

CONTENT ATTITUDE STUDY OF WATER RELATED TOPICS IN PUERTO RICO  
DAILY NEWSPAPERS

by Jaime Gutiérrez Sánchez, Ph.D.

and

Olga N. Hernández, Ph.D.  
Department of Social Sciences

Project No. 4  
Grant Agreement No. 14-08-0001-G-1446

FINAL TECHNICAL REPORT  
TO  
U.S. DEPARTMENT OF THE INTERIOR  
WASHINGTON, D.C. 20240

The work on which this report is based was supported in part by funds provided by the United States Department of the Interior as authorized under the Water Research and Development Act of (P.L. 98-242).

Contents of this publication do not necessarily reflect the views and policies of the U.S. Department of the Interior nor does mention of trade names or commercial products constitute their endorsement of recommendation for use by the U.S. Government.

June 1988

CONTENT ATTITUDE STUDY OF WATER RELATED TOPICS IN PUERTO RICO DAILY  
NEWSPAPERS

by Jaime Gutiérrez Sánchez, Ph.D.  
Department of Social Sciences

and

Olga N. Hernández, Ph. D.  
Department of Social Sciences

Project No. 4  
Grant Agreement No. 14-08-0001-G1249

FINAL TECHNICAL REPORT  
TO  
U.S. DEPARTMENT OF THE INTERIOR  
WASHINGTON, D.C. 20240

"The work on which this report is based was supported in part by funds provided by the United States Department of the Interior as authorized under the Water Research and Development Act of (P.L. 98-242)".

Contents of this publication do not necessarily reflect the views and policies of the U.S. Department of the Interior nor does mention of trade names or commercial products constitute their endorsement of recommendation for use by the U.S. Government.

June 1988

## ABSTRACT

In recent years, water related issues have become salient to the Puerto Rican public due to serious floodings, financial and administrative problems in the Aqueduct and Sewer Authority, extensive pollution of the Island's water supplies and, finally, the water treatment plants adverse effect on the construction industry.

This study involves a content analysis of four Puerto Rican daily newspapers for a fifteen months period covering June 1986 to September, 1987. The study assumes that newspapers form and reflect public opinion since they exercise many forms of informational control. Moreover, newspapers are easily accesible, demonstrated, exposure to mass media is associated with greater likelihood of becoming better informed. In other words, newspapers reach the opinion leaders of society.

The focus of the paper is upon the manifest and attitudinal content that newspapers convey regarding the water resource and service. The paper identifies content trends, obtains information about the attitude that newspapers display toward organizations and functionaries concerned with water.

## Table of Contents

Abstract	ii
Introduction	1
Literature Survey	3
Methodology	6
Sample	6
Instrument	6
Observations	7
Results	8
Information treatment	8
Functionaries	12
Organizations	14
Organizational aspects	17
Summary and Conclusions	21
References	23
Appendixes	24
Instrument	25
Editorial	27

## INTRODUCTION

In recent years, water related issues have become salient to the Puerto Rican public due to serious flooding, financial and administrative problems in the Aqueduct and Sewer Authority, extensive pollution of the Island's water supplies and the adverse effect on the construction industry of the deficiencies of the water treatment plants. This report presents the issues concerning water that appear in Puerto Rican daily newspapers as well as the newspapers' attitude toward pertinent agencies and functionaries.

The study assumes that newspapers reflect and form public opinion through the exercise of various forms of information control that arise in decisions about message encoding, such as selections, shaping, display, timing, withholding, or repetition of entire message or message components (2) (Donohues, et. al. 1980). It has been demonstrated that exposure to print media is associated with greater likelihood of being informed. In other words, newspapers reach the opinion leaders of society. Moreover, newspapers are not only easily accessible but they reach the more educated segments of society. A systematic analysis of how water related issues have been presented to the general public therefore, serves Island's officials and public planners to design rational policies for water resource management. This, because public policies and technical decisions with a social impact have to be considered for the success of education campaigns and public policies affecting the general public.

The specific objectives of the study are to:

1. Identify the main water related issues that newspaper carry.
2. Identify the treatment newspapers give to water related issues.
3. Detect the manner in which newspaper project agencies and functionaries associated with the water issues.
4. Generate specific hypothesis for detailed problem definition and specific research.

## LITERATURE SURVEY

A number of publications have been accumulated in the process of collecting literature related to the study. They have been carefully examined. The literature survey searched for information in the following areas: Puerto Rican studies that have dealt with content analysis, classical studies using content analysis and recent books that cover the content analysis methodology.

