

BIBLIOGRAPHY

PANGANIBAN, APRIL D. April 2012. Evaluation of the Benguet State University's Shamag from December 2010 to May 2011 Issues. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted to evaluate Shamag, the official publication of Benguet State University.

Specifically, the study determined the socio-demographic profile of the respondents; content analyzed the nature of coverage of Shamag in terms of issues or topics covered, treatment, placement of articles, and placement of pictures and illustrations. Likewise, it evaluated the presentation of the newsletter in terms of lay-out, pictures and illustrations, typography, color and content; and, collected suggestions from the respondents for the improvement of Shamag.

Majority of the respondents were females. More than half of them were teaching employees. Most of them were MS graduates; most were also in service at BSU from one to 10 years; and almost all of them were above 20 years old but below 60 years of age. They were from the different offices, colleges and departments.

The articles, pictures and illustrations were analyzed based on the fourfold function of the Benguet State University – Research, Extension, Instruction and Production. Articles which did not fall under the enumerated functions were categorized under No Category.



There were 39 total articles for the five issues where February and May had the highest numbers of articles published. Although December and January were merged into one issue, its issue published the lowest number of articles.

Moreover, most of the articles published in the five issues were under the Instruction function. It was noted that Extension and No Category had the same number of articles. In addition, there were more articles under the No Category than articles under the Research and Production functions. The lowest numbers of articles published were under Research.

In terms of treatment, more than half of the articles were presented as straight news. Majority of the news-feature articles were under Research and Extension. There were three photo-essays and two announcements published.

Out of six articles placed in the front page, five stories were under Instruction. On the other hand one front page article was under No Category.

There were total of 110 pictures and illustrations in the five issues. In relation to the number of articles, most of the pictures and illustrations also were under the Instruction. However, there were more pictures under the No Category than the other three functions of the university. Research has the least number of pictures.

Further, the evaluation of the newsletter was based on the following characteristics: lay-out, pictures and graphics, typography, colors and content.

The lay-out gained very good rating in terms of arrangement of the elements; creativity in lay-outing; white spaces; design which were easily identified as the newsletters identity or trademark; and size of the newsletter.



Pictures and illustrations in terms of attractiveness; appropriateness of size; easy identification of the picture and illustrations; relevance; design; presence of labels; and clarity of message were also acceptable to the respondents. The design of the pictures to stimulate interest got the lowest score basing from the responses of the respondents.

Typography in terms of appropriateness of font style and font size, headings and column breaks were rated very good by the respondents.

Likewise, the colors in terms of the background, combination, contrast and harmony were also rated very good.

Finally, very good remarks were also gained for the overall quality of the information; articles under the fourfold functions of the university; information on BSU activities; relevance of information; and conciseness of information.

Although the results got very good remarks, there were points for improvement under the visual design, content, time and frequency of publication enumerated by the respondents.



INTRODUCTION

Rationale

Information is knowledge. Without information, one may not update one's self, on what happens around. Day to day happenings including political, social, economic or of any other kind, offer information.

In Benguet State University (BSU), one way of disseminating information to the employees is through Shamag, the university's official publication which is published monthly. It is accessible in print copies distributed by the University Public Affairs Office (UPAO) and in digital copies uploaded in the University website www.bsu.edu.ph.

Shamag, an Ibaloi term that means news, is the official publication of Benguet State University. It functions as the University's mouthpiece for its accomplishments and is likewise a communication tool among BSU constituents. It started as the MSAC Newsletter in the 1970's to meet one of the requirements of then, the Department of Education, for a college to be elevated into a university. Later, it became the BSU Newsletter and eventually renamed to Shamag in 2001 (Shamag, 2011).

According to Tabangcura (2011), Shamag is published in tabloid size with eight pages. The newsletter uses yellow and green shades, as background colors in its lay-out and letterhead adhering to BSU's official colors. The articles are published in English but direct quotations in other languages are presented as is only that they are italicized.

There is no set number of articles to be published in an issue. The number of articles depends on the space of eight pages. In the case that there are articles not enough to fit the pages, the staff prioritizes the most significant issues. University wide activities or issues



that concern the whole university is the most priority followed by college based to department based issues.

