

COMMUNITY TIES AND
USE OF MILITARY MEDIA BY SOLDIERS

by

CHRISTIE VANOVER

B.A., Western Kentucky University, 1996

A THESIS

submitted in partial fulfillment of the
requirements for the degree

MASTER OF SCIENCE

A.Q. Miller School of Journalism and Mass Communications
College of Arts and Sciences

KANSAS STATE UNIVERSITY
Manhattan, Kansas

2002

Approved by:

Major Professor
Charles Lubbers

ABSTRACT

Community ties have been linked to community media usage within civilian communities for many years. This study expands on past research by analyzing the link between soldiers and the military media readily available to them. A total of 1,260 Fort Riley soldiers were surveyed on their uses and gratifications for the *Fort Riley Post*, Current News website, Channel 2 and *In Step with Fort Riley*. Results supported previous community ties studies, showing that the more frequently soldiers interact with their neighbors and the more frequently they utilize on-post community facilities, the more likely they are to use Fort Riley's command information media. Results also showed that media usage is low compared to a 1999 readership study, which may be because the media are not currently fulfilling all of the gratifications soldiers desire in their media.

TABLE OF CONTENTS

List of Tables	iii
Chapter I: Introduction	
Background	1
Uses and Gratifications Theory	2
Purpose of Study	4
Research Questions.....	5
Hypotheses.....	5
Chapter II: Literature Review	
Military Communities	7
Community Ties.....	9
Military Media	11
Community Newspapers	12
Newspaper Content.....	15
Newspaper Editor	17
Online Newspapers and Community News	18
Community Cable Channels.....	21
Research on Military Media	25
Summary of Review.....	27
Chapter III: Method	
Sample Selection.....	28
Method of Collecting Data	28
Research Instrument	29
Chapter IV: Results	
Treatment of Data.....	30
Demographics.....	30
Hypothesis Testing.....	32
Hypothesis One	32
Hypothesis Two	39
Hypothesis Three	40
Hypothesis Four	42
Hypothesis Five	45
Hypothesis Six	46
Hypothesis Seven.....	49
Hypothesis Eight	52
Hypothesis Nine.....	55
Summary of Results.....	55

Chapter V: Discussion	
Impact of Results	57
Limitations of the Study	62
Suggestion for Future Study	63
Conclusion	64
References	66
Appendix A: Instructions and Consent	71
Appendix B: Survey Instrument	72

LIST OF TABLES

Table 1 Demographic Frequencies	31
Table 2 Neighborhood Involvement and Fort Riley Post Readership	33
Table 3 Neighborhood Involvement and Channel 2 Viewership.....	34
Table 4 Neighborhood Involvement and Post Readership.....	36
Table 5 Neighborhood Involvement and Web Usage	37
Table 6 Neighborhood Involvement and Channel 2 Viewership.....	38
Table 7 Orientation to Community and Command Information Usage	40
Table 8 Time at Fort Riley and Post Readership.....	41
Table 9 Fort Riley Assignment Frequency and Fort Riley Post Readership	43
Table 10 Fort Riley Assignment Frequency and Web Usage	44
Table 11 Fort Riley Assignment Frequency and Channel 2 Viewership.....	45
Table 12 Years in the Army and Post Readership.....	47
Table 13 Years in the Army and Web Usage	48
Table 14 Years in the Army and Channel 2 Viewership.....	49
Table 15 Army Career and Post Readership	50
Table 16 Army Career and Web Usage	51
Table 17 Army Career and Channel 2 Viewership.....	52
Table 18 Residence and Channel 2 Viewership	53
Table 19 Residence and Online Channel 2 Viewership.....	54
Table 20 Frequency of Media Usage	55

Chapter I

Introduction

Background

Although active duty soldiers in the U.S. Army live different lifestyles than other Americans, they do share the commonality that they live in communities. Every Army post is similar to a civilian community with restaurants, stores, housing areas, gyms, theaters, houses of worship, social activities, support services and various forms of media. In fact, the Army states that Army life may offer the strongest sense of community one will ever experience (www.goarmy.com).

For more than 70 years, researchers have linked media use with individuals' integration into their communities. However, this research has focused only on civilian communities. Because military communities and military media are similar to their civilian counterparts, this study will expand upon and complement current studies on community ties and media use.

Fort Riley, located in north central Kansas, is home to approximately 10,000 soldiers. It has a weekly newspaper, a government-access cable channel, a weekly network news program and a website. Its neighboring civilian communities include Junction City and Manhattan. Both cities have daily afternoon newspapers, government-access cable channels and websites. The cities, however, do not have local network news programs.

By looking at the *Fort Riley Post* newspaper, *In Step with Fort Riley* weekly network news program, Fort Riley news website and the government-access cable

channel 2, this study will attempt to analyze possible links between media use and community integration within a military setting. Through a survey, this study will also examine soldiers' opinions about Fort Riley's media, which may support usage results.

Uses and Gratifications Theory

Uses and Gratifications theory helps to explain how and why people use media and what rewards they receive from their uses. In 1944, the research of Herta Herzog supported the concept that understanding the gratifications people received from their media use was an important factor in determining the effects media had on the approximately 20 million women who tuned into daytime serials (Lazarsfeld & Stanton, 1979).

Wilbur Schramm (1954) introduced methodology into the study of uses and gratifications with the fraction of selection formula:

$$\frac{\text{Expectation of Reward}}{\text{Effort Required}}$$

This formula claimed that people weighed their expected level of reward received from media against how much effort they had to make to receive that reward (Baran and Davis, 2000, p. 248). Therefore, the expected level of reward from Fort Riley media may depend upon if soldiers receive the *Fort Riley Post*, have a computer with Internet access or live on post and subscribe to cable. If soldiers do not receive the *Fort Riley Post* at their residence, they may not be likely to put forth the extra effort to pick up a copy at the store. Similarly, if they don't own a home computer, they may be less likely to go to a library computer to view the Fort Riley website.

Over time, an inventory of gratifications, satisfactions and uses was developed that showed a degree of pattern and predictability. Based on four uses and gratifications typologies: information; personal identity; integration and social interaction; and entertainment, a larger framework was developed by Denis McQuail in 1987.

Framework for individual satisfaction from media uses.

I. *Information*

- Finding out about relevant events and conditions in immediate surroundings, society and the world
- Seeking advice on practical matters or opinion and decision choices
- Satisfying curiosity and general interest
- Learning, self-education
- Gaining a sense of security through knowledge

II. *Personal identity*

- Finding reinforcement for personal values
- Finding models of behavior
- Identifying with valued other (in the media)
- Gaining insight into one's self

III. *Integration and social interaction*

- Gaining insight into circumstances of others; social empathy
- Identifying with others and gaining a sense of belonging
- Finding a basis for conversation and social interaction
- Having a substitute for real-life companionship
- Helping to carry out social roles
- Enabling one to connect with family, friends and society

IV. *Entertainment*

- Escaping, or being diverted, from problems
- Relaxing
- Getting intrinsic cultural or aesthetic enjoyment
- Filling time
- Emotional release
- Sexual arousal

Note. (McQuail, 1987, p. 73).

Uses and gratifications research is conducted primarily through surveys either by using close-ended questions and scales or open-ended questions. Some critics dislike close-ended questions, saying they fit subjects into typologies predetermined by the researcher. The use of open-ended questions is often criticized as well because it is still up to the researcher to place the answers into categories he or she determines. On a theoretical level, the problem of internal validity exists. Critics do not consider audiences active or reflective, claiming viewers only think about why they watch television because a researcher has asked them to. Therefore, critics believe audience members' responses are not reflective of how people actually act when they tune into a program (Baran & Davis, 2000, p. 254-255). This study will use close-ended questions to mirror previous media use and community ties studies.

Purpose of the Study

Fort Riley, like other Forces Command Army installations, has the primary mission to train for, to fight and to win America's wars. With that overriding responsibility, its secondary mission of providing exemplary safety, comfort and happiness for its soldiers and families is sometimes overshadowed. Fort Riley has many programs designed to increase the well-being of its soldiers and family members; however, these programs are not evaluated on a regular basis to determine their effectiveness.

This study will attempt to evaluate whether soldiers are utilizing four command information community assets and at what level of satisfaction. The four assets, the *Fort Riley Post*, *In Step with Fort Riley*, the Fort Riley news website and Channel 2, are media

outlets established to disseminate news about the Fort Riley community. Because past research shows a correlation between media usage and community ties, determining if these four community assets are working satisfactorily may also provide useful information for other on-post community programs.

Research Questions

Information about Fort Riley fits into two categories: information about training and information about community activities. Soldiers are informed about upcoming training and deployments from their commanders and first sergeants, and can also receive similar information from the *Fort Riley Post*, *In Step with Fort Riley* or the Fort Riley news website. The second area of information is community activities. Soldiers learn about these activities from unit commanders, housing mayors, Family Readiness Groups, the *Fort Riley Post*, *In Step with Fort Riley*, Channel 2 or the Fort Riley news website. Therefore, the following research questions will help Fort Riley officials better understand if and from where its community members receive their information and if it is useful:

R1 What sources do soldiers use to receive information about Fort Riley?

R2 Do soldiers feel that they are well informed?

R3 Why do soldiers use command information resources?

R4 Is there a correlation between community involvement and media usage.

Hypotheses

Based on the previous research questions and past media usage studies in civilian communities, this study will use the following hypotheses:

H1 Soldiers with higher levels of neighborhood involvement will use command information media more frequently.

H2 Soldiers with higher levels of orientation to community will use command information media more frequently.

H3 Soldiers who have been stationed at Fort Riley for three or more years will use command information media more frequently.

H4 Soldiers who have been stationed at Fort Riley more than once will read the *Fort Riley Post* more frequently.

H5 Soldiers who have been stationed at Fort Riley for less than one year will use the Fort Riley news website more frequently.

H6 Soldiers who have spent three or more years in the Army will use command information media more frequently.

H7 Soldiers who plan to make the Army a career will use command information media more frequently.

H8 Soldiers who live on post are more likely to view the Channel 2 slides on television than soldiers and who live off post are to view them online.

H9 Soldiers will use Channel 2 less frequently than the *Fort Riley Post* and Fort Riley website.

Chapter II

Literature Review

Research on Military Communities

The Chief of Staff of the Army, General Eric K. Shinseki, declared that the success of the Army depends on soldiers, civilians and families, and that the Army's support structures provide resources for self-reliance. It is important to the Army that deployed soldiers know their families are "safe, housed and have access to medical care, community services, and educational opportunities (Shinseki, 1999)."

In a 1996 study on military housing, Pamela Twiss and James Martin stated, "Where we live determines our social network." They noted that on-post housing placed soldiers and family members within an interrelated nested environment as well as in a neighborhood and a larger community surrounding the housing unit. Within that core, individuals form primary relationships and secondary relationships. Primary relationships include those with immediate family, friends, neighbors and unit members. Secondary relationships include those with duty/workplace, military and civilian community services, institutions, voluntary associations and other affiliations.

Fort Riley's housing is broken into separate housing areas spread across approximately 30,000 acres. The neighborhoods are segregated based on rank and number of family members. Each neighborhood has a mayor and is sponsored by a military unit.

Colette Van Larr (1999) proposed that sense of community within the military is derived from three interlocking sources: "one's attachment to *people*, through one's social interactions and supportive relationships with individuals in the community; one's

attachment to one's *workgroup*, through involvement in similar tasks and the pursuit of shared goals; and one's attachment to one's *organization*, in that the organization becomes a part of one's identity as a person and one increasingly identifies with the values of the organization (p. 6)."

She also stated that military personnel who lived off post might satisfy their social support needs through their civilian communities and that this connection with civilian communities might make it more difficult to generate a strong military identity. She did, however, recognize that nearby communities might contain concentrations of military personnel. For example, Ogden, Kansas, which is located just east of Fort Riley, has a population of 1,762 (U.S. Census, 2000) and of that population, 456 are somehow associated with Fort Riley (DRM, 2001).

Van Larr (1999) found that programs and services are tools that can be used by the military to allow individuals to become members of a military community and that there are eight elements that can measure sense of community in the military:

1. The individuals' actual and intended participation in military community activities.
2. Attachment to the military community.
3. Satisfaction with the military community.
4. Evaluation of self as a member of the military community.
5. Subjective assessment of how the military community is evaluated by important others.
6. The positivity of military identity (i.e., the individual's evaluation of military identity as an aspect of the self).
7. The centrality of military identity (i.e., the importance of military identity as an aspect of the self).
8. Adoption of military community values, beliefs, and symbols.

McMillan and Chavis (1986) also proposed a set of values that defines and assesses the strength of various communities:

- 1) Membership in a group.
- 2) A shared emotional connection between community members.
- 3) Mutual influence of community members on each other.
- 4) The sharing of values among community members.

This study of media within a military community will evaluate both those who live on post in a military community and those who live off post in a civilian community. It will also consider the aforementioned elements and values because community ties may play a role in media usage.

Community Ties

In 1988, John R. Finnegan, Jr. and Kasisomayajula Viswanath enhanced prior studies on media use and community ties by studying the use of cable television and newspapers in communities. They studied a variety of independent variables to measure community ties: neighborhood involvement, orientation to community facilities, home ownership, membership in a local church and demographics (Finnegan & Viswanath, 1988, pp. 459).

Neighborhood involvement was measured by asking respondents if they knew their neighbors and how frequently they connected with individuals in the immediate vicinity to their residence. They found that those who reported reading the local community newspaper on a regular basis were more likely to report higher levels of neighborhood involvement (Finnegan & Viswanath, 1988, pp. 459-61).

Orientation to community facilities was measured by asking respondents how frequently they used local parks and recreation and library facilities. The researchers found similar results as mentioned above. Those who read the local community newspaper on a regular basis were somewhat more likely to frequent the facilities

studied. Church membership also led to increased readership (Finnegan & Viswanath, 1988, pp. 459-463).

In the proposed study neighborhood involvement is measured by the frequency with which Fort Riley individuals connect with others in their neighborhoods on or off post. Orientation to community is measured by the frequency that individuals use local recreation facilities, libraries, etc. (Finnegan & Viswanath, 1988). In the Army, these facilities are managed by Morale, Welfare and Recreation (MWR).