Two books were found regarding Puerto Rican studies that have used content analysis, both books published in 1979. The first one was Prensa Comercial: Posiciones de Clase ante la Situación Laboral. (Commercial Press: Class Positions in a Labor Dispute). The book is subtitled: Análisis de Contenido de las Páginas Editoriales de un Periódico Puertorriqueño sobre el Issue Obrero (Content Analysis of the Editorial Pages of the Puerto Rican Newspaper Regarding the Labor Issue). The book has two parts. The first part is a historical analysis of editorials regarding unionization and labor relations in the newspaper El Mundo for the period 1968 - 1977. The second part analyzes all the editorial and opinion sections on the same subject in El Mundo for the semester January to June 1975. The general conclusion of the book is that the newspaper has an anti-labor policy and takes a dominant class position.

The second book is Machismo y Educación en Puerto Rico (Machismo and Education in Puerto Rico) by Isabel Picó. (9) The book reports several content studies on books used at the grammar school level in Puerto Rico. Among the results reported are: girls and women are presented as inferior to men both numerically and in their characteristics; traditional roles are reinforced; women are not productive but recipients of the goods produced

by men; the frequent use of the collective word men what according to the book diminishes the historical contribution of women.

Several classical investigations have used content analysis to develop theories and trends. One of them is David McClelland, 1961 use of content analysis in his seminal study of the historical relationship between achievement motivation among the members of society and the economic development of the society. He and his associates measured the frequency of achievement imagery in the popular literature of the society at various periods and related these frequencies to economic indicators.(4)

More recently, John Naisbitt, 1982 wrote the bestseller Megatrends with data collected through content analysis. Naisbitt presents a systematic perspective on the ways in which the American society is restructuring and attempts to picture the new society. He clearly demonstrates the change of American society from industrial production to a service and information society. (5)

The importance of applying content analysis to the mass media for the purpose of detecting how the media reflects water related issues has the characteristic of allowing us to see how the opinion forming papers present a neutral subject that is basic for the normal functioning of a modern society (10).

The books dealing with content analysis as a methodology consider that content analysis is a technique used in the study of poetry, psychology, political sciences and other social and artistic disciplines through the observation of documents. Segments of the documents, units of observation, are categorized into underlying structures. Among these structures we find



groups sharing attributes in common or scales that reveal intensity of a given attribute (10).

Klaus Krippendorff, in the introduction of the book The Analysis of Communication Content (11) states that content analysts are rarely interested in what messages are intended to mean. The main focus of inquiry has been hidden attitudes, statistical trends and symbolic forms. He adds that, quantitative procedures neither guarantee objectivity nor are they necessarily appropriate in all situations.

In another book, Content Analysis: An Introduction to its Methodology, (12) the same author defines content analysis as a research technique for making replicable and valid inferences from data to their context. The definition, is placed within the following conceptual frame:

- \* the data as communicated to the analyst
- \* The context of the data; constructed by the analyst
- \* how the analyst's knowledge partitions his reality ; what variables are relevant
- \* the target of a content analysis; what the analyst wants to know about
- \* inference as the basic intellectual task, nature of emerging relations.
- \* validity as ultimate criteria of success.

Robert Phillip Weber (7) in his book Basic Content Analysis define content analysis as a research methodology that utilizes a set of procedures to make valid inferences from a text. The text analysis varies from simple tabular methods of organizing and displaying text to multivariate statistical procedures.

## METHODOLOGY

In this study, we followed the content analysis method which, as previously stated, may be applied to virtually any form of communication. The method converts written material into numerical data on the basis of a set of rules for the sake of statistical analysis. This section on methodology discusses the sample, instrument and observations.

### Sample

Four Puerto Rican newspapers were included in the study: El Nuevo Día, El Mundo, El Vocero and The San Juan Star. El Vocero has no Sunday edition. The period studied covered July 1, 1986 through September 30, 1987. The San Juan Star, however, was included only for eleven months, (November 1986 - September 1987) and El Mundo stopped being published on August 30 due to financial problems.

### Instrument

An eleven items schedule was developed for observations (See Appendix 1). The items included: name of the paper, date that the water related item appeared published, title of the item and type of information such as news, editorial, feature article and so on; functionaries and evaluation of the functionaries, agencies involved and evaluation of the agencies, aspect of the organization involved, column-inches of the item, main content of the item. In short, the elements of the instrument attempted to identify the format of the printed material and the content it revealed.

## Observations

Junior and senior university students who had received previous training and had helped develop the instrument applied the instrument to the newspapers. In order to increase the validity of the observations, every three month set of each paper was coded by two students after which a judge selected the set found the most reliable.

## RESULTS

### Information treatment

Graph 1 presents 1154 items categorized according to the format in which these were presented by the newspapers. The graph shows that in order of frequency seven out of every ten items (71.0%) were news items, one out of every eight items (13.0%) were letters to the editor, and that 2.3 per cent were interviews and feature articles.

