

Executive Registry

81-3343

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

American Newspaper Publishers Association

The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041
Executive Offices: Reston, Virginia (703) 620-9500

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Harte-Hanks Communications Inc.
San Antonio, Texas
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The Free Press, Quakertown, Pa.
Warren H. Phillips
The Wall Street Journal
New York, N.Y.
Lloyd G. Schermer
Lee Enterprises Inc.
Des Moines, Iowa
Arthur Ochs Sulzberger
The New York Times Co.

Jerry W. Friedheim
Executive Vice President
and General Manager

February 2, 1981

William J. Casey
Director
Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Director:

Please accept my personal congratulations, and those of all of us who are active in ANPA, upon your confirmation as Director; and let us take this opportunity briefly to apprise you of our special concerns.

The American Newspaper Publishers Association is a non-profit trade association representing more than 1400 member newspapers throughout North America. Membership accounts for more than 90 percent of U.S. daily and Sunday newspaper circulation. Many non-daily newspapers also are members.

ANPA especially is interested in maintaining the strength of First Amendment press freedoms for our people, and in other matters of interest to the newspaper business. Our interests are both international and domestic. We are members of three international press organizations which are non-government members of UNESCO. We are particularly interested in communications public policy development, as well as many other matters.

We look forward to working in a constructive manner with you and your staff on matters of joint interest. In the meantime, I enclose a brochure about ANPA and a copy of our recent issue of presstime, the journal of ANPA.

I hope you and your staff will feel free to contact us.

Sincerely,

Jerry Friedheim
Jerry W. Friedheim

Enclosures

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ANPA

AMERICAN
NEWSPAPER
PUBLISHERS
ASSOCIATION

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Executive Offices

The Newspaper Center—Reston, Virginia

Research Institute—Easton, Pennsylvania

News Research Center—Syracuse University, New York

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... To advance the cause of a free press

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Serving the newspaper business in . . .

- technical research
- news research
- training
- government affairs
- legal services
- telecommunications affairs
- special studies
- labor relations
- personnel relations
- inquiry service
- management tips and tools
- professional meetings
- newsprint and traffic data
- postal data
- in-plant consultation
- educational programs
- credit data
- strike insurance
- libel insurance
- First Amendment defense insurance
- general insurance
- world press freedom matters
- timely, informative publications
- auto rental/lease discounts

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Jerry W. Friedheim
Executive Vice President
and General Manager

Katharine Graham
Chairman and President
The Washington Post Co.

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How do you put into a booklet a meaningful definition of the many ways in which ANPA serves the cause of a free press? A mere listing of publications and activities hardly does justice to the program.

It is difficult to describe briefly ANPA's continuous work with congressional committees and federal agencies—the White House, the U.S. Postal Service, the Federal Communications Commission, the Federal Trade Commission, the Interstate Commerce Commission, the Department of Labor—and with non-governmental and international organizations in support and defense of the newspaper publishing business.

Or the research effort involved in bringing together the various elements of private industry to provide innovative, cost-effective solutions to the modern production and communication challenges of the North American press.

Or the volume of news research aimed at helping editors prepare a better newspaper product.

Or the time spent in developing better working relationships between management and the international and local unions represented in daily newspapers.

Or the training programs designed to enhance management and personnel professionalism.

Or the work of the Newsprint and Traffic Department during newsprint shortages in rounding up supplies so that publication deadlines can be met.

Or the savings from our auto rental/lease discount programs.

Or the work of our attorneys in many court cases where the protections of the First Amendment and the right of the people to a free and economically sound press are being tested.

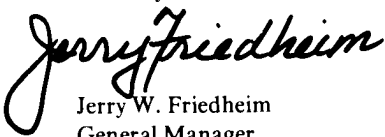
Or the individual staff efforts spent consulting with members or researching a reply to a specific inquiry to help in the solution of some member's immediate publishing problem.

Or the constant intra-business communication and coordination with the many other newspaper business groups and associations. Thus, ANPA helps a geographically-diverse business accomplish things for its general good which individual member newspapers cannot usually accomplish separately.

We hope this booklet will provide an understanding of what ANPA seeks to do for its membership, for the newspaper business in general and for professional journalists everywhere. We welcome the many requests we receive for assistance and try to respond promptly to them.

Member newspaper executives have commented that if there were no ANPA, they would have to invent one to help keep them abreast of the complicated business of publishing a responsible, financially sound newspaper in a free society. We intend to continue to fulfill this responsibility to the press and the public.

Sincerely,



The Newspaper Center
Reston, Virginia
September 1980

Jerry W. Friedheim
General Manager

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6 ANPA Executive Offices



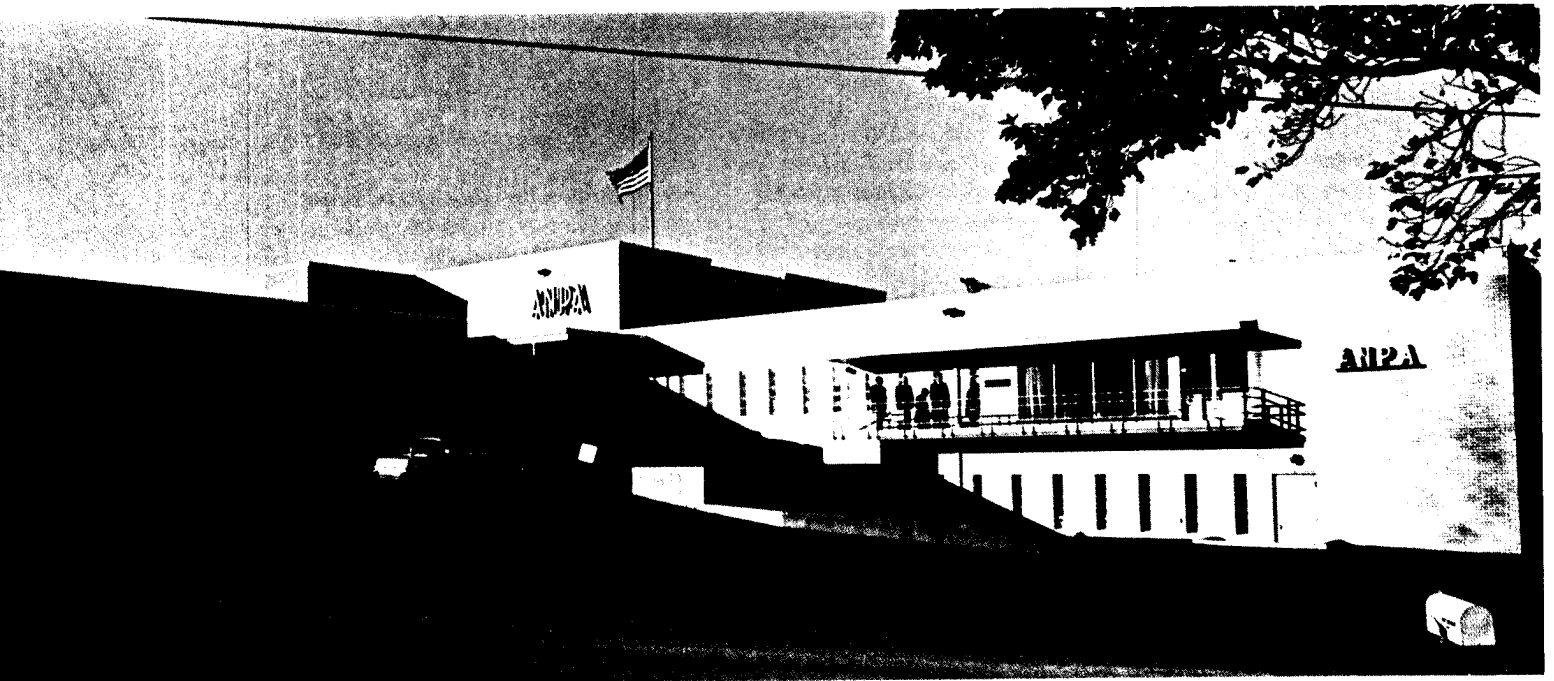
The Newspaper Center, 11600 Sunrise Valley Drive • Reston, Va.
(703) 620-9500

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ANPA Research Institute 7



1350 Sullivan Trail • P.O. Box 598 • Easton, Pa. 18042
(215) 253-6155

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ANPA is a trade association of more than 1,380 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere; newspapers owned by groups and by individuals; small newspapers and large newspapers. ANPA member newspapers account for about 91 percent of U.S. daily circulation and about 84 percent of the daily circulation in Canada.

Breakdown of Membership

Circulation	Number of Members	% of Total Membership
Under 5,000	105	7.57
5,001-10,000	234	16.87
10,001-15,000	201	14.49
15,001-25,000	245	17.67
25,001-50,000	297	21.41
50,001-100,000	155	11.18
100,001-250,000	106	7.64
250,001-500,000	30	2.16
500,001-1,000,000	9	0.65
Over 1,000,000	5	0.36
	<u>1,387</u>	<u>100.00</u>

ANPA serves newspapers and newspaper executives by working:

- to advance the cause of a free press
- to encourage the efficiency and economy of the newspaper publishing business in all its departments and aspects
- to engage in and promote research of use to newspapers
- to gather and distribute among its member newspapers accurate, reliable and useful information about newspapers and their environment
- to promote the highest standards of journalism

ANPA was founded in 1887 at Rochester, N.Y. Charter members came from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it moved to its Newspaper Center building in Reston, Va., near Washington, D.C., in 1972.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center headquarters building in Reston are offices of:

- ANPA
- ANPA Foundation
- ANPA Credit Bureau Inc.
- International Circulation Managers Association
- International Newspaper Promotion Association
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association)
- Newspaper Readership Council
- **presstime**

Located at the ANPA Research Institute in Easton, Pa., is the office of the American Society of Newspaper Editors.

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ) and the World Press Freedom Committee. An ANPA representative serves as co-chairman of the Newspaper Readership Council, composed of members of 16 major national newspaper associations.

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership Services—maintains ombudsman contact with member newspapers, assuring that various ANPA services are

channeled to executives according to each member's needs, and seeks to attract into membership newspapers in the U.S. and Canada. ANPA's director/membership development travels widely visiting and consulting with member newspapers. The Membership Services Department develops cost effective programs for membership participation.

Public Affairs—performs publications policy review and edits all publications; handles press and public relations for the Association; provides staff support for the News Research Committee; and responds to general inquiries of member newspapers, the press and the public.

Newsprint and Traffic—assists member newspapers with transportation details of shipments, including auditing of freight bills; advises on all aspects of newsprint on-track unloading and off-track delivery arrangements; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply information; coordinates the ANPA/ICMA Safe Driving Campaign; provides liaison with American Paper Institute and Canadian Pulp and Paper Association; and provides staff support for two ANPA committees: Newsprint and Traffic.

Labor and Personnel Relations—assists member newspapers with contract negotiations, personnel relations, arbitration, union organization, EEOC, and wage and hour matters; conducts training programs on negotiating techniques and related skills for administrative executives; provides staff support for the ANPA Labor and Personnel Relations Committee.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas for key executives and mid-level managers from all newspaper departments; administers special-purpose meetings for the newspaper business; provides staff support for the ANPA Training Committee and Circulation Committee; the Newspaper Readership Council; and edits a bi-monthly newsletter for the Newspaper Readership Council.

Government Affairs—monitors and reports on issues affecting the newspaper business in the legislative, executive and judicial branches of government, both in the U.S. and internationally; coordinates, in cooperation with the Legal Department, Association activities in this area; handles membership inquiries on governmental affairs matters; supervises provision of Association views to government on matters affecting newspapers; monitors postal matters; and provides staff support for the ANPA Government Affairs and Postal committees.

Legal—provides member newspapers with information on legal matters affecting newspaper operations; monitors and advises on the increasing interest of newspapers with matters before courts, legislatures and regulatory agencies of government; and provides staff support for the ANPA Press/Bar Relations Committee, ANPA/ABA Task Force and Task Force on Broadcast and CATV Ownership. The Legal Department also coordinates the efforts of ANPA's special, outside counsel.

Telecommunications Affairs—provides member newspapers a full range of analysis, information and service in the field of telecommunications with particular regard to technical, economic and market aspects; and provides staff support for the ANPA Telecommunications Committee.

Library—a major information resource on materials relating to the newspaper business.

ANPA Credit Bureau Inc. (CBI)—a wholly owned, separate corporation, providing services for a modest fee ranging between \$50 and \$1,000 based on newspaper circulation or broadcast advertising rates. The services include:

- Periodic credit bulletins containing confidential financial information about advertising agencies, national advertisers and retail advertisers.

- **Credit Index**—a looseleaf service continuously updated with financial information on advertising agencies.
 - **Debt recovery** giving subscribers a better chance to recover past due accounts including those against advertisers previously considered uncollectable.
 - Collections on a contingent fee of 10 percent (attorney charges and legal costs excluded.)
 - Identification of ownership of retail establishments merged or sold.
- CBI can provide data on more than 200,000 retail companies.

ANPA Foundation—a non-profit organization chartered in 1961 “to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press,” and funded by an endowment benefiting from contributions from newspapers, newspaper organizations and individuals. The Foundation seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to strengthen public understanding of a free press; and to advance professionalism of the press. It provides staff support for the Foundation’s Newspaper in Education Committee, the joint committee of the ANPA Foundation and the Association for Education in Journalism (AEJ), and the American Council on Education for Journalism.

ANPA Research Institute—a technical-consulting and research division of ANPA located in Easton, Pa., providing expert technical production assistance to ANPA members through the ANPA/RI Production Department and engaging in basic research and quality-control testing through the ANPA/RI Research Center. ANPA’s research work has resulted in significant technological improvements for the newspaper business. Specific services to ANPA member newspapers include:

- Research and development on newspaper production matters including mail-room and distribution equipment, occupational safety and environmental concerns, computer programming, newsprint and ink testing and standardization, plate and press development, newsprint wood pulp substitutes/supplements and electronic communications technology. The Research Institute works with manufacturers to stimulate development and production of new equipment needed by newspapers.
- Technical training seminars emphasizing practical application in such areas as basic offset press and plate, camera techniques, direct plate quality control, electronic editing for the newsroom, photocomposition and paste-up, management

orientation to new technology and environmental control.

- Professional ANPA technical consulting services on production problems, new plant or equipment questions, OSHA problems, telecommunications matters, etc. When such consulting service involves a visit to a member plant, a nominal fee is charged, plus expenses.

- The Annual ANPA Production Management Conference.

ANPA News Research Center—at Syracuse University, N.Y., contracts research work designed to help newspaper editors make day-to-day editing decisions. Research findings are distributed as ANPA News Research Reports.

Insurance Programs—provide ANPA member newspapers with protection against both libel and strikes and First Amendment challenges, underwritten by Mutual Insurance Co. Ltd. of Hamilton, Bermuda. Information concerning these insurance programs may be obtained by writing: Mutual Insurance Co. Ltd., Reid House, P.O. Box 1179, Hamilton, Bermuda. General insurance advice and coverage for individual members are afforded via a "Safety Group" of Market-Dyne.

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

- **The Annual ANPA Production Management Conference** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper operations. Future technology is featured.

ANPA Conventions

1981—Chicago, May 4-6
1982—San Francisco, April 26-28
1983—New York City, April 25-27
1984—Montreal, April 30-May 2
1985—New Orleans, April 22-24

ANPA Production Management Conferences

1981—Atlantic City, June 6-10
1982—Dallas, June 19-23
1983—Las Vegas, June 4-8
1984—Atlanta, June 9-13
1985—Atlantic City, June 8-12



Annual ANPA Convention



Annual ANPA Production Management Conference

14 Officers



Katharine Graham
Chairman and President
The Washington Post Co.



William C. Marcil
Vice Chairman
The Forum, Fargo, N.D.



Donald N. Soldwedel
Secretary
The Yuma (Ariz.) Daily Sun



Richard J.V. Johnson
Treasurer
Houston Chronicle



Allen H. Neuharth
Chairman of the
Executive Committee
Gannett Co. Inc.

Directors 15



Garner Anthony
Cox Enterprises Inc.
Atlanta, Ga.



Alvah H. Chapman Jr.
Knight-Ridder
Newspapers Inc.
Miami, Fla.



Stanton R. Cook
Chicago Tribune



Helen K. Copley
The Copley Press Inc.
La Jolla, Calif.



William H. Cowles 3rd
The Spokesman-Review and
Spokane (Wash.)
Daily Chronicle

16 Directors



Frank Daniels Jr.
The News and Observer and
The Raleigh (N.C.) Times



Robert F. Erburu
The Times Mirror Co.
Los Angeles, Calif.



Margaret L. Hamilton
Thomson Newspapers
Toronto, Canada



Edwin L. Heminger
The Courier
Findlay, Ohio

Directors 17



Beland H. Honderich
Toronto Star
Newspapers Ltd.



John B. Lake
Times Publishing Co.
St. Petersburg, Fla.



K. Prescott Low
The Patriot Ledger
Quincy, Mass.

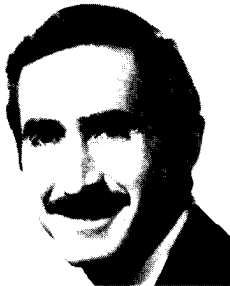


Robert G. Marbut
Harte-Hanks
Communications Inc.
San Antonio, Texas

18 Directors



Charles M. Meredith III
The Free Press
Quakertown, Pa.



Warren H. Phillips
The Wall Street Journal



Lloyd G. Schermer
Lee Enterprises, Inc.
Davenport, Iowa



Arthur Ochs Sulzberger
The New York Times Co.

Committees 19

Committees of the Association

- ANPA/ABA Task Force
- Circulation
- Convention Arrangements
- Editorial Advisory
- Environmental
- Government Affairs
- Labor and Personnel Relations
- Membership
- Newsprint
- News Research
- Postal
- Press/Bar Relations
- Production Management Conference Arrangements
- Research and Development
- Research and Production
- Task Force on Broadcast and CATV Ownership
- Technical Services and Training
- Telecommunications
- Traffic
- Training

ANPA Foundation Committees

- AEJ-ANPA Cooperative Committee on Journalism Education
- Newspaper in Education



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The Newspaper Center
Box 17407, Dulles International Airport
Washington, D.C. 20041
(703) 620-9500

Officers

Chairman	Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc.
Vice Chairman	John B. Lake, Times Publishing Co., St. Petersburg, Fla.
Executive Vice President	Jerry W. Friedheim
Treasurer	Thomas C. Fichter
Vice President and Director	Judith D. Hines

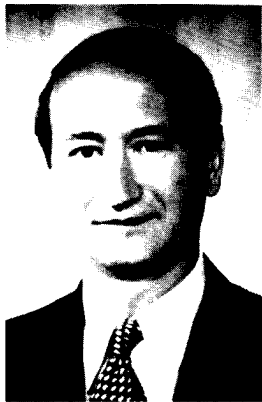
ANPA Foundation Trustees include the ANPA Directors plus:

Helene R. Foellinger	Fort Wayne (Ind.) News-Sentinel
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Executive Staff 21



Jerry W. Friedheim
Executive Vice President
and
General Manager



Thomas C. Fichter
Vice President/Comptroller
and
Assistant General Manager



William D. Rinehart
Vice President/Technical



Roy W. Anderson
Vice President
Labor and Personnel Relations



W. Terry Maguire
Vice President
Legal and Government Affairs
and
Associate General Counsel

22 Executive Staff



Robert L. Burke
Director
Readership and Training



Harry W. Edwards
Director
Membership Development



Kathleen Criner
Director
Telecommunications Affairs



George Cashau
Coordinator of Operations
ANPA/RI

Executive Staff 23



Peter P. Romano
Director
Production Department
ANPA/RI



Erwin Jaffe
Director
Research Center
ANPA/RI



Charles Cole
Manager
Labor Relations



Patricia P. Renfroe
Manager
Personnel Relations

24 Executive Staff



Martin Casey
Manager
Government Affairs



Michael Genick
Manager
Membership Services



J. Curtis Loughin
Manager
Information Services



Stephen E. Palmedo
Manager
Training Services

Executive Staff 25



Joseph F. Prendergast Jr.
Manager
Newsprint and Traffic



William Schabacker
Manager
Public Affairs



James E. Donahue
Editor
presstime



Maurice Fliess
Managing Editor
presstime

26 ANPA Foundation

ANPA Credit Bureau Inc.



Judith D. Hines
Vice President and Director
ANPA Foundation



Linda B. Skover
Manager
Educational Services



James Ralph
Vice President
ANPA Credit Bureau Inc.

ANPA Staff 27

The ANPA staff represents a wide range of experience and expertise.

Many of those working at the executive offices in Reston, Va., and at the Research Institute in Easton, Pa., have newspaper backgrounds including news, editorial, technological research, news research, advertising, promotion, industrial relations, production, law, photography and art.

Others come from such fields as accounting, government relations, computer programming, mechanical engineering, personnel relations, training and education, marketing and telecommunications.

The ANPA staff stands ready to serve the needs of its member newspapers and of others interested in the newspaper business.

ANPA also retains the services of outside experts. They include: Arthur B. Hanson, ANPA general counsel, senior partner of Hanson, O'Brien, Birney and Butler, Washington, D.C.; Aloysius McCabe, ANPA communications counsel, senior partner of Kirkland and Ellis, Washington, D.C.; David Semmes, ANPA patent and copyright counsel, senior partner, Pierson, Semmes, Croluis and Finley, Washington, D.C.; Maxwell E. McCombs, director of the ANPA News Research Center, John Ben Snow professor of newspaper research, S.I. Newhouse School of Public Communications, Syracuse University;

Jon G. Udell, ANPA economics consultant, Irwin Maier professor of business, University of Wisconsin; and Dan C. Biondi, ANPA's Paris-based international representative.





ANPA Seminars, Conferences and Workshops

Newspaper Executives Marketing Seminar—introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research. Cosponsored by the International Newspaper Promotion Association.

Strategic Planning Seminar—develops and expands the concepts introduced in the Newspaper Executives Marketing Seminar. Cosponsored by the International Newspaper Promotion Association.

Key Executive Seminar—reviews management techniques for top newspaper executives who want a framework for analyzing managerial responsibilities; designed for those who set the management climate of their newspapers.

Management Development Workshop—develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments.

Circulation Managers Workshop—develops “people management” skills of circulation managers above the district manager/carrier supervisor level. Cosponsored by the International Circulation Managers Association, the Newspaper Personnel Relations Association and International Newspaper Promotion Association.

Promotion Managers Workshop—emphasizes development of management skills appropriate to the newspaper promotion department. Taught by the University of Chicago. Cosponsored by the International Newspaper Promotion Association.

Conference for Young Newspaper Men and Women—reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for newspaper people under 36 years of age.

Labor Negotiations Seminar—examines the latest technological changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees.

30 Training

Personnel Practices, Procedures and Policies Workshop—reviews current developments regarding EEOC and affirmative action, employee benefits, labor relations, laws affecting personnel, pay policies, performance reviews, personnel records, etc. Cosponsored by the Newspaper Personnel Relations Association.

Camera Techniques Seminar—covers the complete operation of the camera processes for offset or direct printing, including line negatives and film halftones.

ANPA Research Institute “Hands-On” Seminars

Direct Screen Color Separation Seminar—aids in printing high quality ROP process color for both editorial and advertising departments.

Basic Offset Press and Plate Seminar—covers the operation and adjustment of an offset press and also how to convert to offset.

Management Introduction to New Technology—introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment.

Publications 31

Regular publications of the Association

presstime—monthly journal of ANPA; covers all aspects of the newspaper business, including news-editorial, news research, readership, circulation, advertising, marketing-promotion, employee relations, training, newsprint, technology and telecommunications; reports on governmental, postal, international and educational matters as they relate to newspapers; includes in-depth analyses of current issues and trends in the newspaper business; also keeps members abreast of the activities of the Association.

ANPA News Research Reports—timely reports on research of interest to newspaper editors, compiled by the ANPA News Research Center.