Leo Jeffres, Jean Dobos and Jae-won Lee also compared media use and community ties in 1988 and found length of time in a community was related to media use. “Drifters,” people who have lived in the area for less than five years, had the lowest readership. Due to military relocation habits, it is safe to assume that the majority of soldiers would be considered “drifters” by this definition.

To alter the length of time in the community measure to fit the military lifestyle, this study will look at those who are new to Fort Riley (less than one year), those who may be in the middle of their assignment (one to three years) and those who are about to complete their assignment (three years or more). It is also important to note that some soldiers return to the same installation for more than one assignment throughout their career.

Those who are new to Fort Riley may have viewed the Fort Riley website prior to reporting to the installation to find out background information on the post, their unit and the community. Therefore, they may be familiar with the Fort Riley news website prior to their arrival. Through on-the-street questioning conducted in 2000 for the *Fort Riley Post*,

five out of seven people reported they browsed the Fort Riley website before they came to Fort Riley to learn about the unit they would be assigned to, the housing available and the hospital. (Note: These data were not tested with any significance.)

Jeffres, et. al. (1988) also categorized people as “settled,” those who have lived in the area for five or more years and are likely to stay. Because the Army itself is a community on a larger scale, it is safe to assume that those who plan to make Army life a career and those who have been in for five or more years and plan to continue through retirement would be considered “settled” by their definition.

The Army is unique in that it uses numerous methods to communicate to its soldiers about major and minor issues. It is the duty of noncommissioned officers and commanders to pass important information on to their soldiers. Paul Lazarsfeld reported that opinion leaders pass on information through interpersonal communication links with their followers. With the abundance of the two-step flow of communication used in the Army, the soldiers in this study should be well informed about the issues about which they are surveyed.

Military Media

It is the mission of Army Public Affairs to keep the American people and Army personnel informed and to establish conditions that lead to confidence in the Army and its readiness (AR 360-1, 2000). The Department of Defense promotes the free flow of news and information to all of its personnel. It authorizes installation commanders to establish print and online newspapers, government access cable television channels and websites. Like civilian news agencies, the Department of Defense requires that its news products

are factual, objective and uncensored. In fact, it is against regulation to withhold news unfavorable to the Department of Defense (DoD Instruction 5120.4, 1997).

Each installation Public Affairs Command Information Office is responsible for producing and overseeing any news that is distributed internally to its personnel.

Command Information is defined as:

Communication by a military organization with service members, civilian employees and family members of the organization that creates an awareness of the organization's goals, informs them of significant developments affecting them and the organization, increases their effectiveness as ambassadors of the organization, and satisfies their desire to be kept informed about what is going on in the organization and operation (FM 46-1, pp. 71).

The Fort Riley Command Information Office manages the *Fort Riley Post*, *In Step with Fort Riley*, *Fort Riley Post* online, and Channel 2. It is also responsible for approving information that is posted on the Fort Riley website, which is managed by the Directorate of Resource Management. The current news website is managed by the Media Relations Office.

Community Newspapers

From the first U.S. paper repeatedly produced, the *Boston News-Letter*, to today's *Wall Street Journal*, newspapers are public forums that display the affairs of the nation and community. Early sociologist Robert Park (1925) said newspapers are the "printed diary of the home community." Park defined communities through proximity and neighborly contact stating, "local interests and associations breed local sentiment" (Janowitz, 1967, p.7). He also reported that through the development of communities, individuals became dependent upon their neighbors for information and reports of change, especially when an issue or crisis developed. It is through this desire for

information that newspapers arose. By 1950, there were more than 1,700 daily newspapers in the United States with circulation in the tens of millions (www.naa.org).

Military newspapers date back as far as 1815. A century later, during World War I, German and French troops began publishing their own papers from the trenches (Salmon, 1923, p. 24), and during World War II, military, naval and air commands encouraged the publication of soldier papers (Mott, 1969, p. 746.) General Douglas MacArthur once wrote, “News and information on current events are the very breath of modern existence...to the combat soldier they are as necessary as bread or bullets (Mott, 1969, p. 746).”

The Department of Defense has since established instructions and regulations for military newspapers. Department of Defense newspapers are defined as:

Authorized, unofficial publications, serving as part of the commander's internal information program, that support DoD command internal communication requirements. Usually, they are distributed weekly or monthly. DoD newspapers contain most, if not all, of the following elements to communicate with the intended DoD readership: command, Military Department, and DoD news and features; commanders' comments; letters to the editor; editorials; commentaries; features; sports; entertainment items; morale, welfare, and recreation news and announcements; photography; line art; and installation and local community news and announcements. DoD newspapers do not necessarily reflect the official views of, or endorsement of content by, the Department of Defense (DoD 5120.4, 1997).

Consistent throughout the Army, the primary function of each newspaper is to provide Army-wide and local information to its readers, to express policies or changes in policies and to act as a tool for two-way communication between soldiers and the command group (AR 360-1, 2000). “A newspaper is determined by the commander and the next higher level of command to be the most cost-effective means of fulfilling the command internal communication requirement” (DoD Instruction 5120.4, 1997).

Additionally, installation newspapers can improve morale by quelling rumors. After September 11, Fort Riley soldiers deployed to the National Training Center in California. Spouses of deployed soldiers feared their loved ones had deployed to Afghanistan and rumors began to spread. The Fort Riley command group asked the *Fort Riley Post* to publish three to five articles with photographs each week about the soldiers training in California to help dispel the rumors. The Department of Defense believes that providing information to family members increases their spirits, which has a direct effect on their military service member.

The *Fort Riley Post* is free and is distributed throughout housing areas, units and shops. Additionally, it is delivered to neighboring off-post communities. The *Fort Riley Post* is targeted to military personnel, Department of the Army civilians, military family members and people off-post who are interested in the Army (style guide, 2000).

Since 1970, the top military newspapers and journalists have been selected through the annual Keith L. Ware competition, which recognizes professional excellence and dedication (Army Public Affairs, 2000). In 2000, Forces Command's top three civilian enterprise newspapers were the *Fort Bragg Paraglide*, the *Fort Hood Sentinel* and the *Fort Riley Post*. Additionally, the *Fort Riley Post online* was recognized as Forces Command's top online newspaper in 1999, 2000 and 2001.

Fort Riley journalists are homogeneous to the paper's target readers, which may increase the papers' credibility and reduce levels of bias, according to Rouner, Slater and Buddenbaum (1999). Like the primary audience, the staff writers are soldiers in grades E1-E5. The military writers have print journalism as their military occupational specialty

and have completed advanced individual training on how to write. However, because they are still public affairs journalists it is important to test if readers consider the sources used in stories as credible. In addition to staff writers, the paper also accepts content from contributing writers and pulls copy from military wire sources.

Newspaper Content

Morris Janowitz (1952) analyzed the content of newspapers based on classifications of chain versus independent, large versus small, circulation size and city sector. He set out to determine if the content of the weekly newspapers was representative of the wide range of activities, values and aspirations present in the community as compared to the content in the daily press. Janowitz found that 75 percent of the information within community newspapers was considered local. Additionally, international news was often printed with a local angle. Daily newspapers, on the other hand, were less likely to devote significant portions of space to news about local individuals and organizations unless there was dramatic interest. The *Fort Riley Post*, a weekly paper, follows Janowitz's model and targets its stories to a local audience.

Because the *Fort Riley Post's* content is similar to what the Newspaper Association of America deems important to readers, content should not be a variable that influences the results of this study. In 2000, the NAA reported that adults usually read the following sections: main news (90%); entertainment—movies, theater, etc. (68%); business/finance (62%); sports (61%); comics (59%); food/cooking (57%); classifieds (55%) and television/radio listings (54%). The *Fort Riley Post* is a broadsheet newspaper with a four-color front. It contains a news, sports, community and classifieds section, as

well as TV listings and entertainment information. It also occasionally covers stories on finance, and includes a military comic but it does not regularly print stories on food and cooking.

Photographs are another variable to consider. C. Schlagheck (1998) included photographs in her study on young adult readership. Instead of limiting her topics to copy, she asked students at a midwestern public university to categorize what they read or *looked at* most recently in newspapers. She found the most frequently mentioned topics read or looked at by respondents were as follows: sports (31.1%), comics (23.6%), classified ads (22.5%), front-page news (22.1%) and local news (16.5%). As mentioned previously, the *Fort Riley Post* contains all of these topics and in addition, uses photographs on every section front.

Fort Riley journalists are responsible for shooting photographs to accompany their own stories. Of the ten sections Army writers learn at their advanced individual training, one section covers photojournalism (American Forces Information Service, 1991).

Army Regulation specifically states, “All photographs should be of the highest journalistic quality. This means photographic reporting that visually communicates information with a journalistic view of the subject or event” (AR 360-1, 2000). Additionally it states that “cliché grip and grin” and check presentation genre should be avoided since they do not warrant newspaper coverage. This is consistent with civilian produced newspapers.

Newspaper Editor

Paul Swiergosz (1998) looked specifically at photographs on pages one and two in four Army newspapers; two edited by civilians and two edited by military personnel. He found that in papers with military editors, 42.9 percent of command information stories were accompanied by a photograph. On the contrary, in Army newspapers with civilian editors, only 8.2 percent of command information stories were accompanied by a photograph.

From these results, Swiergosz questioned whether military editors were setting a command information agenda that was fulfilling a need the readers have, whether they were printing photos to satisfy a requirement, or worse, whether they were printing command information photographs to satisfy a commander's ego. The idea that information contained in images accompanying stories exerts influence on readers' perception of the issue is supported by R. Gibson and D. Zillman's recent study on the influence of photographs (2000).

In addition, Swiergosz stated that civilian editors perhaps provide a more diverse offering making their papers look and read more like a civilian newspaper, which should in effect give the soldier "more of what they want." The *Fort Riley Post* has had a civilian editor since August of 1999.

It is important to focus this study on the newspaper because it is the primary source of command information at Fort Riley. New technology is being used to inform soldiers; however, as in civilian communities, the newspaper is still the traditional means of news information. Additionally, most information received in the Public Affairs Office

is sent directly to the editor. From there it is passed on to the other sections responsible for updating the news website and Channel 2 slides.

Online Newspapers and Community News

Online newspapers are rapidly becoming more available. As of October 23, 2001, there were more than 4,900 international and national newspapers available through the Internet, and of those, more than 3,200 were U.S.-based (Editor & Publisher, 2001).

Although online newspapers have been around for a number of years, Army online newspapers are still slow in developing. At this time only four of the ten Forces Command newspapers (Fort Carson, Fort Polk, Fort Riley and Fort Stewart) are available online. This may be because military personnel in the public affairs field are not offered instruction on web design during their advanced individual training course, and the Department of Defense has yet to address, in detail, regulations for online newspapers. Current Army regulation simply states that any information posted online is subject to Public Affairs print newspaper policies and general web posting policies.

A soldier took it upon himself to develop the online edition of the *Fort Riley Post* in 1996 based on his personal web design knowledge. The online edition has the same target demographics as its print version; however, it is also targeted to extended communities. The extended community may include Fort Riley retirees, distant family members of Fort Riley soldiers, soldiers who may relocate to Fort Riley and soldiers who may have been stationed at Fort Riley at one time.

In addition to being awarded Forces Command's top website in 1999, 2000 and 2001, the *Fort Riley Post* online also prevailed over other online Army newspapers as the

top website in the Department of the Army in 1999. Fort Riley's Department of Information Management has reported that the *Fort Riley Post* online is consistently one of the top ten pages visited on Fort Riley's website.

Hsiang Iris Chyi and Dominic Lasorsa (1999) studied how the general public accessed and used online newspapers through an empirical survey conducted in Austin, Texas. They found that about 70 percent of the respondents had access to a personal computer at home or work and that 52 percent had access to the Internet. Of those who had access, the majority, 53 percent, spent one to five hours per week online, 30 percent spent more than six hours per week online and 18 percent reported that they never used it.

Not surprisingly, the researchers found that those who spent the most time online were more likely to prefer online newspapers compared to those who spent less time online. However, major web users (11 + hours per week) reported preferring print newspapers to the online versions 52 to 48 percent. No relationship was apparent between gender and preference or educational level and preference.

While Chyi and Lasorsa found age to be a factor, reporting that 91 percent of people 45 and older prefer the print version, the Newspaper Association of America (2001) reported that those 65 and older who do go online use the web to read the news.

After analyzing a variety of recent studies, Rob Runett (2001) reported that 41 percent of newspaper site visitors are 18-34 years old and they like to read breaking news, weather, news of the day, job listings, coupons and grocery store ads. Comparatively only 23 percent of people 18-34 read print newspapers. Runett also reported that 55 percent of visitors were male and that 51 percent had a college degree.

Because the *Fort Riley Post* is a weekly paper, the information it disseminates is not always timely. Occasionally there is information the command group wants to communicate without waiting for the next print edition. This necessity has led to the development of the Fort Riley Current News website. The site link is clearly marked on Fort Riley's homepage and includes additional links to the *Fort Riley Post* online, news releases, news briefs, an events calendar, advisories and Channel 2.

News releases include stories that appear in the *Fort Riley Post*, details of upcoming events, changes in policies and other news related information the media and the community may find important. According to a 2001 Webtrends report, the News Releases page was the second most viewed page on the Fort Riley website, following the homepage. News briefs are short announcements about Fort Riley's events, policies and on-post leisure activities. The events calendar is simply a calendar of community events. The advisories link is updated immediately with current road conditions, closures and other emergency messages that need to be reported.

The Current News link was established just prior to Sept. 11, 2001. Fort Riley and other installations reached a new state of alert and the link was used to inform the media, surrounding communities and Fort Riley personnel of new changes in access and deployment updates. Since its establishment, seven of its pages rank in the top ten as the most viewed pages on the Fort Riley website.

According to the Online Publishers Association and Harris Interactive (2001), 80 percent of Americans used the Internet as a primary source of information following the September attacks, which was a 16 percent jump. People reported using the Internet

because, it delivered more detail than other sources, it provided more up-to-date information and it was accessible at work. More than 60 percent said they used it because it provided them the information when they wanted it. These measures of detail, timeliness and accessibility will be used to determine why those surveyed use the Internet.