The current Editors-in-Chief during the time of the study are Mr. Samuel S. Poliden and Ms. Grace T. Bengwayan while Ms. Jennyline S. Tabangcura is the lay-out artist, the associate editor and one of the writers.

The consideration on the visual design, content and reading preferences of the audience become important in publishing print newspapers. Most people look at the visual characteristics of a paper like colors and pictures. Before they begin to read newspapers, people judge the value of the publication's ideas by its design. Therefore, the readers must be attracted to the paper in order for them to read its content. Also, there should be accurate and relevant information to what the audience read since every publication is designed to meet the needs of its readers.

Thus, newsletters should create design that can positively identify the paper. Print publications have the advantage of creating a design based on the capabilities of the publisher with regards to fonts, lay-out, photos and overall size of the publication. Every paper has its own style which affects the readability of the paper. Thus, each style should adopt or attain to guidelines of having excellent application of the elements of visual design and; selection and presentation of content which are necessary for the audience.

For BSU, the main readers of the printed Shamag are the employees. Visitors or guest and students are also readers of the newsletter. The evaluation of the newsletter is therefore important to know how well the readers' needs are met. The evaluation may also help for improvement of the newsletter. This will enable the users to keep reading and be updated of the events.



Statement of the Problem

The study answered the following questions:

1. What is the socio-demographic profile of the respondents?
2. What is the nature of coverage of Shamag in terms of the following?
 - a. issues or topics
 - b. treatment of articles
 - c. placement of articles
 - d. placement of pictures and illustrations
3. How is the presentation of the newsletter in terms of the following?
 - a. lay-out
 - b. pictures and illustrations
 - c. typography
 - d. colors
 - e. content
4. What are the suggestions of the respondents for the improvement of Shamag?

Objectives of the Study

Generally, the study evaluated Shamag.

Specifically, the study:

1. determined the socio-demographic profile of the respondents;
2. content analyzed the nature of coverage of Shamag in terms of the following:
 - a. issues or topics
 - b. treatment of articles



- c. placement of articles
 - d. placement of pictures and illustrations
4. evaluated the presentation of the newsletter in terms of the following:
- a. lay-out
 - b. pictures and illustrations
 - c. typography
 - d. colors
 - e. content
3. solicited suggestions from the respondents for the improvement of Shamag

Importance of the Study

The main purpose of this study was to evaluate the printed Shamag. It will provide the staff of the publication idea or insights if the services and information meet the needs of the intended audience. It served as an avenue for the Shamag readers to share their suggestions and ask what information they 'need' from the publication.

The results may be used by Shamag and other publications of the school such as the students' publications as guide in maintaining or improving their newsletter. In addition, the study may be used as reference by students who want to conduct similar research.

Scope and Limitation of the Study

The study focused on the evaluation of Shamag distributed in print from December 2010 to May 2011. It content analyzed nature of coverage of Shamag in terms of topics or



issues covered, treatment of articles, placement of articles and placement of pictures and illustrations.

For evaluation, the study dwelled on the newsletter's presentation in terms of layout, pictures and illustrations, typography, colors and content. Evaluation of the newsletter was done by employees of BSU - La Trinidad who answered the questionnaire formulated by the researcher.



REVIEW OF LITERATURE

Newsletter

Newsletter, according to Freedictionary. com, is also called news-sheet, a printed periodical bulletin circulated to members of a group; report or open letter giving informal or confidential news of interest to a special group. As defined in Yourdictionary. com, newsletter is a bulletin issued regularly to subscribers, employees, or members of an organization group, containing news, a calendar of upcoming events and others.

Article Treatment

Article treatment refers to the categories created according to style of presentation and the topics discussed (Listino, 2003).

According to Nair (2011), before writing an article the writer needs to decide on a topic that in more cases than one is related to a news event. Articles can be categorized according to the medium for which they are written. So, you can have articles that are written for a newspaper, which are known as straight news articles. Other than this main type, there are articles written for magazines, academic papers, journals, websites, blogs, encyclopedias, articles written specifically for marketing purposes, etc.

The different ways in which articles are presented or categorized are given below.