Facts About Newspapers—annual summary of economic statistics of the newspaper business.

ANPA Labor & Personnel Relations Letter—monthly reports on developments in labor and personnel matters, including arbitration awards, NLRB, EEOC and court actions, wage trends and semi-annual scale summaries providing information on contract settlements for newspapers and unions.

Large City Scale Report (monthly)—monitors current contract-negotiation developments in the nation's largest cities.

Newspaper Readership Report—bi-monthly report on the activities of newspaper readership committees and other developments pertinent to newspaper improvement; published on behalf of the Newspaper Readership Council.

Specification Data—annual comprehensive ANPA Research Institute compilation of newspaper production equipment in use by member newspapers.

Library Memorandum—quarterly newsletter of the Newspaper Division, Special Libraries Association. Contains information of interest to newspaper librarians.

32 Publications

Special publications of the Association

Free Press and Fair Trial—a report of a special ANPA committee.

U.S. Newspapers and Newsprint As a New Decade Begins—a newsprint forecast by Dr. Jon G. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin.

Newsprint Conservation Methods—ideas for saving newsprint compiled by ANPA from a survey of member newspapers.

Reporters' Guide to Juvenile Court Proceedings—a guide containing statutes of the federal government, the states and the District of Columbia (\$10.00).

ANPA Training Programs—a semi-annual listing of newspaper advancement conferences and seminars.

Ideas About Circulation—an analysis of newspaper circulation and ideas on how it can be increased.

Independent Contractor Status of Freelance Writers and Photographers—a special report providing detailed guidance for newspapers on this subject.

An Overview of Wage and Hour Laws as They Apply to Newspapers—a special report providing detailed guidance for newspapers on this subject.

Guide to Processing Rail and Truck Loss or Damage Claims.

Classification of Newsprint Defects—Illustrations and examples of damaged newsprint and a large poster showing defects (\$1 for the book, 75 cents for the poster).

Newsroom Guide to Polls and Surveys—by G. Cleveland Wilhoit and David H. Weaver, School of Journalism, Indiana University. Tells how to evaluate survey questionnaires, survey interviewing, survey sampling and report survey results (\$12.50 single copy; \$8.00 per copy in quantities of 10 or more.)

Purchase Contract Negotiations and Language Guidelines—a plain language source guide for management in drafting and reviewing equipment purchase contracts (\$10.00).

Publications 33

Special publications of the ANPA Research Institute

AdPro® ROP Newspaper Color Ink Book, Vol. V, for use with letterpress (\$20).

ADLITHO® ROP Newspaper Color Ink Book, Vol. I, for use with offset (\$20).

ABCs of Quality Newspaper Process ROP Color with AdPro® Inks (50 cents per copy in quantities of 10 or more; single copy free).

Preparation of ROP Color Advertising for Newspaper Reproduction—a booklet on art, engraving, stereotyping, inks and offset ROP color (50 cents per copy in quantities of 10 or more; single copy free).

Preparation of Artwork Engravings and Duplicate Printing Materials for Black and White Newspaper Reproduction (50 cents per copy in quantities of 10 or more; single copy free).

What Every Supervisor Must Know About the Occupational Safety and Health Act (\$2).

What Every Manager Must Know About the Occupational Safety and Health Act (\$2).

Environmental Primer for Newspapers—an ANPA R.I. Bulletin on safety and health regulations (\$1).

Structure and Layout of Editorial/News Departments—An ANPA R.I. Bulletin describing newsroom layouts (\$2).

Publications of ANPA Foundation

Annual Report—objectives, programs, projects and finances of the ANPA Foundation.

Update NIE—monthly review of new and important uses of the newspaper in education.

Teaching with Newspapers—a newsletter for undergraduate methods instructors (\$15 per 100, single copy free).

Free Press and Fair Trial: Some Dimensions of the Problem—studies on pre-trial news and its effect on juries (\$3.75).

Your Future in Daily Newspapers—facts about a career in the daily newspaper business (\$60 per 100, single copy free).

34 Publications

The Reporter and the Law—study by Lyle W. Denniston, The Washington Star. Discusses the technique of the courts, contrasting the basic differences between the practices of law and journalism (available from Hastings House, Publishers Inc., New York, 1980, 292 pages; \$16.95, or \$9.95 paperback).

Newspapers . . . Your Future?—a concise pamphlet suitable for teachers and newspapers to use as a "give-away" on career days (\$15 per 100, single copy free).

Newspaper Jobs for Journalism Grads—results of a nationwide survey of journalism schools on newspaper jobs available for journalism graduates (\$15 per 100, single copy free).

News Research for Better Newspapers—seven-volume series compiling ANPA News Research Bulletins through 1974 (\$15, includes index).

Education for Newspaper Journalists in the Seventies and Beyond—set of authoritative papers on future directions for newspaper journalism and newspaper journalism education (\$8).

Guidelines for Newspaper Libraries—126-page looseleaf manual on proven methods of gathering information and system-

atic procedures for storing data and making it quickly available (\$15).

Hanson on Libel—definitive legal reference in two volumes (\$48 per set); supplements update the work periodically (\$10).

Learning in the Newsroom—a loose-leaf manual for the training of new newsroom employes (\$20).

Scholastic Journalist Award—brochure describes a minimum-cost program by which newspapers may recognize outstanding students working on high school newspapers.

The Economics of the American Newspaper—textbook by Dr. Jon G. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin (available from Hastings House, Publishers Inc., New York, 1978, 192 pages; \$11.50, or \$5.95 paperback).

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Also available from ANPA Foundation are instructional materials for Newspaper in Education programs:

Kit of Teaching Materials—collection of papers written by teachers describing uses for newspapers at various grade levels (\$1.50).

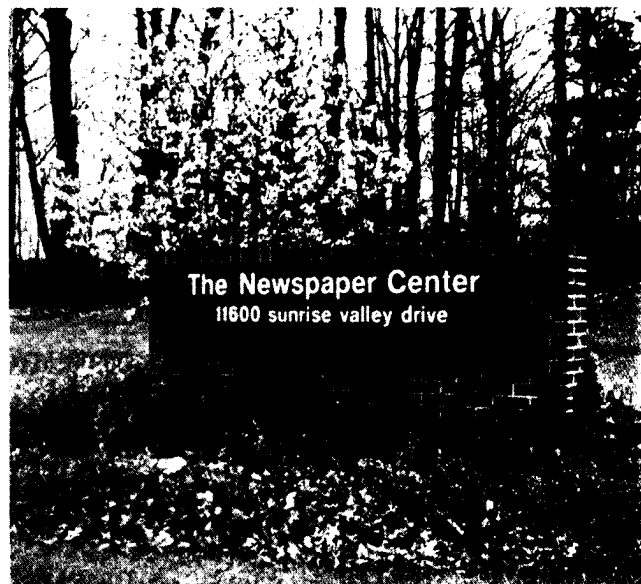
The Newspaper in the American History Classroom—teacher's guide for using the newspaper in the secondary school social studies classroom (\$2).

The Newspaper as an Effective Teaching Tool—introduces the teacher to the NIE concept (\$1).

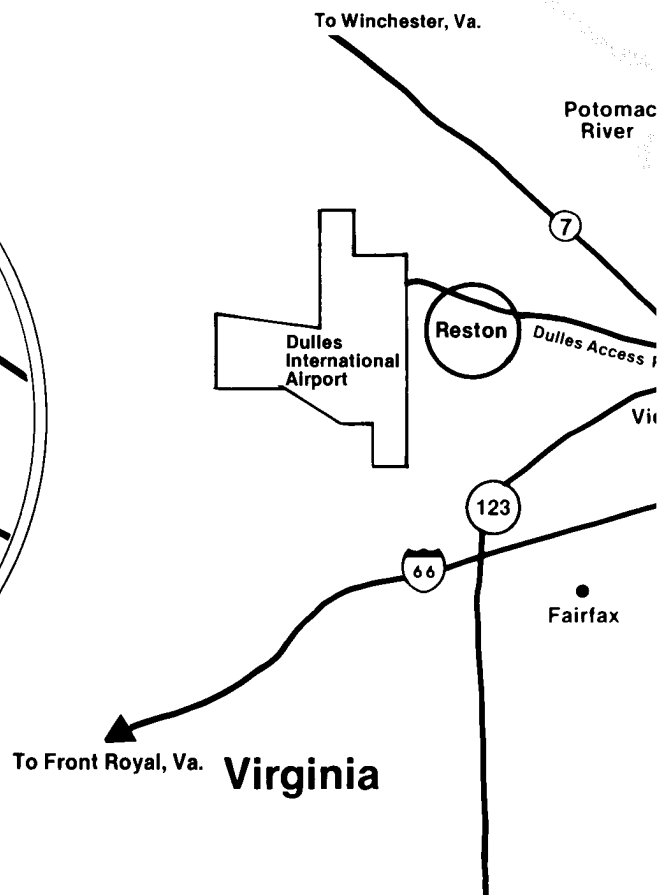
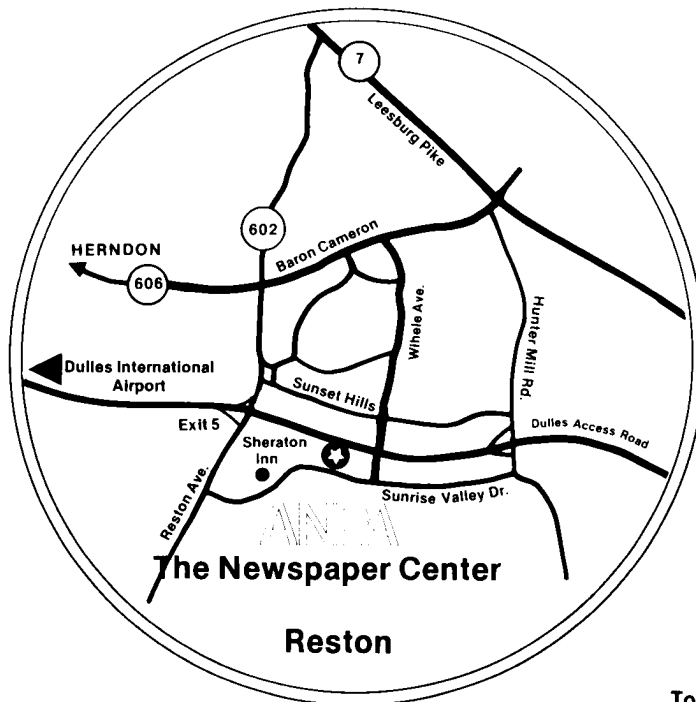
Using Newspapers to Teach Reading Skills—relates comprehension, vocabulary development, reading rate and word attack skills to the use of the newspaper at primary, intermediate and secondary school levels (\$1).

Bibliography of NIE Materials—annotated listing of more than 90 books, pamphlets and card sets on the use of the newspaper as an educational tool (\$60 per 100 copies, single copy free).

Anatomy of a Newspaper—student guide to the daily newspaper (\$2 each up to five copies, less for quantity orders).



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DIRECTIONS

To reach The Newspaper Center:

From Washington National Airport or Washington, D.C.

Take George Washington Memorial Parkway (Virginia side of Potomac River) north and west to I-495 Beltway. Exit onto I-495 following signs for "Virginia."

From Baltimore, Richmond and other points outside I-495

Join I-495 Beltway west.

From I-495 Beltway

Take Dulles Access Road to Dulles International Airport.

From Dulles International Airport

Exit Dulles Access Road at "Exit 5" (approximately five miles).

At stop sign turn right onto Reston Avenue (Rt. 602). At first stop light, turn left onto Sunrise Valley Drive. Proceed one-quarter mile to The Newspaper Center.

American Newspaper Publishers Association

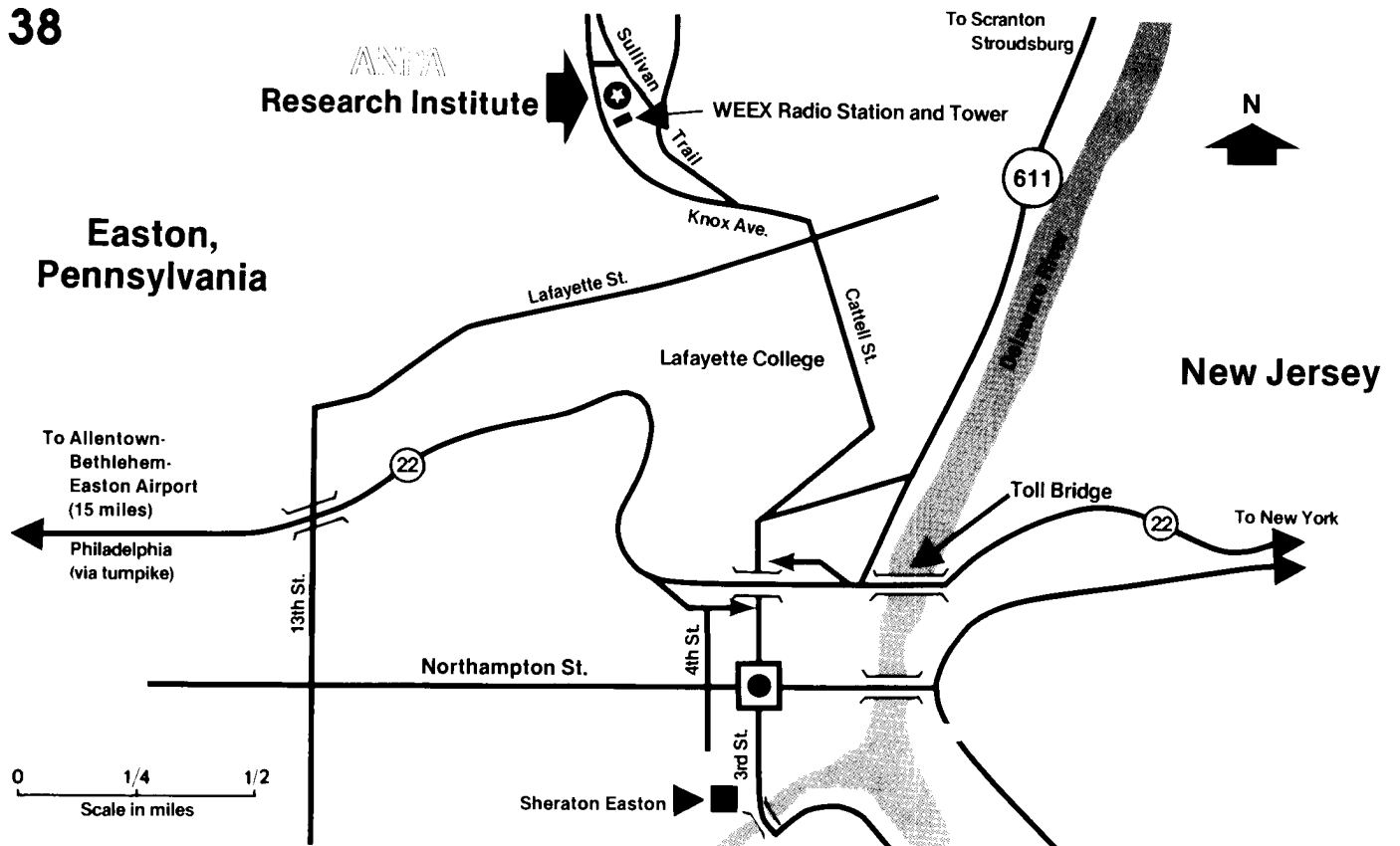
The Newspaper Center

11600 Sunrise Valley Drive

Reston, Va.

(703) 620-9500

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DIRECTIONS

To reach the ANPA Research Institute:

From New York/Newark area (approximately 80 miles)
Take Rt. 22 (I-78) west to Easton, Pa.
Take North Third Street Exit (second exit after Delaware
Toll Bridge), turning right onto North Third Street.

From Philadelphia area via Pennsylvania Turnpike Northeast
Extension (approximately 90 miles)

Exit at Allentown.
Follow Rt. 22 (I-78) east to Easton.
Take Fourth Street Exit.
Turn left onto North Third Street.

From Allentown-Bethlehem-Easton Airport

Follow Rt. 22 (I-78) east to Easton.
Take Fourth Street Exit.
Turn left onto North Third Street.

From North Third Street, Easton, proceed north one and
three-fourths miles, joining Cattell Street, Knox Avenue and
Sullivan Trail to ANPA Research Institute, located just north
of WEEX Radio Station and broadcast tower.

ANPA Research Institute
1350 Sullivan Trail
Easton, Pa.
(215) 253-6155

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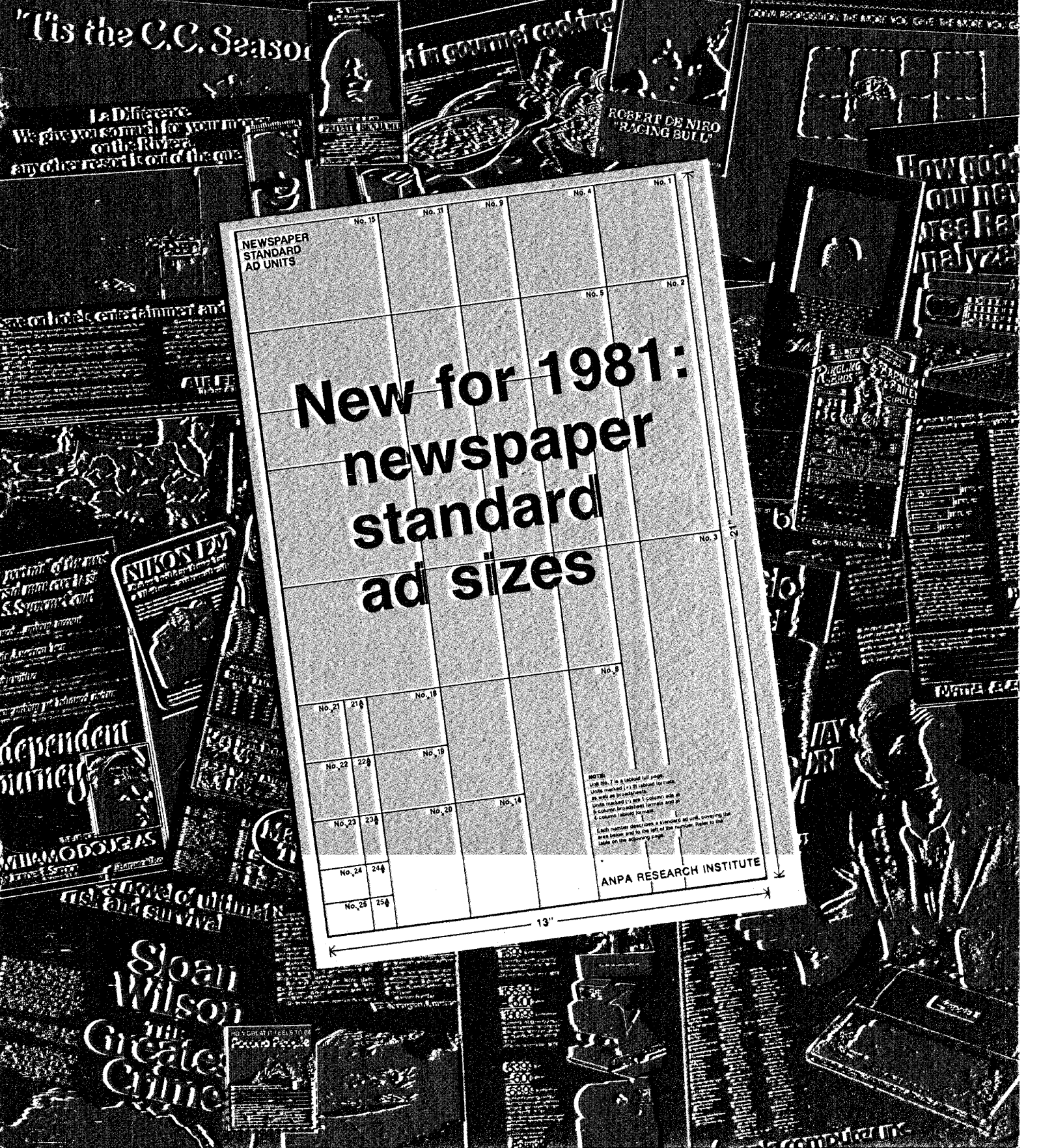
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presstime

The Journal of the American Newspaper Publishers Association

January 1981



NEWSPAPER STANDARD AD UNITS

No. 15	No. 11	No. 9	No. 4	No. 1
			No. 5	No. 2
New for 1981: newspaper standard ad sizes				
			No. 3	
No. 21	21¢	No. 18		No. 8
No. 22	22¢	No. 19		
No. 23	23¢	No. 20		No. 14
No. 24	24¢			
No. 25	25¢			

NOTE: Unit No. 7 is a tapered full page. Units marked (C) are colored formats. All units are provided in 10-column marked (C) and 12-column marked (C) and 14-column marked (C) and 16-column marked (C) and 18-column marked (C) and 20-column marked (C) and 22-column marked (C) and 24-column marked (C) and 26-column marked (C) and 28-column marked (C) and 30-column marked (C) and 32-column marked (C) and 34-column marked (C) and 36-column marked (C) and 38-column marked (C) and 40-column marked (C) and 42-column marked (C) and 44-column marked (C) and 46-column marked (C) and 48-column marked (C) and 50-column marked (C) and 52-column marked (C) and 54-column marked (C) and 56-column marked (C) and 58-column marked (C) and 60-column marked (C) and 62-column marked (C) and 64-column marked (C) and 66-column marked (C) and 68-column marked (C) and 70-column marked (C) and 72-column marked (C) and 74-column marked (C) and 76-column marked (C) and 78-column marked (C) and 80-column marked (C) and 82-column marked (C) and 84-column marked (C) and 86-column marked (C) and 88-column marked (C) and 90-column marked (C) and 92-column marked (C) and 94-column marked (C) and 96-column marked (C) and 98-column marked (C) and 100-column marked (C).

Each number describes a standard ad unit, covering the area below and to the left of the number. Refer to the table on the adjoining page.

ANPA RESEARCH INSTITUTE

13"

chairman's corner

Voluntary standard ad units loaded with dollar potential

Sept. 1, 1981, may become something of a landmark date for the newspaper industry.

That is the date that the voluntary system of standard advertising units, unanimously endorsed by the ANPA Board at its meeting last month, is scheduled to go into effect. (See story, p. 5.)



Katharine Graham

This system consists of a set of 25 basic advertising sizes—ranging from a one-column, one-inch ad to a full page—that can be used by all broadsheet newspapers. Sixteen of these sizes can also be used by all tabloid newspapers.

What this gives us is a *potential* way of making it far easier and more attractive than ever before for advertisers and their agencies to plan national ad campaigns using newspapers.

It offers the *potential* for attracting to newspapers millions of advertising dollars now spent in other media.

I emphasize potential, however, because this system is strictly voluntary—and its success will largely depend on the enthusiasm with which it is embraced by newspapers.

While the Standard Advertising Unit Working Committee led by Walt Mattson did its best to come up with a schedule of sizes that would best fit all newspapers, there is simply no such thing as a mathematically perfect fit for all formats and page widths.

Some of us will obviously find the new sizes more of a problem—requiring more changes or more float—than others.

But the thing we all ought to keep in mind as we consider this new system is that the idea was not to make life more difficult for our production departments, or to force us to make unwanted format or roll-width changes. The goal was to find a way to bring *all* newspapers more national advertising dollars.

At a time when we are looking at a proliferation of information technologies—some of which will inevitably attract advertising dollars away from newspapers—any proposal that holds out the promise of luring new advertising dollars to newspapers ought to be given every chance.

The initial reaction of advertising agencies and some major advertisers to this system has been so favorable that the prospects for gaining new advertising revenue in the years ahead have to be regarded as very good indeed.

The inauguration date of Sept. 1 was intentionally picked to enable newspapers that decide to make adjustments to accept more readily the standard advertising unit system to do so during the light summer period. The ANPA staff stands ready to work with any publisher who would like advice or assistance.