The attacks on Sept. 11 have had an impact on website visitors. Jupiter Media Metrix reported that daily visitors to the Washington Post rose 130 percent. The New York Times traffic rose 95 percent and USA Today's rose 65 percent. Therefore, if members of the Fort Riley community report high use of the Fort Riley Current News link, the attacks may be a variable. However, that would be a positive result because it may mean that more soldiers are able to get current information by using the military online media. Because respondents were surveyed six months following 9-11, the time gap could also buffer the effects of 9-11.

Community Cable Channels

Cable television was developed in the late 1940s for those who couldn't pick up television signals from area stations. In 1950, cable served 14,000 homes and by 1998, it served more than 65 million (FCC, 2000). In 1984, the Cable Act stated that local franchising agreements could require cable services to carry public, educational or government access channels. These channels usually carried community-oriented programming, like local news, public announcements and government meetings programmed by public, educational or government (PEG) agencies (FCC, 2000).

That same year, a study was conducted in Columbus, Ohio, to determine what people knew about governmental programming and what their opinions were about it. Only 40 percent of respondents could recognize the difference between public and government access programming, and 92 percent reported that it was important to be able to view government meetings on television as opposed to learning about them from second-hand sources (Fuller, 1994).

Programming on PEG access channels has traditionally included, city council meetings, call in programs, sports highlights, special events, concerts, etc. When programming is not available, PEG channels often air community bulletin boards (Fuller, 1994). Community bulletin boards air text information that changes every few seconds. Some examples of bulletin board information may include meeting times, upcoming community activities, emergency phone numbers, school information, etc. “With the continuing decline in local newspapers in the United States, community bulletin boards on PEG access channels undoubtedly provide viable substitutes for finding out about our individual cities and towns (Fuller, 1994, p. 96).” Additionally, community bulletin boards are not as limited on space and can therefore post much more information than a small community newspaper.

Much research on government access television is done at a local level through surveys. In 1999, the City of Monterey, California, surveyed community members and found that 73 percent wanted to see community events on their local government access station followed by city organizations (38%), city government (36%), schools (29%) and city citizens (27%). Another survey was conducted in Austin, Texas (1998) to assess how

residents rated the quality of service and cable programming. More than 20 percent of the respondents said they watched government programming occasionally or frequently.

In 1985, following a variety of surveys and assessments, Andy Beecher determined that there were eight important steps for government access channels to follow to build effective municipal programming operation:

- 1) Get each department head to appear on a program.
- 2) Distribute PSAs to local broadcasters.
- 3) Wire the office of each department head, so they can watch 'live' proceedings from their offices.
- 4) Have an occasional open house, featuring departmental liaisons who can encourage other city personnel to get involved.
- 5) Send program schedules to all departments and to the local print media.
- 6) Write press releases on individual programs.
- 7) Solicit letters and calls about programs from viewers, and produce lively call-in programs on city issues.
- 8) Evaluate each program with department liaisons after its completion, and determine how it can be improved, if necessary (Fuller, 1994).

Military installations are no different than other cities. Their residents are given the option to subscribe to a cable service. At Fort Riley, the basic cable service available offers Fort Riley a government access channel that is programmed by the Public Affairs Office. The channel runs a community bulletin board, and video footage of recent on-post activities such as changes of command, dedication ceremonies and field training.

The Department of Defense recognizes the importance of internal video news coverage by offering a military occupational specialty devoted to broadcasting. Soldiers in this field are taught writing, announcing, studio and production skills. When they graduate, they should be able to "provide the knowledge and skills needed by broadcast journalists to support public affairs, journalism, and broadcast missions throughout the Armed Forces (AFIS, 1991)."

Fort Riley's Public Affairs Office does follow some of Beecher's eight steps for success. As the new post and division general and command sergeant major take command of the installation, they are offered air time on Channel 2 to speak to the soldiers and family members about their goals and expectations. The offices of the Command Information Officer, Public Affairs Officer and Deputy Public Affairs Officer are set up with cable television, so the department heads can view Channel 2. Program schedules are broadcast on the community bulletin board and are occasionally printed in the *Fort Riley Post*. Beecher's final suggestion is to evaluate each program upon its completion. This task is routine for all Army operations. The Army refers to this technique as an AAR (After-Action Review). Each program produced by the military broadcasters is reviewed with the Command Information Officer and Public Affairs Officer. Areas in Beecher's model that aren't followed include PSAs, an open house, press releases and call-in programs.

Because Channel 2 is available only to people who live on post who subscribe to cable, Fort Riley has recently posted its community bulletin board online. The board can be accessed from the Current News link and includes every slide that appears on Channel 2. Approximately 8,700 Fort Riley soldiers and family members and more than 9,600 Fort Riley civilian employees and retirees live off post (DRM, 2001) and wouldn't have access to Channel 2 if it weren't available online.

In December 2001, Fort Riley began a weekly 30-minute television news program that airs on the local Topeka FOX network every Sunday morning. This program is the first of its kind in the Department of the Army. Other installations offer news programs

on their local government access channels, but Fort Riley is the first to broadcast weekly on an outside network. The program includes news and feature stories that mirror the *Fort Riley Post* along with national news provided by other Department of Defense resources. Because this program is crossing new territory for the Army, no research is available for this form of Army media.

Research on Military Media

Research on command information media is sparse and is usually conducted by soldiers in the field. Captain Norman Wade studied the importance, availability, use and effectiveness of command information media at Fort Hood, Texas, in 1999. He focused on four types of military media: division/Army newspapers, *Soldiers Magazine*, Army websites and command access television.

He found the most frequently used medium by Army soldiers was division/Army newspapers with 75 percent of respondents saying they used the newspapers frequently or always. *Soldiers Magazine* followed with 33.4 percent of respondents saying they used it frequently or always, Army websites followed with 16.7 percent and command access television with 9.1% (Wade, 1999).

When using division/Army newspapers, soldiers reported they read them for national/international news and news that related to their command or unit. Overall, 96.6 percent of soldiers agreed or strongly agreed that command information media were “effective in keeping military personnel informed about Army issues” and 81 percent agreed or strongly agreed, “they provide useful ideas and information” (Wade, 1999).

Demographic research showed that junior enlisted soldiers in grades E1-E4 were the primary users of command information media followed by officers and noncommissioned officers in that order (Wade, 1999).

Wade's study was conducted three years ago and since then Internet use and computer ownership has increased significantly. In 1998, 42.1 percent of U.S. households had computers and 32.7 percent used the Internet. In 2000, 51.0 percent of U.S. households had computers and 44.4 percent used the Internet (U.S. Dept. of Commerce, 2000). Therefore, soldiers and family members may be using the Internet and Army websites like the Fort Riley Current News link more than they did in 1999.

Janelle Roberts (1995) studied which internal and external media Fort Drum soldiers used prior to and during deployment. She found that prior to deployment, soldiers primarily turned to television for their news, and while deployed they preferred newspapers. However, their interest in utilizing media was lower than before they deployed, which she attributed partially to increased reliance on internal communications from commanders. Because America is currently fighting the war against terrorism with Operation Enduring Freedom and Operation Noble Eagle, soldiers may be relying more on their commanders for information during this study.

The most recent research conducted on the *Fort Riley Post* was a 1999 readership survey. Results showed that only 32 percent of the Fort Riley community said they read the paper all, almost all or most of the time, while 43 percent of the installation community said they read it some of the time or once in a while.

This study will combine methods used by the aforementioned military studies to determine which internal media soldiers use and to evaluate if readership of the *Fort Riley Post* has stayed constant over the past three years. Additionally, it will analyze possible links between media use and community integration within a military setting.

Summary of Review

Fort Riley is unique compared to most civilian communities because at least one person in every home on post works for the same organization—the Army. When soldiers go home from work, their neighbors are also soldiers. Therefore the previous community ties research may play an important part in community media usage among those associated with Fort Riley.

Additionally, because important military and community information is available through many internal sources, every soldier should be able to receive the same information regardless of age, education or time available. Research shows that those who are older may prefer the traditional newspaper, while younger persons may prefer the online version. Those in a hurry may tune into Channel 2 and those with more time can attend Family Readiness Group meetings.

Chapter III

Method

Sample Selection

According to the Fort Riley Fiscal Year 2001 Economic Impact Summary, Fort Riley is home to 9,951 soldiers. The soldiers are divided into two brigades, one engineer group and various smaller units. The 1st Brigade, 1st Infantry Division and 3rd Brigade, 1st Armored Division both have approximately 3,500 soldiers assigned to armor, infantry, field artillery, air defense artillery, engineer and signal units. Because the makeup of the two brigades is virtually identical and because the 1st Brigade deployed to the National Training Center in California during the research timeframe, 1st Brigade soldiers were omitted from the sample. The 937th Engineer Group has approximately 1,500 soldiers assigned to medical, maintenance, finance, personnel and military police units; however, approximately 500 were deployed with the 1st Brigade.

The most logical method of selecting survey respondents for this study was a census, excluding the 1st Brigade and supporting troops because soldiers are continuously deploying and relocating from Fort Riley. If a random sample were selected, it is possible the soldiers within the sample would depart prior to administering the survey. Also, a census eliminates any sampling error.

Method of Collecting Data

Because the Army has a strong leadership structure, command sergeants major of each battalion were used to reach soldiers. Each command sergeant major was asked to submit the quantity of surveys needed for their organization. Copies were then distributed and instructions about distribution and collection were discussed in a group meeting with

key leaders. The survey was given to soldiers in March 2002 on a designated Thursday set aside for professional development. The noncommissioned officers in charge of each unit read the instructions and consent form to the soldiers (see Appendix A), and the answer sheets were collected the same day, in an effort to help response rates.

Research Instrument

A questionnaire was the instrument used to collect data (see Appendix B). The one-page double-sided survey consisted of five-point Likert scale questions, frequency questions, nominal questions, demographic/background questions and open-ended questions. To increase accuracy and to save time, scantron forms were used to record answers. The survey was pretested on three soldiers to identify areas of misunderstanding or confusion. Final results of the study will be provided to the Fort Riley and FORSCOM Public Affairs Offices and the Department of the Army's Office of the Chief of Public Affairs.

Chapter IV Results

Treatment of Data

Although a total of 5,000 surveys were distributed to the 3rd Brigade and 937th Engineer Group, only 2,340 surveys were administered by the chains of command because of training obligations within the units. From those, 1,260 useable surveys were returned. The others were discarded because of obvious incorrect responses. For example, some soldiers made patterns out of the scantron circles and some units turned in the same scantron duplicated over and over.

As surveys and scantrons were collected, the scantrons were run through a computer at K-State's Hale Library. Results were transferred into the SPSS Version 10 for Macintosh statistical analysis program for analysis. Because most of the data are nominal or ordinal, chi-square and bivariate correlation tests were used. In addition to researching the hypotheses, information about demographics of the primary media users was noted for the Fort Riley Public Affairs Office.

Demographics

Most respondents for this study were enlisted soldiers in the ranks of private to specialist, age 20-24 with high school educations. Most have been in the Army for three or more years and are in combat arms units (Table 1).

Table 1

Demographic Frequencies

		Frequency	Percent
Rank	E1-E4	757	60.1
	E5-E9	399	31.7
	WO1-CW5	24	1.9
	O1-O3	53	4.2
	O4-O9	9	.7

		Frequency	Percent
Age	Under 20	148	11.7
	20-24	628	49.8
	25-29	253	20.1
	30-39	184	14.6
	40 or over	33	2.6

		Frequency	Percent
Education	Some High School	42	3.3
	High School or GED	539	42.8
	Some College	490	38.9
	Associates or Bachelors	134	10.6
	Postgraduate	25	2.0

		Frequency	Percent
Years in Army	Less than 1	194	15.4
	1-3	516	41.0
	3 or more	529	42.0

		Frequency	Percent
Unit Type	Combat arms	635	50.4
	Support	346	27.5
	Service support	180	14.3
	Garrison	76	6.0

**Total percentages do not equal 100 because some answers were left blank.

Hypothesis Testing

Hypothesis One

To examine hypothesis one: **Soldiers with higher levels of neighborhood involvement will use command information media more frequently**, a chi-square analysis was conducted on how well respondents reported that they knew their neighbors, how often they communicated with their neighbors and how frequently they used Fort Riley's command information media (the *Fort Riley Post*, Current News website, channel 2 and *In Step with Fort Riley*.) This was the same method used by Finnegan and Viswanath (1988).

Soldiers were asked to rank how well they knew their neighbors by answering, "I know more than half of my neighbors," "I know about half of my neighbors," "I know fewer than half of my neighbors" or "I don't know any of my neighbors." Frequency data showed that 78.9 percent of soldiers surveyed know some of their neighbors.

Of the four media, the results for the *Fort Riley Post* ($X^2 = 25.09$, $df = 12$, $p \leq .014$) (Table 2) and Channel 2 ($X^2 = 26.99$, $df = 12$, $p \leq .008$) (Table 3) were associated with how well soldiers reported they knew their neighbors. The Current News website ($X^2 = 7.53$, $df = 12$, $p \leq .820$) and *In Step with Fort Riley* ($X^2 = 12.26$, $df = 12$, $p \leq .425$) did not show an association and were not significant. Additionally, four cells (20%) in the *In Step* chi-square test had expected counts less than five, rendering the results invalid. The minimum expected was 2.46.

