternities at the University. The couple has established a home in Austin, Texas, where they are enrolled at the University of Texas.

LIDLE-PHILLIPS: Margery Lidle, '44-'46, Tulsa, and B. Cochran Phillips, '45geol, Chickasha, were married recently in Tulsa. Mrs. Phillips is a member of Chi Omega Sorority at the University. Mr. Phillips is a member of Kappa Alpha Fraternity. After serving three years in the Navy, he was recently released to inactive duty. Mr. and Mrs. Phillips are at home in Palo Alto, California, where Mr. Phillips is continuing his studies at Stanford University.

SWEET-HENSLEY: Jane Lee Sweet, '45-'46, Guyton, became the bride of Frank E. Hensley, Oklahoma City, July 1 in Liberal, Kansas. Mrs. Hensley is a member of Alpha Lambda Delta, honorary freshman fraternity for women. Mr. Hensley is a pre-law student at the University.

CULP-STANLEY: Doris Ellen Culp, '44-'46, Duncan, became the bride of Howard George Stanley, '46bs, Oklahoma City, October 6 in Duncan. Mrs. Stanley was affiliated with Alpha Chi Omega Sorority at the University. She is also a graduate of Gulf Park College, Gulfport, Mississippi. Mr. Stanley received his commission as an ensign in the Naval Reserve at the University.

Mrs. Ethel Alair, '46m.ed, is now teaching in the Lawton public schools.

Nannie Flo Allen, '46ba, is now on the speech and English faculty of Oklahoma Baptist University, Shawnee.

Mrs. Vera Jo Young Woolbright, '46bfa, is now teaching English and speech at Oklahoma Baptist University, Shawnee. Mr. Woolbright, '46, is now a ministerial student at Shawnee.

Pvt. Karl Malthaner, '45-'46, Norman, has been assigned to Philippine Air Material area headquarters, where his duties are to take care of all assignment of officers.

Marcine Hamilton, '46ba, Muskogee, has been appointed secretary of the modern languages department, effective November 15. Since her graduation last spring Miss Hamilton has been employed by the veterans administration.

PARK-BERT: Joan Park, '46ba, Oklahoma City, and A. Leon Bert, Jr., '46, Artesia, New Mexico, were married August 30 in Oklahoma City. Mrs. Bert attended Monticello College, Godfrey, Illinois, and is a member of Chi Omega Sorority at the University. She also is a member of Psi Chi, national honorary psychology fraternity, U.A.B., Y.W.C.A. cabinet and Women's Athletic association. Mr. Bert is a student majoring in journalism. He is a member of Kappa Alpha Fraternity.

HICKS-NORMAN: Mary Jane Hicks, '44-'46, Shawnee, and A. B. Norman, also of Shawnee, were married in late September in Shawnee. The couple is at home in Shawnee where Mr. Norman is enrolled at Oklahoma Baptist University.

HUBBARD-MEANS: Married last August 9 in the First Baptist Church of Oklahoma City were Miss Joan Hubbard, '46he, and Royce Bryan Means, son of Mr. and Mrs. C. B. Means, Ardmore. The daughter of Mr. and Mrs. Dan W. Hubbard, Oklahoma City, Mrs. Means was a member of Phi Delta Sorority while attending Oklahoma University.

A daughter born to Mr. Rex Irwin, '46m.ed, and Mrs. Irwin November 18 has been named Stephanie Lea, the proud parents have announced. The Irwin home is at 3408 N. Broadway, Oklahoma City.

POTTER-LONG: Mr. and Mrs. Harold E. Long have established a home in Tuttle following their marriage last July 21 in the Tuttle Church of Christ. Mrs. Long, the former Miss Gwen Potter, '45-'46, is the daughter of Mr. and Mrs. H. Potter, of Tuttle. Mr. Long's mother is Mrs. A. A. Wright, Oklahoma City.

REISTLE-CLARK: Wedding vows were exchanged last August 1 between Miss Mattie Ann Reistle, '44-'46, of Houston, Texas, and James Tracy Clark, Binghamton, New York. After attending Stephens College at Columbia, Missouri, for two years, the bride enrolled at the University. She was a member of Pi Beta Phi sorority. Mr. and Mrs. Clark are living at Binghamton, where the former is associated with his father in a utilities company.

SLAJER-SWEENEY: McFarlin Memorial Methodist Church, Norman, provided an impressive setting for the wedding of Miss Norma Jean Slajer, '45-'46, of Norman, and James Hershel Sweeney, Scott City, Kansas, last August 15.

SPENCER-SILMAN: Miss Betty Anne Spencer, '46ba, Sapulpa, and James Bill Silman, '46, of Cooper, Texas, were married August 31 at the Presbyterian Church in Oklahoma City.

J. Lee Rodgers, Jr., '46eng, the son of J. Lee Rodgers, Sr., '20ba, and Mrs. Rodgers (Wilma Wickizer, '20ba), of Chambersburg, Pennsylvania, is enrolled as a graduate student in the University College of Engineering.

Shirley Woodruff, '46ba, has just finished her first term as registrar at Northern Oklahoma Junior College, Tonkawa. Her home is in Ponca City.

Tannell Shadid, '42ba, '46law, is practicing law in Bethany, Oklahoma.

Mary C. Tousley, '46m.ed, is teaching in the home economics department at Northern Oklahoma Junior College, Tonkawa. She and a fellow faculty member at N.O.J.C., Gladys King, '40ba, are frequent visitors on the University campus.

Glenn Laughlin, '46law, is associated with the law firm of Swimmer, McKinney and McKinney, Oklahoma City.