Graph 1

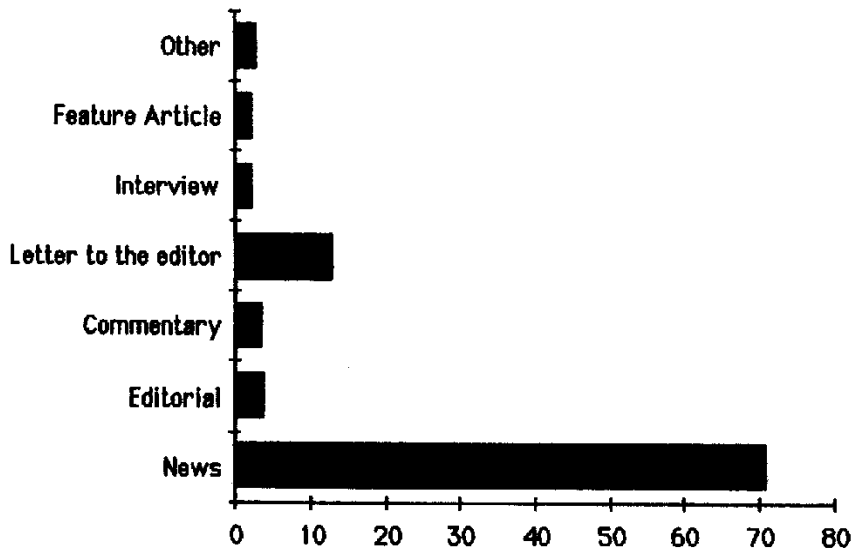


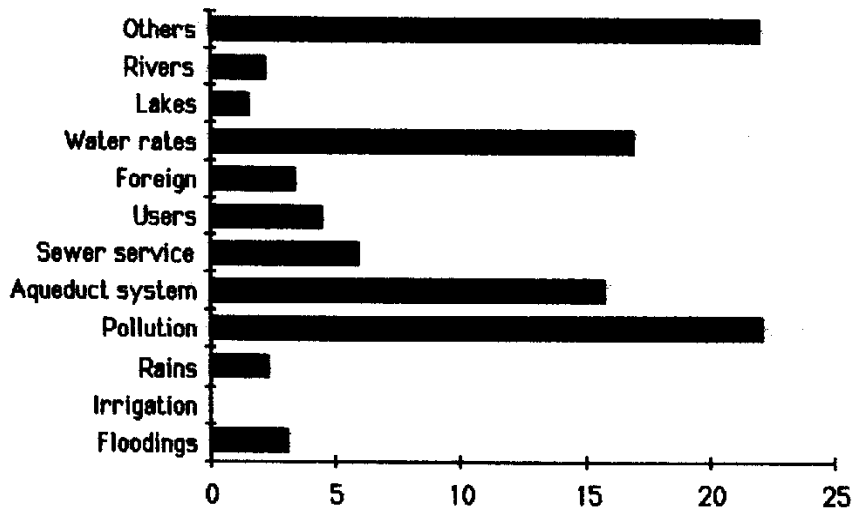
Table 1 presents item format according to newspapers. In all papers, news items were the largest category with El Nuevo Día having the largest percent (82.6%) of news items while El Vocero has the smallest percentage (65.8%). In the second largest category, letters to the editor, The San Juan Star has the largest percentage (20.4%) and El Nuevo Día the smallest percentage (8.4%).

Table 1 Format of the Information According to Newspapers

	Nuevo Día %	Vocero %	El Mundo %	San Juan Star %
News	82.6	65.8	70.2	64.5
Editorial	1.4	4.3	5.3	5.9
Commentary	5.1	2.7	1.0	5.3
Letter to the editor	8.4	15.5	13.0	20.4
Interview	—	—	6.1	2.0
Feature article	—	—	7.4	2.0
Other	1.9	5.5	1.4	1.3
	<hr/> 100.0 (369)	<hr/> 100.0 (328)	<hr/> 100.0 (285)	<hr/> 100.0 (152)

Graph 2 shows the nature of the content of all papers for a total of 1194 items. Disregarding the category for "others", pollution is the content of the largest percentage of items (22.2%) followed by water fares (17.0%) and aqueduct (15.8%). Items dealing with rivers (2.2%) and lakes (1.5%) had the smallest percentages.

Graph 2



The high percent of items on pollution reflect charges that the Aqueduct and Sewer Authority, ASA, has not adequately managed or maintained water treatment plants. These items also show dumping of raw sewage into rivers and lakes which violates a 1985 agreement with the U.S. Environmental Protection Agency for rehabilitating the Puerto Rican sewage system. Water rates received a high percentage of coverage, since water rates were raised 44 per cent in 1986. Besides this increase, there were widespread reports of overcharging.