Table 2

Neighborhood Involvement and Fort Riley Post Readership

Know Neighbors		Fort Riley Post					Total
		Daily	Weekly	2 x per month	Monthly	Never	
More than half	Count	25	73	51	71	216	436
	Expected	33.0	80.6	47.9	67.8	206.6	436.0
	% w/in neighbors	5.7%	16.7%	11.7%	16.3%	49.5%	100.0%
	% w/n post	26.9%	32.2%	37.8%	37.2%	37.1%	35.5%
	% of Total	2.0%	5.9%	4.2%	5.8%	17.6%	35.5%
About half	Count	17	31	19	32	90	189
	Expected Count	14.3	34.9	20.8	29.4	89.6	189.0
	% w/in neighbors	9.0%	16.4%	10.1%	16.9%	47.6%	100.0%
	% w/n post	18.3%	13.7%	14.1%	16.8%	15.5%	15.4%
	% of Total	1.4%	2.5%	1.5%	2.6%	7.3%	15.4%
Fewer than half	Count	31	87	44	60	143	365
	Expected Count	27.6	67.5	40.1	56.8	173.0	365.0
	% w/in neighbors	8.5%	23.8%	12.1%	16.4%	39.2%	100.0%
	% w/n post	33.3%	38.3%	32.6%	31.4%	24.6%	29.7%
	% of Total	2.5%	7.1%	3.6%	4.9%	11.6%	29.7%
Don't know any	Count	20	36	21	28	133	238
	Expected Count	18.0	44.0	26.2	37.0	112.8	238.0
	% w/in neighbors	8.4%	15.1%	8.8%	11.8%	55.9%	100.0%
	% w/n post	21.5%	15.9%	15.6%	14.7%	22.9%	19.4%
	% of Total	1.6%	2.9%	1.7%	2.3%	10.8%	19.4%
Total	Count	93	227	135	191	582	1228
	Expected Count	93.0	227.0	135.0	191.0	582.0	1228.0
	% w/in neighbors	7.6%	18.5%	11.0%	15.6%	47.4%	100.0%
	% w/n post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.6%	18.5%	11.0%	15.6%	47.4%	100.0%

$X^2 = 25.09, df = 12, p \leq .014$

Results on Table 2 were most significant by those who reported they knew fewer than half of their neighbors and those who reported they didn't know any. Those cells contributing the greatest amount to the chi square value are shaded. Those who knew fewer than half were more likely than expected to read the paper weekly (O = 87, E = 67.5), and fewer than expected reported never reading it (O = 143, E = 173). Of those

who reported that they didn't know any of their neighbors, more than expected reported never reading it (O = 133, E = 112.8). Therefore, *Fort Riley Post* readership is positively associated with those who know some of their neighbors.

Table 3
Neighborhood Involvement and Channel 2 Viewership

Know Neighbors		Channel 2					Total
		Daily	Weekly	2x per month	Monthly	Never	
More than half	Count	19	48	33	37	302	439
	Expected Count	28.2	47.1	37.1	37.4	289.2	439.0
	% w/in neighbors	4.3%	10.9%	7.5%	8.4%	68.8%	100.0%
	% w/n channel 2	24.1%	36.4%	31.7%	35.2%	37.2%	35.7%
	% of Total	1.5%	3.9%	2.7%	3.0%	24.5%	35.7%
About half	Count	10	22	17	12	127	188
	Expected Count	12.1	20.2	15.9	16.0	123.9	188.0
	% w/in neighbors	5.3%	11.7%	9.0%	6.4%	67.6%	100.0%
	% w/n channel 2	12.7%	16.7%	16.3%	11.4%	15.7%	15.3%
	% of Total	.8%	1.8%	1.4%	1.0%	10.3%	15.3%
Fewer than half	Count	32	43	42	39	209	365
	Expected Count	23.4	39.1	30.8	31.1	240.5	365.0
	% w/in neighbors	8.8%	11.8%	11.5%	10.7%	57.3%	100.0%
	% w/n channel 2	40.5%	32.6%	40.4%	37.1%	25.8%	29.7%
	% of Total	2.6%	3.5%	3.4%	3.2%	17.0%	29.7%
Don't know any	Count	18	19	12	17	173	239
	Expected Count	15.3	25.6	20.2	20.4	157.5	239.0
	% w/in neighbors	7.5%	7.9%	5.0%	7.1%	72.4%	100.0%
	% w/n channel 2	22.8%	14.4%	11.5%	16.2%	21.3%	19.4%
	% of Total	1.5%	1.5%	1.0%	1.4%	14.1%	19.4%
Total	Count	79	132	104	105	811	1231
	Expected Count	79.0	132.0	104.0	105.0	811.0	1231.0
	% w/in neighbors	6.4%	10.7%	8.4%	8.5%	65.9%	100.0%
	% w/n channel 2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.4%	10.7%	8.4%	8.5%	65.9%	100.0%

$X^2 = 26.99$, $df = 12$, $p \leq .008$

As with the *Fort Riley Post*, Channel 2's results, shown in Table 3, were most significant for those who reported they knew fewer than half of their neighbors and those

who reported they didn't know any. Of those who knew fewer than half of their neighbors, fewer than expected reported never viewing Channel 2 (O = 209, E = 240.5). Of those who reported that they didn't know any of their neighbors more than expected reported that they never watch Channel 2 (O = 173, E = 157.5). Therefore, as mentioned above, Channel 2 viewership is positively associated with those who know some of their neighbors.

For both tables, the cells contributing the greatest amount to the chi square value are focused in the never column, showing that while there is an association between neighborhood involvement and media usage, a large concentration of soldiers are not using command information media.

Hypothesis one was also measured by looking at how frequently soldiers communicate with their neighbors. Soldiers were asked to rank how often they communicated with their neighbors by answering, "daily," "weekly," "monthly" or "seldom or never." Frequency data showed 67 percent of soldiers surveyed communicate with their neighbors at least monthly.

The results for all four media, *Fort Riley Post* ($X^2 = 34.65$, $df = 12$, $p \leq .001$) (Table 4), Current News website, ($X^2 = 22.29$, $df = 12$, $p \leq .034$) (Table 5), Channel 2 ($X^2 = 54.06$, $df = 12$, $p \leq .000$) (Table 6) and *In Step with Fort Riley* ($X^2 = 32.89$, $df = 12$, $p \leq .001$) showed association for how frequently soldiers reported communicating with their neighbors. However, four cells (20%) in the *In Step* chi-square test had expected counts less than five, making the results invalid. Thus, the results are not presented. The minimum expected count was 1.18.

Table 4

Neighborhood Involvement and Post Readership

		Fort Riley Post					Total
		Daily	Weekly	2x per month	Monthly	Never	
Communicate w/ Neighbors Daily	Count	30	85	57	77	269	518
	Expected Count	39.4	96.4	57.8	79.6	244.8	518.0
	% w/in neighbors	5.8%	16.4%	11.0%	14.9%	51.9%	100.0%
	% w/in Post	31.9%	37.0%	41.3%	40.5%	46.1%	41.9%
	% of Total	2.4%	6.9%	4.6%	6.2%	21.8%	41.9%
Weekly	Count	20	53	30	48	79	230
	Expected Count	17.5	42.8	25.7	35.4	108.7	230.0
	% w/in neighbors	8.7%	23.0%	13.0%	20.9%	34.3%	100.0%
	% w/in Post	21.3%	23.0%	21.7%	25.3%	13.5%	18.6%
	% of Total	1.6%	4.3%	2.4%	3.9%	6.4%	18.6%
Monthly	Count	12	21	14	12	33	92
	Expected Count	7.0	17.1	10.3	14.1	43.5	92.0
	% w/in neighbors	13.0%	22.8%	15.2%	13.0%	35.9%	100.0%
	% w/in Post	12.8%	9.1%	10.1%	6.3%	5.7%	7.4%
	% of Total	1.0%	1.7%	1.1%	1.0%	2.7%	7.4%
Seldom or Never	Count	32	71	37	53	203	396
	Expected Count	30.1	73.7	44.2	60.9	187.1	396.0
	% w/in neighbors	8.1%	17.9%	9.3%	13.4%	51.3%	100.0%
	% w/in Post	34.0%	30.9%	26.8%	27.9%	34.8%	32.0%
	% of Total	2.6%	5.7%	3.0%	4.3%	16.4%	32.0%
Total	Count	94	230	138	190	584	1236
	Expected Count	94.0	230.0	138.0	190.0	584.0	1236.0
	% w/in neighbors	7.6%	18.6%	11.2%	15.4%	47.2%	100.0%
	% w/in Post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.6%	18.6%	11.2%	15.4%	47.2%	100.0%

$X^2 = 34.65, df = 12, p \leq .001$

Results on Table 4 show that those who communicate with their neighbors on a daily basis actually read the paper less often than expected, but those who communicate only weekly read the paper more often than expected on a weekly basis (O = 53, E = 42.8), and fewer than expected reported never reading it (O = 79, E = 108.7). Of those who reported that they never communicate with their neighbors, more than expected

reported never reading it (O = 203, E = 187.1). Therefore, communicating with neighbors at least monthly, but no more than weekly is associated with readership. Again, the substantial amount of soldiers who don't read the paper contribute greatly to Table 4; however, unlike Tables 2 and 3, significant differences are noted in the weekly column, showing a stronger association between neighborhood involvement and readership.

Table 5

Neighborhood Involvement and Web Usage

Communicate w/ Neighbors		Web					Total
		Daily	Weekly	2x per month	Monthly	Never	
Daily	Count	16	29	20	54	401	520
	Expected Count	20.2	34.5	29.4	56.8	379.2	520.0
	% w/in neighbors	3.1%	5.6%	3.8%	10.4%	77.1%	100.0%
	% w/in Web	33.3%	35.4%	28.6%	40.0%	44.5%	42.0%
	% of Total	1.3%	2.3%	1.6%	4.4%	32.4%	42.0%
Weekly	Count	8	20	22	23	157	230
	Expected Count	8.9	15.2	13.0	25.1	167.7	230.0
	% w/in neighbors	3.5%	8.7%	9.6%	10.0%	68.3%	100.0%
	% w/in Web	16.7%	24.4%	31.4%	17.0%	17.4%	18.6%
	% of Total	.6%	1.6%	1.8%	1.9%	12.7%	18.6%
Monthly	Count	5	10	7	13	57	92
	Expected Count	3.6	6.1	5.2	10.0	67.1	92.0
	% w/in neighbors	5.4%	10.9%	7.6%	14.1%	62.0%	100.0%
	% w/in Web	10.4%	12.2%	10.0%	9.6%	6.3%	7.4%
	% of Total	.4%	.8%	.6%	1.1%	4.6%	7.4%
Seldom or Never	Count	19	23	21	45	287	395
	Expected Count	15.3	26.2	22.4	43.1	288.0	395.0
	% w/in neighbors	4.8%	5.8%	5.3%	11.4%	72.7%	100.0%
	% w/in Web	39.6%	28.0%	30.0%	33.3%	31.8%	31.9%
	% of Total	1.5%	1.9%	1.7%	3.6%	23.2%	31.9%
Total	Count	48	82	70	135	902	1237
	Expected Count	48.0	82.0	70.0	135.0	902.0	1237.0
	% w/in neighbors	3.9%	6.6%	5.7%	10.9%	72.9%	100.0%
	% w/in Web	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	3.9%	6.6%	5.7%	10.9%	72.9%	100.0%

$X^2 = 22.29^a$, $df = 12$, $p \leq .034$

a. 1 cell (5.0%) had an expected count less than 5. The minimum expected is 3.57.

Results of Table 5 show that 72 percent of soldiers are not using the Current News link as a source of information. However, of those who communicate with their neighbors on a weekly (O = 157, E = 167.7) or monthly basis (O = 57, E = 67.1), fewer than expected reported never viewing the site. Since viewership is significantly associated with how frequently soldiers communicate with their neighbors, it could follow the trend of the *Fort Riley Post* as awareness of its existence grows.

Table 6
Neighborhood Involvement and Channel 2 Viewership

Communicate w/ Neighbors		Channel 2				Total	
		Daily	Weekly	2x per month	Monthly		Never
Daily	Count	19	55	37	38	369	518
	Expected Count	33.5	54.8	43.5	44.8	341.4	518.0
	% w/in neighbors	3.7%	10.6%	7.1%	7.3%	71.2%	100.0%
	% w/in Channel 2	23.8%	42.0%	35.6%	35.5%	45.2%	41.8%
	% of Total	1.5%	4.4%	3.0%	3.1%	29.8%	41.8%
Weekly	Count	22	29	28	26	126	231
	Expected Count	14.9	24.4	19.4	20.0	152.3	231.0
	% w/in neighbors	9.5%	12.6%	12.1%	11.3%	54.5%	100.0%
	% w/in Channel 2	27.5%	22.1%	26.9%	24.3%	15.4%	18.7%
	% of Total	1.8%	2.3%	2.3%	2.1%	10.2%	18.7%
Monthly	Count	8	12	18	11	43	92
	Expected Count	5.9	9.7	7.7	8.0	60.6	92.0
	% w/in neighbors	8.7%	13.0%	19.6%	12.0%	46.7%	100.0%
	% w/in Channel 2	10.0%	9.2%	17.3%	10.3%	5.3%	7.4%
	% of Total	.6%	1.0%	1.5%	.9%	3.5%	7.4%
Seldom or Never	Count	31	35	21	32	278	397
	Expected Count	25.7	42.0	33.4	34.3	261.7	397.0
	% w/in neighbors	7.8%	8.8%	5.3%	8.1%	70.0%	100.0%
	% w/in Channel 2	38.8%	26.7%	20.2%	29.9%	34.1%	32.1%
	% of Total	2.5%	2.8%	1.7%	2.6%	22.5%	32.1%
Total	Count	80	131	104	107	816	1238
	Expected Count	80.0	131.0	104.0	107.0	816.0	1238.0
	% w/in neighbors	6.5%	10.6%	8.4%	8.6%	65.9%	100.0%
	% w/in Channel 2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.5%	10.6%	8.4%	8.6%	65.9%	100.0%

$X^2 = 54.06$, $df = 12$, $p \leq .000$

Mirroring the *Fort Riley Post*, Table 6 results show that those who communicate with their neighbors on a daily basis view Channel 2 less often than expected. However, of those who communicate only weekly (O = 126, E = 152.3) or monthly (O = 43, E = 60.6), fewer than expected reported never viewing it. Of who reported that they never communicate with their neighbors, more than expected reported never viewing Channel 2 (O = 278, E = 261.7). Therefore, communicating with neighbors at least monthly, but no more than weekly is associated with Channel 2 viewership.

Based on the aforementioned results, hypothesis one, which associates neighborhood involvement with command information media usage, is supported. It is apparent that soldiers, who both know their neighbors and make an effort to communicate with them, are more likely to utilize the *Fort Riley Post* and Channel 2. In addition, those who communicate with their neighbors monthly to weekly utilize the current news website more frequently. Data collected for Fort Riley's new television show *In Step with Fort Riley* did not return any valid results.

Hypothesis Two

Hypothesis two: **Soldiers with higher levels of orientation to community will use command information media more frequently**, was tested using bivariate correlations. Levels of orientation to community were measured by testing how frequently soldiers visited the following on post facilities: parks, fitness centers, recreation facilities, theater, library, Soldier Family Support Center and the Army Education Center. When each on-post facility was analyzed individually, the fitness centers were utilized by 86.9% of soldiers, followed by recreation facilities (69.8%), the

Army Education Center (69.1%), parks (63.5%), the theater (50%), Soldier and Family Support Center (40.3%) and the library (37.1%). Therefore, the majority of the variables used to measure orientation to community were utilized by 50% or more of soldiers surveyed. The results of the seven facilities were combined to create a community index. Finnegan and Viswanath (1988) used this method to represent closeness of ties to community structures.