Straight News. Articles that consist of facts given straight without embellishment with its main aim which is to inform are straight news. It uses the summary lead and is written using the inverted pyramid structure.



According to Mula (2004), the characteristics of news stories may partly explain why most published articles were news articles. News is short, fresh, direct and presents issues in descending importance.

News-Feature. A news-feature article is an article that is about "softer" news (Newspaper in Education, 2011). Mula (2004) added that news-feature is timely, usually long and presents issues descriptively. Also, in 1999, Jerz defined news-feature as a human interest story that is not closely tied to a recent news event.

Rogers (n. d.), stated that a news feature is a kind of feature story that focuses on a straight news topic. News features combine a featurey writing style with straight news reporting. He further stated that a writer needs to find a narrow, focused topic that can be covered reasonably well in the space of a 1,500-word news feature. News-features tackle important topics but they're still like any other kind of feature - they're people stories. That means real people in the stories will bring the topic discussed to life.

News-features need people, but they also need facts. At some point every news-feature needs an expert to talk about the issue being discussed. Experts lend news-features authority and credibility.

Opinion. Opinions are not considered news stories. An opinion is a writer's outlook or judgment based from an event. Yourdictionary. Com defined opinion as a belief based on experience and on seeing certain facts and made after a careful study. It is a judgment about a person, a thing or an event.

According to Newspaper in Education. com (2011), an opinion article may come in editorial, column and letter to the editor or essay contributions from the readers.



Editorial is an article that contains the writer's opinion. Editorials are usually run all together on a specific page of the paper and focus on current events. On the other hand, a column is an article written by the same person on a regular basis. A columnist (the writer of the column) writes about subjects of interest to him/her, current events or community happenings.

Contributions from the readers such as the Letter to the Editor also contain opinion from the sender. It is one way of expressing their ideas and judgments in a certain issue.

Photo-essay. The word *essay* comes from the French term "to try." Writers often use the essay form to try out new ideas or explore other types of new territory. The word *photo* refers to the use of photographs rather than drawings or paintings.

Commonly, photographs and illustrations can support text, but in photo-essays that relationship is often reversed; the photographs lead the text. In photo-essays, you'll likely notice the photographs first. A photo-essay is a series of photographs that conveys a story, usually accompanied by a written text and published as a book or special feature in a periodical.

According to Newspaper in Education. com (2011), the photos in a photo-essay are chosen with the same care and precision with which the writer chooses the words. The photos to be used are high quality and are featured prominently in the layout. Each photograph contains a wealth of information and may generate an equivalent wealth of questions and wonderings before the reader even approaches the text. Rather than merely providing a caption to the photographs, writers of photo-essays are often responding in depth to what the photographs make them feel or wonder.



A photo-essay (or photographic essay) is a set or series of photographs that are intended tell a story or evoke a series of emotions in the viewer. A photo essay will often show pictures in deep emotional stages. Photo essays range from purely photographic works to photographs with captions or small notes to full text essays with a few or many accompanying photographs. Photo essays can be sequential in nature, intended to be viewed in a particular order, or they may consist of non-ordered photographs which may be viewed all at once or in an order chosen by the viewer (Hopkinson and Lenman, n. d.).

Announcement. According to the Freedictionary. com, an announcement is a public statement; a brief item or advertisement, as in a newspaper or a formal printed or written invitation.

In 2011, Nair stated that announcement may be one category of writing articles. Most local newspapers, especially newsletters include announcement which may be an agreement, a law or a line-up of upcoming activities.

There are certain aspects that characterize a newspaper article. These distinguishing features need to be considered before writing about a topic in order to have a well structured article.

Placement of Articles, Pictures and Illustrations

Newspapers including newsletters and magazines have three parts – the front page, inside pages and back pages. Malinao (1997) said that most newspapers are aimed at a broad spectrum of readers, usually geographically defined. He added that it is important to know the placements of the articles so that it would be easier to find articles the readers are



looking for. Also, placements separate the different kinds of news articles, either featured news, straight news or news feature.

Images reinforces each person's instinctive "knowledge" that news pictures don't lie, that pictures are worth a thousand words, and that seeing is indeed believing (Harris and Lester, 2002). Generally pictures are included as supplement to the articles. Since they are worth a thousand words, pictures and illustrations are used to narrate and describe an event which may not be written as article. Other newspapers use pictures and illustrations as fillers to avoid too much white space.