We have been talking about how much we have needed a system like this for years. Now we have one. And whether the reality measures up to the dream will now depend on how rapidly and enthusiastically newspapers get aboard.

Katharine Graham
Chairman and President

ANPA

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presstime*

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No. 21	21A	No. 18			No. 8	
No. 22	22A	No. 19				
No. 23	23A	No. 20	No. 14			
No. 24	24A					
No. 25	25A					

21"

NOTE:
 Unit No. 7 is a tabloid full page.
 Units marked (*) fit tabloid formats,
 as well as broadsheets.
 Units marked (+) are 1-column ads in
 6-column broadsheet formats.

Each number describes a standard ad unit, covering the
 area below and to the left of the number. Refer to the
 table on the adjoining page.

ANPA RESEARCH INSTITUTE

13"

special report

ANPA Board OKs ad unit program

By Margaret Genovese
presstime staff writer

Meeting Dec. 3 in New York City, the ANPA Board of Directors unanimously endorsed a voluntary program of standard advertising units and urged its adoption by the newspaper business, effective Sept. 1.

The Standard Advertising Unit system is designed to make it easier to place advertising in newspapers of varying formats. It is targeted particularly toward national advertisers—those who advertise in many newspapers throughout the country—but it also should prove helpful to regional advertisers and even to some local advertisers, according to those involved with the program's development.

One place where the need for such a program is demonstrated is the Washington, D.C., national headquarters of the Ringling Bros. and Barnum & Bailey Circus. There, staff will tell you, designing newspaper ads for the upcoming Binghamton, N.Y., run of the circus is not more fun than a barrel of monkeys.

The ads, at least one a day for the six-day run, will be placed in about 15 newspapers in and around the upstate city, explains Mary V. Reed, director of advertising services for Ringling Bros. "I'll guarantee there probably aren't two of them the same size."

Juggling advertising art and copy to fit the demands of newspapers in 80 markets a year for the circus and an ice show "just makes us crazy," says Reed.

What does she think about the prospect of a program in which newspapers agree voluntarily to accept ads in a set of standard sizes?

"I think it is wonderful."

Advertisers are not the only ones expected to benefit.

"We are confident that the system meets a long-felt need of both newspapers and advertisers," the Board said. "It should in-

crease the amount of advertising placed in newspapers, and we view its adoption by the newspaper business as a necessary and positive step forward."

It also is expected the plan will help conserve newsprint by reducing space wasted in page makeup and eventually will assist in computerized page makeup and in the distribution of national advertising via communications satellites [presstime, Oct. 1980, p. 18].

New York Times Co. President Walter E. Mattson, chairman of the industry-wide working committee formed by ANPA to develop the standard ad unit system [presstime, Oct. 1980, p. 34], says it "will aid the (newspaper) business in getting a larger share of the national advertising dollar in an ever-increasing competitive marketplace."

In 1979, expenditures for national advertising in newspapers totaled \$2.1 billion. This amounted to 14 percent of newspaper advertising revenues and 7.7 percent of national advertising expenditures for all media, according to information compiled by the New York advertising agency of McCann-Erickson Inc.



"We would expect that once newspaper publishers understand the concept and its objectives, they will be in favor of it."

Walter E. Mattson
Working committee chairman

Mattson is optimistic about the program's adoption by the newspaper business, but he hints it may not come easily.

Although a few newspaper executives already have indicated some concern over the program, Mattson and others deeply involved with it believe that rather than increase, this concern will decrease once the program becomes well known.

"We had several hundred newspapers represented by those who were on the

committee that developed the . . . program. (See chart, page 8.) We would expect that once newspaper publishers understand the concept and its objectives, they will be in favor of it."

But, he adds, "it's a complicated matter, so that we understandably are going to have to work hard in order to do an adequate job of communications."

Implementation plans. The ANPA Board approved the expenditure of up to \$12,000 in Association funds in 1981 for implementation of the program.

The primary informational tool is a 12-page broadsheet newspaper compiled by the working committee showing the sizes of the standard ad units and illustrating the way they fit into five broadsheet formats and two tabloid formats.

The newspaper will be sent by ANPA early this year to its 1,414 member newspapers.

In addition:

- The Newspaper Advertising Bureau will distribute the 12-page paper to advertising agencies and advertisers, and it will follow up later in the year with two informa-

tional brochures, one for agency/advertiser production executives and the other for account executives and media planners. Also being considered is a slide show for presentation to agencies and advertisers, according to NAB Vice President, Marketing/Planning Charles M. Kinsolving Jr., a member of the working committee.

- The National Newspaper Association will distribute the paper to its membership of more than 5,000 weekly and small daily

Illustration at left, from standard ad unit informational newspaper, has been reduced 50 percent. For dimensions of the units in inches, see chart on p. 6.

special report

newspapers; and the Newspaper Association Managers will provide copies to newspaper members of state press associations, according to George A. Speers, executive vice president and general manager of the New England Press Association, who represented NNA and NAM on the working committee.

- The ANPA Research Institute staff will answer technical questions about the program, while the NAB staff will field sales-oriented queries.

The working committee also will continue to be active. "The effort that went into establishing the standard ad unit program was a joint effort of many newspaper executives and advertising representatives and the staff members of the advertising bureau and the ANPA, and it will require their combined energies in order properly to communicate and implement the program," Mattson says.

Current unhappiness. Perhaps easiest to communicate is advertisers' unhappiness with the existing multiplicity of formats.

In a 1979 survey conducted by NAB, 78 percent of the 415 presidents of advertising agencies responding said "no uniformity in format requirements which leads to high preparation and delivery costs for mechanicals" was an "extremely good" or "moderately good" reason for not using newspapers more frequently.

"It's a terrific problem," says Klaus Schmidt, a member of the American Association of Advertising Agencies' subcommittee on newspaper formats.

Schmidt, vice president/director of creative support for Young & Rubicam, the country's largest advertising agency, says it prepares advertising in three sizes—small, medium and large—following the Recommended AAAA Standard for Preparing National Newspaper Advertising Material, a standard that ANPA endorsed last year as a substitute for the five-year-old Advertising Dimension Standards system [*presstime*, March 1980, p. 32]. (See story, p. 9.)

"Some may do much more" in customizing newspaper advertising materials, Schmidt says, but his agency has "refused to give in" to individual newspaper formats.

Schmidt says the format "mess" has been brought about by newspapers' con-

version to phototypesetting and offset printing, which has freed newspapers from format constraints imposed by the old hot-metal machines.

Data in the 1968 ANPA/RI Specification Data bulletin reveal that 90 percent of newspaper plants listed could print advertising materials produced for an eight-column format with an 11-pica column width and three points of space between columns. But by 1974, the percentage had dropped to 46.8.

And many newspapers have joined the format fragmentation parade since then.

The Nov. 12, 1980, edition of *Newspaper Rates and Data*, the monthly publication of Standard Rate & Data Service Inc., lists:

- 410 daily newspapers with six-column advertising format. Among those newspapers, there are 114 variations of column width or amount of space between

columns; and 64 of the newspapers have *unique* formats.

- 1,041 daily newspapers with eight-column advertising format. Among those newspapers, there are 153 variations of column width or amount of space between columns; and 64 of the papers have unique formats.

- 319 daily newspapers with nine-column advertising format. Among those newspapers, there are 95 different variations of column width or amount of space between columns; and 44 of the newspapers have unique formats.

Newspapers also differ in the depth of their printed columns—from 20-1/8 to 22-1/2 inches—and in the "cutoff" or length of the page—most common sizes are 21-1/2, 22-3/4 and 23-9/16 inches.

There may be even more variations among weekly newspapers because of the sheer number of them (more than 8,000), according to the New England Press Association's Speer.

Size specifics. The standard ad unit system is comprised of 30 different ad sizes. (See chart at left.) According to the working committee, 25 of them can be accepted by all broadsheet newspapers, regardless of their format or page size, and 16 also meet the needs of tabloid newspapers. Five "alternate" sizes are given for single-column ads to better accommodate a one-column width in a six-column format.

An NAB study of the ads most frequently placed by national advertisers, as well as advice from committees of AAAA and the Association of National Advertisers, figured in the determination of the number and dimension of ad sizes in the program.

In its promotional newspaper, the working committee notes that "no series of standard sizes will give all advertisers and all newspapers exactly what each would like. Both the widths and the depths of the standard units are compromises in order to fit the various formats, page widths and cut-offs of newspapers. The dimensions generally are based on the needs of the newspaper with the narrowest column fit and shortest page."

"There is no requirement that a newspaper make any changes in its format or its mechanical processes," the committee says. But during the eight months prior to implementation of the program, newspa-

Standard Advertising Unit	Width in Inches	Depth in Inches
1	13" (full)	21" (full)
2	13" (full)	18"
3	13" (full)	10 7/16"
4	10 5/8"	21" (full)
5	10 5/8"	18"
6	10 5/8"	15 5/8"
7	9 5/8" (tab full)	13 15/16** (tab full)
8	9 5/8" (tab full)	6 15/16**
9	8 1/16"	21" (full)
10	8 1/16"	10 7/16**
11	6 5/16"	21" (full)
12	6 5/16"	13 15/16** (tab full)
13	6 5/16"	10 7/16**
14	6 5/16"	5 3/16**
15	4 1/4"	21" (full)
16	4 1/4"	13 15/16** (tab full)
17	4 1/4"	10 7/16**
18	4 1/4"	6 15/16**
19	4 1/4"	5 3/16**
20	4 1/4"	3 7/16**
21	1 3/8"	6 15/16**
22	1 3/8"	5 3/16**
23	1 3/8"	3 7/16**
24	1 3/8"	2**
25	1 3/8"	1**
21A	2 1/16"	6 15/16***
22A	2 1/16"	5 3/16***
23A	2 1/16"	3 7/16***
24A	2 1/16"	2***
25A	2 1/16"	1***

* Fits broadsheet or tab
** 6-column format only

special report

pers will be at liberty to make mechanical adjustments they determine to be helpful in reaping full benefits from the program.

The committee suggests that newspapers, wherever possible, make up their pages and print them the same size (i.e., without shrinking the page after makeup); and that newspapers considering a format or roll-width change go to a six-column-news, nine-column-advertising format with a 13-inch makeup width and a 55-inch-wide newsprint roll.

Noting that the ad units are designed to fit a 22-3/4 inch cut-off, the committee advises that newspapers with shorter cut-offs "should reduce the material photographically in the page negative."

The committee also points out the units come closest to meeting the needs of newspapers using newsprint roll widths of between 55 and 58 inches. Such newspapers account for 29.18 million of the 33.9 million daily circulation in the 50,000-and-over category, according to ANPA Vice President/Technical William D. Rinehart. The committee says newspapers that adopt the program should not photographically distort the ad copy prior to paste-up.

For example, many newspapers today use "anamorphic lenses" to reduce or enlarge advertisements that are too wide or too narrow for their columns.

In the system there should be no problem with advertisements being too wide for a newspaper's columns, but some may be narrow. As the committee says in its promotional piece, "Although the fit is remarkably good in most cases, there are some instances where considerable float (white space around ads) will be necessary." In those cases, the committee says, newspapers could vary the width of their news columns to take up the space, or advertisers could provide advertisements without borders, thereby minimizing the float effect.

The committee says individual newspapers will decide what rates to charge for the standard-sized ads, and it includes in its promotional newspaper an example of the design of a "simplified" newspaper rate card for the units.

Joseph Bright, immediate past president of the Institute of Newspaper Controllers and Finance Officers and a member of the working committee until leaving office recently, says newspapers that adopt the

"A good practical solution to our problems with multiple-formats measurement."

**Thurman R. Pierce
AAAA subcommittee chairman**

system will be required to change their billing procedures. But he adds, "I think it is certainly worth making changes in billing procedure if the net result is going to be significantly increased revenues." Bright, data processing director for Calkins Newspapers, says the move will be "to a certain extent comparable" to the change newspapers encountered in changing their billing from column inches to agate lines.

Positive reaction. Even though in some cases their information about the system was still sketchy, advertising agencies and advertisers contacted by **presstime** said they already were looking forward to the day when it is in place, because they said it promises to make their work easier.

For a recent campaign running in about three dozen newspapers, ads of 10 different sizes had to be prepared, reports Edwin L. Acker, vice president and director of print buying for Campbell-Ewald Co., a major, metropolitan Detroit-based agency. "Modular sizes, if they are accepted by a significant number of major newspapers, will allow you to reduce the number of different sizes you have to design, which consequently will reduce the production expense, make it easier to schedule and probably make the use of newspapers more attractive to major advertisers."

The system "can't do anything else but remove one of the many irritants of an industry where all of the newspaper people live in their own little worlds. . . . I've got to believe that the J.C. Penneys, K marts and especially the cigarette and liquor advertisers are going to be jumping up and down with joy," Acker adds.

"Hooray, hooray!" exclaims Dan Pearson, media director for R.J. Reynolds Industries, which markets seven brands of cigarettes and which was newspapers' largest national newspaper advertiser in 1979. "No question, I think it would help us, and it would have to help any national advertiser that uses multiple markets," not

only in preparing ads but also in placing them and billing for them.

The advertising manager for J.C. Penney, John Lucas, echoes that view. "The new modular ad sizes will be welcome here," he says. "We will be able to design all ads to the prescribed sizes without alteration at the local store level."

In a statement to the ANPA Board prior to its early December meeting, the chairman of the AAAA subcommittee on newspaper formats summed up much of the advertiser reaction to the system by calling it "a good practical solution to our problems with multiple-formats measurement."

Thurman R. Pierce Jr., vice president/print media for the J. Walter Thompson advertising agency, said, "We are satisfied that the system as proposed is designed to advertiser and agency needs and specifications and we urge all newspapers to embrace the concept."

One who believes they will is Frank J. Savino, president of the International Newspaper Advertising Executives and a member of the working committee. (See story, page 24.)

"My own personal feeling is there may be some tough sells in certain areas," says Savino, reporting that two papers had contacted him expressing concern about the program. But he predicts that "most publishers are going to accept it" once they realize the program is "not going to create major problems or major expenses within their plant."

Some newspapers' advertising executives contacted by **presstime** expressed the belief that the current proliferation of newspaper formats has not seriously impeded their advertising sales efforts and that national advertisers have learned to live with the status quo, adapting their advertising to fit newspapers' varying requirements.

This doesn't surprise Savino. "That is one of the problems with our industry," he remarks. "Our own individualism, one of our biggest strengths, is also one of our biggest problems. . . . Yes, advertisers have learned to live with it and so doing has cost them a lot of money."

But the vice president/marketing for The Record in Hackensack, N.J., says he looks forward to the program's "opening up a lot of big dollars" for newspapers.

special report

Other views. However, response to the standard ad unit system has not been uniformly positive.

One national advertising representative at a metropolitan daily, who asked not to be quoted by name, says he fears that advertisers who had been running ads for odd numbers of lines will decrease, rather than increase linage to fit into one of the standard sizes. Although he concedes newspapers might save on newsprint expenses with the standard sizes, he fears this could be offset by loss of advertising revenue.

Apparently, a more serious reservation for some is the matter of who will pay for any float that develops. It is a question raised in various corners.

John M. Lane Jr., vice president of Potomac Graphic Industries Inc., who acknowledges that the program will have some adverse effect on his business of supplying reproduction material for national newspaper ads, sees problems ahead if newspapers charge advertisers for white space.

"I could be wrong," he says, but the program "leaves itself open to the possibility that a wider paper would charge for the full space," then float the ad or put editorial material in the space.

"I feel that under this upcoming system, the newspaper will have its cake and eat it too, and the advertiser, in effect, will be taken advantage of," he continues.

Lane says the payment for white space "could be far greater than (what the adver-

tiser) is paying for reproportionment" by companies like his New York City-based firm, which calls itself the largest in the field.

Reproportioning, he says, is "really a smaller part of the total cost of a job." For example, the cost of preparing a negative from the original art for a 1,000-line ad with "a couple of half tones" and line art is \$350 to \$400; the cost of producing 20 copies of the ad from the negative is another \$300; the reproportioning charge, for three different sizes, is about \$120, according to Lane.

At least one major advertiser, Sears, Roebuck and Co., also has sounded a negative note about the float situation.

According to R. G. Kissel, national retail advertising manager, "We will continue to exercise the option of custom tailoring our newspaper advertising through our 46 administrative units."

The reason, he says, is that none of the standard units fits the standard Sears ad, which is based on the size of, and uses materials from, the company's preprints of approximately 10-1/8 by 10 inches.

"If we use the size that we have," says Kissel, "it is going to float in ROP, and we don't figure we should pay for the float."

The potential float problem also has worried at least one newspaper executive, Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co.

Andersen, a former ANPA chairman and president who expressed his misgivings in

a letter to the Association before the Board's recent meeting, said in response to a **presstime** inquiry that the World-Herald's problem with the program stems from its unusually wide page—14-3/4 inches printed on a 59-inch web.

If his paper is to adopt the new ad size system, Andersen reports, "These choices will be thrust upon us: give away substantial amount of float or white space around many ads; try to charge advertisers for white space they may not want; give our editors some very odd-sized pieces of space for news; or bow to the pressure, reduce our page size and change our news and ad formats."

He says there is a possibility that "by changing our pricing structure to recapture the cost of the white space, we may force up the price of national advertising" and offset for an advertiser any advantage that might be realized by the uniformity in sizes.

Nonetheless, Andersen says the current Board "is to be commended for seeking an answer to a criticism which for years we have heard from some national advertising spokesmen."

"We hope, of course, that the benefits of the new uniform ad sizes will substantially outweigh the problems which they will cause for some newspapers. The test, I believe, will be in the amount of increased ROP display advertising volume which will result from the new standard. . . .

"Now that newspapers across the country have a chance to see how they will be affected, it is to be hoped that a great majority will find the uniform ad sizes desirable, or at least acceptable, and that as a result, they will enjoy a meaningful increase in advertising volume." □

Standard-Ad-Unit Working Committee

Joseph J. Amodeo, American Newspaper Representatives Inc.

Leo Bogart, Newspaper Advertising Bureau

Joseph H. Bright, Calkins Newspapers
Jacques Caldwell, Scripps-Howard Newspapers

William J. Carradine, Southam Inc.
James A. Cooper, The Washington Post
Richard I. Halvorsen, The Minneapolis Star and Minneapolis Tribune

Charles M. Kinsolving Jr., Newspaper Advertising Bureau

C.D.J. Lafferty, Branham Newspaper Sales

Walter E. Mattson, The New York Times Co.

William D. Rinehart, ANPA
Ralph S. Roth, Knight-Ridder Newspapers Inc.

Edwin F. Russell, Newhouse Newspapers

Frank J. Savino, The Record, Hackensack, N.J.

William Shannon, Gannett Co. Inc.
George A. Speers, New England Press Association

C. Richard Splittorf, Sawyer-Ferguson-Walker Co.

Frank J. Stanczak, ANPA
Vance L. Stickell, Los Angeles Times
Larry Strutton, Rocky Mountain News, Denver

Donald B. Towles, The Courier-Journal and The Louisville (Ky.) Times.

Program won't involve Canada

The new system of standard advertising units will not be implemented in Canada "at the present time."

According to the working committee, "Many Canadian newspapers use page dimensions much wider than those used in the United States." The system is geared to papers that have a narrower newsprint web.

Canadian newspapers currently classify make-up sizes in five groups.

special report

Three decades of grappling with format problem

Although promotional material for the Standard Advertising Unit system heralds it as "an idea whose time has come," this is not the first time the newspaper business has grappled with the problem created for advertisers by the lack of industry-wide formats.

Newspaper graphic arts historian Edmund C. Arnold, professor of mass communications at Virginia Commonwealth University, recalls that during World War II publishers began abandoning in earnest the then-standard column width of 12 picas.

"We were trying to get as many pages as possible out of a ton of newsprint because newsprint was being rationed by the pound," he explains. As newsprint web width was reduced, column widths also were squeezed.

In 1968, most daily newspapers in the U.S. and Canada used an 11-pica column width. But that happy circumstance for advertisers was not to continue for long.

Relatively high newsprint prices perpetuated the momentum for narrower column widths in the post-war period; and in 1952, an ANPA Committee on Column Width was created to look into, among other things, the "possible burden on advertisers and advertising agencies of providing engravings and duplicate printing materials of varying widths for papers which have adopted diverse column widths."

The committee concluded that those materials should be produced to accommodate the column-width measure of the largest number of newspapers that had changed column size—at the time, 11½ picas (11 picas, 6 points).

"The ink wasn't even dry on the signatures when people started whittling that down further," Arnold says.

And in 1963, a new standard emerged when the wire services agreed on the 11-pica column for transmission of their justified copy. In 1968, a joint publication of ANPA and the American Association of Advertising Agencies noted that "most daily newspapers in the U.S. and Canada now use the 11-pica column width."

But that happy circumstance for advertisers was not to continue for long. As newsprint prices began to soar, and particularly with the growing acceptance of new typesetting and printing technology that allowed unprecedented freedom in newspaper layout and design, the format problem worsened.

In 1975, AAAA, working with the ANPA Research Institute and the Printing Platemakers Association, published a "Recommended Interim Sizing" chart for national newspaper advertising material in three sizes—A, B and C.

Also in 1975, the ANPA Newspaper Format Committee, established to study the format problem and to recommend guidelines for newspaper advertising formats, adopted a classification system known as "Advertising Dimension Standards," or ADS. Under that system, newspapers began reporting their sizes as A, B, C, D, E or F.

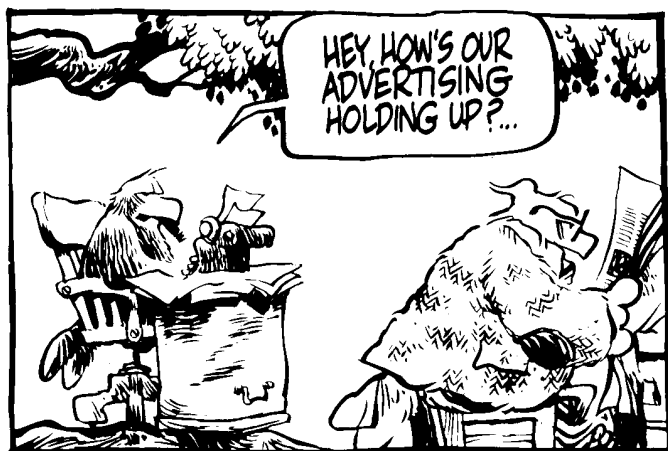
In 1977, AAAA standards A, B and C were renamed L, M and S to minimize confusion with the ADS system.

Last February, the ANPA Board voted to discontinue use of the ADS system because continuing changes in newspaper formats and technology had rendered the classifications obsolete [*presstime*, March 1980, p. 32].

Meanwhile, the ANPA Production Management Committee and its Advertising Materials Task Force began looking into the development of a program of standard advertising units [*presstime*, April 1980, p. 28]. Their deliberations resulted in the formation of the working committee which drafted the standard advertising unit proposal accepted last month by the ANPA Board. □

'Shoe'

By Jeff MacNelly



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Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the October edition of *presstime*.)

Telecommunications

Federal Communications Commission: The FCC met Oct. 28 and Dec. 16 to consider petitions, including ANPA's for reconsideration of its Computer II Inquiry decision. Although the final document has not been released, it appears that the commission has chosen not to address directly the issue of control of information content by common carriers. It did, however, appear to agree somewhat with ANPA's position that it does not have jurisdiction over all electronic information services [*presstime*, Nov. 1980, p. 16].

Congress: Action in the new Congress is uncertain, but Sen. Packwood (R.-Ore.), who will chair the Senate Commerce Committee, has said he will be prepared to offer a new bill and that the 97th Congress should deal with common carrier, broadcast and cable issues [*presstime*, Dec. 1980, p. 11].

State activity: Texas Daily Newspaper Association was to file a formal complaint with the Texas Public Utility Commission objecting to the PUC's approval of tariff for an electronic information service experiment in Austin by Southwestern Bell and AT&T. (See story, p. 32.)