All four media showed significant correlations in the negative direction (Table 7), which supports the hypothesis. Media usage was coded with one being daily and five equaling never, and orientation to community was coded with one equaling never and three equaling frequently. Therefore, a negative correlation supports the idea that orientation to community is associated with how frequently soldiers use command information media. Although significant, the correlations were weak with none being higher than $-.207$.

Table 7

Orientation to Community and Command Information Usage

		<u>Post</u>	<u>Web</u>	<u>Channel 2</u>	<u>In Step</u>
Community Index	Pearson Correlation	-.207	-.173	-.194	-.081
	Sig. (2-tailed)	.000	.000	.000	.004
	N	1225	1226	1226	1224

Hypothesis Three

To examine hypothesis three: **Soldiers who have been stationed at Fort Riley for three or more years will use command information media more frequently**, a chi-square analysis was conducted on how long soldiers have been stationed at Fort Riley and

how frequently they used Fort Riley’s command information media. Soldiers were asked to categorize their time at Fort Riley by answering, “less than one year,” “one to three years” or “three or more years.” Only 14.2% of soldiers surveyed have been stationed at Fort Riley three or more years; 45.5% have been stationed there one to three years and 38.2% have been there less than one year. The only media that showed a significant association was the *Fort Riley Post* ($X^2 = 16.22$, $df = 8$, $p \leq .039$) (Table 8).

Table 8

Time at Fort Riley and Post Readership

Years at Fort Riley		Fort Riley Post					Total
		Daily	Weekly	2x per month	Monthly	Never	
Less than one	Count	43	70	52	71	241	477
	Expected Count	37.4	87.9	53.3	73.1	225.3	477.0
	% within years	9.0%	14.7%	10.9%	14.9%	50.5%	100.0%
	% within post	44.8%	31.0%	38.0%	37.8%	41.6%	38.9%
	% of Total	3.5%	5.7%	4.2%	5.8%	19.7%	38.9%
1-3	Count	41	115	59	84	271	570
	Expected Count	44.6	105.1	63.7	87.4	269.2	570.0
	% within years	7.2%	20.2%	10.4%	14.7%	47.5%	100.0%
	% within post	42.7%	50.9%	43.1%	44.7%	46.8%	46.5%
	% of Total	3.3%	9.4%	4.8%	6.9%	22.1%	46.5%
3 or more	Count	12	41	26	33	67	179
	Expected Count	14.0	33.0	20.0	27.4	84.5	179.0
	% within years	6.7%	22.9%	14.5%	18.4%	37.4%	100.0%
	% within post	12.5%	18.1%	19.0%	17.6%	11.6%	14.6%
	% of Total	1.0%	3.3%	2.1%	2.7%	5.5%	14.6%
Total	Count	96	226	137	188	579	1226
	Expected Count	96.0	226.0	137.0	188.0	579.0	1226.0
	% within years	7.8%	18.4%	11.2%	15.3%	47.2%	100.0%
	% within post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.8%	18.4%	11.2%	15.3%	47.2%	100.0%

$X^2 = 16.22$, $df = 8$, $p \leq .039$

Results of Table 8 show that, as hypothesized, soldiers who have been stationed at Fort Riley longer are more likely to read the paper. Of those who have been stationed at

Fort Riley three or more years, 62.5% read the paper at least monthly, and the percentages decrease as time at Fort Riley lessens. Of those stationed at the installation one to three years, 52.5% read the paper at least monthly and of those stationed at the post less than one year, 49.5% read the paper at least monthly.

Additionally, soldiers stationed at Fort Riley less than one year read the paper less frequently than expected (weekly: $O = 70$, $E = 87.9$; never: $O = 241$, $E = 225.3$), and soldiers who have been stationed at Fort Riley for three or more years reported never reading the paper less often than expected ($O = 67$, $E = 84.5$). These data support the fact that soldiers stationed at Fort Riley longer are more likely to read the *Post*. However, significant results were not found with the other command information media: Current News website ($X^2 = 12.59$, $df = 8$, $p \leq .127$), Channel 2 ($X^2 = 11.59$, $df = 8$, $p \leq .170$) and *In Step with Fort Riley* ($X^2 = 4.50$, $df = 8$, $p \leq .809$). Additionally, two cells (13.3%) in the *In Step* chi-square test had expected counts less than five. The minimum expected was 2.32.

Hypothesis Four

Hypothesis four: **Soldiers who have been stationed at Fort Riley more than once will read the *Fort Riley Post* more frequently**, was tested using a chi-square test. Soldiers were asked whether their current duty assignment was their first assignment at Fort Riley. A total of 1,060 (85%) reported yes and 187 (15%) reported that they had been stationed at Fort Riley at least once before. The results show a significant association between *Post* readership and Fort Riley assignment frequency ($X^2 = 16.71$, $df = 4$, $p \leq .002$) (Table 9).

Results of Table 9 show that, as hypothesized, soldiers who are serving their first assignment at Fort Riley read the paper less frequently than those who had been stationed there previously (weekly: O = 183, E = 196.4; never: O = 525, E = 502.4), and soldiers who have been stationed at Fort Riley at least once before reported never reading the paper less often than expected (O = 66, E = 88.6). Additionally, more than expected reported reading it on a weekly basis (O = 48, E = 34.6). A total of 64.7% of soldiers on their second assignment at Fort Riley read the paper at least monthly, while 50.5% of those on their first assignment read it at least monthly.

Table 9

Fort Riley Assignment Frequency and Fort Riley Post Readership

First Assignment at Fort Riley		Fort Riley Post					Total
		Daily	Weekly	2x per month	Monthly	Never	
yes	Count	76	183	117	159	525	1060
	Expected Count	82.5	196.4	116.5	162.4	502.4	1060.0
	% w/in assignment	7.2%	17.3%	11.0%	15.0%	49.5%	100.0%
	% within post	78.4%	79.2%	85.4%	83.2%	88.8%	85.0%
	% of Total	6.1%	14.7%	9.4%	12.8%	42.1%	85.0%
no	Count	21	48	20	32	66	187
	Expected Count	14.5	34.6	20.5	28.6	88.6	187.0
	% w/in assignment	11.2%	25.7%	10.7%	17.1%	35.3%	100.0%
	% within post	21.6%	20.8%	14.6%	16.8%	11.2%	15.0%
	% of Total	1.7%	3.8%	1.6%	2.6%	5.3%	15.0%
Total	Count	97	231	137	191	591	1247
	Expected Count	97.0	231.0	137.0	191.0	591.0	1247.0
	% w/in assignment	7.8%	18.5%	11.0%	15.3%	47.4%	100.0%
	% within post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.8%	18.5%	11.0%	15.3%	47.4%	100.0%

$X^2 = 16.71, df = 4, p \leq .002$

Although the researcher only hypothesized assignment frequency and *Post* readership, chi-square tests were run on the other three media to determine if similar

associations could be supported. Results were significant for the website ($X^2 = 15.23$, $df = 4$, $p \leq .004$) (Table 10) and Channel 2 ($X^2 = 27.13$, $df = 4$, $p \leq .000$) (Table 11). Two cells (20%) in the *In Step* test ($X^2 = 17.90$, $df = 4$, $p \leq .001$) had expected counts less than five, and will not be reported. The minimum expected count was 2.40.

Table 10

Fort Riley Assignment Frequency and Web Usage

First Assignment at Fort Riley		Web					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	37	67	55	111	790	1060
	Expected Count	41.6	73.0	61.2	114.7	769.5	1060.0
	% within assignment	3.5%	6.3%	5.2%	10.5%	74.5%	100.0%
	% within web	75.5%	77.9%	76.4%	82.2%	87.2%	84.9%
	% of Total	3.0%	5.4%	4.4%	8.9%	63.3%	84.9%
	% of Total						
No	Count	12	19	17	24	116	188
	Expected Count	7.4	13.0	10.8	20.3	136.5	188.0
	% w/in assignment	6.4%	10.1%	9.0%	12.8%	61.7%	100.0%
	% within web	24.5%	22.1%	23.6%	17.8%	12.8%	15.1%
	% of Total	1.0%	1.5%	1.4%	1.9%	9.3%	15.1%
	% of Total						
Total	Count	49	86	72	135	906	1248
	Expected Count	49.0	86.0	72.0	135.0	906.0	1248.0
	% w/in assignment	3.9%	6.9%	5.8%	10.8%	72.6%	100.0%
	% within web	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	3.9%	6.9%	5.8%	10.8%	72.6%	100.0%
	% of Total						

$X^2 = 15.23$, $df = 4$, $p \leq .004$

Table 10 reports that a total of 38.3% of soldiers on their second assignment at Fort Riley use the website at least monthly, while 25.5% of those on their first assignment view it at least monthly. These data mirror that shown in Table 9.

Table 11 reports that a total of 47.3% of soldiers on their second assignment at Fort Riley view Channel 2 at least monthly, while 31.7% of those on their first

assignment view it at least monthly. These data also mirror the results for the newspaper in Table 9, showing that usage of command information media is greater for soldiers who have been assigned to Fort Riley more than once and lower for those on their first assignment.

Table 11

Fort Riley Assignment Frequency and Channel 2 Viewership

First Assignment at Fort Riley		Channel 2					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	57	101	89	89	725	1061
	Expected Count	69.7	110.4	89.2	91.7	700.0	1061.0
	% w/in assignment	5.4%	9.5%	8.4%	8.4%	68.3%	100.0%
	% within channel 2	69.5%	77.7%	84.8%	82.4%	88.0%	84.9%
	% of Total	4.6%	8.1%	7.1%	7.1%	58.0%	84.9%
No	Count	25	29	16	19	99	188
	Expected Count	12.3	19.6	15.8	16.3	124.0	188.0
	% w/in assignment	13.3%	15.4%	8.5%	10.1%	52.7%	100.0%
	% within channel 2	30.5%	22.3%	15.2%	17.6%	12.0%	15.1%
	% of Total	2.0%	2.3%	1.3%	1.5%	7.9%	15.1%
Total	Count	82	130	105	108	824	1249
	Expected Count	82.0	130.0	105.0	108.0	824.0	1249.0
	% w/in assignment	6.6%	10.4%	8.4%	8.6%	66.0%	100.0%
	% within channel 2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.6%	10.4%	8.4%	8.6%	66.0%	100.0%

$X^2 = 27.13$, $df = 4$, $p \leq .000$

Hypothesis Five

To analyze hypothesis five: **Soldiers who have been stationed at Fort Riley for less than one year will use the Fort Riley news website more frequently**, a chi-square test was run on time at Fort Riley and website usage. The results of the test were not significant ($X^2 = 12.59$, $df = 8$, $p \leq .127$). Frequency results reported that of the soldiers stationed at Fort Riley less than one year, 138 (28.7%) have viewed the site at least

monthly. Of the soldiers stationed at Fort Riley one to three years, 145 (25.5%) reported that they view it at least monthly, and of the soldiers stationed at Fort Riley for three or more years, only 51 (28.4%) reported ever using it. The frequencies were very close in range; therefore the hypothesis is not supported.

Hypothesis Six

Hypothesis six: **Soldiers who have spent three or more years in the Army will use command information media more frequently**, was tested using a chi-square test. Soldiers were asked how long they have served their country in the Army. A total of 526 (42.7%) reported that they have served three or more years; 41.6% have served one to three years and 15.7% have served less than one year. The results show a significant media usage association with the *Fort Riley Post* ($X^2 = 33.16$, $df = 8$, $p \leq .000$) (Table 12), Current News website ($X^2 = 16.17$, $df = 8$, $p \leq .040$) (Table 13) and Channel 2 ($X^2 = 22.23$, $df = 8$, $p \leq .005$) (Table 14). Results were not significant for *In Step with Fort Riley* ($X^2 = 12.73$, $df = 8$, $p \leq .122$).

Results on Table 12 for the *Post* strongly support hypothesis six. They show that soldiers who are new to the Army are less likely to read the *Post* (weekly: O = 23, E = 36; never: O = 102, E = 91.6). A total of 47.2% read it at least monthly. The same percentage is true for those who have been in one to three years. On the contrary, those who have been in the Army for three or more years are significantly more likely to read the *Post* than expected (weekly: O = 130, E: 98.2; monthly: O = 91, E = 80.7; never: O = 212; E = 249.8). A total of 59.7% read it at least monthly.

Table 12

Years in the Army and Post Readership

Years in Army		Fort Riley Post					Total
		Daily	Weekly	2x per month	Monthly	Never	
Less than 1	Count	18	23	24	26	102	193
	Expected Count	14.7	36.0	21.0	29.6	91.6	193.0
	% within years	9.3%	11.9%	12.4%	13.5%	52.8%	100.0%
	% within post	19.1%	10.0%	17.9%	13.8%	17.4%	15.7%
	% of Total	1.5%	1.9%	1.9%	2.1%	8.3%	15.7%
1-3	Count	35	77	58	72	271	513
	Expected Count	39.1	95.8	55.8	78.7	243.6	513.0
	% within years	6.8%	15.0%	11.3%	14.0%	52.8%	100.0%
	% within post	37.2%	33.5%	43.3%	38.1%	46.3%	41.6%
	% of Total	2.8%	6.3%	4.7%	5.8%	22.0%	41.6%
3 or more	Count	41	130	52	91	212	526
	Expected Count	40.1	98.2	57.2	80.7	249.8	526.0
	% within years	7.8%	24.7%	9.9%	17.3%	40.3%	100.0%
	% within post	43.6%	56.5%	38.8%	48.1%	36.2%	42.7%
	% of Total	3.3%	10.6%	4.2%	7.4%	17.2%	42.7%
Total	Count	94	230	134	189	585	1232
	Expected Count	94.0	230.0	134.0	189.0	585.0	1232.0
	% within years	7.6%	18.7%	10.9%	15.3%	47.5%	100.0%
	% within post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.6%	18.7%	10.9%	15.3%	47.5%	100.0%

$X^2 = 33.16, df = 8, p \leq .000$

As noted in Table 13, those who have served more than three years are 9.1% more likely to view the Current News website than those serving one to three years, and they are 9.5% more likely to view it than those who have served less than one year.