Characteristics of an Excellent Newsletter

An excellent newsletter is very well organized and easy to read; exceptionally attractive and visually appealing to the reader or person; and, contains all necessary required elements.

According to Folkerts and Lacy (2004), publishers should find out what readers would read and what attracts them to newspapers. Thus, the visual quality and contents are essential in an excellent newsletter.

An excellent newsletter appropriately executes and presents the following elements:

Lay-out. Lay-out is the make-up or the window dressing of a page. It consists with the arrangement of illustrations, texts and graphics on a page which is to be printed including the selection of font styles, sizes and colors. Laying out a page is a matter of personal taste. There are no criteria set for it. Therefore, the staff may experiment freely on page make-up until they get the pattern acceptable to them (Fetalvero, 2003).



According to White (n. d.), lay-out is the term used to describe a sketch or drawing of the newsletter before any work has begun. By using a lay-out, you can begin to visualize the "look" of your newsletter.

Shamsi (2005) added that lay-out is the arrangement of headlines, text, artwork and white space on a page or pages. Lay-out could be static or dynamic. If one can predict the lay-out of tomorrow's page today because it has been similar, with minor variations, the lay-out is called static. It is dynamic when nobody can predict what it will be. The designer is attempting to respond dynamically to the news.

Factors of an Excellent Layout

1. Proportion (Balance). Balance is the arrangement of elements in a composition to achieve equilibrium or a sense of equally distributed weight or proportion (Harris and Lester, 2002). The proportion deals with the ratio of one part to another and of the parts to the whole. Balance helps determine the sizes and arrangement of the individual parts of lay-out (Fetalvero, 2003).

2. Unity (Harmony). Harmony is the agreement between parts. The content of every page must blend as a harmonious unit. No one part of the page should overshadow another. The headlines should complement each other and the pictures should not distract the eyes too much (Fetalvero, 2003).

In 2002, Harris and Lester stated that harmony is the creation of visual order or unity. A harmonious composition is one which all of the elements relate to one another or work in a complementary way. Harmony is achieved when there is a clear sense of visual style and when the use of color, typography and image communicates the same message.



Harmony means that there is general agreement between the message and its presentation. All of the visual elements work comfortably together in a harmonious lay-out.

3. Emphasis. According to Fetalvero (2003), emphasis gives proper importance to the parts and to the whole. It involves the differentiation between the more important and the less important.

Emphasis influences the choices of fonts, colors and size. The thing that stands out most gets noticed first.

4. Rhythm. Harris and Lester (2002) defined rhythm as the regular pattern of visual elements created through the repetition and alignment of form such as line, pattern, texture, color, or shape. It offers a sense of visual order. Through the repetition of the elements, rhythm creates a clear sense of movement or direction. It is a powerful tool for establishing a sequence of information that guides the viewer through a lay-out. Rhythm contains movement that helps the reader access content.

5. Space. According to Parker (n. d.), space is one way to add visual impact to the newsletter, separating them from competition and making them easier to read.

Space in visual design is an area defined by visual elements. It is the area in which the visual elements reside. It is also the area between and among visual elements and media. Space defines the boundaries of the design. White space is often described as the space surrounding elements within a composition. It is the area that does not contain visual elements – images or text – and key to the success of the design (Harris and Lester, 2002).

White space is used to break up chunks of texts into shorter paragraphs and link to more in-depth content.



As stated by Fetalvero (2003), lay-outing is a skill as important as any journalism skills. It can be learned better through practice. Layout does so much good to newspapers and newsletters because it gives prominence to the news in proportion to its importance; it makes the pages appear attractive; it gives the paper a personality or individuality of its own; and it makes the different contents easy to find and read.

Syed (2006) added that the lay-out of a page is very important in the production of a good newspaper or newsletter. The lay-out should be such that the greatest amount of information is printed on a page to give variety. But, this may be kept in mind that it should not create any confusion. A page should give the look of being clean and neat from the top to the bottom.