Table 2 Type of content within each newspaper

Content	Nuevo Día %	El Vocero %	El Mundo %	San Juan Star %
Floodings	3.5	2.1	3.5	3.5
Irrigation	---	---	---	---
Rains	.8	1.8	6.3	.5
Pollution	25.8	16.1	25.4	21.0
Aqueduct	10.2	24.8	9.8	20.0
Sewer service	3.5	9.3	4.9	6.0
Users	4.6	.6	7.7	6.5
Foreign	3.2	---	7.3	3.5
Water	18.5	16.1	15.7	17.5
Lakes	.8	.8	2.1	3.0
Rivers	---	6.0	1.4	1.0
Others	29.0	22.4	16.0	17.5
	<hr/> 100.0 (372)	<hr/> 100.0 (335)	<hr/> 100.0 (287)	<hr/> 100.0 (200)

Table 2 shows the principal content categorization of the 1194 items classified for each newspaper. Disregarding the category for "others" that included items too difficult to classify due to their mixed content, it appears that pollution was the category with the largest percentage of items for each newspaper except El Vocero whose largest category was the aqueduct system. There is a difference of 9.7 percentage points between El Nuevo Día, highest value, and El Vocero, smallest value. In the aqueduct category El Vocero has the highest value (24.8%) and El Mundo the smallest (9.8%) accounting for a difference of 15 percentage points between them. Table 2, in short, illustrates that the two categories contrasting the most within newspapers were pollution and aqueduct system.

## Functionaries

The study wanted to identify the functionaries most frequently mentioned by the newspapers. This information appears in Table 3. Seventeen people received more than sixteen mentions. Of these, the names and positions of the seven people most frequently mentioned are:

Rafael Hernández Colón, Governor of Puerto Rico  
 Arturo Valdejully, Executive director  
     Aqueduct and Sewer Authority ( resigned  
     August 18, 1987)  
 Luis Izquierdo Mora, Secretary of Health  
 Carmen Vargas de Cerezo, U.S. District Court Judge  
 Juan Agosto Alicea, Secretary of the Treasury and Chairman  
     Aqueduct and Sewer Authority Board  
 Pedro Gelabert, Director, Environmental Protection Agency  
     EPA, for the Caribbean  
 Pedro Ortiz Alvarez, Director, Office of Consumer Affairs,  
     DACO

Table 3      Frequency of mentions that functionaries received by each newspaper

Number of mentions of functionaries	Nuevo	EL	EL	San Juan	Total
	Día	Yocero	Mundo	Star	
15 or more	7	3	3	4	17
6 - 15	17	6	9	8	40
1 - 5	214	218	148	143	723



The high frequency of mentions for the Secretary of Health is related to the pollution content. Gastroenteritis cases have been frequently associated with the piped- water service in some areas of the Island. Judge Carmen Vargas de Cerezo , is also frequently mentioned. It has to do with a legal fight between the Environmental Protection Agency and the Aqueduct and Sewer Authority in which the judge fined ASA \$32 million over noncompliance with a court order to repair sewage treatment plants.

Observers evaluated each functionary mentioned by the newspaper according to a five point scale. The scale went from "very positive ," "positive," "neutral," " negative" to " very negative." The evaluations of the seven functionaries most frequently mentioned are presented in Table 4.

Table 4 Newspapers evaluation of the seven most mentioned functionaries\*

	Very Positive	Positive	Neutral	Negative	Very Negative	Total
R. Hernández Colón	1.9	14.5	63.1	14.5	6.1	214
A. Valdejully	1.6	9.4	68.9	15.2	4.9	244
L. Izquierdo Mora	---	12.7	72.2	12.7	2.5	79
C. Vargas de Cerezo	2.9	20.0	68.6	8.6	---	35
P. Gelabert	---	13.7	84.3	2.0	---	51
P. Ortiz Alvarez	4.7	7.0	86.0	2.3	---	43
J. Agosto Alicea	2.1	10.4	75.0	12.5	---	48

\*percentages obtained horizontally

It can be observed in Table 4 that the functionaries Luis Izquierdo Mora and Pedro Gelabert obtained neither "very positive" or "very negative" evaluations. Juan Agosto Alicea, Pedro Ortiz Alvarez and Carmen Vargas de Cerezo received "very positive" evaluations and no " very negative" ones.

Adding the "very positive" and "positive" evaluations for each functionary it appears that only Judge Vargas de Cerezo and Governor Hernández Colón obtained more than 15 per cent evaluations in these two categories. On the other hand, the Governor, ASA's director and the Secretary of Health received more than fifteen per cent evaluations "negative" and "very negative". The evaluations took into account the newspaper comments on the functionary. It should be noted that, in most cases, at least two out of every three evaluations were neutral.

#### Organizations

In each newspaper, the study identified the formal organizations mentioned. There is a wide overlapping of agencies mentioned among the newspapers but not within each paper. In each newspaper, the number of agencies tied to water related items is as follows:

El Nuevo Día 110

El Vocero 91

El Mundo 88

The San Juan Star 66.