Additionally, for soldiers serving one to three years (O = 394, E = 374.5) and three or more years (O = 357, E = 384.7), fewer reported never viewing it than expected.

Table 13

Years in the Army and Web Usage

Years in Army		Web					Total
		Daily	Weekly	2x per month	Monthly	Never	
Less than 1	Count	5	11	11	17	149	193
	Expected Count	7.4	13.0	11.0	20.8	140.9	193.0
	% within years	2.6%	5.7%	5.7%	8.8%	77.2%	100.0%
	% within web	10.6%	13.3%	15.7%	12.8%	16.6%	15.7%
	% of Total	.4%	.9%	.9%	1.4%	12.1%	15.7%
1-3	Count	17	28	20	54	394	513
	Expected Count	19.6	34.5	29.1	55.3	374.5	513.0
	% within years	3.3%	5.5%	3.9%	10.5%	76.8%	100.0%
	% within web	36.2%	33.7%	28.6%	40.6%	43.8%	41.6%
	% of Total	1.4%	2.3%	1.6%	4.4%	32.0%	41.6%
3 or more	Count	25	44	39	62	357	527
	Expected Count	20.1	35.5	29.9	56.8	384.7	527.0
	% within years	4.7%	8.3%	7.4%	11.8%	67.7%	100.0%
	% within web	53.2%	53.0%	55.7%	46.6%	39.7%	42.7%
	% of Total	2.0%	3.6%	3.2%	5.0%	29.0%	42.7%
Total	Count	47	83	70	133	900	1233
	Expected Count	47.0	83.0	70.0	133.0	900.0	1233.0
	% within years	3.8%	6.7%	5.7%	10.8%	73.0%	100.0%
	% within web	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	3.8%	6.7%	5.7%	10.8%	73.0%	100.0%

$X^2 = 16.17, df = 8, p \leq .040$

Viewership for Channel 2 (see Table 14) is similar to the *Post* and website for soldiers who have been in the Army three or more years, but for soldiers serving one to three years, the results are the opposite. Fewer soldiers than expected reported viewing Channel 2 daily (O = 19, E = 33.3) and weekly (O = 45, E = 53.3) and more than expected (O = 359, E = 339.9) reported never watching it. This could, however, be because when soldiers first move to Fort Riley, they are put on a waiting list before they are offered housing on post. If soldiers don't live on post, they don't have residential access to Channel 2.

Table 14

Years in the Army and Channel 2 Viewership

		Channel 2					
Years in Army		Daily	Weekly	2x per month	Monthly	Never	Total
Less than 1	Count	13	14	15	16	134	192
	Expected Count	12.4	19.9	16.2	16.5	127.0	192.0
	% within years	6.8%	7.3%	7.8%	8.3%	69.8%	100.0%
	% within channel2	16.3%	10.9%	14.4%	15.1%	16.4%	15.6%
	% of Total	1.1%	1.1%	1.2%	1.3%	10.9%	15.6%
1-3	Count	19	45	46	45	359	514
	Expected Count	33.3	53.3	43.3	44.2	339.9	514.0
	% within years	3.7%	8.8%	8.9%	8.8%	69.8%	100.0%
	% within channel2	23.8%	35.2%	44.2%	42.5%	44.0%	41.7%
	% of Total	1.5%	3.6%	3.7%	3.6%	29.1%	41.7%
3 or more	Count	48	69	43	45	323	528
	Expected Count	34.2	54.8	44.5	45.4	349.1	528.0
	% within years	9.1%	13.1%	8.1%	8.5%	61.2%	100.0%
	% within channel2	60.0%	53.9%	41.3%	42.5%	39.6%	42.8%
	% of Total	3.9%	5.6%	3.5%	3.6%	26.2%	42.8%
Total	Count	80	128	104	106	816	1234
	Expected Count	80.0	128.0	104.0	106.0	816.0	1234.0
	% within years	6.5%	10.4%	8.4%	8.6%	66.1%	100.0%
	% within channel2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.5%	10.4%	8.4%	8.6%	66.1%	100.0%

$X^2 = 22.23, df = 8, p \leq .005$

Hypothesis Seven

Hypothesis seven, **Soldiers who plan to make the Army a career will use command information media more frequently**, was tested using a chi-square. Soldiers were asked to honestly report if they planned to make the Army a career, and 42.5% said yes and 53.7% said no. A significant association was supported with the *Post* ($X^2 = 60.65, df = 4, p \leq .000$) (Table 15), the website ($X^2 = 27.48, df = 4, p \leq .000$) (Table 16) and

Channel 2 ($X^2 = 43.31$, $df = 4$, $p \leq .000$) (Table 17). *In Step* again did not show a significant association ($X^2 = 7.34$, $df = 4$, $p \leq .119$).

Table 15

Army Career and Post Readership

Army Career		Fort Riley Post					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	53	136	56	91	195	531
	Expected Count	38.7	99.1	56.8	81.9	254.5	531.0
	% within career	10.0%	25.6%	10.5%	17.1%	36.7%	100.0%
	% within post	60.2%	60.4%	43.4%	48.9%	33.7%	44.0%
	% of Total	4.4%	11.3%	4.6%	7.5%	16.2%	44.0%
No	Count	35	89	73	95	383	675
	Expected Count	49.3	125.9	72.2	104.1	323.5	675.0
	% within career	5.2%	13.2%	10.8%	14.1%	56.7%	100.0%
	% within post	39.8%	39.6%	56.6%	51.1%	66.3%	56.0%
	% of Total	2.9%	7.4%	6.1%	7.9%	31.8%	56.0%
Total	Count	88	225	129	186	578	1206
	Expected Count	88.0	225.0	129.0	186.0	578.0	1206.0
	% within career	7.3%	18.7%	10.7%	15.4%	47.9%	100.0%
	% within post	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	7.3%	18.7%	10.7%	15.4%	47.9%	100.0%

$X^2 = 60.65$, $df = 4$, $p \leq .000$

In the analysis shown in Table 15, 60% of the cells contribute greatly to the chi square value. The greatest variations of observed and expected frequencies lies in the never and weekly cells. A total of 63.3% of soldiers who plan to make the Army a career, read the paper at least monthly, while only 43.3% of soldiers who plan to get out of the Army read the paper at the same frequency — a difference of 20%.

Table 16

Army Career and Web Usage

Army Career		Web					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	30	43	41	66	352	532
	Expected Count	20.3	36.2	30.0	56.0	389.5	532.0
	% within career	5.6%	8.1%	7.7%	12.4%	66.2%	100.0%
	% within web	65.2%	52.4%	60.3%	52.0%	39.9%	44.1%
	% of Total	2.5%	3.6%	3.4%	5.5%	29.2%	44.1%
No	Count	16	39	27	61	531	674
	Expected Count	25.7	45.8	38.0	71.0	493.5	674.0
	% within career	2.4%	5.8%	4.0%	9.1%	78.8%	100.0%
	% within web	34.8%	47.6%	39.7%	48.0%	60.1%	55.9%
	% of Total	1.3%	3.2%	2.2%	5.1%	44.0%	55.9%
Total	Count	46	82	68	127	883	1206
	Expected Count	46.0	82.0	68.0	127.0	883.0	1206.0
	% within career	3.8%	6.8%	5.6%	10.5%	73.2%	100.0%
	% within web	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	3.8%	6.8%	5.6%	10.5%	73.2%	100.0%

$X^2 = 27.48, df = 4, p \leq .000$

In the analysis shown in Table 16, 60% of the cells again contribute greatly to the chi square value. This time however, the greatest variations of observed and expected frequencies lies in the never, monthly and two times per month cells. A total of 33.8% of soldiers who plan to make the Army a career, view the website at least monthly, while only 21.2% of soldiers who plan to get out of the Army view the website at the same frequency — a difference of 12.6%.

In the analysis shown in Table 17, 60% of the cells again contribute greatly to the chi square value, with frequency variations focusing in daily, weekly and never cells. A total of 42.7% of soldiers who plan to make the Army a career, view Channel 2 at least

monthly, while only 26.4% of soldiers who plan to get out of the Army view it at the same frequency — a difference of 16.3%.

Table 17

Army Career and Channel 2 Viewership

Army Career		Channel 2					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	50	76	48	54	306	534
	Expected Count	33.2	55.7	44.2	46.4	354.5	534.0
	% within career	9.4%	14.2%	9.0%	10.1%	57.3%	100.0%
	% within channel2	66.7%	60.3%	48.0%	51.4%	38.2%	44.2%
	% of Total	4.1%	6.3%	4.0%	4.5%	25.3%	44.2%
No	Count	25	50	52	51	496	674
	Expected Count	41.8	70.3	55.8	58.6	447.5	674.0
	% within career	3.7%	7.4%	7.7%	7.6%	73.6%	100.0%
	% within channel2	33.3%	39.7%	52.0%	48.6%	61.8%	55.8%
	% of Total	2.1%	4.1%	4.3%	4.2%	41.1%	55.8%
Total	Count	75	126	100	105	802	1208
	Expected Count	75.0	126.0	100.0	105.0	802.0	1208.0
	% within career	6.2%	10.4%	8.3%	8.7%	66.4%	100.0%
	% within channel2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.2%	10.4%	8.3%	8.7%	66.4%	100.0%

$X^2 = 43.31, df = 4, p \leq .000$

Results for the *Post* (Table 15), website (Table 16) and Channel 2 (Table 17) were extraordinary. Soldiers who plan to make the Army a career are 20% more likely to read the *Post*, 12.6% more likely to view the website and 16.3% more likely to watch Channel 2 than those who don't plan to make the Army a career. This could be because they find it more useful for their careers or because they take more pride in their role as a soldier.

Hypothesis Eight

Hypothesis eight, **Soldiers who live on post are more likely to view the Channel 2 slides on television than soldiers who live off post are to view them online,**

was tested by comparing two chi-square tests between how soldiers view Channel 2. Soldiers were first asked how frequently they viewed Channel 2 on television. Then they were asked how they view a breakdown of items on the Fort Riley website, with Channel 2 being one of the categories. There was a significant association between living on post and viewing Channel 2 on television ($X^2 = 14.72$, $df = 4$, $p \leq .005$) (Table 18). However, the association between where a soldier lives and online viewership was just shy of statistical significance ($X^2 = 9.46$, $df = 4$, $p \leq .051$) (Table 19).

Table 18
Residence and Channel 2 Viewership

Lives On Post		Channel 2 on TV					Total
		Daily	Weekly	2x per month	Monthly	Never	
Yes	Count	62	108	85	82	577	914
	Expected Count	58.9	96.2	78.3	76.8	603.9	914.0
	% within onpost	6.8%	11.8%	9.3%	9.0%	63.1%	100.0%
	% within channel2	78.5%	83.7%	81.0%	79.6%	71.2%	74.6%
	% of Total	5.1%	8.8%	6.9%	6.7%	47.1%	74.6%
No	Count	17	21	20	21	233	312
	Expected Count	20.1	32.8	26.7	26.2	206.1	312.0
	% within onpost	5.4%	6.7%	6.4%	6.7%	74.7%	100.0%
	% within channel2	21.5%	16.3%	19.0%	20.4%	28.8%	25.4%
	% of Total	1.4%	1.7%	1.6%	1.7%	19.0%	25.4%
Total	Count	79	129	105	103	810	1226
	Expected Count	79.0	129.0	105.0	103.0	810.0	1226.0
	% within onpost	6.4%	10.5%	8.6%	8.4%	66.1%	100.0%
	% within channel2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.4%	10.5%	8.6%	8.4%	66.1%	100.0%

$X^2 = 14.72$, $df = 4$, $p \leq .005$

As hypothesized, soldiers who live on post are more likely to view Channel 2 on television because it is not available on television off post. A total of 36.9% of soldiers living on post view it at least monthly, while a total of 25.3% of soldiers living off post

view it at the same frequency. Although the second percentage is low, considering the effort those soldiers have make to view it, the number is surprisingly high. Soldiers living off post who reported viewing Channel 2 have to either watch it at work, at Sports U.S.A. or at a friend or co-workers residence on post, which all require an extra effort and possibly an extra desire to get the news.

Table 19

Residence and Online Channel 2 Viewership

Lives On Post		Channel 2 Online				Never	Total
		Daily	Weekly	2x per month	Monthly		
Yes	Count	28	60	50	51	726	915
	Expected Count	26.9	53.0	49.3	44.1	741.7	915.0
	% within onpost	3.1%	6.6%	5.5%	5.6%	79.3%	100.0%
	% within ch2	77.8%	84.5%	75.8%	86.4%	73.1%	74.7%
	% of Total	2.3%	4.9%	4.1%	4.2%	59.3%	74.7%
No	Count	8	11	16	8	267	310
	Expected Count	9.1	18.0	16.7	14.9	251.3	310.0
	% within onpost	2.6%	3.5%	5.2%	2.6%	86.1%	100.0%
	% within ch2	22.2%	15.5%	24.2%	13.6%	26.9%	25.3%
	% of Total	.7%	.9%	1.3%	.7%	21.8%	25.3%
Total	Count	36	71	66	59	993	1225
	Expected Count	36.0	71.0	66.0	59.0	993.0	1225.0
	% within onpost	2.9%	5.8%	5.4%	4.8%	81.1%	100.0%
	% within ch2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	2.9%	5.8%	5.4%	4.8%	81.1%	100.0%

$X^2 = 9.46, df = 4, p \leq .051$

Based on the data in Table 19, hypothesis eight is supported because 36.9% of soldiers living on post view Channel 2 on television at least monthly, while only 13.9% of soldiers living off post view the slides monthly online. However, living on post is still positively associated with viewership no matter the medium. Soldiers who live on post are 6.8% more likely to view Channel 2 online than those who live off post. This may

show that those who live on post put forth more of an effort to get the information than soldiers living off post because it affects their day-to-day lives and immediate communities. Channel 2 online is a fairly new medium, and is never viewed by 81.1% of soldiers surveyed.