No amount of beautiful stories and fresh news can salvage a poor layout. “First impression lasts”. However good the staff writers are, if the layout artist lacks knowledge on how they would present their works as a whole, then the outcome is below satisfaction.

Pictures and Illustrations. Good pictures speak for themselves. The picture should have information related to the story with which it is to be used. The words with the picture should match. The reader must be told what, where, when and why of the photograph (Shamsi, 2005).

Shamsi further discussed that many photographers of international argue that a good photograph should never undergo cropping. But it may be true of only excellent news photograph capturing decisive moments. Most of the photographs can be improved by cropping to show emphasis on the story and what is in the picture. The shape of the picture is decided by the story content.



While determining the size of a picture, emphasis should be on legibility and impact. It is pointless to give a photograph if it is printed so small that the relevant detail is lost. Legibility determines the minimum size of the picture and maximum has to be determined by the availability of space, competition from other news pictures or stories. The font size should match the size of the newsletter.

According to Folkerts and Lacy (2004), photojournalism, which integrates words and photographs attempts to explain people's behavior and the nature of the world. It is capable of powerfully affecting an audience's interpretation of an event and often defines the public memory. People's memories of the September 11, 2001, will forever be defined by the photograph of fire-fighters raising the flag at the site of the World Trade Center. It opens up arenas of action and images that people would otherwise never see.

Georgii (2009) added that good graphics are essential to a vibrant and successful newsletter. The graphics on each page should represent well the stories and items on that page.

The primary task of graphic design is to create a strong, consistent visual hierarchy in which important elements are emphasized and content is organized logically and predictably. Graphic design is visual information management, using the tools of page layout, typography, and illustration to lead the reader's eye through the page. Readers first see pages as large masses of shape and color, with foreground elements contrasting against the background field. Then they begin to pick out specific information, first from graphics if they are present, and only after this do they start parsing the harder medium of text and begin to read individual words and phrases (Webstyleguide. com, n. d.).



Although headlines are what get readers attention, the layout of the paper, graphics and photographs are important to keep a reader's attention. Without the use of illustrations, a paper would be a jumble of words that can create monotony and boredom for the reader (Graphic arts schools. com, n. d.).

Typography. Typography, as defined in Wisegeek. com, refers to the arrangement of text on a page, and appears in some form or another in all instances of written communication. Depending on the purpose, typography can be used for optimum readability, impact, or an artistic statement. Quality typography can make a big difference in communications, because it can impact the way the reader sees and feels about the topic being discussed. At the most basic, typography is a combination of font, size, spacing, and color.

A font of type is a collection of letters, numbers and other devices such as punctuation marks and others, all of the same character and belonging to the same family. A family of type is a collection of fonts and series all of the same basic design, but in different sizes and weights or widths.

Sometimes, to give importance to the beginning of a news story, the introduction is set in a larger font size than the story that follows it (Syed, 2006).

According to Harris and Lester (2002), typography clarifies, illuminate and augment content. It can help or hinder the process of reading. The integration of typography and the other elements of design (color, image, space and so on) can create powerful and effective messages. Typography is also tied to the technology for which it was created and the culture from which it was designed.



Typography has tremendous expressive potential. The selection of the type should reinforce the message through selection that carefully considers the visual personality of the typeface.

Font type can be elegant or casual; delicate or strong. It can shout or whisper. It can have cultural identity. Type can suggest an era or a feeling of formality. Type can suggest a particular place and time. It can be simple or complex.

The caption typography should be different from the adjacent reading text, usually in bolder type and a size bigger. The differences in font style and size enhance and break a continuous part. In captions of more than one line, the writer should try to aim at even lines, giving instructions to square or equalise the line (Syed, 2006).

Color. It is important to choose color combinations that work well together to set the tone (personality) of your newsletter. You do not want to use bright primary colors on a business newsletter, any more than you would want to use a tinted maroon and grey on a daycare piece.

Color is used to emphasize or to play something down; show differences or similarities and help readers recall information and to find things. Light or a dark background colors should be appropriate to the content, and use a color with good contrast for the figure or text. Make sure that differences between colors are clear and obvious.

Most papers use bold and bright colors to get attention. Color coding is used to improve attention and enhance attention to a visual message. Consider that many people are color blind (Pettersen, 2010).