The formal organizations most frequently mentioned by the newspapers appears in Table 5 which shows for each newspaper the positions of the five most mentioned organizations. For all newspapers, the Aqueduct and Sewer Authority is the most frequently mentioned organization. The second place corresponds to the Environmental Protection Agency, (EPA), which takes second place in three newspapers. The other agencies that appear among the five most mentioned by each newspaper are: Environmental Quality Board, Department of Consumer Affairs, U.S. District Court and the Department of Natural Resources.

Table 5 Five most mentioned agencies by each newspaper

	El Nuevo Día	El Vocero	El Mundo	San Juan Star
Water & Sewer Authority	1	1	1	1
Environmental Quality Board	5	2	4	3
Department of Health	3	2	3	3
Environmental Protection Agency	2	5	2	2
Department of Consumer Affairs	4	---	5	---
U.S. District Court	---	---	---	5
Department of Natural Resources	---	4	---	---

The frequency of mentions of these agencies is similar to the frequency of mentions of functionaries. Five of the most mentioned functionaries are associated with five of the organizations, this can be seen under the discussion of Table 3.

Observers evaluated each organization mentioned by the newspapers according to a five point scale. The scale went from "very positive," "positive," "neutral," "negative" to "very negative." The evaluations of the seven agencies with the highest frequency of mentions by the four newspapers are presented in Table 6.

**Table 6 Newspapers evaluation of the most mentioned formal organizations**

	very positive	positive	neutral	negative	very negative
<b>Water &amp; Sewer Authority</b>	1.9	12.8	47.1	21.6	16.6
<b>Environmental Quality Board</b>	---	18.8	67.2	10.7	3.1
<b>Department of Health</b>	2.6	17.3	70.4	8.2	2.0
<b>Environmental Protection Agency</b>	2.2	16.9	70.6	7.8	2.6
<b>Department of Consumer Affairs</b>	2.9	16.2	66.2	11.8	2.9
<b>U.S. District Court</b>	0	14.6	78.0	7.3	0
<b>Department of Natural Resources</b>	0	7.9	60.5	23.7	7.9

It can be observed in Table 6 that Aqueduct and Sewer Authority is a controversial agency that has become a public opinion issue. This situation is revealed in the fact that the agency has the highest percentage (24.7%) of "positive" and "very positive" evaluations and at the same time it has the largest percentage (38.2%) of "negative" and "vey negative" evaluations.

On the other side, the Environmental Protection Agency, EPA has the second largest percentage (20.1%) of "positive" and "very positive" evaluations, but this same agency has a low percentage of "negative" and "very negative" evaluations (10.4%). The Department of Health, the Environmental Quality Board and the Department of Consumer Affairs follow a pattern similar to that of EPA. The Department of Natural Resources, DNR,

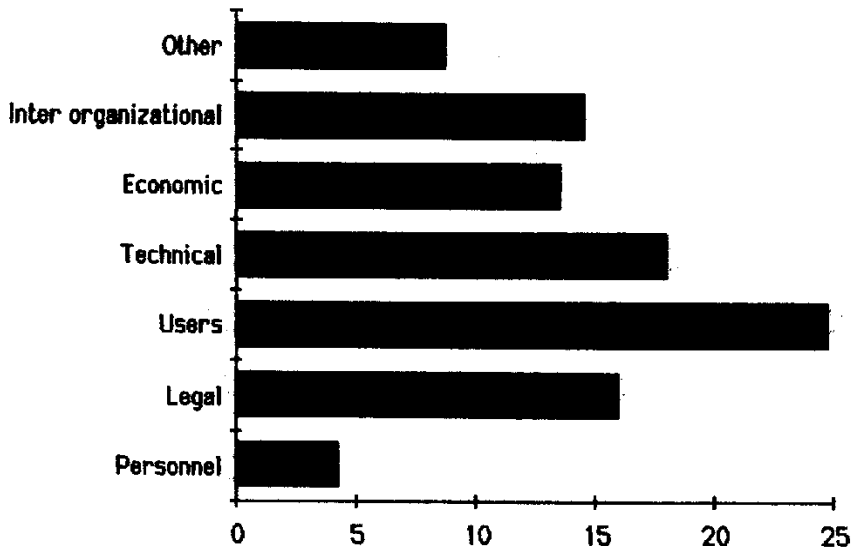
Is the agency with the second largest percentage (31.6%) of "negative" and "very negative" evaluations and with only 7.9% "positive" evaluations.

The least controversial agency seems to be The U.S. District Court since it has the highest percentage (78.0%) of neutral items.

### Organizational aspects

Besides identifying the organizations which were most frequently associated with water issues, the study also sought to identify which aspects of these organizations were most frequently mentioned.

Graph 3



Graph 3 shows that of the seven most mentioned agencies the organizational aspect with the highest percentage of items was "users" (24.8%) followed by "technical" (18.1%).