Hypothesis Nine

The final hypothesis, **Soldiers will use Channel 2 less frequently than the *Fort Riley Post* and *Fort Riley website***, was analyzed by looking at the means and median of each medium. Soldiers were asked how frequently they used each medium: 1 = daily, 2 = weekly, 3 = two times per month, 4 = monthly and 5 = never. The *Fort Riley Post* (Table 20) was the most used with a mean of 3.76, which is between twice a month and monthly. Its median was 4. Channel 2 followed with a mean of 4.17, then the website with a mean of 4.41 and *In Step* with a mean of 4.73. Channel 2, the website and *In Step* all had medians of 5.

Table 20

Frequency of Media Usage

Means

		<u>Post</u>	<u>Web</u>	<u>Channel 2</u>	<u>In Step</u>
N	Valid	1253	1254	1255	1253
Mean		3.76	4.41	4.17	4.73
Median		4.00	5.00	5.00	5.00

Summary of Results

The aforementioned results supported eight of the researcher’s nine hypotheses. A strong media usage relationship was apparent between neighborhood involvement and orientation to community, which were the two main focuses of the study. Additional

attention was given to the length of time in a community. The community was evaluated at the basic level — time and number of assignments at Fort Riley and at a broader level — time in the Army. Three hypotheses that focused on length of time in the Army or at Fort Riley were supported. The only hypothesis that was rejected showed that there are no significant associations between length of time at Fort Riley and usage of the Current News website.

The researcher also hypothesized that soldiers who were “settled” into their communities, those who planned to make the Army a career, were more likely to have greater media usage. This too was supported. The final hypothesis based on frequencies was only partially supported, showing that while the newspaper is the most utilized medium among soldiers, Channel 2 is used more than the website.

Chapter V Discussion

Impact of Results

It is apparent that soldiers, while different from their civilian counterparts in many ways, share a commonality in community ties and media usage. Like civilians surveyed by Finnegan and Viswanath (1988), soldiers are more likely to read their on-post community newspaper if they have a strong bond with their community and/or neighbors. However, it does appear that those with the strongest levels of community integration tend to lean away from their internal media sources. This is possibly because those who communicate daily are getting information they need from their neighbors and therefore they don't seek it from another source. A total of 60% of soldiers reported reading off-post newspapers at least monthly compared to 52.8% reading the Fort Riley Post, so it is also possible that soldiers get community information from off-post sources. No specifics were asked however on the locality of the off-post papers. They could include the *Manhattan Mercury* and the *Washington Times*.

As their civilian counterparts, soldiers also seem to grow into their communities, whether it is the Fort Riley community or the Army community. Results showed that soldiers who have been stationed at Fort Riley for three or more years and soldiers who have been stationed at Fort Riley more than once were more likely to read the *Fort Riley Post*. Likewise, soldiers who have served more than three years in the Army were more likely to read their community newspaper and to view their cable access channel and news website.

Most astonishing, however, are the results for career soldiers. Soldiers who said they planned on making the Army a career (in a sense, those who have accepted the Army as their permanent community) were far more likely to read the *Fort Riley Post*, view Channel 2 and to access the Current News website. This could be because they now take pride in their community because it is their future, or because they believe the media may offer advantages useful to their careers. These findings are consistent with those of Jeffres, Dobos and Lee (1988).

Of those surveyed, 919 soldiers live on post and 793 subscribe to cable. Only soldiers who live on post and subscribe to cable can access Channel 2 on television, so soldiers who live off post or who do not have cable are not trained to rely on Channel 2 for information. This could be because soldiers living off post are not familiar with its usefulness. It is the responsibility of Fort Riley's Command Information Office to inform the units of the advantages Channel 2 offers to soldiers no matter where they live.

A soldier's decision to watch Channel 2 may rest on Schramm's model of expectation and reward. Soldiers living on post have to put forth little effort to turn the station to Channel 2. People often flip through channels until something catches their eye. Therefore, soldiers are more likely to accidentally come across Channel 2. However, soldiers living off post don't have the same ease of access. They may be told that Channel 2 is available online, but it still requires them to turn on their computer, log on to the Internet and navigate to the site. All of these steps may not be worth the gratification soldiers receive from using the medium.

Channel 2 online does have its advantages over the television version. Online, soldiers can click on whichever slide they would like to see without delay. On television, slides rotate every 15 seconds. If a viewer misses information on a slide, they may have to wait 15-20 minutes before they can view it again. This may be why soldiers living on post are more likely to view the slides online. They may have seen a slide on television and then decide to find the details online so they don't have to wait through the entire show to see it again. Therefore, the online version may act as a supplement to Channel 2 as opposed to another output source for off-post soldiers. Additional information shows that soldiers prefer to view Channel 2 on television from 4 p.m. to midnight and on weekends.

Despite the fact that certain soldiers use their military media more frequently than others, the truth remains that usage rates are still unsatisfactory. Only 52.5% of soldiers reported reading the *Fort Riley Post* at least once a month. This is down from the paper's 1999 study, which showed 75% read it at least some of the time. This may be because soldiers are turning to new, alternate means of information like the website, closed-action cable channel or network television show. Additionally, it could be because readership questions were phrased differently between surveys. However, usage rates for these media were not substantially high either. Only 27.2% reported using the news website, 34% reported viewing Channel 2 and 14.4% reported watching *In Step with Fort Riley*.

We can look at McQuail's framework for individual satisfaction from media uses (1987) to analyze which gratification typologies might be affecting soldiers' media usage. McQuail's four typologies: information, personal identity; integration and social

interaction; and entertainment were developed to show a degree of pattern and predictability.

Soldiers were asked a variety of questions to determine if Fort Riley's command information media offered these gratifications. The media fail to meet the first gratification because only 32% reported that the media provided useful ideas and information. In regards to questions about personal identity, the majority of soldiers disagreed with the statements, "It helps provide troop morale" and "The information it provides is relevant to my job." Soldiers looking for integration and social interaction appeared to find it in the *Post*, as shown in the community ties comparisons; however, it may be that if the media provided more topical stories on social interaction, more soldiers would be interested in using it.

McQuail's final typology is entertainment. Fort Riley's media is primarily about soldiers' careers, therefore, it doesn't offer escape from daily problems. Yet the *Post* does offer a sports section, which is read by 54.5% of soldiers. If all four media offered more information on entertainment, usage numbers could increase. In fact, soldiers surveyed reported that they would be interested in seeing special events or sports and leisure activities on Channel 2, but they were not interested in seeing community action council meetings, mayor's meetings, safety messages or commander's messages.

There may be easier steps that can be taken to increase readership besides adjusting content. Looking back at Schramm's fraction of selection formula, it is apparent that *Fort Riley Post* readership could be decreased because 30.8% of those surveyed said they frequently have problems getting a copy of their newspaper. If the newspaper is not

easily accessible, soldiers probably won't put forth the extra effort needed to hunt down a copy. It appears that 18.3% are making the extra effort by picking up a copy at the PX, commissary or off post, but the remaining 12.5% may have decided the effort is not worth the gratification.

Fort Riley's two newest mediums, the Current News website and *In Step with Fort Riley*, have not yet penetrated their markets. The website, which was established only six months ago, has a successful Webtrends rate, but low soldier usage. This may show that those on post aren't seeking information through this medium; where as, those off post use it frequently because it is the only medium available in which the public can gain information about Fort Riley.

Because 68% of soldiers have computer access and 63% have Internet access, it does not appear that lack of access is a reason precluding soldiers from viewing the online newspaper or current news link. Soldiers' reported access is greater than Chyi and Lasorsa's 1999 study that stated only 52% had access to the Internet. Of those who had access, Chyi and Lasorsa found 30% spent more than six hours per week online, 53% spent one to five hours per week online and 18% reported that they never used it. This study found that 42.8% of soldiers used the Internet more than six hours per week, 44.3% used it one to five hours per week and 12.9% never used it.

Although usage of the Current News website is low among soldiers, 21.5% reported that they preferred the online version of the *Fort Riley Post* to the print version. Additionally, Fort Riley is in the process of redesigning its installation website. The redesign requires soldiers in every unit to get involved with inputting data. This may lead

more soldiers to the site, which could increase future usage results for the Current News website.

In Step with Fort Riley is, as mentioned previously, the first Army television show of its kind to appear on network television, so its low viewership cannot be compared to past studies. The show has only been on the air for five months and was off the air for most of March 2002. The Public Affairs Office advertises the show through internal media sources, and Fort Riley commanders often mention it during speeches and/or meetings. The show airs on Sunday mornings at 9:30 a.m., which may affect viewership; however, the Public Affairs Office does not have flexibility in its time slot. Until the show gets off the ground, it could follow the recommendations of soldiers regarding the other media by including more segments on sports and leisure and entertainment events. However, like the website, it's possible that the show is appreciated more by members of the public who tune in to get information about the Army and Fort Riley as opposed to soldiers who get the information from their chains of command.

Fortunately, just because soldiers aren't using the media it doesn't mean that they are not informed. When soldiers seek information about their units, policy and training, they turn to their chains of command. When they seek information on recreation activities and entertainment, they turn to command information media; hence, strengthening the argument that supports using McQuail's typologies to adjust content to Fort Riley media.

Limitations of the Study

The number of soldiers who were available to take this survey limited this study. Approximately 4,000 of the post's 10,000 soldiers were deployed to California and of

those not deployed many more were conducting training in the field or were manning the access control gates. Because of these limitations, only 2,340 surveys were administered by the chains of command.

Because of the possible high response rate, the researcher chose to use scantron forms as answer sheets. This greatly reduced input time and greatly increased accuracy. However, scantron forms allowed soldiers to fill in answers that were not accurate. For instance, some marked E when only A and B were possible answers for certain questions. Additionally, using scantrons limited responses to five options. Thus, data were almost certainly nominal or ordinal. From the 2,340 surveys returned, 1,260 were considered useable. The others were discarded because of obvious incorrect responses. For example, some soldiers made patterns out of the scantron circles and some units turned in the same scantron duplicated over and over. Although this method reduced the number of responses, its efficiency of accuracy outweighs the limitation.

Suggestions for Future Study

If the Public Affairs Office takes some of the above suggestions into consideration, it is recommended that this study be conducted again to determine if the suggestions had an influence on media usage. Additionally, future studies on the Current News website and *In Step with Fort Riley* should be conducted on soldiers and the public. By surveying the soldiers within the next year, the Public Affairs Office will be able to determine if they are beginning to reach their soldier market, and by surveying the public, they will be able to determine if the public is utilizing the medium. Plus, the results may

show that soldiers are not the primary market for the two mediums, but instead that the public is.

Although many surveys had to be discarded because of the scantron form, the same survey and sampling methods are recommended because of the time saved and the absolute accuracy. If a smaller random sample was used as opposed to a census, a researcher may have better results using surveys without scantron answer sheets. However, as mentioned in the methods section, a random sample of the military is difficult because of soldiers' transient lifestyles.

Conclusion

This study has supported the idea that military communities are similar to civilian communities in regards to community ties and media usage; however it has also uncovered a lot more. It has shown that although those active in their communities are using Fort Riley's media, those who are not, are turning elsewhere for information. Readership numbers for the *Fort Riley Post* are down compared to a study conducted three years ago. The Public Affairs Office has recently introduced two new mediums and neither show a strong military user base as of yet. While the installation has set the standard by reaching out to the information age through the two new formats, their success is not yet evident. It is possible that they are not reaching the post's primary soldier market, but instead the general public. Because only soldiers were surveyed in this study, future studies should ascertain civilian use. If this is the case, the Public Affairs Office should reevaluate the content of each medium to target civilians. Additionally, increased promotion of the two mediums should be directed externally as

opposed to internally. It is also possible that readership for the *Fort Riley Post* is down because the Public Affairs Office has been focused on establishing the website and television show, taking away from attention devoted toward the paper. Now that the two mediums are established, attention should be redirected to the newspaper and Channel 2 to consider the suggestions this study has presented.

References

American Forces Information Service. (1991). Training Program of Instruction for AFIS-BJS Basic Journalist Course. [On-line], Available:

http://www.dinfos.osd.mil/course_info/tpi/bjc.pdf

American Forces Information Service. (1991). Training Program of Instruction for AFIS-BBC Basic Broadcaster Course. [On-line], Available:

http://www.dinfos.osd.mil/course_info/tpi/bbc.pdf

Army Demographics. (Fiscal Year 1999). [On-line], Available:

http://trol.redstone.army.mil/mwr/cys/Army_Demo.pdf

Army Public Affairs. (2000). Keith L. Ware competition. [On-line], Available:

<http://www.dtic.mil/armylink/ware>

Army Public Affairs Program. (2000). Army Regulation 360-1. [On-line],

Available: http://www.usapa.army.mil/pdffiles/r360_1.pdf

The Army Lifestyle: What to Expect. (2001). [On-line], Available:

<http://www.goarmy.com/armylife/lifestyle.htm>

Baran, S. J., & Davis, D. K. (2000). Mass Communication Theory: Foundations, Ferment, and Future (2nd ed.). Belmont, CA: Wadsworth.

Chyi, H.I., & Lasorsa, D. (1999). Access, use and preferences for online newspapers. Newspaper Research Journal, 20 (4), 3-13.

City of Austin. (1998). Telecom & Cable Survey 1998 Summary. [On-line],

Available: <http://www.ci.austin.tx.us/telecom/srvsumm.htm>

City of Monterey. (1999). Community Survey 1999 - Comprehensive Summary. [On-line], Available: <http://www.monterey.org/survey/1999/comprehensive99.html#peg>

Department of Defense Instruction 5120.4 (June 1997), Department of Defense Newspapers, Magazines and Civilian Enterprise Publications. [On-line], Available: <http://www.afnews.af.mil/products/primer/dodi51204.pdf>

Directorate of Resource Management. (2001). Economic Impact Summary. [On-line], Available: http://www.riley.army.mil/econ/excellence_frame.htm

Editor & Publisher. (2001). Online media directory. [On-line], Available: http://www.editorandpublisher.com/editorandpublisher/business_resources/mediastats.jsp

Federal Communications Commission. (2000). Cable Television Fact Sheet. [On-line], Available: <http://www.fcc.gov/csb/facts/csgen.html>

Finnegan, Jr., J.R., & Viswanath, K. (1988). Community ties and use of cable TV and newspapers in a Midwest suburb. Journalism Quarterly, 65 (2), 456-463, 473.

Fort Riley Equal Opportunity Office. (4th Qtr. Fiscal Year 2000). Narrative and Statistical Report (Forces Command Form 1059-R).