According to White (n. d.), color adds creativity and visual attraction to the newsletter. However, the publication should limit the numbers of colors used.



Content. Newsletters should ideally perform the role of the three primary functions that are normally attributed to news and television media: to educate, to inform and to entertain. But, the thrust of a newsletter is more to inform. Education and entertainment are secondary and they help in enthusing the recipient to read it fully through (Rajan, 2009).

According to Crassweller (2011), the high level of “print only” readership by all age groups demonstrates the value of the printed product. So, is it the platform for delivery that is important? Is it the content? Or is it how the content is delivered?

Breaking news aside, the strength of newspapers is the editor’s ability to aggregate and cull all the noise of the world’s events into a neat package for the reader. Most readers do not have the time or interest to separate the wheat from the chaff; they expect their news brands to perform that task for them.

The newsletter should give information that could be very useful for the potential reader on the related field. The entertainment element in the newsletter should encourage readers’ involvement and participation. They may include quizzes, discount coupons, profile of a specific and important customer, jokes, cartoons, reward offers for suggestions and so on.

Needless to mention, the newsletter should contain the logo, title and address, e-mail, phone and details of contact person or offices, in case the reader wants to get in touch.

The content of a newsletter depends on the time of its coverage. According to Georgii (2009), aside from the visual and content importance of a newsletter, it should be published and distributed on a regular basis. It can be once a week, every two weeks, once a month, or quarterly. But it is absolutely essential that the newsletter is timely and comes out on a regular basis.



Likewise, the publisher of the newsletter should be able to provide copies to all offices or agency divisions.



METHODOLOGY

Locale and Time of the Study

The study was conducted at the Benguet State University (BSU) - main campus. It was identified as the area of the study since the research evaluated Shamag - the official publication of the said university. BSU is five to six kilometres away from Baguio City. It is located along Km 5 to Km. 6, La Trinidad, Benguet and has a total land area of 658.6250 hectares.

The university covers Research, Extension, Instruction and Production as its fourfold function. It has nine undergraduate colleges and has a Graduate School and Open University which offers masteral and doctorate courses. It has two other campuses, the Bokod and Bugias campus.

Benguet State University is offering undergraduate courses and graduate courses to with the primary purpose of providing courses in arts, sciences, humanities and professional fields in agriculture, natural sciences, technology and other technical and professional courses as the Board of Regents may determine and deem proper. It shall promote research, extension, agribusiness, advanced studies and progressive leadership in its field of specialization.

The BSU – main campus has a total 610 employees as of November, 2011.

The study was conducted from December 2011 to February 2012.



Respondents of the Study

Since Shamag is intended for the BSU employees, they were chosen to evaluate the newsletter. There were 140 respondents – 77 teaching and 63 non-teaching employees of BSU-La Trinidad campus.

All respondents were chosen through accidental sampling. Each of them were readers of Shamag.

Subject of the Study

The newsletter has a size of 12” x 9”. It has 8 pages and seldom adds two pages as insertions. Under the study, only the April issue had an additional inserted page.

The newsletter front page contains the masthead of the newsletter which included the BSU logo, website and address.

The background colors used were combination of yellow and green shades. The color of the font is black. Colored pictures were used in the front and back pages while the pictures in the inside pages are in gray scale. The number of columns varies from one to three columns.

Data Collection

Shamag newsletter from December 2010 to May 2011 issues were used for the study. The researcher formulated a coding instrument based on the instrument used by previous Development Communication researchers, Listino and Kis-ing which was used for the content analysis.



For the evaluation, survey questionnaires were distributed to the respondents in the different offices. For recall purposes, copies of these issues were shown to the respondents.

Data Gathered

The data gathered were the socio-demographic profile of the respondents, coded information on the nature of coverage of Shamag in terms of issues or topics, treatment of articles, placement of articles; and placement of pictures and illustrations.

The evaluation on the presentation of Shamag in terms of lay-out, pictures and graphics, typography, colors and content were also gathered as well as suggestions of the respondents for the improvement of the publication.

Data Analysis

The data collected were tabulated using percentage and frequency counts, analyzed and consolidated through descriptive statistics.