Table 7 Aspects categorized of seven most mentioned organizations in the

	ASA	EPA	EQB	Depart. of Health	DNR	U.S Circuit	Daco
Personnel	6.2	.5	---	---	3.8	---	1.0
Legal	11.9	27.2	13.4	9.5	11.3	60.3	11.2
Users	25.4	27.2	19.5	31.7	9.4	1.7	25.5
Technical	21.0	11.3	23.2	11.1	17.0	10.3	9.2
Economic	17.9	3.9	1.2	3.2	5.7	6.9	14.3
Inter							
Organizational	10.4	24.0	17.1	17.5	15.1	19.0	29.6
Other	7.2	5.9	25.6	27.0	37.7	1.7	8.2

Organizational aspects were crosstabulated with the seven organizations. These data appear in Table 7 which shows that for ASA, and EPA (25.4%, 27.2%) one out of every four items dealt with "users" while for the Department of Health it was one out of every three items (31.7%). "Technical" aspects represented one out of every five items for ASA (21.0%) and EQB (23.2%) while it represented only one out of every ten items for EPA (11.3%). "Economic" aspects included more than ten per cent of the items in only two agencies ASA (17.9%) and DACO (14.3%). "Inter-organizational" aspects had the two highest percentages of items in DACO (29.6%) and EPA (24.0%). The rest of the agencies had percentages varying between 10.4% and 19.0%. "Legal" aspects represented 60.3% of the items in U.S. District Court and 27.2% in EPA. The category "Personnel" had no items under EQB, Department of Health and U.S. District Court. It had less than one per cent under DACO and EPA. The largest percentage of items corresponded to ASA (6.2%) and DNR (3.8).

Table 8 Total aspects of the organization categorized within each newspaper in percentages

	Nuevo Día	El Vocero	El Mundo	San Juan Star
Personnel	5.1	2.1	2.5	5.0
Legal	21.9	6.3	10.4	20.9
Users	18.1	22.4	18.0	19.2
Technical	21.6	20.6	17.6	9.7
Economic	13.1	14.3	15.1	12.9
Inter				
Organizational	13.7	14.7	16.1	26.5
Other	6.6	19.6	20.2	5.9

There were a total of 2957 categorizations of organizations according to the above mentioned aspects. The total numbered categorizations crosstabulated with the four newspaper consulted in the study appear in Table 8. This table shows that "users" represent one out of every five items categorized in each newspaper. The "interorganizational" aspect had similar percentages in all newspapers ( between 13.3% and 16.1%) except the San Juan Star (26.5%). The aspect of "personnel" was the least mentioned item (El Vocero: 2.1% to El Nuevo Día: 5.1%). On the other hand, the "economic" aspect of organizations had very similar percentages (around 14.0 per cent) in all four papers. The "legal" category obtained 21.9 per cent in El Nuevo Día and 20.9 per cent in The San Juan Star what reveals a clear contrast with the percentages for the same category in El Vocero (6.3%) and El Mundo (10.4%).

In El Nuevo Día, the percentage of items pertaining to the "legal" category was 21.9 and in the San Juan Star 20.9. These percentages contrast with those for the same category in El Vocero (6.3) and El Mundo (10.4).



## SUMMARY AND CONCLUSIONS

This content study of Puerto Rican newspapers identifies the principal water related issues printed in four newspapers as well as the format in which these issues appear. The study also detects the manner in which newspapers profile agencies and functionaries associated with the water issues.

This report also presents a literature survey of Puerto Rican and classical content studies as well as of recent texts that discuss content analysis methodology.

The four newspapers used in this study were El Nuevo Día, El Mundo, El Vocero and The San Juan Star for the period of July, 1986 through September, 1987. An eleven items schedule was developed for observations.

The most relevant findings are:

- News items was the most frequent format for the information.
- The content issue most frequently mentioned was pollution (22.2%) followed by water rates (17.0%). These findings reflect charges that the Aqueduct and Sewer Authority, ASA, has not adequately managed or serviced water treatment plants and concern that water rates were increased 44 per cent in 1986.

- The governor of Puerto Rico was among the most frequently mentioned functionaries along with the Secretary of Health, a U.S. District Court Judge, the Secretary of the Treasurer, the regional director of the Environmental Protection Agency and the head of the Office of Consumer Affairs, DACO. The comments and circumstances in which the newspapers mentioned these functionaries are mostly neutral.

-Each newspaper mentioned an average of 89 agencies. The most frequently mentioned agencies were the Water and Sewer Authority, ASA; Environmental Quality Board, Department of Health, Environmental Protection Agency, Department of Consumer Affairs, Daco; U.S. District Court and the Department of Natural Resources.

-ASA has become an issue of public concern with the largest percentage of positive (24.7%) and negative (38.2%) mentions. A similar trend appears for the Department of Natural Resources. The least controversial agency appears to be the U.S. District Court since it presents the largest percentage of neutral mentions (78.0%).

-The aspect of the organizations that was most frequently mentioned was users in one out of every five printed items.

-Irrigation, water reservoirs and rivers received a negligible amount of coverage.