Freedom of the press

Open courtrooms: Justice Department Oct. 14 issued guidelines on open courtrooms, which generally state that federal attorneys "should ordinarily oppose closure" unless there is a "substantial likelihood" of denying a fair trial. The Judicial Conference of the United States also revised its guidelines on the same subject [*presstime*, Nov. 1980, p. 13].

Reporters' telephone records: Justice Department Nov. 12 expanded its policy on subpoenas to members of the news media to require that no subpoena shall be issued for telephone toll records without the authorization of the attorney general or the prior agreement of the reporter. The department also amended the existing general process of review for applications for subpoenas to the news media [*presstime*, Dec. 1980, p. 16].

Newsroom searches: President Carter Oct. 14 signed into law a

bill which requires law enforcement officials to use subpoenas, not search warrants, to obtain information from those involved in First Amendment activities, except in certain limited cases [*presstime*, Nov. 1980, p. 10]. The federal search ban went into effect Jan. 1, while the state and local ban becomes effective Oct. 14. The new law also requires the Justice Department within six months to draft guidelines limiting searches by federal authorities of other non-suspect third parties.

Commercial speech: ANPA Nov. 28 filed a brief *amicus curiae* with the U.S. Supreme Court in *MetroMedia v. City of San Diego*. The case challenges a prohibition by the city on all off-premises outdoor advertising and appeals a California Supreme Court decision in favor of the city. At issue is the city's power to abolish an entire category of "speech." Apart from First Amendment concerns, the case also could have ramifications involving location of newspaper racks [*presstime*, Dec. 1980, p. 15].

Freedom of information: ANPA Government Affairs Committee Chairman Low testified Nov. 18 before the Senate Subcommittee on Intergovernmental Relations and urged maintenance of a strong Freedom of Information Act [*presstime*, Dec. 1980, p. 15]. Meanwhile, Reagan transition leaders reportedly are taking a hard look at blanket FOIA exemptions for both CIA and FBI.

Freedom of Information Day: A resolution designating March 16 as Freedom of Information Day passed the Senate but failed in the House. FOI Day had been recommended by the First Amendment Congress [*presstime*, Nov. 1980, p. 23].

Criminal code: Omnibus reform legislation of the criminal code died in the 96th Congress. Rep. Drinan (D-Mass.), the main supporter of the bill in the House, will not be back next year. Sen. Thurmond (R-S.C.) is expected to reintroduce it next year in the Senate, after the Reagan administration has a chance to review it [*presstime*, Dec. 1980, p. 10].

Libel: ANPA has filed a brief *amicus curiae* urging the U.S. Supreme Court to review *Loudoun Times Publishing Co. v. Arctic Co.*, a libel case questioning whether a consultant hired by a county government to prepare an environmental impact statement may be characterized as a "public figure" or "public official" under *New York Times v. Sullivan* and its progeny [*presstime*, Dec. 1980, p. 14].

Business

Media ownership: HR 6228, which would codify existing FCC newspaper/broadcast cross-ownership regulations while pre-

government/legal roundup

cluding the consideration of common media ownership in comparative license renewal hearings, died with the 96th Congress. The bill, in differing forms, had been approved by the House and by the Senate Commerce Committee. Also dead is a bill (S 3176) introduced by Sen. Moynihan (D-N.Y.) to enable funds from FCC-forced sales of broadcast properties, when used to buy a newspaper, to qualify for favorable tax treatment as an "involuntary conversion." In Canada, the Royal Commission on Newspapers Oct. 16 was directed to examine questions of concentration of press ownership and control and report by July 1, 1981 regarding what steps, if any, might be warranted by the government [presstime, Oct. 1980, p. 50].

Newspaper Preservation Act: Attorney General Civiletti Nov. 6 approved joint operation of The Chattanooga (Tenn.) Times and the News-Free Press [presstime, Dec. 1980, p. 16] but said his action could not provide antitrust immunity under the act for three major elements joined by the newspapers prior to his decision. (See story, p. 14.)

Estate taxes: Leaders of the Tax Law Action Group met Nov. 14 with Sen. Boschwitz (R-Minn.), who had drafted proposed legislation to value closely held, family-business property as a going concern for estate purposes rather than at fair market value. At Boschwitz's invitation, the TLAG representatives made a number of suggestions for improvement. Boschwitz also is interested in strengthening the Family Farm Act and may meld his business property valuation bill into a revision of Section 2032A of current tax law before he introduces it in the new Congress.

Wage and price: The Reagan transition team promises the new administration will end President Carter's program of voluntary wage and price guidelines. The Pay Advisory Committee Nov. 17 formally recommended the pay standard be abandoned. COWPS Dec. 16 said it will not issue final wage and price standards for the third program year, which began Oct. 1, and will discontinue monitoring compliance with interim third year guidelines.

Foreign convention deductions: Shortly before its end the 96th Congress passed HR 5973, exempting North America from the restrictions on tax deductions for attending meetings outside the United States. (See story, p. 17.)

Energy: Since the election, there has been speculation that a move may be made to abolish the Department of Energy. Regardless, the government must continue to prepare for the possibility of future fuel shortages. Federal law gives the President the power to ration gasoline if necessary, and activities to define "newspaper distribution" in the federal rationing plan can be expected to go forward next year [presstime, Oct. 1980, p. 13]. Also, the President retains the power to set mandatory conservation targets for the states—an action likely to come prior to rationing in the event of shortage. Congressional authority for federal allocation of bulk

gasoline purchases expires Sept. 30. The new Congress must decide whether to extend that power.

Labor and personnel

Independent contractors: Congress Dec. 1 passed a bill extending the present moratorium which prohibits the Internal Revenue Service from reclassifying traditional independent contractors as employees for purposes of wage withholding, Social Security and unemployment tax [presstime, Oct. 1980, p. 11]. Under HR 6975, the IRS will not be permitted to make such reclassifications at least until June 30, 1982.

Machinery lockout procedures: ANPA testified at an informal Occupational Safety and Health Administration public hearing Nov. 19 in Washington on regulations which OSHA is considering proposing to regulate the procedures to be used in locking out and tagging power-driven machinery [presstime, Dec. 1980, p. 16].

Minimum wage: ANPA Nov. 26 submitted comments to the Minimum Wage Study Commission urging retention of the Fair Labor Standards Act exemptions for employees engaged in delivery of newspapers to the ultimate consumer. (See story, p. 16.)

Unit jurisdiction: ANPA has filed briefs *amicus curiae* with the U.S. Supreme Court and the 6th U.S. Circuit Court of Appeals in two cases. Involved are collective-bargaining obligations of employers and unions in newspapers where new technology is resulting in a reduction of composing work and where union jurisdiction is defined in terms of the type of work performed [presstime, Dec. 1980, p. 42].

Multiemployer pension plans: The Multiemployer Pension Plan Amendments Act of 1980 was signed into law Sept. 26. It makes numerous changes in the regulation of collectively-bargained pension plans contributed to by more than one employer. A detailed analysis of the bill is available from ANPA [presstime, Nov. 1980, p. 12].

Noise: Issuance of amendments to the Occupational Safety and Health Administration's standards on workplace noise is pending further review by the agency [presstime, Nov. 1979, p. 44].

Equal Employment Opportunity Commission: EEOC approved final guidelines affirming its position that sexual harassment in the workplace is a form of discrimination outlawed by Title VII of the Civil Rights Act. (See story, p. 39.) The commission also issued final guidelines on religious discrimination requiring employers to

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consider "reasonable alternatives" in accommodating the religious preference of workers [*presstime*, Dec. 1980, p. 42]. Proposed guidelines on national-origin discrimination also were issued. They focus primarily on circumstances where "speak English only" rules may violate the anti-discrimination laws. EEOC also wants to issue proposed regulations which interpret the Age Discrimination in Employment Act to require continued pension plan contributions and accruals for employees who work past normal retirement age. The secretary of labor notified EEOC Chair Norton that the EEOC's position was inconsistent with interpretations of the existing pension regulatory scheme held by both the Labor Department and the Internal Revenue Service, thereby indefinitely postponing issuance of a proposed regulation.

Advertising

Volume discounts: Times Mirror Co. Nov. 4 announced it has reached tentative settlement with the Federal Trade Commission in FTC's challenge of the legality of the practice of the Los Angeles Times in granting rate discounts to high volume advertisers. The settlement—the terms of which remain confidential—cannot become effective for several months [*presstime*, Dec. 1980, p. 32]. FTC approval will be subject to a 60-day public-comment period before final disposition. Under terms of the tentative agreement, the newspaper "can continue to use annual volume discount rates for retail display advertising . . . in accordance with stipulated index values set forth in the agreement," Times Mirror reported.

Utilities: The Energy Department Nov. 20 proposed a voluntary guideline prohibiting electric utility companies from passing on to ratepayers the cost of political or promotional advertising, but allowing rates to include costs for advertising which promotes energy conservation. (See story, p. 17.)

Food: The FTC tentatively has adopted a rule which provides that food advertised as "natural" may not contain synthetic or artificial ingredients and may not be more than "minimally processed." The new standard becomes part of a broader proposed FTC rule on food advertising, which should be made final early this year [*presstime*, Dec. 1980, p. 32].

Postal

"51% rule": The U.S. Postal Service Oct. 31 proposed elimination of most postal regulations for supplements carried in second-class publications—including the "51-percent rule" under which publishers have to verify that more than half the total number of copies of an insert are being distributed in second-class publications [*presstime*, Nov. 1980, p. 14].

Rate proposal: Three ANPA representatives testified Nov. 21 before the Postal Rate Commission urging it to keep second-class mail rates at reasonable levels. (See story, p. 17.)

Six-day mail: Congress agreed on—and the President Dec. 16 signed—an interim budget resolution leaving intact, at least until June 5, the full \$736 million public service subsidy for the U.S. Postal Service in fiscal 1981. This action means six-day delivery is safe in 1981. Its long-term future remains in doubt, however, given the expectation of spending cuts by the Reagan administration.

Newspaper treatment: Appeal of the USPS Board of Governors' decision to implement a surcharge for second-class publications requesting "newspaper treatment" (or "red-tag" service) from the Postal Service has been moved to the U.S. Court of Appeals, District of Columbia Circuit. ANPA has filed a brief in the case, which originally was filed in the 3rd Circuit, Philadelphia. The jurisdictional move bodes ill for newspapers because the D.C. Circuit historically has not been sympathetic to such concerns [*presstime*, Dec. 1980, p. 19].

Nine-digit ZIP: The expanded, nine-digit ZIP Code will be available to mailers in October 1981 instead of February 1981 as originally planned. Postmaster General Bolger, in testimony Nov. 25 before a Senate subcommittee, said USPS may offer incentives as high as one cent per piece for first-class business mailers who use the expanded ZIP [*presstime*, Oct. 1980, p. 15].

International

UNESCO: The 21st UNESCO General Conference in Belgrade adopted by consensus a modified resolution on the MacBride Commission Report which stressed both free flow of information and a "new world information order." It also passed, over U.S. objection, resolutions calling for further study of communications political issues and for a 1983 conference to assess how well the spirit of the mass media declaration adopted in 1978 has been carried out. The conference established a new U.S.-supported International Press Development Council to facilitate communications technology transfers to developing nations, but it included in the committee's three-year budget, which the U.S. opposed, 10 seminars on such controversial issues as "rights of reply" and "codes of ethics for journalists" [*presstime*, Dec. 1980, p. 26].

Helsinki talks: The follow-on conference to the 1975 Conference on Security and Cooperation in Europe opened in Madrid Nov. 11 and reconvenes late this month. Louis A. Lerner, Lerner Newspapers, Chicago, is a member of the U.S. delegation. ANPA Chairman and President Graham wrote Secretary of State Muskie Nov. 6 stating ANPA's strong interests that news reporters have full access to travel without hindrance between and within signatory countries, and that newspapers and publications flow easily between and within those countries.

Treaties: Several treaties of interest to ANPA remain pending Senate ratification. None will be acted upon this year. They include World Administrative Radio Conference, a new tax treaty with Canada, and four human-rights treaties. ANPA filed comments on the latter Dec. 28, 1979 [*presstime*, Feb. 1980, p. 17]. □

Calif. paper asks U.S. court to overturn state closure law

The Independent Journal of San Rafael, Calif., has asked the U.S. District Court in San Francisco to overturn a 107-year-old California statute requiring preliminary criminal hearings to be closed at the request of the defendant.

The law does not require the defendant to show that fair-trial rights will be violated as do laws in many other states.

The Independent Journal has asked that judges be allowed to "make a determination of whether a balance can be struck" between the Sixth Amendment rights of the defendant and the First Amendment rights of the press, said the newspaper's attorney, Joseph L. Lemon.

The newspaper's Oct. 17 action follows a series of seven unsuccessful attempts by

the media to have Penal Code Section 868 overturned in California state courts. The federal suit was spurred by an Oct. 7 closed hearing in Marin Municipal Court involving a woman accused of trying to hire someone to rape another woman.

Terry Francke, government affairs administrative assistant for the California Newspaper Publishers Association, noted that about 90 percent of criminal cases in the state are disposed of at preliminary hearings.

No statistics have been compiled on how often Section 868 is invoked, although Independent Journal co-counsel Judith Epstein said it appears its use is "gathering momentum," particularly in cases of high public interest. □

Court briefs

The U.S. Supreme Court has **refused to review two libel cases involving newspapers** [*presstime*, Oct. 1980, p. 14]. They are:

- *Akins v. Altus Newspapers Inc.*, in which The Altus (Okla.) Times-Democrat lost a suit brought by a police officer despite the fact that the officer was found to be a public official. The case raised several complex trial-procedure issues.

- *Lorain Journal v. Milkovich*, which called into question the extent to which a reporter may disregard findings of a judicial body without being subject to charges of publishing with actual malice.

The Supreme Court has agreed to review an Ohio obscenity conviction of Hustler magazine owner Larry Flynt.

• • •

The U.S. Supreme Court Dec. 8 **postponed several new controls** that were part of a package of proposed federal regulations dealing with factory workers' exposure to lead.

At the same time, the court allowed some of the stricter new regulations to go into effect.

ANPA is analyzing the effect of the action on the small number of newspapers in the

United States that still use hot type.

• • •

The North Dakota Supreme Court has affirmed that state's constitutional provision that "**all courts shall be open**" by refusing to allow a Cass County state's attorney to close an inquiry into the death of a Fargo man.

The state's attorney's inquiry "is clearly connected with the functions of a court even though its primary purpose is investigatory in nature," the court ruled.

• • •

The Practising Law Institute has published a new book on **Libel, Slander and Related Problems** by New York attorney Robert D. Sack.

Designed essentially for lawyers, the book may be helpful to journalists and others who have a basic understanding of libel law. In addition to chapters on such topics as "cause of action," "truth," "opinion," "common law privileges," etc., the book lists state statutes of limitations for defamation actions and contains texts of state retraction and shield statutes.

Copies are \$50; available from PLI, 810 Seventh Ave., New York, N.Y. 10019. □

Foreign convention tax bill OK'd

Congress Dec. 13 gave final passage to a bill to repeal the law limiting tax deductions for expenses incurred in attending conventions outside the United States to two a year.

President Carter was expected to sign the bill. He had until Dec. 29 to do so.

HR 5973 treats conventions in Canada and Mexico as domestic meetings for tax purposes. For other countries, a "reasonableness standard" is applied. That standard allows deductions for those conventions which are as reasonable to hold outside the country as within.

Factors to be taken into account under the so-called "reasonableness standard" include the purpose of the meeting and the activities taking place there, the purposes and activities of the sponsoring organization, the residences of the active members of the sponsoring organization, and the locations where other meetings have been or will be held.

As an international organization holding membership in several worldwide press groups, ANPA supported adoption of a "reasonableness standard." The Association's 1984 Convention is scheduled for Montreal. Plans to have the 1978 Convention there were canceled because of the restrictions on deductions [*presstime*, Nov. 1980, p. 12].

In an Oct. 30 letter to the House Ways and Means Committee and the Senate Finance Committee, ANPA Executive Vice President and General Manager Jerry W. Friedheim urged action be taken on foreign conventions tax legislation before the 96th Congress adjourned.

On Nov. 20, the Senate Finance Committee attached the provision, drafted by Sen. Spark Matsunaga (D-Hawaii), to an unrelated tax bill already passed by the House.

The measure was passed by "unanimous consent" in both houses in the closing days of the 1980 session.

The bill also would repeal a prohibition against deducting the full cost of first-class air travel for business purposes. □

Newspaper Preservation Act under fire

By C. David Rambo
presstime staff writer

Legal guns are being reloaded for the latest in an almost continuing round of attacks on the Newspaper Preservation Act—the 1970 law granting limited antitrust protection to newspapers with joint operating agreements.

The law was only three days old when the first suit was filed against it—a challenge to its constitutionality—in San Francisco. It's been pretty much of a harangue ever since.

This month, the location once again is San Francisco where, in a trial beginning on the 26th, the San Francisco Examiner will defend its 1965 operating agreement with the San Francisco Chronicle in light of the act's provisions. A previous trial ended Jan. 7, 1980, with a deadlocked jury [presstime, Feb. 1980, p. 15].

The San Francisco case isn't the only legal challenge to the act: suits are pending against three other joint operating agreements.

In addition to the litigation, the Justice Department—always ambivalent about the act—is investigating the possibility of prohibiting the sharing of advertising departments. As it now stands, the act allows participating newspapers to operate jointly all departments except editorial.

When the law was enacted, it covered existing joint operating agreements in 22 cities between 44 newspapers, some dating back to the 1930s. Two more agreements, in Cincinnati and Chattanooga, were approved since 1970 and remain in effect. A third approved since the act was passed, in Anchorage, Alaska, disbanded, and both newspapers survive.

When joint pacts are challenged, the participating newspapers must prove that, in the words of the act, "not more than one of the newspaper publications involved in the performance of such arrangement was likely to remain or become a financially sound publication" when the combination took place. That is the source of much criticism.

Some smaller daily or weekly newspa-

pers have complained that joint operating agreements allow big-paper bedfellows to sell advertising at predatory, low rates—with which the smaller papers can't compete—or at inflated rates—which dry up a market's advertising dollars.

Labor unions have opposed joint arrangements out of fear over lost jobs.

Local politicians have on occasion used the act as a vehicle for criticizing newspapers with which they might not see eye-to-eye on other matters.

Press critics and some academicians rarely discuss the newspaper business without taking the opportunity to toss a few bricks at the act. A common complaint is that the act rewards mismanagement.

Defenders of the act counter that without it, there may be 24 more one-newspaper cities in the United States. The law has provided a means for otherwise failing newspapers to survive and add to the diversity of voices and opinions, they maintain.

What is sure as the act begins its second decade is that it continues to be challenged.

In the San Francisco case, The Pacific Sun (a San Francisco Bay-area weekly), the owners of the former Berkeley Barb and some classified advertisers have sued the dailies for allegedly violating antitrust law with their joint agreement and setting advertising rates uncompetitively high. The plaintiff papers say there is little advertising money left for them; the advertisers say they can't afford the high rates.

24 'joint operation' cities

The current 24 joint operating agreements in the United States are located in these cities:

Albuquerque, N.M.; El Paso, Texas; Nashville, Tenn.; Evansville, Ind.; Tucson, Ariz.; Tulsa, Okla.; Madison, Wis.; Fort Wayne, Ind.; Bristol, Tenn.; Birmingham, Ala.; Lincoln, Neb.; Salt Lake City, Utah; Shreveport, La.; Franklin-Oil City, Pa.; Knoxville, Tenn.; Charleston, W.Va.; Columbus, Ohio; St. Louis; Pittsburgh; Honolulu; San Francisco; Miami; Cincinnati; and Chattanooga, Tenn.

The Examiner and Chronicle defend their actions, claiming the merger was proper and subsequently was afforded antitrust immunity under the act. The Examiner claims it would have failed if the two newspapers hadn't joined forces.

In the other three pending suits:

- The International Typographical Union Nov. 18 filed in the U.S. District Court for the District of Columbia against the joint operating agreement of The Chattanooga Times and News-Free Press, which was approved Nov. 6 by Attorney General Benjamin Civiletti [presstime, Dec. 1980, p. 16]. The newspapers actually are named in a suit against Civiletti, notes A. William Holmberg, president and general manager of the Times.

The ITU challenges the legality of the joint agreement and the procedure the Justice Department used to approve it. Specifically, it alleges that Civiletti failed to grant a hearing on several issues of fact; that he acted beyond the scope of his authority by granting antitrust immunity when all or parts of the operation had already been implemented; and that newspaper officials made illegal contacts with Justice Department officials.

Civiletti and the newspapers probably will respond this month, Holmberg says.

- In El Paso, Texas, the weekly El Paso Journal claims that the morning El Paso Times and evening El Paso Herald-Post—which have the second oldest joint operating agreement, dating from 1936—have engaged in predatory advertising pricing against a free-circulation publication the Journal produced.

The Journal and a now-defunct shopping guide also claim that neither of the El Paso dailies was in sufficient financial trouble to qualify for the antitrust immunity when the two papers joined operations.

"We are guilty of no predatory practices whatsoever," says Frank Feuille III, president of the Newspaper Printing Corp., the joint operating agency in El Paso. He also staunchly maintains that his company qualifies under the act, saying the Herald-Post was a failing newspaper.

The suit was filed in 1979 in U.S. District

regulations

Court, El Paso. A trial date is not set.

• The city and county of Honolulu claim that The Honolulu Star-Bulletin and The Honolulu Advertiser, in a joint operating agreement formed in 1962, have established a combination advertising rate lower than the sum of their individual rates and have diminished ad sale competition [*presstime*, May 1980, p. 24].

The U.S. District Court in Hawaii refused to dismiss the case earlier this year, ruling that the joint agency's antitrust immunity was not "grandfathered in" by the 1970 act. It said the newspapers must prove that the Advertiser was in poor financial health at the time of the agreement. A trial date has not been set.

The fact that the attorney general is a defendant in one of the suits illustrates one of the difficulties the act presents for the Justice Department—it tends to pit the Antitrust Division against the attorney general.

As part of its investigation into whether advertising departments—not just editorial—should be separated in joint arrangements [*presstime*, Sept. 1980, p. 9], the Justice Department has requested that newspapers with such pacts turn over all documents relating to the arrangement.

Most publishers have complied, reports Alan L. Marx, acting chief of the general litigation section of the Antitrust Division.

While Justice officials will not confirm, ANPA learned the probe stems from U.S. Supreme Court decisions declaring commercial speech to be on the same level as other forms of speech—such as editorial comment and news reports.

ANPA staff attorney L. Peyton Hendricks, who monitors developments involving the act for the Association, says that a basic legal question in any joint-operating-agreement challenge is, "What is a 'failing newspaper' within the meaning of the act?"

"Does that mean the newspaper is poised outside the bankruptcy court or can it be losing money at such a rate that at one unknown day in the future it will go out of business?"

"As time goes by, it becomes more difficult to say what was 'failing,'" Hendricks adds. "There may be no way to prove or disprove it" after a number of years.

This would indicate the act will continue to spawn controversy and challenge, and that could have another important effect on the business.

As Norfolk, Va., antitrust attorney Conrad Shumadine observes, regardless of how such challenges are resolved, such "enormously cumbersome and expensive proceedings in themselves" could inhibit use of the Newspaper Preservation Act. Newspapers, and especially "failing" newspapers, "are going to be less likely to use it if it turns out to be expensive," he says. □

SBA's ban on 'opinion molder' loans too broad, ANPA asserts

The Small Business Administration policy prohibiting loans or loan guarantees to "opinion molders" could be narrowed and still meet First Amendment concerns, ANPA has told the agency.