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to evaluate the Shamag newsletter of Benguet State University, La Trinidad, Benguet.

Specifically, the study determined the socio-demographic profile of the respondents; content analyzed the nature of coverage of Shamag in terms of issues or topics covered, treatment, placement of articles, and placement of pictures and illustrations. Likewise, it evaluated the presentation of the newsletter in terms of lay-out, pictures and graphics, typography, colors and content; and, collected suggestions from the respondents for the improvement of Shamag.

The study was conducted from December 2011 to February 2012 using an evaluation questionnaire and a coding sheet.

For the socio-demographic profile of the respondents, majority were female. More than half of them were teaching employees. Aside from that, most of them were MS graduates; most were in service at BSU from one to 10 years; and almost all of them were above 20 years old but below 60 years of age. They were from the different colleges, departments and offices in the university.

The articles, pictures and illustrations were analyzed based on the fourfold functions of Benguet State University – Research, Extension, Instruction and Production. Articles which did not fall under the enumerated functions were categorized under No Category.



There were 39 total articles for the five issues where February and May had the highest numbers of articles published (9 articles each). Although December and January articles were merged into one issue, its issue published the lowest number of articles.

The number of articles published per issue ranged from six to nine.

Most of the articles published in the five issues were under the Instruction function. It was noted that Extension and No Category had the same number of articles. Moreover, there were more articles under No Category than articles under the Research and Production functions. Research had the lowest articles published with only two articles.

In terms of treatment, more than half of the articles were presented as straight news. Majority of the news-feature articles were under Research and Extension. There were four opinion, three photo-essay and two announcement published.

Out of six articles placed in the front page, five stories were under Instruction and the other one was under No Category.

Four of the five issues published one article each on the front page while one issue published two articles on its front page.

In terms of pictures and illustrations, there were total of 110 pictures and illustrations in the five issues. Like in the number of articles, most of the pictures and illustrations also were under the Instruction category. However, there were more pictures under No Category than the other three functions of the university. Research has the least number of pictures.

On the other hand, the evaluation of the newsletter was based on the following criteria: lay-out, pictures and illustrations, typography, colors and content.



The results of the evaluation were with different numerical value. However, overall, the results were equivalent to very good remarks.

The lay-out gained very good rating in terms of arrangement of the elements; creativity in lay-outing; white spaces; design which were easily identified as the newsletters identity or trademark; and size of the newsletter.

Pictures and illustrations in terms of attractiveness; appropriateness of size; easy identification of the picture and graphics; relevance; design; presence of labels; and clarity of message were also acceptable to the respondents. The design of the pictures to stimulate interest got the lowest score basing from the responses of the respondents.

Typography in terms of appropriateness of font style and font size, headings and column breaks were rated very good by the respondents.

Likewise, the colors in terms of the background, combination, contrast and harmony were also rated very good.

Very good remarks were also gained for the overall quality of the information; articles under the fourfold functions of the university; information on BSU activities; relevance; and conciseness of information.

Although the results got very good remarks, there were points for improvement under the visual design, content, time and frequency of publication enumerated by the respondents.



Conclusions

Based on the findings the following conclusions were drawn.

1. Respondents were dominated usually by females who came from different colleges and offices.
2. The number of articles published is affected by the events and activities of the university.
3. In relation to the fourfold functions of the university, Shamag focuses more on Instruction.
4. Straight news is the common format used by the publication.
5. The newsletter often used pictures while seldom includes illustrations.
6. Shamag newsletter is generally acceptable to its intended audience; however, it needs further improvement.

Recommendations

Based on the summary and conclusions, the recommendations were derived.

1. The newsletter should add more articles.
2. Articles should be distributed under the fourfold function of the university.
3. The newsletter should replace some pictures with illustrations; and should not overcrowd a page with pictures.
4. To avoid overcrowding of the pictures, the newsletter should choose only the important pictures to publish.
5. The newsletter may improve the quality of its presentation in terms of visual design and content.



6. The newsletter should be distributed on time and all offices should have at least one copy each.

7. A study on other issues of Shamag should be conducted to further identify the needs of the readers.



LITERATURE CITED

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