- There exist fragmentation of authority and funds among state agencies. This creates a lack of coordination to rationalize priorities.

-Water contamination is a problem in Puerto Rico due to inefficiency of waste treatment plants, fecal coliforms and the transmission of schistosomiasis.

## REFERENCES

1. Babbie, E.R. The Practice of Social Research. 2nd Ed., Belmont, Ca: Wadsworth Publishing Co., 1979
2. Donohue, G. et. al, Gatekeeping Mass Media Systems and Information Control. In: Current Perspectives in Mass Communication, F. Gerald Kline and Phillip J. Tichener (Eds). Beverly Hills, Ca: Sage Foundation, 1972.
3. Mather, J.R. Water Resources Distribution, Use and Management. New York, N.Y. John Wiley and Sons, Inc., 1984.
4. Mc Clelland, D.C. The Achieving Society. Princeton, N.J. Van Nonstrand, 1961.
5. Naisbitt, J. Megatrends. 2nd Edition, New York, N.Y: Warner Books, 1984
6. Gerbner, G. et. al. (Eds). The Analysis of Communication Content Huntington, N.Y: Robert D. Krieger Publishing Co., 1978.
7. Weber, R.P. Basic Content Analysis. Beverly Hills, Ca. Sage Foundation
8. Palau, A. Prensa Comercial: Posiciones de Clase ante la Situación Laboral. Guaynabo, P.R: Editorial Sagita, 1979.
9. Picó, I. Machismo y Educación en Puerto Rico. San Juan, P.R: Comisión para el Mejoramiento de los Derechos de la Mujer, 1979
10. Deese, James. "Conceptual Categories in the Study of Content" In: Gerbner, G. et al (Eds.) The Analysis of Communication Content. Huntington, N.Y: Robert D. Krieger Publishing Co., 1978.
11. Krippendorff, Klaus. "Introduction." In: Gerbner, G. et al (Eds.) The Analysis of Communication Content. Huntington, N.Y: Robert D. Krieger Publishing Co., 1978.
12. Krippendorff, Klaus. Content Analysis: An Introduction to its Methodology. Newbury Park, Ca: Sage Publications, 1981.

**APPENDIXES**

**A. INSTRUMENT**

**B. EDITORIALS**

Universidad de Puerto Rico  
Recinto Universitario de Mayaguez  
Departamento de Ciencias Sociales

1. Periódico \_\_\_\_\_ 2. Fecha \_\_\_\_\_  
3. Titular \_\_\_\_\_

4. Tipo de Información ( seleccione sólo una alternativa)

- |                     |   |
|---------------------|---|
| 4.1 Noticia         | 4.5 Entrevista                          |
| 4.2 Editorial       | 4.6 Artículo de Fondo (Feature Article) |
| 4.3 Comentario      | 4.7 Otro                                |
| 4.4 Carta de Lector |   |

5. Funcionarios y/o personalidades

Nombre	Puesto	Evaluación				
		MP	P	N	Ng	MNg.
5.1						
5.2						
5.3						
5.4						

6. Organizaciones o agencias

Nombre	Evaluación				
	MP	P	N	Ng	MNg.
6.1					
6.2					
6.3					
6.4					

7. Asunto de la organización (puede escoger más de una para cada organización mencionada)

7.1 Relacionado con personal	6.1	6.2	6.3	6.4	6.5	6.6
7.2 Aspecto legal	6.1	6.2	6.3	6.4	6.5	6.6
7.3 Relacionado con usuarios	6.1	6.2	6.3	6.4	6.5	6.6
7.4 Asunto técnico	6.1	6.2	6.3	6.4	6.5	6.6
7.5 Aspecto económico (tarifas)	6.1	6.2	6.3	6.4	6.5	6.6
7.6 Relación inter-organizacional	6.1	6.2	6.3	6.4	6.5	6.6
7.7 Otro _____	6.1	6.2	6.3	6.4	6.5	6.6
(especifique)						

8. Pulgadas- columna

9. En general, el artículo/noticia cae en cuál de las siguientes categorías  
(Seleccione sólo una alternativa):

9.1 Inundaciones

9.2 Irrigación

9.3 Lluvias

9.4 Contaminación

9.5 Acueducto-Servicio

9.6 Alcantarillado-Servicio

9.7 Usuarios

9.8 Otro

9.9 Del exterior

9.10 Tarifas

9.11 Lagos, lagunas

9.12 Ríos

10. Comentarios- Resumen

11. Observador/a:

**editorial****Nuevos enfoques en la AAA**

LOS NUEVOS enfoques hechos públicos ayer por el presidente de la Junta de Gobierno de la Autoridad de Acueductos y Alcantarillados, Juan Agosto Alicea, parecen ser enfoques positivos, los que, de hacerse realidad, mejorarían la crítica condición en la que se encuentra esa agencia.