Fort Riley Public Affairs Office. (2000). Fort Riley Post style guide.

Fort Riley Public Affairs Office, & Nelson, J. (1999). Fort Riley Post survey.

Fuller, L.K. (1994). Community Television in the United States. Westport, CT: Greenwood Press.

Gibson, R., & Zillmann D. (2000). Reading between the photographs: The influence of incidental pictorial information on issue perception. Journalism & Mass Communication Quarterly, 77, 355-366.

- Harris Interactive. (2001). [On-line], Available: <http://www.harrisinteractive.com/>
- Janowitz, M. (1967). The City. Robert E. Park, Ernest W. Burgess, & Roderick D. McKenzie. (4th ed.). Toronto: University of Toronto Press. pp. 8-23, 81-98.
- Janowitz, M. (1952). The community press in urban setting. Chicago: Chicago University Press.
- Jeffres, L.W.; Dobos, J., & Lee, J. (1988). Media Use and Community Ties. Journalism Quarterly, 63 (3), 575-591, 677.
- Jupiter Media Metrix. (2001). [On-line], Available: <http://www.jmm.com>
- Lazarsfeld, P.F., & Stanton, F.N. (1979). Radio Research, 1942-1943. (Reprint Ed.). New York: Duell, Sloan and Pearce.
- McMillan, D. W., & Chavis, D. M. (1986). Sense of community: A definition and theory. Journal of Community Psychology, 14(1), 6-23.
- MqQuail, D. (1987). Mass Communication Theory: An Introduction. Beverly Hills, CA: Sage.
- Mott, F.L. (1969). Coverage of the Second World War. American Journalism A History: 1690-1960. (3rd ed.). (pp. 741-760). Toronto: The Macmillan Company.
- Newspaper Association of America. (2000). Facts about newspapers. [On-line], Available: <http://www.naa.org/info/facts00/index.html>
- Newspaper Association of America. (2001). New media index trends. [On-line], Available: <http://www.naa.org/presstime/PTArtPage.cfm?AID=3684>
- Public Affairs Operations. (1996). Field Manual 46-1. [On-line], Available: http://www.adtdl.army.mil/cgi-bin/atdl.dll/fm/46-1/46_1.pdf

Rogers, E. (1994) Paul F. Lazarsfeld and Mass Communication Effects. A History of Communication Study: a Biographical Approach. (pp. 244-315). New York: The Free Press.

Rouner, D., Slater, M., & Buddenbaum, J.M. (1999). How perceptions of news bias in news sources relate to beliefs about media bias. Newspaper Research Journal, 20, (2), 41-51.

Runett, R. (2001). The Internet's Expanding Audience. [On-line], Available: <http://www.naa.org/TheDigitalEdge/DigArtPage.cfm?AID=3712>

Salmon, L.M. (1923). The development of the newspaper. The Newspaper and the Historian. (pp. 1-39). New York: Oxford University Press.

Schlagheck, C. (1998). Newspaper reading choices by college students. Newspaper Research Journal, 19, 74-87.

Schramm, W. (1954). The Process and Effects of Mass Communication. Urbana: University of Illinois Press.

Shinseki, E.K. (1999). Army well-being. [On-line], Available: <http://www.army.mil/armylife/default.htm>

Swiergosz, P. (1998). A content analysis of Army newspapers based in the continental United States to determine the differences between military and civilian editors. Unpublished master's thesis, Marshall University, West Virginia.

Twiss, P.C., & Martin, J.A. (1996). Quality of Life and Shelter: The History of Military Housing Policy and Initiatives Since the Adoption of the All-Volunteer Force

Concept (1973-1996). [On-line], Available:

<http://mfi.marywood.edu/RESEARCH/QUALITY/qolsum.htm>

United States Census Bureau. (2000). Profile of selected social characteristics 2000. [On-line], Available:

http://factfinder.census.gov/servlet/QTTable?ds_name=ACS_C2SS_EST_G00_&geo_id=01000US&qr_name=ACS_C2SS_EST_G00_QT02

United States Department of Commerce. (2000). Falling through the net. [On-line], Available: <http://www.ntia.doc.gov/ntiahome/fttn00/chartscontents.html>

Van Larr, C. (1999). Increasing a Sense of Community in the Military: The Role of Personnel Support Programs. Rand Documents. [On-line], Available:

<http://www.rand.org/publications/MR/MR1071/MR1071.chap1.pdf>

Wade, N.M. (1999). A survey of the Army's 4th Infantry Division to determine the importance, availability, use and effectiveness of command information media.

Unpublished master's thesis, Marshall University, West Virginia.

Webtrends. (Nov. 23, 2001-Dec. 6, 2001). Fort Riley Web Usage and Website Logs.

Appendix A

(To be read orally by administrator)

Military Community Ties and Use of Military Media by Soldiers and Their Families Instructions and Consent

This survey is being conducted to determine how soldiers use Fort Riley's command information media. Participation is voluntary and you may discontinue at any time without penalty. The entire survey should take 10-15 minutes.

Using a number two pencil, please fill in the last four digits of your social security number in the space marked student ID number on both of your scantron sheets. This information will only be used to keep your answer sheets together. You will not be identified with the answers on this survey in any other way.

Under "mark test version number," please fill in circle one for the first sheet, which should be used for questions 1-50, and fill in circle two for the second sheet, which should be used for questions 51-98.

Please do your best to answer the questions accurately by filling in the circles on the scantron sheets that correspond to the answers on the questionnaire.

For example, under the first question, "Please rate how frequently you use the following media:" Mark A, B, C, D or E for number one, the Fort Riley Post. Mark A, B, C, D or E for number two, the Fort Riley Website—Current News link, and so on.

Your answers will be used to make necessary improvements to the installation media and the results of the survey will be posted on the Fort Riley website and in the Fort Riley Post.

By taking this survey, you indicate that you fully understand the instructions and consent, which have just been read to you, and that you willingly agree to participate under the terms described.

If you have additional questions, please contact one of the following people:

Principal Investigator

Dr. Chuck Lubbers
105 Kedzie Hall
Kansas State University
Manhattan, KS 66506
785-532-3960
lubbers@ksu.edu

Co-Investigator

Christie Vanover
Public Affairs Office
Bldg. 405 Pershing
Fort Riley, KS 66442
785-239-2022
19extinform@riley.army.mil

IRB Chair

Rick Scheidt, Chair, Committee on Research Involving Human Subjects
1 Fairchild Hall
Kansas State University
Manhattan, KS 66506
785-532-3224

Jerry Jaax, Associate Vice Provost for Research Compliance and University Veterinarian
1 Fairchild Hall
Kansas State University
Manhattan, KS 66506
785-532-3224

Appendix B-Survey

Please rate how frequently you use the following media:

- A) Daily
- B) Weekly
- C) Two times per month
- D) Monthly
- E) Never

- 1. Fort Riley Post
 - 2. Fort Riley website—Current News link
 - 3. Channel 2
 - 4. In Step with Fort Riley
 - 5. Off-Post newspapers
-

When using the Current News link on the Fort Riley website, how frequently do you use the following links:

- A) Daily
- B) Weekly
- C) Two times per month
- D) Monthly
- E) Never

- 6. Advisories
 - 7. News Releases
 - 8. Fort Riley Post
 - 9. Channel 2
 - 10. Events Calendar
 - 11. News Briefs
-

Please rank in order the Fort Riley source you value most for command information news pertaining to Fort Riley. **Rank** your choices by selecting one answer between A and D with **A being the highest value** to you and **D being the lowest value**.

- 12. Fort Riley Post
 - 13. Current News link
 - 14. Channel 2
 - 15. In Step with Fort Riley
-

Please indicate how strongly you agree or disagree with each of the following statements about Fort Riley command information media (Fort Riley Post, Current News link, Channel 2 and In Step with Fort Riley)

- A) Strongly Agree
- B) Agree
- C) Neutral
- D) Disagree
- E) Strongly Disagree

- 16. It provides useful ideas and information.
 - 17. It helps build troop morale.
 - 18. It is effective in keeping military personnel informed about Army issues.
 - 19. It is biased in favor of the U.S. Army.
 - 20. It doesn't adequately cover controversial topics.
 - 21. The information it provides is relevant to my job.
 - 22. The information it provides is timely.
 - 23. I can trust the information I get from news stories.
 - 24. Most news stories present issues accurately.
 - 25. Most news stories are presented in a balanced manner.
 - 26. News stories usually quote at least two sources—one from each side of an issue.
 - 27. I lack sufficient time to read or view it.
 - 28. I am already familiar with most of the topics.
 - 29. It's not regularly available to me.
-

Please rate how frequently you read the print version of your post paper for each of the following reasons:

- A) Always
- B) Frequently
- C) Sometimes
- D) Infrequently
- E) Never

- 30. National/international news about the Army
 - 31. Fort Riley and/or unit related news
 - 32. Operational information of use in my job
 - 33. Sports news
 - 34. Community news
-

Please rate how frequently you use the Current News link on the Fort Riley website for each of the following reasons:

- A) Always
- B) Frequently
- C) Sometimes
- D) Infrequently
- E) Never

- 35. National/international news about the Army
- 36. Fort Riley and/or unit related news

- 37. Operational information of use in my job
 - 38. Sports news
 - 39. Community news
-

Please rate how frequently you watch In Step with Fort Riley for each of the following reasons:

- A) Always
- B) Frequently
- C) Sometimes
- D) Infrequently
- E) Never

- 40. National/international news about the Army
 - 41. Fort Riley and/or unit related news
 - 42. Operational information of use in my job
 - 43. Sports news
 - 44. Community news
-

- 45. How well do you know your neighbors?
 - A) I know more than half of my neighbors
 - B) I know about half of my neighbors
 - C) I know fewer than half of my neighbors
 - D) I don't know any of my neighbors
-

- 46. How often do you communicate with your neighbors?

A) Daily	C) Monthly
B) Weekly	D) Seldom or never
-

How many times **per year** have you used the following installation facilities?

A) Not at all B) 1-3 times C) 4 times or more

- 47. Parks
 - 48. Fitness Centers/Gyms
 - 49. Recreation facilities (bowling, golf, rifle range)
 - 50. Post Theater
-

How long has it been since you have visited the following facilities?

- A) More than a year
- B) 6-12 months
- C) Within the last 6 months

- 51. Post Library
 - 52. Family Solider Support Center
 - 53. Army Education Center
-

- 54. How often do you attend Family Readiness Group meetings?
 - A) Monthly
 - B) Three times a year
 - C) Once a year
 - D) Seldom or never
-

- 55. Where do you pick up the Fort Riley Post?
 - A) My barracks or house
 - B) My unit
 - C) PX/Commissary
 - D) Off Post
 - E) I don't read it
-

- 56. How frequently do you have problems getting a copy of the paper?
 - A) Weekly
 - B) Once a month
 - C) More than once a month
 - D) Never
-

When you have questions about the following subjects, where do you go to get the answers?

- A) Post Paper
- B) Channel 2
- C) Fort Riley News Online
- D) In Step with Fort Riley
- E) Chain of command or FRG

- 57. Information about my unit or my spouse's unit
 - 58. Installation Events (includes MWR, sports, etc.)
 - 59. Movie times
 - 60. Sports scores
 - 61. Changes to Fort Riley policy
 - 62. When people are firing on the ranges
 - 63. Support groups and classes for spouses
-

Where did you first hear about the following topics?

- A) Post Paper
- B) Channel 2
- C) Fort Riley News Online
- D) In Step with Fort Riley
- E) Chain of command or FRG

- 64. All U.S. Army soldiers will wear black berets
- 65. All Fort Riley vehicles must be registered
- 66. The Armed Forces Disciplinary Board was reinstated

67. Military Police are on stop loss

Would you like to see the following programs on Channel 2?

A) Yes B) No

68. Mayors' meetings

69. Community Action Council meetings

70. Special events

71. Sports and leisure services

72. Public Safety specials

73. Command group messages

74. When are you most likely to view programming on Channel 2?

A) Mid.-8 a.m.
B) 8 a.m. to 4 p.m.
C) 4 p.m.-Mid.

75. When are you most likely to view programming on Channel 2?

A) Weekends
B) Weekdays
C) When a specific program is aired

76. Do you have access to a computer at home or work?

A) Yes B) No (skip to question 84)

77. Do you have access to the Internet at home or work?

A) Yes B) No (skip to question 84)

Please indicate whether you use the Internet as a source of information for the following reasons.

A) Yes B) No

78. It provides information when I want it.

79. It provides more up-to-date information.

80. It delivers more details than other sources.

81. It's accessible at work.

82. How often per week do you access the Internet?

A) Never
B) 1-5 hours
C) More than 6 hours

83. Which version of the post newspaper do you prefer?

A) The print version B) The online version

84. Do any of your friends or family members who are not stationed with you access the post paper online?

A) Yes B) No

85. How frequently do you access the post paper online when you are away from Fort Riley?

A) Daily C) Monthly
B) Weekly D) Never

86. Do you live on post?

A) Yes B) No

87. What television service do you use?

A) Cable B) Satellite C) Antenna

88. How many years have you been stationed at Fort Riley?

A) Less than one B) 1-3 C) 3 or more

89. Prior to arriving to Fort Riley, how often did you use the post website for information about the installation?

A) Daily C) Monthly
B) Weekly D) Never

90. Is this your first assignment at Fort Riley?

A) Yes (skip question 91) B) No

91. If no, how many times have you been stationed here, including this tour?

A) Twice B) Three times or more

92. Are you a soldier or family member?

A) Soldier
B) Family Member (skip to question 97)

93. How many years have you been in the Army?

A) Less than one B) 1-3 C) 3 or more

94. Do you plan to make the Army a career?

A) Yes B) No

95. What type of unit do you serve in?

A) Combat arms
B) Combat support
C) Combat service support
D) Garrison

96. What is your military grade?

A) E1-E4 D) O1-O3

- B) E5-E9
 - C) WO1-CW5
 - E) O4-O8
-

97. How old are you?

- A) Under 20
 - B) 20-24
 - C) 25-29
 - D) 30-39
 - E) 40 or over
-

98. What is your highest level of education?

- A) Some high school
 - B) High school or GED
 - C) Some college, no degree
 - D) Associate's or Bachelor's
 - E) Postgraduate study
-