"While we believe the policy wise when applied to newspapers and others engaged in expression of public policy issues, we recognize the policy is unnecessarily broad," ANPA Government Affairs Committee Chairman K. Prescott Low said in a Dec. 8 letter to SBA. Low, publisher of The Patriot Ledger in Quincy, Mass., noted the prohibition now applies even to publishers of greeting cards, dictionaries and sheet music and to businesses solely engaged in distribution of printed materials to others.

"ANPA believes our constitutional concerns for freedom of speech or of the press could be adequately protected by a narrowed policy prohibiting government loans or loan guarantees merely to businesses engaged in the expression of views on public policy issues," Low said.

ANPA agrees, he said, with SBA's statement that rights of freedom of the press "ought not be compromised either

by the fear of government reprisal or by the expectation of government financial assistance."

However, the Association does not oppose private sector loans to any business, even when such loans are augmented by government funds—as through a Small Business Investment Company—"provided the government takes no role in the decision to make the specific loan and takes no risk of future ownership, control or influence of such a business in case of default," Low said. SBICs, private investment companies licensed by SBA to provide loans to small businesses, can receive \$3 to \$4 from SBA for every \$1 in private capital. SBIC loans to newspapers are permitted.

SBA is considering revising its "opinion molder" policy [*presstime*, Oct. 1980, p. 10]. In its request for public comments on the issue, the agency also said it is "acutely aware of the large number of recent mergers and acquisitions in the media industries" and is "concerned about the tendency that these takeovers have to eliminate many media-oriented small businesses and to promote concentration of

ownership."

It is concerned, the SBA said, that its policy "may be unnecessarily inhibiting our ability to assist these small businesses, and that it may thereby indirectly promote undesirable concentration of ownership."

Although a proposed new regulation had been scheduled for publication in December, there has been such a great response to the SBA's "advance notice of proposed rulemaking"—the first step in the regulation-drafting procedure—an interim step may precede publication of a proposed rule in this case.

Martin Teckler, SBA associate general counsel for legislation, said a second "advance" notice could narrow proposed revisions and report on comments received. This could occur shortly, he said.

The loan prohibition, adopted in 1953, applies to businesses engaged in "creation, origination, expression, dissemination, propagation or distribution of ideas, values, thoughts, opinions or similar intellectual property, regardless of medium, form or content."

There are exemptions for publishers of shoppers, newspapers or circulars carrying only advertising and for other advertising concerns, for commercial printing firms, and for the purchase or construction of broadcasting stations or cable TV systems. □

regulations

New FBI guidelines include use of journalists as sources

Guidelines for the Federal Bureau of Investigation's use of informants and confidential sources include procedures for the use of journalists as sources.

The guidelines were issued because the FBI "has been criticized in the past on the use of informants," said Justice Department spokesman Tom Stewart, who cited as one example the case in which paid FBI informant Gary Thomas Rowe Jr. was implicated in the 1965 slaying of a civil rights worker.

"There were some minor policies that were not collected in one format, and it was felt that something was needed to instruct the FBI on the proper handling of informants," Stewart said.

Under the new bureau guidelines, a member of the news media is to be treated the same as those persons who are "under the obligation of a legal privilege of confidentiality," including doctors, lawyers and clergy.

In order for any of those persons to be used by the FBI as confidential sources or informants, the guidelines require the express written approval of the director of the FBI or a designated senior official at FBI

headquarters. An exception to the standard, however, allows a lower level official, a field office supervisor, to approve receipt of information on a one-time-only basis if it is not collected at the FBI's request and if it is not privileged.

Notification of use of members of the news media or those with the "legal privilege of confidentiality" must be made to the assistant attorney general in charge of the criminal division. If they are approved as informants or confidential sources, they must be advised that in seeking information "the FBI is not requesting and does not advocate breach of any legal obligation of confidentiality," the guidelines stipulate.

Further, if persons in this class volunteer privileged information, it still may not be accepted unless to reject it would result in "serious consequences," such as physical injury to an individual or severe property damage.

The guidelines, signed Dec. 2 by Attorney General Benjamin R. Civiletti and issued Dec. 4, represent departmental policy and could be changed by a new attorney general, the Justice Department spokesman said. □

EPA sets new proposed emission level for solvents used at rotogravure presses

Representatives of the printing and publishing industries have concluded preliminary testimony before the Environmental Protection Agency on a proposed regulation setting emission standards for rotogravure presses.

The ANPA Research Institute is monitoring promulgation of this regulation, which was published in the Oct. 28 Federal Register.

The proposed standard would limit emissions to 16 percent of the volume of volatile-organic-compounds solvents used at the press.

The standard would apply to new, modified and reconstructed presses. Existing presses and proof presses would not be affected.

The EPA met with printing and publishing representatives in November and December to gather information prior to setting the standard. The testimony and all written comments, which were to be submitted by Dec. 29, will be reviewed before promulgation of the regulation.

Rotogravure presses are used by the newspaper business primarily to publish magazine sections and advertising supplements. About a half-dozen newspapers in the United States have such presses.

ANPA members seeking detailed information about the proposed regulation should contact Richard Neergaard, industrial hygienist, at ANPA Research Institute, Easton, Pa. □

ANPA requests wage exemptions be maintained

ANPA has told the Minimum Wage Study Commission that the Fair Labor Standards Act exemption for employees engaged in the delivery of newspapers to the consumer should be retained.

In comments submitted to the commission Nov. 26, ANPA explained that the present exemption makes possible the lawful operation of many newspapers' "little merchant" systems of delivery by youths. The comments included the findings of a recent University of Missouri School of Journalism study showing that the "little merchant" system is used at least in part at 93 percent of the dailies in the United States and Canada [presstime, July 1980, p. 40].

The Association also noted the many intangible benefits, in addition to spending money, received by the boy or girl with a newspaper route.

The commission was created under 1977 amendments to the FLSA to study the economic and social ramifications of the minimum-wage provisions, including exemptions. While its role is advisory, the commission's recommendations are expected to be closely considered by House and Senate committees having jurisdiction over minimum wage matters.

The commission's statutory life expires June 24, 1981, and House Education and Labor Committee Chairman Carl D. Perkins (D-Ky.) has urged MWSC Chairman James G. O'Hara to expedite the final report so that Congress may study its conclusions before considering FLSA amendments.

ANPA's comments were submitted by Darrow Tully, publisher of The Arizona Republic and Phoenix Gazette and chairman of the ANPA Labor and Personnel Relations Committee, and Tutt S. Bradford, publisher and executive editor of the Maryville-Alcoa (Tenn.) Daily Times and chairman of the ANPA Circulation Committee. The International Circulation Managers Association, the National Newspaper Association and several regional circulation executives' groups joined ANPA in the submission. □

Reporters learn almost one year later Justice Dept. got home phone records

Nearly a year after the fact, three reporters for The Philadelphia Bulletin have been informed that their home telephone toll records were subpoenaed by the Justice Department.

The records were sought in an effort to determine how the reporters had obtained transcripts of taped conversations between a government informant and suspected organized crime figures, the Justice Department told *presstime*.

The revelations came less than a month after new Justice Department guidelines for subpoenaing journalists' telephone records went into effect [*presstime*, Dec. 1980, p. 16] and two months after it became known that the records of the Atlanta Bureau of The New York Times and its bureau chief had been subpoenaed, also in conjunction with an investigation into leaked information.

Noting that after The New York Times case Assistant Attorney General Philip B. Heymann had said that he did not believe there were other news media subpoenas, Justice Department spokesman John Russell said, "We again say we don't know of any others." In the Philadelphia case, Hey-

mann's deputy approved the subpoenas.

According to Executive Editor Craig Ammerman, The Bulletin has formally asked Bell of Pennsylvania whether the newspaper's toll records also have been subpoenaed by the government.

The newspaper is considering taking legal action and will file a request with the Justice Department under the Freedom of Information Act for information about the case, Ammerman said.

Two of the reporters, Francis X. Geary and Thomas M. Burton, received letters from Bell of Pennsylvania, dated Nov. 21, informing them that their records had been subpoenaed. Ammerman said the Justice Department has confirmed that the records of the third reporter, Bruce Boyle, also were subpoenaed.

The phone company complied with the subpoenas Nov. 26, 1979, but the Justice Department requested that it withhold notification to its customers for 90 days, a request that was renewed three times. Absent such a request, company policy is to notify customers within 24 hours, a spokesman said. □

DOE proposes guideline on utilities' ads

The Department of Energy has proposed a guideline for states to consider if they decide to implement a voluntary federal standard prohibiting electric utilities from charging their customers for promotional or political advertising.

Under the Public Utility Regulatory Policies Act of 1978, state utility regulatory agencies and non-regulated utilities had until last Nov. 9 to consider adopting the federal standard. Several state press associations took an active role in those deliberations.

DOE released the guideline Nov. 20. The agency had no explanation as to why it was putting out a guideline 11 days after the deadline for considering the standard, except, as a spokeswoman said, it "probably had to do with a lot of different things, work load, procedural reasons, how long it takes to get comments from other people within the agency and so forth." Despite the

deadline, she said, states could still decide to consider such a ban in the future.

The federal standard does not prohibit utilities from recovering from ratepayers the cost of advertising that provides information on energy conservation or the use of energy efficient appliances, and the guideline itself deals only with ways to identify conservation ads.

Deadline for public comment on the guideline is Jan. 16.

According to DOE spokeswoman Carol McCurley, the department does not know how many states have adopted the ban on charging utility customers for political and promotional advertising. Annual reports from state regulatory agencies are being received at DOE, but it will be several months before the Office of Utility Systems in the Economic Regulatory Administration completes its analysis of the state decisions. □

USPS to consider refund of 51% fines if rule abolished

If the "51-percent rule" is abolished as proposed, the U.S. Postal Service will consider publishers' requests for refunds of payments they made in 1980 under enforcement of the rule.

Postmaster General William F. Bolger also said USPS will review "all amounts of collections still in dispute with a view toward waiving those collections."

His comments were in a Nov. 19 letter to the California Newspaper Publishers Association, which had called on the Postal Service to reimburse publishers for penalties paid under the rule.

The rule requires publishers to verify for the Postal Service that more than 50 percent of the total number of copies of an insert will be distributed in second-class publications. Bolger told ANPA in early October he would propose to abolish the rule [*presstime*, Dec. 1980, p. 20]. No date was set for a decision on the change, although action was possible early this month.

By the end of December, USPS had received more than 100 comments on the proposal, only four of which were in favor of erasing the "51-percent rule." Opponents generally were third-class mailers. □

ANPA opposes controlled, second-class merger

ANPA has opposed the proposed merger of second-class and controlled-circulation publications, saying the distinction between the two should be maintained [*presstime*, Dec. 1980, p. 18].

In a brief filed with the independent Postal Rate Commission Dec. 19, ANPA argued against the merger but said it did not oppose the latest USPS rate hike request—an average 1.9-percent increase in the per-pound charge for regular-rate and limited-circulation publications.

ANPA also challenged as "without merit" comments by the PRC's Office of the Commissioner, which has recommended increases for second-class that far exceed the USPS proposal. □

West's window on the Middle East is smudged

By Kathleen Hunt Baird
presstime special writer

Lebanon long has been the correspondent's window on the Middle East. Its pivotal location, international-communications links, cosmopolitan character and, above all, its tradition of having the freest press in the Arab world, have served foreign journalists well. In many cases, events occurring elsewhere in the region could be reported only from Beirut because of censorship in or lack of access to surrounding nations.

Despite the 1975-76 civil war and the deployment of a large Syrian peacekeeping force, currently 22,000 strong, Beirut remains the key listening post for eavesdropping on often-feuding neighbors. Beirut was a primary news conduit during the recent Syrian-Jordanian border tension. Many of the 400 journalists who flocked to Iraq last fall to cover the war with Iran passed through the city to obtain visas and to file reports. When oil supplies from the Gulf slow, news stories from Beirut flow.

Since the civil war, however, living and working conditions have deteriorated drastically, and the Beirut window has become smeared in ash and blood. The journalists live amidst violence—both chance and calculated—and it has affected their work. Some have avoided investigating sensitive stories too closely. Others knowingly have filed incomplete stories out of fear of possible retaliation by volatile Arab political factions.

More than two dozen such factions patrol Beirut, brandishing AK47s and M16s which they are quick to use for celebrating—or for fighting. Journalists traveling the heavily congested streets pass numerous checkpoints, usually demarcated by concrete blocks in the roadway and makeshift signposts emblazoned with a party's symbol. Some are manned by teenagers with rifles.

Baird spent October in the Middle East. The 10 journalists, mostly British and American, she interviewed for this article requested anonymity because they feared possible punitive measures.

At checkpoints controlled by the Syrians or the Lebanese army, sandbags are piled high on either side of the street. The barrels of automatic weapons train on passing cars and pedestrians.

Lebanon is, in the words of one Western correspondent, "a lawless country in which there is no government, and gunmen roam the streets freely." The government controls neither East Beirut, where the majority of rightist, predominantly Christian Lebanese live, nor West Beirut, home to most of the Western media and to a complex array of leftist, mainly Moslem, Lebanese and Palestinians.

Journalists risk being caught in the middle of the strife, which police say resulted in 1,800 deaths during the first nine months of 1980.

They also face possible deliberate attacks.

"Because there is no (effective) government in Lebanon, newsmen are never secure," a Western journalist explains. "Syrians, Kataeb, Palestinians, Mourabitoun: If we do a story they don't like and it gets back to them, many have no hesitation

about blowing your head off."

Kataeb, the dominant rightist-Christian party, usually is referred to in the Western media as "Phalangist." The Mourabitoun is a predominantly Sunni Moslem militia which espouses principles championed by the late President Gamal Abdul Nasser of Egypt.

Last July 23, Riyad Taha, president of the Lebanese Press Syndicate, was machine-gunned to death, presumably by pro-Iraqi Lebanese.

But the events most chilling to the Western press corps are believed to be the work of the Syrians, described by one journalist as "a clique of political gangsters operating under a mask of political ideology called Ba'thism (Arab socialism)."

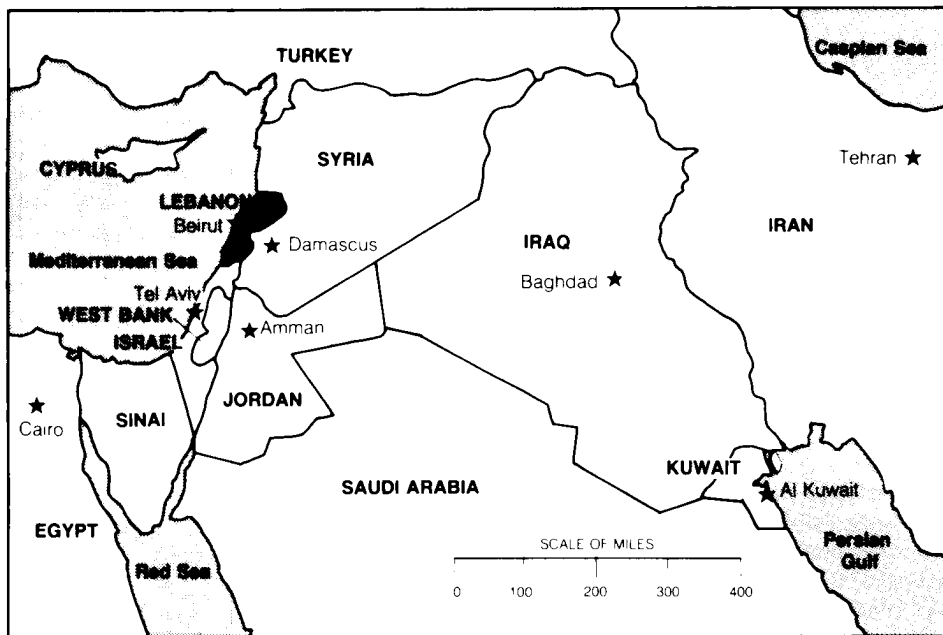
A veteran Lebanese journalist says that Damascus cooperated fully with the foreign press until growing internal problems and increasing regional isolation made the regime highly sensitive to criticism. "Syria got fed up from not getting a fair deal from the foreign press," he says.

The Syrian *chargé d'affaires* in Washington denies it, but the Lebanese journalist



Reuters' Beirut Bureau occupies offices just above Iran Air, bombed four times in last half year.

world press



insists that when relations soured, Damascus "took the matter out of the hands of the ministry of information and put it into the hands of the military."

In March, Selim al-Lozi, owner and editor of the London-based *Al Hawadess*, a leading Arabic-language weekly, was kidnaped in sight of a Syrian checkpoint. His body was recovered a few days later. Lozi had written several articles strongly critical of Syria.

In May, Syrian journalist Ali al-Joundi, living in exile in Beirut, was shot and severely wounded.

In June, Bernd Debusmann, Reuters' Beirut Bureau chief, was shot in the back. Debusmann, who had been threatened previously after filing reports which colleagues say antagonized the Syrians, survived the attack but subsequently left Beirut.

Others have followed. The BBC pulled correspondent Tim Llewellyn and part-time correspondent James Muir out of Beirut after death threats against them were conveyed to the British embassy by a diplomat stationed in Syria.

The French newspaper *Figaro* also ordered out its correspondent, Jorg Stocklin, and several other Western and Arab journalists fled after receiving threats.

"Once Bernd was shot, everybody knew they could get it, too," explains a correspondent.

Not surprisingly, the wave of violence

has colored the kind of reporting that is done—and not done—from Lebanon.

Although a few journalists insist they have not been intimidated, most Damascus-related coverage is handled carefully. Inoffensive reports based on official communiques are filed routinely. Stories about corruption in Syria and about the minority Alawite Moslem sect which controls Syria under President Hafez al-Assad are avoided.

One journalist was treading softly in hopes his organization would be allowed to establish a Damascus bureau. Most Western media currently rely on stringers for day-to-day coverage of Syria.

Another talks freely about the compromises he makes. "Do I write something now and maybe get expelled, or hold it until it really matters?" he asks. "If Assad goes, everyone will open up on him with both barrels. Short of that, you husband your information." The result has been a "blackout on what's happening in Syria in the U.S. media and (in) the Western press as a whole," says a Lebanese journalist.

If Beirut-based correspondents prepare an unfavorable report about Syria, they often file it undated, don't sign off or use a London or New York dateline. "It's a question of a real threat," says one. "There's a (Syrian) checkpoint just down the street. They come into our office and ask to see our wire. They know where we are."

Even with camouflage, the Beirut press

corps will only go so far in covering events in Syria and Lebanon. One journalist comments, "Papers in the United States just don't publish on Lebanon anymore, so why go stick your nose into a fire and get it shot off? If papers want to publish something, we'll risk our neck, but we won't risk our neck for a filler on page three."

Another warns, "If you succumb to (intimidation), you're finished. It just encourages" opponents of a free press.

One way to get the story while minimizing risk is pool reporting, according to a third correspondent. "A reporter wouldn't be out there on a limb all by himself if we all ran a story simultaneously as a night lead," he explains. "We need to put competition aside. Our responsibility to get the story outweighs the need to be first."

Despite the chaotic conditions and antagonistic elements, most journalists have managed to adjust professionally and personally. Like the population as a whole, they exhibit only mild curiosity when Syrian antiaircraft guns fire at Israeli Phantom jets flying reconnaissance missions over Beirut every few days. Mortars explode, machine guns are fired, and cocktail-party conversations go on with barely a pause.

Yet the Beirut beat is a strain, and "it gets to some of us," one correspondent says. "The constant boom, bang, boom."

It shows.

It shows in the one-too-many drinks downed nightly at the Commodore Hotel bar as journalists speculate about the hottest rumor or discuss the latest item coming in over one of the two wire machines in the lobby.

It shows on the face of the young correspondent, seasoned by covering fighting in Southern Lebanon and elsewhere, who relaxes on the beach but instinctively hugs the sand when automatic weapons fire in the distance, cautioning, "Keep your head down."

"It can be addictive," comments one journalist. "When you get to where you look forward to the perverted pleasure of watching a dogfight or need the sound of mortars to get you high, it's time to get out."

Most don't reach that stage. For them, it is something they live with, constantly and uncomfortably.

Comments one Western reporter, "When I take a cab home at night at 12 o'clock, I look over my shoulder." □

Private groups' involvement urged in communications field

With further cutbacks apparently in store for the U.S. State Department's UNESCO activities, fewer U.S. government resources will be available in the future to deal with international attempts to control the flow of information.

That is the bleak assessment of Joseph P. Rawley, general manager of The High Point (N.C.) Enterprise and ANPA representative on the U.S. National Commission for UNESCO. He was interviewed following the commission's annual meeting in Washington in December.

State Department officials concur with his evaluation, saying more communications organizations—broadcasters, adver-

tisers, and computer hardware and software producers, for example—should be helping to shape the future of communications development around the world.

The State Department once had about 30 officers specializing in UNESCO affairs, according to sources familiar with the situation. That number is now down to four, soon to be reduced to three, they say. Moreover, the U.S. National Commission [presstime, Feb. 1980, p. 17], which serves as a link between the State Department and UNESCO, reportedly faces the possible loss of four of nine job slots.

"Ironically," one observer points out, "at the very time when information and com-

munications issues have ballooned, the number of people available to respond has been cut drastically."

Currently, the department is discussing with other free press nations procedures for appointing representatives to UNESCO's recently created International Program for the Development of Communication [presstime, Dec. 1980, p. 26]. UNESCO has not yet announced a meeting date for the 35-member council that will direct the IPDC.

State Department officials say that while they have always believed private press institutions should work closely with the government in any discussions of press freedom, private efforts are going to be increasingly important in the future.

The department's strategy for winning supporters for the concept of a free flow of information is built around demonstrating that the United States and other Western nations will back projects for communications training and development in the Third World. □

ANPA nominates Miami Herald's Beebe for FIEJ Golden Pen of Freedom award

George Beebe, associate publisher of The Miami Herald and a founder of the World Press Freedom Committee, has been nominated by ANPA for the 1981



George Beebe

Golden Pen of Freedom, an award given annually by FIEJ, the International Federation of Newspaper Publishers.

His nomination was approved by the ANPA Board of Directors Dec. 4 and submitted by Allen H. Neuharth,

chairman of the ANPA Executive Committee and U.S. vice president of FIEJ.

Beebe "often has led pressures which have resulted in releases from imprisonment of journalists," and that "strong comment from the WPFC has helped the U.S. government to take stronger stands and has bolstered similar positions by other governments as well," Neuharth said.

He added that Beebe "has attended, or assured that others have attended, the many UNESCO conferences and seminars conducted worldwide over recent years where our concepts of press freedom are

being challenged."

Beebe, 70, is executive director of the WPFC, immediate past president of the Inter American Press Association and a former president of the Associated Press Managing Editors Association. He was one of several WPFC representatives at last fall's UNESCO General Conference in Belgrade, Yugoslavia [presstime, Dec. 1980, p. 26]. (He plans to retire as the committee's executive director later this year.)

"George has been a tireless, effective fighter for world press freedom for many years," commented Harold Andersen, president of the Omaha (Neb.) World-Herald Co. and chairman of the WPFC.

ANPA in 1980 nominated exiled Argentinian editor Jacobo Timerman for the Golden Pen of Freedom, and FIEJ subsequently named him the recipient [presstime, Feb. 1980, p. 16]. Other recent awardees have included French journalist, resistance hero and founder of FIEJ Claude Bellanger (1979); South African editors Donald Woods and Percy Qoboza, also ANPA nominees (1978); and Irish editor Robert Hugh Lilley (1977).

The FIEJ Executive Committee will choose among several nominees for the 1981 Golden Pen Jan. 26-28 in Vienna, Austria. □

WPFC may sponsor conference on UNESCO; fund drive continues

The World Press Freedom Committee may sponsor a conference later this year to discuss what course U.S. media and other private institutions should take to prevent UNESCO from exercising further control over information flow and communications development.

"We want to explore the whole issue and see where we should go in the future," explained WPFC Chairman Harold Andersen, president of the Omaha (Neb.) World-Herald Co.

The committee also hopes to meet with the new secretary of state as soon as possible, and it plans to request congressional hearings on UNESCO early this year.

