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L. R. M. K. V. P. S.

Source lines (L)

LOG NOTES - Chief, Editorial Division

29 August 1966

1. (Litwin) The revision of sourcelines to enable consumers to differentiate more readily between radio and press agency material was discussed at length at the Editorial Division staff meeting on 25 August. The consensus, arrived at after considerable discussion, was that a more precise identification of press service material would be beneficial if it served to dispell the recurring doubts and misinterpretations of consumers regarding the origin of individual items. In arriving at this conclusion, all were agreed that reinserting the mode of transmission in the sourceline was not germane. It was also pointed out that the inclusion of this technical data could be in some cases confusing and even misleading to consumers. Two ways to distinguish press agency material from voice broadcasts were suggested: 1) Inserting the word "press" in the existing sourcelines, i.e., Moscow Tass International Press Service in English, Hamburg DPA Domestic Press Service in German; 2) listing the abbreviations of the press services in the Daily Reports, either on the back inside cover or some place in the front of the books. This matter will be further discussed and coordinated with FOS and RPD before final decision. (cc: Seely/Allen, Weiss, W. Smith)