En primer lugar, hay que conseguir que de una forma expedita los tribunales resuelvan los casos ante ellos, pues el crédito de la Agencia está, en efecto, "congelado" por los casos ante los mismos. Y la falta de recursos financieros le impide a la Autoridad acometer los programas que son necesarios para mejorar sus deterioradas facilidades físicas.

Ambos tribunales —el Supremo y la Corte de Distrito Federal— tienen que estar conscientes de que están tratando con un asunto de máximo interés público: la pureza del agua y la salud del pueblo. A ese efecto, lo que se decida en cada foro debe resolverse con rapidez. Y la decisión que se tome debe tener en cuenta que quien está siendo afectado, en última instancia, es el pueblo de Puerto Rico.

Los aspectos legales y jurídicos deben ser tratados con el mayor rigor por ambos foros, pero sin olvidar que todo esto está afectando a la comunidad. Y a una comunidad que está sufriendo un daño por la falta de servicio eficaz y de garantías de salud en algo tan fundamental como el agua.

Es inteligente y práctico el enfoque del señor Agosto Alicea al efecto de que sería deseable negociar unos plazos más largos con la EPA para el cumplimiento de las normas ambientales, y se le debe dar atención cuidadosa por parte de esa agencia. Ese organismo federal debe tener en mente la condición de recursos financieros, técnicos y humanos de los que dispone el pueblo de Puerto Rico, y adaptar su plan de cumplimiento a esos recursos. Hay que adecuar las reglamentaciones federales a las condiciones peculiares de Puerto Rico. Por otro

lado, la AAA tiene que comprometerse —con un urgente sentido de compromiso moral— a cumplir con un plan de trabajo más a largo plazo, si se llega a este acuerdo.

¡Ya es hora de que los ejecutivos, supervisores y empleados de la AAA se sientan heridos en su propio orgullo con todas las cosas que han venido ocurriendo, y le demuestren a este pueblo que ellos saben hacerlo bien! Mejor —que pueden hacerlo a la altura de cualquier otra autoridad similar en el mundo. El puertorriqueño, cuando se lo propone, logra el éxito necesario.

Como ejemplo, pensemos en el coraje y en la valentía demostrados por nuestros atletas en los Juegos Panamericanos. ¡A ver si ese mismo orgullo se le filtra a todo el personal de la AAA!

Finalmente, basta ya de política con la AAA. El agua no sale azul ni roja de los grifos. Sale color marrón. Tribunales y AAA, pónganse de acuerdo para buscar una solución realista. EPA y AAA, busquen un acomodo práctico en su disputa. Trátense de hacer algo bajo el liderato del Sr. Juan Agosto y su equipo de técnicos.

Porque nosotros los puertorriqueños, los que tenemos que bañarnos todos los días, los que tenemos que lavar ropa o los platos de la vajilla, y los que por necesidad humana bebemos agua, estamos hartos de la situación. Hasta la coronilla. Y oportunamente, si esto no se resuelve, responsabilizaremos a todos (no importa el color, y no importa si son locales o federales) por los maltratos o enfermedades a los que nos están sometiendo.

Lo único que pedimos es agua pura y un servicio permanente —como corresponde a una sociedad civilizada.

*A. Luis Ferré*

**EDITORIALS**

## The ASA mess

It might not turn out the best drinking water and it might not be quite in the 20th Century with its waste water treatment, but there's no denying that the Puerto Rico Aqueduct and Sewer Authority knows how to make news.

Superior Court Judge Arnaldo López Rodríguez's ruling that the February, 1986 temporary-but-permanent water rate increase of almost 45 percent was illegal has thrown officialdom into confusion and sent the spirits of the authority's customers soaring.

For the customers, it's not so much the possibility of getting rebates on their water bills as seeing the agency get a public spanking. ASA has made lots of enemies over the past year and a half by mailing out thousands of grossly erroneous bills and then showing little grace in dealing with complaints.

After the glee abates, however, there will be a somber picture to contemplate. If Judge López Rodríguez's ruling is upheld by the Commonwealth Supreme Court (ASA said it will appeal his decision), the ASA will face grave problems -- how to pay back what could amount to \$120 million and how to deal with negative effects on its financial health, particularly bond ratings.

One might aptly ask at this point: how does a government agency which should be cloaked in the drab greyness of institutional bureaucracy (after all, how colorful can sewers and pipes be?) manage to make such sensational news over and over?

The answer might be: through long-term negligence, ineptness and procrastination.

The Thirty Year Wars with the Environmental Protection Agency over the operation of waste water treatment plants is a saga of sloth; the foulup with the billing of consumers has been so monumental that it put a political scare into Gov. Hernández Colón strong enough to push him towards special legislation.

Now, the government must hope that its proclaimed "temporary" rate increase, which it always meant to be permanent, is upheld legally, an embarrassing position to be caught in.

And the consumer, after the joy, must also worry about the effects of it all on his water and sewage.