Meanwhile, Executive Director George Beebe has reported that the WPFC is conducting another drive to raise funds for development projects in Third World countries. He said the group hopes to match previous efforts, which have netted more than \$600,000. Tax-deductible contributions may be sent to the WPFC at 1 Herald Plaza, Miami, Fla. 33101. □

state and local

Iowa TV station sues to recover film seized in search warrant

A Dubuque, Iowa, television station has filed suit to recover two video tapes seized with a search warrant by county law enforcement officials Nov. 25.

The action followed enactment of a new federal law virtually barring the use of search warrants to obtain information from the news media which was implemented on the federal level Jan. 1, but which does not take effect on the local level until next October [*presstime*, Nov. 1980, p. 10].

Iowa District Court Judge Alan Pearson was expected to announce in late December a decision on station KDUB-TV's motion to recover the tapes. Pearson also is the judge who signed the search warrant.

The case stems from a brawl Nov. 22 at a wedding reception held at a building next to KDUB-TV. At its height, about 200 persons were involved in the melee, which resulted in the hospitalization of three police officers and two guests.

The station taped the disturbance, and footage was used on news broadcasts that day and the next. On Nov. 24, law enforcement officials asked to look at the video tapes.

"We responded that we'd show them the video tapes that were broadcast," said station manager Chuck G. Cyberski. "They came up, and we showed them those tapes maybe a dozen times. They inquired about the original video tapes and whether they would be able to see them, to which we responded no."

The station was "expecting the possibility" of being served with a subpoena for the tapes. But the next day, Cyberski recalled, "we were served with a search warrant that named the two unedited (tape) cassettes to be seized."

After conferring with station attorneys and Herbert Strentz, dean of Drake University's School of Journalism and executive secretary of the Iowa Freedom of Information Council, Cyberski said the station turned over the tapes "rather than face a search of the entire newsroom, which would have been the alternative."

Assistant County Attorney Fred H. McCaw said the tapes were sought be-

cause "they are the best evidence available" for use in the investigation of the disturbance. He said a warrant rather than a subpoena was used to obtain the tapes "to make sure (they were) going to be protected from alteration, destruction and loss."

The station manager said the action "was an abuse of power that disregarded the intent of Congress that was very clearly expressed" in the law just enacted, and it ran counter to "privileges of the press" recognized by the Iowa Supreme Court.

But even under the new anti-search law, Cyberski noted, "your protection is subject to the sensitivity of law officials to that law. I think the county attorney and the judge have showed themselves to be rather insensitive to the rights of the press in this regard." □

Idaho Statesman asks daily contempt fine be stopped, with \$17,000 already paid

The Idaho Statesman of Boise, having already paid \$17,000 in fines on behalf of one of its reporters who refused to divulge confidential information, has asked the judge who imposed the \$500-a-day contempt penalty to discontinue it.

Fourth District Magistrate Karen Vehlow, who levied the fine on reporter Ellen Marks in October [*presstime*, Nov. 1980, p. 15], had not decided at press time whether to lift the penalty.

Marks has declined to disclose where she interviewed a woman who refuses to return custody of her child to her former husband. The reporter, who spent seven hours in jail because of her stand, also has refused to identify two other persons present at the interview.

The Idaho Supreme Court Nov. 26 denied Marks' request for a stay of the fine.

The newspaper's attorney, Robert L. Bilow, said the newspaper is considering taking the case to the U.S. Supreme Court but will wait until the Idaho Supreme Court's final decision on a pending request for writ of review in the case. Bilow said the



Battle Creek (Mich.) Enquirer and News police reporter Stan Kaufman pays a Battle Creek Police Department clerk \$52.98 (handling and duplication costs) for 97 police complaint reports his newspaper pried loose via a series of Freedom Of Information Act requests. Police abruptly stopped giving out the reports in November, claiming the step was necessary to avoid invasions of privacy. On Dec. 5, the police issued a "clarification" of the new policy which essentially allows the newspaper access to materials previously available, Managing Editor Dan Martin said.

newspaper would be seeking return of the money it paid in fines and would argue that a reporter should not be held in contempt for refusing to divulge confidential information "until the court has held a separate hearing to determine whether the information sought is relevant or can be obtained from another source." □

Pa. 'Sunshine Act' intact; bill to be reintroduced

The Pennsylvania Legislature has left intact the state's 1974 "Sunshine Act."

It did so by adjourning in November before the Senate could act on a House-passed bill to strengthen open-meeting requirements while adding some restrictions on the press—including a requirement that corrections and retractions appear with the same prominence as the original story [*presstime*, Nov. 1980, p. 15].

Ray Jones, general manager of the Pennsylvania Newspaper Publishers Association, said the bill is expected to be reintroduced when the 1981 session convenes this month. □

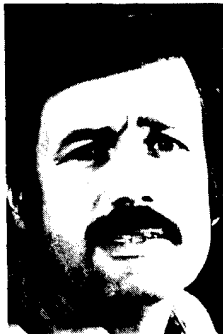
Information could be demarcation of future for 'haves,' 'have-nots'

By George P. Kennedy

"A popular government without popular information or the means of acquiring it is but a prologue to a farce or a tragedy, or perhaps both."

—James Madison in a letter to a friend, Aug. 4, 1822

Technological change has always shaped the form and influenced the substance of journalism. Now on the horizon or just over it is a revolution in the technology of spreading the news that has the potential for affecting Americans' lives and society at least as much as did the arrival of television.



George P. Kennedy

Some of the changes will be indisputably positive, providing a greater diversity of information, raising the quality of entertainment available on the television screen, giving individuals more control over what they can see and read.

But there is another, an ominous, potential as well, one that so far has been little discussed and seems to be little considered by those who are leading the revolution.

Every advance in technology so far has had the effect of increasing the speed and broadening the reach of the news. For five centuries, ever-increasing numbers of people throughout Western society have been exposed, with ever-increasing speed, to reports of public affairs. James Madison was neither the first nor the last to note the importance of an informed public to the health of a democratic government.

In the United States, at least, increases in speed and coverage have been accompanied by an increasing homogeneity in both content and packaging of news. This is true of newspapers, most of which get the bulk of their information from one of two primary wire services. It is true of the news magazines, which commonly feature even the same cover subjects. It is true, most significantly, of the three commercial television networks, which have taken over the newspapers' old role as society's town criers.

The result is that the shopkeeper in Seattle who watches NBC and reads the AP's account of world events in the Post-Intelligencer gets much the same ration of information as does the tea-

cher in Memphis who watches CBS and reads the UPI version of the news in The Commercial Appeal.

Social critics have built careers on the bemoaning of this virtually inescapable sameness. Regional distinctions, even regional accents, are disappearing, they complain. The inexorable pressure in mass communication is toward the lowest common denominator, in news as in entertainment. The information consumer is at the mercy of the network executive and the newspaper editor, who choose not only what we will see and read but when we can see and read it.

The forces set loose by the looming technological revolution threaten to diminish significantly the shared body of information and limit journalism's role as agenda-setter for society.

Less often noted is another effect: However bland, however superficial our daily diet of news, vast numbers of Americans wind up knowing pretty much the same things about pretty much the same issues and events. This is part of the agenda-setting function of journalism. It operates to assure that, sooner or later, most of society's important questions get called to the attention of a great many of society's members. Shared information does not, obviously, always lead to shared opinion, but it does lead, more often than not, to agreement at least on the terms of the argument. That kind of agreement is an absolute prerequisite to successful self-government.

The forces set loose by the looming technological revolution threaten to diminish significantly this shared body of information and limit journalism's role as agenda-setter for society.

A study published earlier this year by the University of Missouri School of Journalism suggests that we will see, by the end of the century if not by the end of the decade:

- A fragmentation of television audiences that will cut deeply into the revenues and power of the networks
- Major changes in content and distribution systems of newspapers
- Introduction of individualized, multi-media, information packages for which the consumer will pay a greater share and the advertiser a lesser share of the costs.

The study quoted experts predicting a decline in network television audiences from 10 to 50 percent by 1990. This does not mean that Americans will be spending less time in front of their TV sets. It does mean that our choices of what to watch (or do) with those sets, already increasing, will multiply. One major competitor to the networks will be cable, which already is showing signs of breaking the restraints imposed by technology, economics and

Kennedy is on the faculty of the University of Missouri School of Journalism. He was a co-author of "Communications 1990," the school's report on the future of the communications industry. A former newspaper reporter and editor, he is a member of the ANPA Editorial Advisory Committee.

essay

regulation that have impeded its growth. Video discs and video recorders also increase the viewer's ability to see what he wants to see rather than just what Fred Silverman wants him to see.

Loss of audience means loss of money. It may not mean loss of network news; executives of the networks told the Missouri researchers that news will be an increasingly important part of their competitive efforts. But the changes surely will mean a loss of viewers for at least the kind of prepackaged, once-a-day, multiple-information tablet Uncle Walter has been feeding us.

Result: a shrinking of our pool of shared information.

Newspapers, which for the most part now set the news agenda for television as well as for their own readers, already are tailoring editions to the assumed desires of specific groups of readers and advertisers. It won't be long before computers in press rooms and mail rooms will permit much more sophisticated zoning by demographics. When that happens, my newspaper may not have much in common with my next-door neighbor's, either in news content or advertising. It is less certain that an edition will be tailored to the reader lacking the "up-scale" demographic qualities the advertisers will want to reach.

Result: further shrinking of our pool of shared information.

The greatest promise—or threat—arises from the new medium of home-information retrieval. The most sophisticated form, viewdata, is being tested by Knight-Ridder Newspapers in Coral Gables, Fla. This interactive system, fed over the telephone lines, allows consumers to choose from a bank of information and advertising including constantly updated news of the neighborhood and the world, the contents of an encyclopedia, entertainment guides, games, classified advertisements and much more. Participants in the experiment can, without leaving their living rooms, buy airline or theater tickets, shop the Sears catalog and even order groceries for curbside pickup.

"I'm impatient with the argument that newspapers don't have anything to fear from this," Knight-Ridder Vice President James Batten told the Missouri researchers. "Newspapers do."

The public may, too, if viewdata or another system robs the newspapers of their lucrative classified advertising. Loss of that 30 percent of advertising revenue, plus loss of subscribers whose information needs are met electronically, could accelerate the already declining market penetration of most metro papers. That, in turn, could well force big retail and grocery advertisers to seek other ways to reach potential customers.

Result: even greater shrinkage of the shared information pool.

One other change seems likely: a change in the way we pay for our information. Advertising now pays all the direct cost of broadcasting, most of the cost of newspapers. Already there are signs that some of the burden is being shifted. Many supplemental cable services cost extra. That trend will continue. Video discs and recorders are not cheap. Newspaper circulation prices are up sharply and will go up a great deal more. Many on the business side are talking of variable pricing for individualized editions. The more you get, the more you pay. If advertising revenue shrinks, that possibility will become a certainty. Nobody knows yet how home-information retrieval systems will be financed. At least part, and maybe most, of the cost is likely to be levied directly on the consumer.

Many people, therefore, stand to be priced out of the informa-

tion market in the not-too-distant future. They would be closed out not only from the new medium and the additions to cable options but quite possibly from now-available sources as well. If it occurs, the loss could be even greater to society as a whole than to the individuals who bear it directly.

This technological revolution, then, differs from all its predecessors in an important and dangerous way. It has the potential of reducing rather than increasing the commonality of Americans' information. As it permits each of us to immerse himself or herself in some special interest, so it will allow each of us to avoid exposure to less attractive issues and events. A person without a burning interest in foreign affairs, for instance, will be able to pick the viewdata categories, the special segments on a cable channel, the customized newspaper that will tell him little or nothing about foreign affairs.

When he has to watch the same CBS News that 20 million others see, or read the same newspaper his neighbor gets, he is at least exposed to important stories he may not seek out on his own in the coming information smorgasbord.

By the end of this century, the affluent and well-educated may be even better-informed than now, while the poorer or more passive information consumers may have lost some or all of what they now get . . .

A result of all this could be a return to something like the information-segregated society that existed before the rise of the omnipresent mass media. There would be a significant difference in the segmentation of the future, though. The new dividing lines would not be geographic, as the old ones were. They would be along the lines of economic standing, social class, special interest, race.

By the end of this century, the affluent and well-educated may be even better-informed than now, while the poorer or more passive information consumers may have lost some or all of what they now get, either because—as with network TV news—it would no longer be offered free, or because—as with the newspaper—its cost would have escalated beyond their reach.

That would be a threat to our national security more serious than anything an outside enemy is likely to muster. The combination of competitive urges and our zest for the new could succeed in producing exactly the kind of information elite Mr. Madison warned against nearly 200 years ago. It would be, in the year 2000, as it would have been in 1800: a prelude to farce or tragedy, or perhaps both.

History demonstrates that innovation cannot be stifled. It should not be. It should, however, be examined and thought out before it overtakes us. □

Frank Savino**His standard is to lure more ads to papers**

By Margaret Genovese
presstime staff writer

They say it takes a dynamic individual to make a name for himself in advertising and marketing. In Bergen County, N.J., his name is Frank J. Savino.

In advertising circles, Savino has been well-known for a number of years. He moved up the ladder of the International Newspaper Advertising Executives, serving as the organization's president for a one-year term ending this month.

But now that ANPA has sanctioned a program that has the potential of attracting many more national advertising dollars to newspapers, people in all segments of the business are hearing Savino's name, along with those of others on the committee that developed it.

Endorsement of the Standard Advertising Unit system "made my year," he says. It allows him to realize a goal he had set to work toward but "honestly" never thought would be realized while he was head of INAE.

For many years, national and retail advertisers had groused, "Gee whiz, newspapers are tough to buy" because of numerous diverse formats. Savino's stock response was that any solution would have to come from publishers and not advertising or marketing directors.

Before taking office last January, Savino wrote ANPA's top two officers of the time, Allen H. Neuharth and the late Len H. Small, about the format problem and his desire to see something done about it. "Both responded very positively," he recalls.

After Small's death in an automobile accident in March, Savino also discussed the format problem with incoming ANPA Chairman and President Katharine Graham at the ANPA Convention in April.

Subsequently, when ANPA formed an industry-wide working committee to develop a program of standard ad units, Savino was tapped for membership.

Involved with newspaper advertising for the past 28 years—26 of them at The Record in Hackensack, N.J. (evening, circulation 148,143), where he now is vice president/marketing—Savino got into the field, appropriately, by answering a want ad in a newspaper.

Fresh out of St. Peter's College in Jersey City, where he had earned his tuition with his own photography business—"weddings, wakes, what-have-you"—Savino began working in 1952 at The Dispatch in Union City, N.J., as a classified advertising salesman. In 1954, he joined the classified sales staff of The Record.

"If I had to do it all over again, I would do it exactly the same way," Savino says of his newspaper career.

But as a young man, he says he had "seriously thought" of becoming a priest. He also had harbored some ambitions to become

a police detective, having gotten a taste of that kind of work as the official police and fire photographer for Fairview, N.J., his car equipped with a flashing red light and siren. He later became a volunteer fireman in Bergen County, and he's still at it, a quarter of a century later.



Frank J. Savino

But he discovered early on that newspapering was his first love. It still is.

A turning point in his career came 10 years ago when, on the recommendation of Malcolm A. Borg, chairman of the board

of the Bergen Evening Record Corp., Savino enrolled in the Harvard Business School's Program for Management Development. "I went up an advertising guy and came back a corporate guy," he says. He admits, however, that to spend 14 weeks as a college student at 40 years of age was a "bit of a trauma." He has since served as chairman of the PMD membership committee at the Harvard Business School Club of Greater New York.

Borg calls Savino "an absolutely irrepressible optimist" and says his "whole philosophy of finding the good in every situation bespeaks of his marketing philosophy as well. If there is a way he can try to create a better vehicle for an advertiser, he will do it."

In Savino's view, advertising is "the backbone of the newspaper. It's what keeps a free press free." At The Record, he reports, advertising accounts for 80 percent of gross revenues. "Newspapers can't exist on circulation alone or news alone," he notes, adding that research shows as many people buy the newspaper for its advertising as for its editorial content.

Savino has seen many changes in newspaper advertising during his career. He says, for example, that Record advertising sales personnel no longer are looked upon as space sellers, but as "purveyors of ideas" with the "ability to counsel and work with advertisers so they get the most out of the money they spend." He also says newspaper marketing has taken on a "new meaning," as "old walls" between departments have "come tumbling down."

"Circulation, unfortunately once overlooked by many publishers, is now an important part of the total marketing scene," he continues. The Record recognized this and in 1976 added it along with research and promotion to his growing list of responsibilities.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, cites Savino's boundless enthusiasm and says he "exudes a liking for people to which people respond."

His enthusiasm extends beyond newspapers and into the community where he has been chairman of the Bergen County Cultural Arts Commission. Savino and his wife live in Emerson, N.J. They have three children. □

Fellowships offer chance to 'retool'

By Elise Burroughs
presstime staff writer

Despite Ben Johnson's dictum, "He that was taught only by himself had a fool for a master," career advancement in journalism traditionally has been viewed as an on-the-job, learn-by-doing experience. Developing that much-vaunted "nose for news" was once believed to be the only training a good reporter ever needed.

Beginning with Harvard's Nieman Fellowship program in 1938, however, the idea of mid-career educational "retooling" has become more and more accepted in journalistic circles. Today, there is a wide variety of grants and fellowships available for the writer or editor who feels he or she is getting "stale," or who feels the need to learn more about a special field.

Some programs can be applied to study at a local university or college; others send recipients around the world to learn; a few give the opportunity to rub elbows with the high and mighty; and a small number offer the freedom to explore almost anything under the sun.

Following is a summary of many such programs:

- The **Nieman Foundation for Journalism** offers 12 journalists from the United States nine months of study at Harvard University each year.

Applicants must be working journalists with at least three years' experience with newspapers, broadcast companies, general-interest magazines or news services. The Nieman Foundation also coordinates fellowships for six foreign journalists each year, but those participants are funded separately from a variety of sources.

Recipients are free to study in all schools and departments of the university. They also meet with distinguished figures from journalism, public service, the arts, business and universities to discuss contemporary issues.

The fellowship covers academic costs and a few other fees, but participants or their employers must pay living expenses during the leave of absence.

Tenney Lehman, executive director of

the foundation, says the program usually attracts more than 100 "extremely well-qualified" applicants.

The deadline for applications is Feb. 1 for the academic year beginning in September. For more information, write the Nieman Foundation, 1 Francis Ave., Cambridge, Mass. 02138.

- The **National Endowment for the Humanities** offers about 24 fellowships to study for nine months at either the University of Michigan or Stanford University.

The grants include an \$18,000 stipend as well as tuition and a book allowance. Applicants must be either U.S. citizens or residents of the United States for five years, and they must have at least five years' experience with newspapers, news magazines, wire services, radio or TV news, film or television documentaries, photojournalism or criticism.

Deadline is March 1; write the National Endowment for the Humanities Fellowships for Journalists at 3564 LSA Building, University of Michigan, Ann Arbor, Mich. 48109; or at C-14 Cypress Hall, Stanford, Calif. 94305.

- Since the **White House Fellowship** program began in 1965, journalists as well as lawyers, physicians, academics, business managers, engineers, career military officers, farmers, musicians, police officers and former state legislators have been offered "firsthand experience in the process of governing the nation and a sense of personal involvement in the leadership of society."

In evaluating the 1,500 candidates who apply each year, the selection commission looks for "high levels of achievement in one's chosen career or profession, a demonstrated leadership capability, an assemblage of skills that would make one a good special assistant in the short run and a national leader in the long run, and substantial indications of a commitment to service to others in the community in which one has lived."

Beginning each September, 14 to 20 White House Fellows work for a year as special assistants in cabinet-level agencies, in the Executive Office of the Presi-

dent and with the staff of the vice president. They also participate in wide-ranging educational discussions with top government officials. The positions carry government salaries of up to \$43,554.

Deadline is Dec. 1; write the President's Commission on White House Fellowships, P.O. Box 7737, Washington, D.C. 20044.

- Journalists also are eligible for five **Congressional Fellowships**, a nine-month program that begins each November.

After a one-month orientation, fellows spend four months working with a House member and four months with a senator.

The program is open to U.S. citizens who have graduated from college and who have between two and 10 years of experience in newspaper, magazine, radio or TV work. A stipend of \$12,000 is given for the fellowship period, and employers are encouraged to make up any difference between that and a participant's salary. The program for 1981 had about 80 applicants.

Deadline is Dec. 1; write the Congressional Fellowship Program, The American Political Science Association, 1527 New Hampshire Ave., NW, Washington, D.C. 20036.

- Working journalists from the print media who have some special project they wish to research or investigate are eligible for **Alicia Patterson Foundation Fellowships**.

Established in 1965 in memory of the former editor and publisher of Newsday, the program awards three to six annual fellowships of about \$18,000 each.

The grants are used for research, living and travel expenses during the fellowship period. Recipients may investigate whatever they wish; the only stipulation is that they write six articles during their 12-month fellowship for the APF Reporter. More than 100 journalists usually apply.

Applications are to be submitted between June and October to The Alicia Patterson Foundation, 122 East 42nd St., New York, N.Y. 10017.

- Grants for independent investigations are also available from the **Fund for**

Investigative Journalism.

Administering contributions from a variety of sources, the fund since 1969 has helped experienced reporters pursue numerous subjects, including abuses of authority, malfunctioning of public institutions, environmental hazards and organized crime. Most projects have involved print journalists, although some broadcast investigations have been funded as well.

Grants normally vary between \$200 to \$2,000, reports Executive Director Howard Bray. The number of grants awarded varies from year to year.

Applications are accepted year-round; write the Fund for Investigative Journalism, Room 1021, 1346 Connecticut Ave., NW, Washington, D.C. 20036.

- Opportunities for travel to almost anywhere in the world are open through the **Rotary Foundation** scholarships for journalists between the ages of 21 and 28.

Applicants must be at least secondary school graduates with two years of full-time employment as journalists or two years of study in the communications field. About 75 U.S. residents receive the awards each year, allowing them to study for nine months at a university in another country. The fellowships include round-trip travel expenses, tuition, books and a living allowance.

Applications are accepted year-round by Rotary clubs worldwide.

- The **Inter American Press Association** sponsors North American journalists for study abroad as well as bringing journalists from elsewhere in the Western Hemisphere to North America each year. Seven U.S. journalists were awarded

grants for six to nine months of study in 1980.

Applicants should be fluent in either Spanish or Portuguese and have three or more years' experience or at least a journalism degree.

Deadline is Sept. 1; write the Inter American Press Association Scholarship Fund Inc., 2911 NW 39th St., Miami, Fla. 33142.

- The **Council for the International Exchange of Scholars** also sends journalists around the world to lecture or consult at universities through the Fulbright program.

The number and type of awards available depend on the kind of assistance requested by the individual countries involved. In 1980, 52 applications were received for eight positions.

The appointments normally last eight to nine months; during that time the visiting journalist can write free-lance articles, although credentials as a working reporter are not available.

The awards include round-trip travel for the grantee and one dependent and a maintenance allowance for the grantee and family.

Openings usually are announced in March or April, and those interested can apply for specific slots through the summer; write the Council for the International Exchange of Scholars, Suite 300, 11 Dupont Circle NW, Washington, D.C. 20036.

- The **Edward R. Murrow Fellowship** for a current or former U.S. foreign correspondent is given annually for a year of sustained analysis and study of international affairs.

Funded by a grant by CBS, the awardee is given the opportunity to increase his or her professional competence by in-depth

study at the Council on Foreign Relations in New York City. "The fellowship is expected to promote the quality of responsible and discerning journalism that characterized the work of the late Edward R. Murrow during his life," according to the council.

Deadline is April 1; write the Council on Foreign Relations, 58 East 68th St., New York, N.Y. 10021.

- The **Journalists in Europe** program, which is partially funded by the European Common Market, is open to journalists aged 25-35 who speak English and French and who have worked at least four years for a newspaper, news service, magazine or broadcast station [**presstime**, Feb. 1980, p. 18].

Participants live in Paris from October to June and research and write about European problems and current events. Their articles are published in a magazine in English, French or German.

The enrollment fee is 40,000 francs, or about \$9,000 at current exchange rates, which covers instruction, lecturers, books, research and travel to gather information. Travel costs to and from Europe and living expenses also are the responsibility of those enrolled or their employers. However, some scholarships are available.

Deadline is Feb. 1; write Journalists in Europe, 33, rue du Louvre, F75002 Paris, France.

- Six **Gannett Fellowships** are awarded each year to journalists or recent journalism school graduates who then spend a year following an individually tailored course of study among 400 undergraduate and graduate courses at the University of Hawaii.

The fellowships were created in 1974 to "provide a mid-career opportunity for professional American journalists to broaden their understanding of Asian culture," says Calvin Mayne of the Gannett Foundation.

In addition to the courses and special seminars, the program includes a short trip to an Asian country. The fellowships provide travel costs, tuition and fees, and \$14,500 for living costs.

Deadline is March 1; write the Gannett Fellowship Committee, Asian Studies Program, Moore Hall 315, 1890 East-West Road, University of Hawaii, Honolulu, Hawaii 96822.

- In another program for study in Ha-

APME committee reports available

Many of the committee reports released during the Associated Press Managing Editors Association's recent convention are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.

Those reports are:

- "Minorities and the Press"
- "Writing and Editing"
- "Electronic Publishing: The Newspaper of the Future?"

- "Cable TV: Threat or Opportunity?"
- "Research"
- "The Changing Newspaper"
- "An AP Sports Committee Report"
- "How the AP Covers Sports—State by State"
- "Freedom of Information Committee Report"
- "A Close Look at Economic News"
- "Professional Standards"

news-editorial

waii, between eight and 10 **Jefferson Fellowships** are awarded each year to journalists from Asia, the Pacific Islands and the United States.

Recipients study and conduct research for four months at the Communication Institute of the East-West Center in Honolulu. The fellowship includes a stipend of about \$2,000, but no assistance is offered for dependents, and awardees must take a leave of absence from their jobs.

Deadline is May 15; write the Jefferson Fellow Coordinator, Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848.

- Each year since 1976, the **Ford Foundation** has offered five professional journalists the opportunity to attend Yale Law School for a year and to earn a master of studies in law [*presstime*, May 1980, p. 23].

The fellowships cover tuition and fees. Associate Dean James W. Zirkle says the program seeks "good journalists" who want to learn about law but who do not want to go through law school. He says the program usually has about 30 candidates annually.

Deadline is Feb. 1; write the Yale Law School, 127 Wall St., New Haven, Conn. 06520.

- Reporters interested in learning more about business and economics are eligible for the 10 **Walter Bagehot Fellowships** awarded each year at the Columbia University Graduate School of Journalism.

Full-time editorial employees of newspapers, magazines, wire services and broadcast stations with at least four years' experience are eligible, although under certain circumstances, free-lancers also are admitted. Journalistic excellence and the intention to report on matters involving business and economics are the chief criteria for admission.

Fellows can choose among courses offered at Columbia's graduate schools; they also participate in weekly seminars and periodic dinners with distinguished guests. The fellowship includes full tuition and a stipend of \$14,000 for the academic year.

Participants usually receive a leave of absence from their employers and a portion of their salary to supplement the stipend.

Deadline is the first week in April; write Chris Welles, Director, The Bagehot Fellowship, Graduate School of Journalism, Columbia University, New York, N.Y. 10027.

- **Herbert J. Davenport Fellowships** for four weeks of summer classes at the University of Missouri School of Journalism and the Department of Economics are given each year to 15 experienced editors, reporters and broadcasters who cover the business field.

Aside from fundamentals—such as how to read a financial statement—and economic theory, participants spend a day at the Federal Reserve Bank in St. Louis and participate in a retreat with distinguished editors and corporate executives.

Applicants must be nominated by their employers. The grants cover tuition, room, board, travel expenses and a \$200 stipend.

Deadline is March 31; write the Business Journalism Program, School of Journalism, University of Missouri, Columbia, Mo. 65211.

- The **Carnegie-Mellon University Fellowships for Experienced Journalists and Editors** offer North American journalists with at least eight to 10 years' experience the chance to sit in on a nine-week mid-career program of courses and discussions for senior corporate executives.

The annual program, which usually runs from late February through late April, includes intensive study in strategic planning and decision making. The grant covers expenses and tuition for the course.

Participants must be sponsored by their

employers.

Applications are accepted year-round; write Bernard P. Goldsmith, Carnegie-Mellon University, CMU Box 10, Pittsburgh, Pa. 15213.

- In still another business-oriented program, the American Bankers Association awards two **Hughes Fellowships** each year.

They cover tuition, travel and living expenses, and honoraria for attending a two-week seminar in June at the Stonier Graduate School of Banking, Rutgers University, New Brunswick, N.J. Instruction includes classes in bank management and operations, and a seminar in which participants play the role of bank executive.

Applicants should be U.S. residents with a minimum of three years' experience in financial writing or broadcasting.

Deadline is March 15; write Janell Bauer, Programs Assistant, The Stonier Graduate School of Banking, The American Bankers Association, 1120 Connecticut Ave., NW, Washington, D.C. 20036.

- The **Nate Hasetline Fellowships**, sponsored primarily by the American Medical Association, offer journalists a chance to study science writing at a college or university.

Six such fellowships, ranging from \$500 to \$1,500 each, were awarded for the current academic year by the Council for the Advancement of Science Writing. Preference is given to journalists with two years' experience.

Deadline is June 1; write William J. Cromie, 618 North Elmwood, Oak Park, Ill. 60302. □

SNPA's Stinnett named to ASNE position

Lee H. Stinnett, a former newspaper reporter who most recently served as associate director of the Southern Newspaper Publishers Association and the SNPA Foundation, has been named assistant project director of the American Society of Newspaper Editors.

The announcement was made following a Boston meeting of the ASNE Board.

Stinnett, 41, will locate this month at what will become the permanent ASNE headquarters at The Newspaper Center, Reston, Va.

A native of Madisonville, Ky., he holds bachelor's and master's degrees in Eng-

lish from the University of Kentucky. Stinnett was a reporter for The Times-Picayune in New Orleans from 1963-64 and The Charlotte (N.C.) News from 1965-66. He was development writer and university editor at Emory University in Atlanta before joining SNPA in 1970.

ASNE has two other offices, that of Executive Director Gene Giancarlo at the ANPA Research Institute, Easton, Pa., and that of Project Director C.A. "Pete" McKnight at the Knight Publishing Co. building in Charlotte, N.C. ASNE plans eventually to relocate all operations to Reston [*presstime*, Aug. 1980, p. 24]. □

Report highlights surveys done by large, small papers

Details about research conducted by both large and small newspapers are provided in a new, three-part ANPA News Research Report.

Kristin McGrath, research director of the Minneapolis Star and Tribune Co., writes that her company in 1976 stepped up its readership program to keep pace with increasing information needs of editors.

Since then, more than 80 surveys involving 16,000 interviews have been completed. They have produced information on a variety of topics, including readers' content preferences and their attitudes toward the newspaper as a whole.

McGrath says the research shows that "positive attitudes about aspects of the newspaper reinforce the propensity to read regularly and, conversely, negative ones weaken it. Additionally, the more regularly a person reads the newspaper, the more likely he or she is to develop positive attitudes about it."

The second part of Report No. 29 examines how Ottaway Newspapers Inc. conducted 11 "do-it-yourself" surveys in 1976-77, assisted by Syracuse University.

The research was planned and executed by Paula Poindexter, then a Syracuse graduate student and now a member of the University of Georgia School of Journalism faculty, under the direction of Ottaway Vice President Robert Van Fleet.

They report that the \$90,000 project netted "immediately applicable information" about audience characteristics.

In the third segment, another former Syracuse graduate student, Robin Cobbey, analyzed the Ottaway data and concluded that two factors had the most influence on reader satisfaction: accuracy of content and balance of good and bad news.

Cobbey now is a news research staff member of Knight-Ridder Newspapers Inc.

Copies of the report have been distributed. Additional copies are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va. □

NAB readership survey rates general news section highest

Sixty-two percent of adult daily newspaper readers look at every page each day, and more than nine in 10 read the general news section daily.

These are among the key findings of a recent research project conducted for the Newspaper Advertising Bureau by the Simmons Market Research Bureau.

The report was based on information obtained in personal interviews with more than 15,000 adults nationwide. Those who identified themselves as daily newspaper readers were asked which parts of the paper they read regularly. Among 10 content categories, the general news section scored the highest—94 percent.

Regular readership of the other nine categories was reported as:

- Sports news, radio/TV listings, entertainment information and editorial sections (each 81 percent)
- Comics (79 percent)
- Classified ads (78 percent)
- Food and cooking sections (77 percent)
- Home-improvement/furnishings pages (76 percent)
- Business pages (75 percent).

The study also found that readership was consistently higher for adults 35 and over than for younger age groups, especially for home-improvement, food and business information. But readership of the

other categories varied no more than 11 percentage points across all age categories.

The study found households with annual incomes of more than \$25,000 had the highest readership of business (80 percent), editorial (83 percent) entertainment (83 percent) and sports sections (84 percent). Households with incomes of \$10,000-\$14,999, however, had highest readership of classified ads (80 percent), comics (81 percent), and home-improvement sections (78 percent.) Households with incomes of less than \$10,000 had highest readership of food sections and radio/TV listings (80 percent). But the variations among income levels were less than seven percentage points for the 10 categories.

Readership differences between the employed and unemployed varied less than 9 percentage points. Women who were not employed or who worked part-time had higher readership than women who held full-time jobs, although differences among the categories were less than 6 percentage points.

Copies of the 20-page report, "The Readership of Newspaper Pages and Sections: Demographic Breakdowns," can be ordered for \$1.50 each from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017. □

Readership project planned in U.K.

What might be called the American newspaper lament—static circulation, decreasing penetration and fewer regular readers—was sounded in a British accent across the Atlantic last year.

In response, the Newspaper Society (roughly the British equivalent of ANPA) started planning a United Kingdom version of the Newspaper Readership Project. It has been dubbed a "coordinated programme for the development of the newspaper."

According to a report by J.G.S. Linacre, chairman of the society's Newspaper

Sales Committee, circulation for British evening newspapers with more than 100,000 circulation fell 19.2 percent between 1969 and 1979. And studies have shown that the reading habits of many Britons have changed in recent years in ways that do not bode well for newspapers.

To investigate ways to reverse such trends, the society set up subcommittees on research and development, sales and promotions, training, and systems and equipment. Their initial recommendations are expected to be delivered to the society's council this month. □

presstime

The Journal of the American Newspaper Publishers Association

Index 2

January 1981

index 2

**subject index covering
nine editions from
April through
December 1980**

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education

New Foundation materials help students study the community

By Robb Deigh

ANPA Foundation has published a 178-page set of camera-ready materials comprising activities to enable students in grades 7-12 to study their community through the use of the newspaper.

The materials are offered to newspapers to print as a manual or as a set of cards for student use. Space for the newspaper's nameplate is provided on the cover.

Linda Skover, manager of educational services for the Foundation, said, "We hope many newspapers will take advantage of this kit for their Newspaper in Education programs."

Deigh is publications specialist for ANPA Foundation.

NIE Conference to include session on new technology

ANPA Foundation's 1981 Newspaper in Education Conference—"Newspapers in Education: Newspapers in Evolution"—will be April 1-3 at Monteleone Hotel in New Orleans.

The annual conference [presstime, May, 1980, p. 42] gives NIE professionals an opportunity to exchange ideas and to attend a number of "focus sessions" conducted by NIE managers, educators and educational consultants.

The focus sessions will include discussions of future newspaper technology, public-speaking techniques, NIE funding, marketing, setting up NIE programs, and organizing state and regional NIE groups.

Registration fee is \$180 (\$200 after Feb. 25) for employees of newspapers and educational organizations, and \$280 for representatives of commercial firms which provide NIE materials and/or services.

For more information, contact Linda Skover, manager/educational services for the Foundation, at The Newspaper Center, Reston, Va. □

"Our Living Community" was written by Dr. John Guenther, professor of curriculum and instruction at the University of Kansas. It contains more than 150 activities as well as instructions and forms with which students can chart their progress. Activities are based on social, political and economic issues.

According to Edward F. DeRoche, dean of the school of education at the University of San Diego, "This packet, with its carefully designed concepts, skills and activities, will become a major resource in social-studies classrooms across this country."

"If there ever was a basic skill," DeRoche added, "it belongs to informed citizens who learn to make personal and social decisions based on knowledge rather than emotion. . . . 'Our Living Community' is the kind of educational resource all social-studies teachers have been looking for."

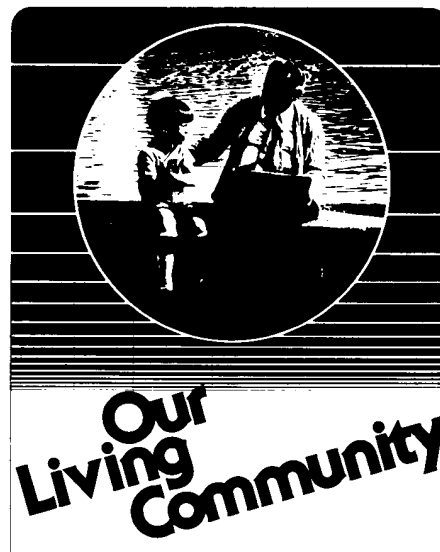
In order to complete the exercises, students are required to use news articles, sports stories, editorials, cartoons, horoscopes, personal columns and many other features of the newspaper. Each activity page has two exercises. The pages can be

5 school papers win Pacemaker Awards for excellence in content and appearance

Five high school newspapers have been named winners of the annual Pacemaker Awards jointly sponsored by ANPA Foundation and the National Scholastic Press Association.

They are:

- The Senator, Borah High School, Boise, Idaho
- The Statesman, Woodrow Wilson High School, Portland, Ore.
- The Torch, J.F. Kennedy High School, Bloomington, Minn.
- Bear Facts, Bear Creek High School, Lakewood, Colo.
- U-High Midway, University High



printed on heavier stock and cut to form a card set for easy reference.

Exercises are designed to make students think for themselves. For example, an activity called "In Case You Missed It" asks students to write a mock weekly column of community news for those who may not have read the newspaper. "Write the column in any style you wish. You may want to include comments on what you believe was the most interesting story, the biggest blunder or the most humorous incident," the activity states.

"Our Living Community" can be ordered from ANPA Foundation at The Newspaper Center, Reston, Va., for \$35 per copy. □

School, Chicago.

"It is heartening to see the excellent quality of work these young men and women have put into their high school newspapers and to know that those who choose newspapers as a profession will bring this excellence with them later in their lives," said Alvah H. Chapman Jr. of Knight-Ridder Newspapers Inc., chairman and president of ANPA Foundation.

In Pacemaker competition, entries are judged for best overall content and appearance.

Judge for the 1980 contest was Gregory Favre, managing editor of the Chicago Sun-Times. □

Newspapers carry tips to parents

Children can learn with TV

By Kathleen Hunt Baird
presstime special writer

One of the chief reasons Johnny can't read is because of television. Right? Everybody says it. Television is destroying youngsters' ability to read.

Well, Dr. Rosemary Lee Potter, sixth grade teacher and reading specialist at Harbor Middle School in Miami, has a better idea. She uses television to *teach* reading. And with an assist from newspapers, she thinks her idea can work for parents interested in improving their children's reading skills.



Rosemary Potter

Potter writes a weekly column—now being carried by three big-city dailies—in which she outlines how parents can use commercial television to help children:

- Develop reading, vocabulary, listen-

ing and speaking skills

- Sharpen powers of observation and recall
- Learn to categorize data, scan material and take notes
- Discern cause and effect, fact and fiction
- Clarify values and deepen understanding of human nature.

"Many learners are visual learners in the first place," asserts Potter, who says she is among perhaps 15 to 20 people heavily involved in the television-as-teacher field. "It isn't as odd as it seems that we're moving beyond a 'Gutenberg only' approach. But the bottom line is words. After all, there's nothing on TV that doesn't begin as words."

Potter's interest in the field goes back a decade, to the time she was working on her doctorate in elementary education and English at the University of Miami. Since that time, she has written extensively on the subject (books as well as magazine articles and newspaper columns) and developed a resource kit for teachers. Currently, she is engaged in a new book project

based on those columns.

Potter's debut in the newspaper arena was a mere two and a half years ago when she started her column, "Making the Most of TV." She sold it first to the St. Petersburg (Fla.) Times, which continues to run it in the TV-log supplement. The Plain Dealer of Cleveland and The Seattle Times have since bought it.

In it, Potter offers hints about how to watch television—and about what to avoid. She also encourages parents to discuss programs with their children, drawing out opinions and correcting misinterpretations.

A consultant for the National Council for Children and Television, Potter says she hopes parents will learn about their children as children learn skills during television viewing.

In a recent column, she wrote, "Families can take advantage of award shows as one way to talk about standards—standards for excellence. . . . What makes a program, a record or a film 'good'? Who decides what 'good' is? How about setting some family standards or at least stating what the family considers excellent in everything from food to television. Some parents are surprised to learn that youngsters have some strong opinions on what's good." □

Taking dummy layouts to paste-up stage provides added dimension to editing class

By R. Thomas Berner and
H. Eugene Goodwin

Students in the Penn State University newspaper editing course now get to see what their scribbles on a layout sheet look like when translated into stories, headlines and photographs on a pasted-up page.

This added dimension is the result of a cooperative arrangement between the school of journalism and Penn State's independent student daily newspaper, The Daily Collegian.

The Collegian's production department produces the paste-ups—warts and all—

from dummies students lay out in weekly lab sessions. The simulated newspaper includes AP, UPI and local copy and photos.

The paste-ups are seldom pretty, what with stories that are supposed to fit coming up an inch and a half short (or long), headlines extending into the gutters and captions set the incorrect width or running too deep. The teaching value is worthwhile, though, because students can compare the dummy with the pasted-up result.

All 16 to 18 students in the course take an interest in a pasted-up page even though in a given week it's the product of only three of them—a page editor and two copy editors. They review each pasted-up page, discussing what went right and what went wrong.

Students originated the paste-up idea,

having long wanted to see how their work would look. But it was not until late 1979, when the Collegian needed additional space to house its new Compugraphic system of 16 VDTs, that this became practical. It was agreed that three terminals would be installed in one of the journalism editing labs, to be used by the newspaper at night and by journalism students during the day.

At the end of each class, the instructor decides which page offers the best teaching examples. The Collegian's production department puts the copy into type and provides us with a paste-up for \$18 a page. What we don't have on the page is a bona fide flag, halftones or line shots. To save money, we use red litho knockouts to represent photographs.

The student daily receives no tax money and pays rent for the space it occupies on-campus in a building it shares with the school and the Classics Department. □

Berner and Goodwin are members of the faculty of the Pennsylvania State University School of Journalism.

Journalism scholarship guide available

The Newspaper Fund's 1981 Journalism Career and Scholarship Guide is now available, with listings of \$2.4 million in financial aid for journalism undergraduate and graduate programs.

The 133-page guide, published annually for more than 20 years by the Dow Jones & Co. Inc.-sponsored fund, includes a directory of college and university programs leading to degrees in journalism.

The guide notes which of those programs are accredited by the American Council on Education for Journalism (soon to become known as the Accrediting

Council on Education in Journalism and Mass Communication).

According to the booklet, a survey of colleges offering journalism programs showed that costs rose between 8.1 and 10.3 percent from the 1979-80 academic year to the current one; nine months at a four-year public college averaged \$3,409 while costs at a four-year private college averaged \$6,082.

Single copies are available at no charge, and bulk orders at 50 cents per copy, from The Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540.

Media History Digest begins publication

Media History Digest, a quarterly magazine on the history of newspapers and other media, has begun publication.

Its staff includes history scholars, print and broadcast journalists and others.

The magazine's first issue includes articles on "The First President and the Press," "Editors Who Ran for President," black World War II correspondents and the life of Little Orphan Annie. Other articles are entitled "The King' Remembers: Spotlight on Movie Pioneer Vidor," "Radio's Father Coughlin: A Last Interview," and "American Magazines That Predate the U.S."

The 65-page publication also features a "TV History Trivia" crossword puzzle, book reviews and humorous clippings from 18th century newspapers.

Single copies are \$2 and a one-year subscription is \$8. For more information, contact Media History Digest, P.O. Box 867, William Penn Annex, Philadelphia, Pa. 19105.



Canadian journalism schools' VDT training scored

The Editorial Division Committee of the Canadian Daily Newspaper Publishers Association—after reviewing CDNPA studies of journalism education in Canada—has concluded:

- Money spent on VDT training could better be spent on "more pertinent" courses and/or expanding faculty
- Greater emphasis should be placed on training of copy editors
- Schools and newspapers should de-

velop and/or extend internship programs during the school year in addition to summer employment programs

• Editors and journalism educators should be encouraged to work together as closely as possible.

The committee recommended that CDNPA continue its three-year-old practice of surveying journalism schools, their recent graduates and newspaper managing editors to maintain a profile on journalism education in Canada.

NAB schedules sales workshops

Top advertising sales people from throughout North America will have 15 opportunities in the next six months to attend the Newspaper Advertising Bureau's workshop-seminar, "The Selling Way."

The 2½-day program, aimed at developing the sales person as well as the sales program, will be offered at the following times and places:

Jan. 13-15, Sheraton-Harbor Island Hotel, San Diego; Jan. 27-29, Red Lion Motor Inn, Jantzen Beach, Portland, Ore.; Feb. 18-20, Host International, Houston; Feb. 24-26, Sheraton Inn-Airport, Atlanta; March 17-19, Sheraton Inn-Airport, Philadelphia; March 24-26, Ramada Inn-South, Cincinnati; April 14-16, Four Seasons Hotel, Toronto, Ontario; April 22-24, Bureau Retail Sales Development Conference Room, New York City; April 28-30, Sheraton Inn-Airport, Pittsburgh; May 12-14, Holiday Inn-Airport, Salt Lake City; May 19-21, Sheraton Hotel, Billings, Mont.; May 27-29, Calgary Inn, Calgary, Alberta; June 7-9, Host International Hotel, Detroit; June 10-12, The Hamilton, Chicago; June 16-18, Bayshore Inn, Vancouver, British Columbia.

Steve Van Osten, NAB vice president/retail sales, will conduct the workshops.

Canadian press groups protest supplement tax

A 9-percent tax on the printing of advertising supplements carried by newspapers has been imposed in Canada.

The tax took effect immediately after being proposed Oct. 28 by Canada's Finance Minister Allen J. MacEachen. It is being protested by the Canadian Daily Newspaper Publishers Association and the Canadian Community Newspapers Association.

According to CDNPA General Manager John E. Foy, a similar plan was successfully fought in 1978. Although the current proposal was implemented, it must be acted upon by Parliament. Foy says he foresees a debate on the issue in the House of Commons. "Ultimately, I could see a court case" over the tax, he adds.

TDNA plans formal complaint on AT&T's Austin experiment

The Texas Daily Newspaper Association will file a formal complaint with the Texas Public Utilities Commission about the home-information experiment AT&T and Southwestern Bell are planning to launch this June in Austin.

And in Massachusetts, a proposed new "public announcement service" of New England Telephone has drawn the attention of the Massachusetts Newspaper Publishers Association, which plans to present its views on the development.

Telecommunications observers in the newspaper business are watching these situations closely; they say serious public-policy questions regarding new electronics technology will be raised not only at the federal level with proposed telecommunications deregulation, but also at the local level, where state utility commissions regulate.

The Texas publishers' filing "will request that the PUC immediately lift the tariff (the state's implicit 'permission' for the project) pending a hearing" on the plan, explained Phillip A. Meek, vice president/general manager of the Fort Worth Star-Telegram and chairman of a new TDNA telecommunications task force. The filing was expected to be made in late December.

Videotex plans presented to newspapers

GTE Telenet has contacted various newspapers in the United States to discuss preliminary plans for a videotex system to be operated by newspapers on a local "franchise" basis.

The project is being introduced in the form of a prospectus and is subject to change.

GTE spokesman John B. Lawrence would not discuss details, except to say that the company is "talking to potential information providers and potential customers" and trying to see what the market will bear. "There is still a lot to be determined in the market: what people want, what people don't want."

Viewdata/Videotex Report, a newsletter of Link Research Corp. of New York, has

TDNA's task force canceled plans to meet Dec. 1 with PUC chairman George M. Cowden [*presstime*, Dec. 1980, p. 17], deciding that a formal complaint would be more appropriate than a meeting between one interested party and the chairman of the regulatory body. There also arose the question of whether such a meeting would violate a Texas law on ex parte (one-sided) contacts.

Southern Bell's Austin experiment is designed in part to determine consumer and advertiser attitudes toward such a videotex system.

In Massachusetts, the Department of Public Utilities is considering an application of New England Telephone for a service known as "Dial-It." Charles T. Reardon, public relations manager for New England Telephone, said the service will resemble the "Dial-It" program in effect in New York that offers sports scores, a daily horoscope, "Dial-A-Joke" and other information.

The public utilities department has assured MNPA—at the association's request—that it will be notified when a hearing is scheduled on the plan so that newspapers may present their position on the matter. □

reported that the concept of GTE Telenet's "Infovision" [*presstime*, Dec. 1980, p. 4] includes offering newspapers a "starter kit" with a main computer, two editing terminals and 2,000 home-user terminals. The kit would cost just under \$1 million.

In a related development, a former GTE Telenet consultant who had been discussing the Telenet videotex plan with newspapers, has independently invited 16 U.S. newspaper companies to participate in preparing a "business plan" leading to a joint venture "that would exploit the unlimited potential of interactive 'videotex' (also known as videotex) services."

The consultant, William F. von Meister, would not comment on his proposal, called "Vistavision." □

Telecommunications notes

Dow Jones & Co. Inc. announced Dec. 5 it will provide a **one-way news service to the cable television industry** starting early this month.

Associated Press, United Press International and Reuters also offer similar services to cable systems. The Dow Jones service, however, will be edited for a "broad-based consumer and investor audience, emphasizing developments in energy, inflation, taxes, interest rates, housing and securities markets," the company said. Information will appear on the screen as a "scroll feed," consisting of lines of type moving across the screen without pictures or other graphics.

Dow Jones also said it intends to offer the cable news report as an advertising vehicle.

• • •

Two key Republican senators who will decide the fate of **legislation to deregulate the telecommunications industry** apparently disagree on how that bill should proceed.

At issue is the Justice Department's anti-trust suit against AT&T scheduled to go to trial this month [*presstime*, Oct. 1980, p. 23]. Sen. Robert Packwood (Ore.), in line to become chairman of the Commerce Committee, said in one published interview that he would like to "settle the suit by legislation. . . ." But Sen. Barry Goldwater (Ariz.), scheduled to become chairman of the Communications Subcommittee, in another interview said he doesn't want to make any changes in the Bell System "until we get some action from the courts."

A group of 10 Arizona newspaper publishers and Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc. and chairman of the ANPA Telecommunications Committee, met with Goldwater Dec. 19 in Phoenix and discussed the legislation.

• • •

The SAT-FAX Steering Committee, a group formed to help develop a test system for studying the possible delivery of national advertising to newspapers via sa-

transportation

tellite. has invited manufacturers to submit **proposals for full-page facsimile receivers** based on SAT-FAX specifications [*presstime*, Oct. 1980, p. 23].

Steering Committee Chairman Marbut of Harte-Hanks urged vendors to give the request their "immediate and urgent" attention.

• • •

Field Communications, a wholly owned subsidiary of Field Enterprises Inc. which also owns the Chicago Sun-Times, on Nov. 19 asked the FCC for permission to operate a **teletext experiment in Chicago**.

The experiment would be conducted over the vertical blanking interval of Field's UHF station WFLD. The signal would be received only on specially equipped television receivers. WFLD Vice President and General Manager Derk Zimmerman said the experiment initially will be "just a test to see if it (teletext) is technically feasible."

It has not been determined how many homes will be involved in the test, Zimmerman said.

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Cable television and newspapers will be the topic of three seminars in coming months.

Production News magazine will sponsor "The Cable TV Revolution in Newspapers" Feb. 9-11 in Orlando, Fla. Registration fee is \$250. For information, contact Production News, Epping, N.H. 03042; (603) 679-2222.

Landon Associates, an advertising sales and marketing firm, will conduct "Cable TV and the Newspaper" Feb. 24-25 in Chicago and March 19-20 in New York City. Cost is \$295. For information, contact Landon Associates, 750 Third Ave., New York, N.Y. 10017; (212) 867-1112.

• • •

Communications Satellite Corp. Dec. 17 filed application with the Federal Communications Commission for authority to build a satellite for a **subscription service, direct-to-the-home, satellite broadcasting system**. It would be the first such system [*presstime*, Dec. 1980, p. 6].

The service could be implemented in 1985 or 1986 at the earliest, assuming FCC approvals are forthcoming, said a Comsat spokesman. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

The U.S. Supreme Court Nov. 25 cleared the way for **merger between the Burlington Northern Inc. and the St. Louis-San Francisco Railway**, reversing a lower court that had blocked the deal on petition of competing railroads. The Supreme Court also rejected other attempts to delay the merger. But it failed to resolve whether the plan is legal—allowing merger opponent MKT Railroad the option of pursuing that issue in court. [*presstime*, June 1980, p. 13].

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The Interstate Commerce Commission set a March 1 deadline for railroads, shippers, railroad labor organizations and other creditors to file **claims against the Kansas City Terminal Railway** stemming from the KCT's directed-service operations over the bankrupt Chicago, Rock Island & Pacific Railroad [*presstime*, Oct. 1980, p. 33]. Creditors missing the deadline may face substantial delays in the processing and payment of claims. Also, shippers missing the deadline must look only to the KCT for payment—even on interline movements, so long as other railroads in the movement filed their claims on time.

• • •

The ICC has agreed to consider applications filed by the **Union Pacific, Missouri Pacific and Western Pacific railroads to consolidate** into a single rail system. The ICC has until Oct. 15, 1982, to complete hearings on the proposal and until April 13, 1983, to issue a final decision. The railroads announced their intent to consolidate last January and filed applications

with the ICC in September [*presstime*, Oct. 1980, p. 33].

• • •

The Association of American Railroads again is offering a **winter weather briefing service** that newspapers may find useful in keeping track of newsprint shipments by rail. To obtain the special AAR weather report, call the association in Washington, D.C., at (202) 293-3970.

• • •

Another source of weather data is **Western Union's "For Your Information"** (FYI) service at Telex number 8513, TWX numbers 710-988-5956 or 910-221-2115 using the code word "Rail."

Western Union also will send weather reports to subscribers automatically five days a week at a cost of 47.5 cents per minute of Telex transmission or 70 cents per minute via TWX, regardless of location. To subscribe contact Mary Ann Thompson, Western Union, 1405 G St., NW, Washington, D.C. 20005; (202) 624-0182; Telex 89-612; TWX 710-822-0188.

• • •

By a 2-to-1 margin, Arizona voters on Nov. 4 approved a proposition to **deregulate the state's trucking industry**. The Arizona Corporation Commission's economic jurisdiction over trucking ends July 1, 1982, for everything but safety rules and taxation. Florida last July became the first state to implement trucking deregulation [*presstime*, Aug. 1980, p. 49].

• • •

The ICC in early December **reinstated the 13.5-percent fuel-recovery surcharge for truckload traffic** after lowering it to 13 percent last summer [*presstime*, Aug. 1980, p. 49]. The commission also raised the surcharge from 2.3 to 2.4 percent for less-than-truckload traffic. Fuel surcharges for bus companies increased in late November from 5 to 5.1 percent. □

employee relations

Personnel relations

Five executives outline human resource goals

By Patricia P. Renfro

There should be little doubt that in a labor-intensive business, such as a newspaper, human resources planning must be a continuous process, integral to the successful accomplishments of both business and employee objectives. As a new year begins, it might be helpful to review what results some people responsible for newspaper personnel relations would like to achieve in 1981.

To ascertain this, we surveyed five managers: H. Michael Tyson, vice president/administration of the Houston Chronicle, a member of the ANPA Training Committee; George D. Veon, vice president of human resources of Lee Enterprises Inc., Davenport, Iowa, immediate past president of the Newspaper Personnel Relations Association and member of the ANPA Labor and Personnel Relations Committee; Allan W. Teather, vice president and general manager, The St. Catharines (Ontario) Standard; Cleatis R. Carroll, personnel director of Donrey Media Group, Fort Smith, Ark; and John E. Plesko, general manager of The Daily Leader, Pontiac, Ill.

If the personnel department could produce one major result for your newspaper in 1981, over and beyond those activities normally associated with personnel operations, what would you want it do do?

Tyson: We would want to develop a supervisor's and management development training program. There are certain skills we would like to see our supervisors have to help them deal with employees. These skills could help them understand, or be in tune with, the employees' needs and interests and to get the employee and company in tune with each other.

Veon: Make managers sensitive to the change in values of their employees. Too often supervisors still think that people in their departments who have different values from their own are not the kind of worker the newspaper should have. They need to know that because an employee doesn't want to work overtime, but would rather be backpacking, doesn't mean that employee is not valuable. We want them to know how to work with these people and how to increase the employee's interest in the paper.

Teather: Something which will contribute to employee job satisfaction is what we are most interested in doing. We believe that our proposed new handbook will help. Also, we have just started, and will continue, to interview all our employees to discover what their concerns and interests are. It is surprising how easy it is for management to respond to some things that are disturbing people.

Carroll: Develop a good benefits communication program. We began developing a program in December and hope that by July or August we will be communicating benefits to all employees. We are planning a multi-media approach which will include

some mailings to the home, slides, information in employee publications, posters, booklets and meetings.

Plesko: Design a good employee handbook. Communicating to employees about the company is very important.

If improvement could be achieved in only one area of present personnel operations, what area would you select?

Tyson: There are actually two areas we could work on in 1981. First, we would like to build a more innovative approach to recruiting new employees. We want to attract the best available people as employees. Second, I would like to see our benefits program improved. The Chronicle, as well as other companies in our business, probably needs to enhance benefit packages to remain competitive. I know you asked for only one, but I'd like to mention one other area which is not new to the business but is not yet prevalent—salary administration. We have employed a compensation manager who is developing a program which we hope to have in place by the end of the first quarter of this year.

Veon: Improve communications. I would want to look at the amount of real communication between the publisher and his or her employees. Communication must go both ways. At Lee, we think we are doing a good job in this area but want to do it even better. We have instituted rap sessions at our newspapers. . . . We thought we were doing a good job communicating with all employees, until we tried this.

Teather: Broaden understanding of the benefits program. We are not doing a good job of communicating what our benefits are to our employees. I want to do that better. At the Standard, we are looking at benefits statement formats and items to include in order to help our employees understand what they actually have and the value of it. Doing a better job in counseling is also important to us. Employees seek help about many things, including economic counseling for business and personal situations. I want to be able to give the best assistance possible.

Carroll: Training would be more targeted, particularly in the realm of training supervisors how to properly conduct a selection interview and check references. Also, I want them to be able to do a good job providing orientation for new employees. These skills are particularly important to Donrey Media, because many of our properties do not have a personnel manager and individual supervisors are responsible for hiring and orientation. We would like to develop a method, or a training program, to work with supervisors of various competency levels on the issue I've mentioned.

Plesko: We are talking about whether to expand benefits to include dental coverage. We want to be competitive in our benefits program at The Daily Leader. Some other businesses in the community do have dental coverage. While we know it is expensive, it is one of the areas that was mentioned in an employee survey we made a year ago. If we decide to offer dental coverage, we would be meeting our employees' expressed interests.

Renfro is ANPA manager/personnel relations.

employee relations

What criteria would you use to determine the effectiveness of the personnel function at your paper?

Tyson: There are not many formal measurements for the personnel function. One thing we look at is the average time it takes to fill a new employee requisition. Another is how many of our new employees are attending the orientation program. We started this program during the last year, and I believe it is important in controlling short-term turnover. People should know about their job, the company and that people in the company are interested in them. Measuring the effectiveness of the personnel department on the rate of turnover can be pretty tough since outside events also can affect turnover.

Veon: The first measures of success are whether the paper is financially successful and if we put out a quality product . . . not necessarily in that order. We are just beginning to experiment with specific measures such as rate of profit or cash flow per \$100 of compensation, direct and indirect. . . . We are always asking, "Have we done a good job of finding and utilizing human resources?" Many times the best people are hired but not properly utilized.

Teather: Two things are important to us in deciding if our personnel operations are successful: first, if good working relations are maintained with our unions; and second, if employee turnover is reduced.

Carroll: We view our personnel operation as results-oriented, but it is not as measurable as other functions. We would have to look at improvement in our reduction of turnover, the quality of applicants, the lack of EEOC problems and a good safety record when discussing effectiveness. It is difficult to measure the overall effectiveness of the personnel function.

Plesko: We don't have an organized plan to get feedback. I do meet with department heads to learn what is happening with their staff. We also have a suggestion box and usually hear from employees if there is an unclear policy or a disliked policy.

What selection criteria would you recommend to a newspaper hiring a personnel manager in 1981?

Tyson: We separate our industrial relations and our personnel relations. Therefore, the first thing I would be seeking would be a person who has good generalist experience in personnel such as recruiting, hiring, records management, benefits, wage and salary administration, safety; second, would be the ability to recognize special personnel needs, such as training, and the ability to

develop programs to satisfy these needs. The person would not necessarily have to do the training but should be able to conceptualize regarding the problem and the design of a program to solve the problem.

Veon: I look for intelligence and motivation, which I define as a willingness to work hard. Next would be intellectual curiosity. Understanding of behavior is important, but this does not mean that a candidate has to have formal behavioral science training to have this understanding. I might add that we try to promote from within our organization, so our personnel people do have newspaper experience.

Teather: A personnel manager must have high-level skills in human relations and above all be a good listener.

Carroll: I might look at an inexperienced person with a B.A. in human relations. If it were a candidate with experience, then I would want direct personnel experience, but not necessarily in the newspaper business. I would actually prefer that they not be from another newspaper department. This person should have enough financial ability to manage the personnel department in a responsible way. If the personnel manager is a department head, then he or she would be involved in total business operations and financial activities of the company. Personnel people who do not know the effect personnel operations have on the bottom line will not last long.

Plesko: Someone with good general personnel experience but who is fundamentally people oriented. A person who sees the personnel manager's responsibility as one of looking out for the individual. They should also have good administrative skills and ability to train employees. Experience in a newspaper would be helpful, but it is not essential.

In what one area would you most like to see newspaper personnel people expand their skills?

Tyson: . . . that those responsible for personnel policies and practices make certain these policies, including compensation, are fair, equitable and consistently administered.

Teather: Continue to improve counseling skills and development of stronger, interpersonal skills.

Carroll: Some knowledge in or about data processing.

Plesko: Help top management recognize the value and purpose of personnel.

Veon: Planning . . . all of us are too willing to do it by the seat of our pants.

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employee relations

Closing prods unions to sign new contracts

By Clark Newsom
presstime labor writer

Three unions at the York (Pa.) Daily Record agreed to new three-year contracts during a two-week shutdown by the newspaper that climaxed months of negotiations.

And when the Record (morning, circulation 35,144) resumed publication Dec. 1, it faced additional competition in the form of a new morning newspaper started by the Record's evening rival.

Named The Morning Journal, it had been launched by The York Dispatch (evening, 50,284) on Nov. 17, two days after the Record suspended publication. The development coincides with the installation of a new seven-unit, multi-color, offset Harris press at the Dispatch plant.

With a population of about 44,000, York is the fifth smallest city in the United States with separately owned daily newspapers, and it now has the added distinction of being the smallest city with competing morning dailies. "As long as we have public acceptance, The Morning Journal is here to stay," said Dispatch Publisher Robert L. Young.

The settlements at the Daily Record involved Local 218 of The Newspaper Guild, representing 44 editorial, circulation and advertising employees; Local 242 of the International Typographical Union, representing 19 printers; and Local 329 of the International Printing and Graphic Communications Union, representing eight pressmen.

Recent contract settlements

Minneapolis Star and Tribune, Mailers: Three-year contract effective July 1, 1980, through June 30, 1983.

Providence (R.I.) Journal and Bulletin, GAIU: Three-year agreement covering photogravers retroactive to Jan. 1, 1980.

San Francisco Newspaper Agency, San Jose (Calif.) Mercury and News, IPGCU: Three-year contract covering pressmen effective Jan. 1, 1980.

San Jose Mercury and News, Guild: Three-year agreement covering editorial and commercial employees retroactive to Jan. 1, 1980.

(Details in ANPA Labor & Personnel Relations Letter No. 9, December.)



Top officials of the International Typographical Union and The Newspaper Guild conferred at Guild headquarters in Washington prior to a Dec. 8-12 meeting of the two unions' merger committees. They were (from left) Robert S. McMichen, ITU first vice president; Thomas W. Kopek, ITU secretary-treasurer; Charles Dale, Guild secretary-treasurer; and J. William Blatz, Guild field operations director. The discussions were the latest in a series dating back to 1977 [presstime, Oct. 1980, p. 45]. A "summit" committee meeting is scheduled for early February.

The Guild and ITU contracts had expired June 30, 1980. The IPGCU contract, which expires June 30, 1983, was reopened for wage negotiations. All three contracts will now run through June 30, 1983.

The Guild and ITU contracts are retroactive to July 1 but include no wage increases in the first year.

The pressmen agreed to forfeit a negotiated cost-of-living clause in the second and third years of their contract. Their 12-percent wage increase will be frozen beginning in July. The following year, the pressmen will receive an increase based on that received by the printers and Guild-represented employees. The actual increase will depend on the financial condition of the company.

Daily Record Publisher David B. Martens said the key issue with the ITU involved the installation of a new front-end system. The ITU agreed to surrender the jobs of six of its members, effective March 1. The six printers will be guaranteed compensation through the end of 1982. Their "buyout"

amounts to \$28,000 for each in wages, severance pay, medical and hospitalization benefits and pension contributions, the newspaper reported.

Martens said the issue with the Guild concerned contract language. "We wanted language that would give us the ability to manage the newspaper," he said.

The York Dispatch has new agreements with the IPGCU and ITU but is negotiating currently with the Guild to replace a contract that expired June 30, 1979. □

Strike by drivers stops publication

The Buffalo (N.Y.) Evening News reached an agreement Dec. 3 on new contract terms with Local 449 of the Teamsters, ending a one-day strike.

Delivery truck drivers represented by the union struck Dec. 2. About 10,000 copies of the News were printed before pressmen represented by the International Printing and Graphic Communications Union decided to observe the drivers' picket line.

The strike issue concerned differential pay for the drivers.

A new one-year contract was made retroactive to Nov. 3, 1980, the day the old agreement expired. Richard K. Feather, vice president of the News, said there was no change in the monetary offer made to the union prior to the strike.

Normal publication resumed Dec. 4. □

employee relations

NLRB clears company in attempt to oust Guild

A divided three-member panel of the National Labor Relations Board has dismissed a complaint alleging that the Vallejo (Calif.) Times-Herald had unlawfully participated in an employee petition to the NLRB for an election to decertify the San Francisco-Oakland Newspaper Guild as bargaining agent.

The Guild had charged that the newspaper had violated Section 8(a)(1) of the Taft-Hartley Act by encouraging a supervisor, Sports Editor Richard L. Waters, to solicit employee support for the petition.

But Administrative Law Judge Clifford H. Anderson ruled that the company "bears no responsibility" for Waters' activities because he was a member of the involved bargaining unit under the terms of the last labor agreement and because he had acted independently [*presstime*, Oct. 1980, p. 46]. Anderson recommended dismissal of the complaint.

Board Chairman John H. Fanning and member John A. Penello agreed with Anderson over the objections of member Howard Jenkins Jr.

The Guild was one of five unions that struck the newspaper in 1978. The Times-Herald hired permanent replacements for the strikers and continued publication.

In his dissenting opinion, Jenkins noted that Waters had been hired as a replacement and thus had no "common cause" with the strikers. "Moreover," he said, "the bare fact of inclusion of the sports editor classification in the contractual unit de-

scription, particularly here in the absence of any agreement for almost three years, holds more significance as an historical fact than as a current industrial reality."

Jenkins said that Waters' role in hiring "other strikebreakers" distinguished him from rank-and-file employees "in their eyes," giving them reason to believe that he was acting as a member of management.

Fanning and Penello pointed out, how-

ever, that the board has "long held" that striker replacements "like Waters" are presumed to support the union in the same ratio as those they replace. Also, they noted, the board has held that a striker replacement "is not presumed" to reject the union as bargaining representative.

(*Times-Herald Inc. and San Francisco-Oakland Newspaper Guild, Local 52, 253 NLRB No. 66*) □

16 NLRB workers paid more than top 6

Sixteen employees of the NLRB received performance bonuses of \$7,200 each last year, boosting their salaries above that of the five board members and general counsel.

This unusual situation—subordinates being paid more than their bosses—is a result of the 1978 Civil Service Reform Act, which created the Senior Executive Service.

The act was designed to increase the productivity of federal career employees. Those who join the SES give up the right to automatic, Civil-Service pay increases in exchange for the possibility of receiving

bonuses of up to 20 percent of their annual base salaries.

The 16 SES bonus winners at the NLRB—eight assigned to NLRB headquarters in Washington and the regional directors in Cleveland, Detroit, Indianapolis, New York, Peoria, Phoenix, St. Louis and Seattle—receive an annual salary of \$50,112.50. The awards brought their income to \$57,312.50.

The six top officials, who are presidential appointees ineligible for bonuses, approved the awards. The board chairman receives \$55,387.50; the other five are paid \$52,750. □

NLRB elections

Danville (Ill.) Commercial-News, IPGCU: Motor route drivers and bundle haulers voted 29-15 in favor of representation by Pressmen's Union No. 257.

(*NLRB Case No. 33-RC-2671*)

Grass Valley (Calif.) Union, ITU: Advertising, business office, editorial and production employees voted 22-14 in favor of representation by Central Valley Typographical Union No. 46. Circulation employees, with the exception of one bookkeeper, were excluded from the unit. In 1979, a unit that included circulation employees voted 24-21 against the union [*presstime*, Feb. 1980, p. 38].

(*NLRB Case No. 20-RC-15145*)

Knoxville (Tenn.) News-Sentinel, Guild: Composing room employees voted 29-6 against further representation by The Newspaper Guild in a decertification election. The union was certified to represent the employees in 1975 [ANPA Labor and Personnel Relations Bulletin, Dec. 8, 1975, p. 630], but the parties were unable to reach agreement on a labor contract.

(*NLRB Case No. 10-RD-718*)

Sacramento (Calif.) Suburban Newspapers, Guild: Editorial, commercial and composing room employees of the group of weekly newspapers voted 29-16 in favor of representation by the Central Valley Newspaper Guild.

(*NLRB Case No. 20-RC-15135*)

Seattle Times, Teamsters: Distribution driver-spotters voted 31-14 in favor of representation by Local 763 of the Teamsters. The union already represents motor route drivers and branch employees.

(*NLRB Case No. 19-RC-9926*)

Pact ends Guild strike against Canadian weekly

A 20-week strike by The Newspaper Guild against a weekly newspaper in the Vancouver, British Columbia, suburb of Delta ended Nov. 19 with the signing of a three-year contract.

Local 115 of the Guild struck The Delta Optimist July 3 over terms of an initial contract [*presstime*, Aug. 1980, p. 37]. The newspaper continued publication throughout the strike.

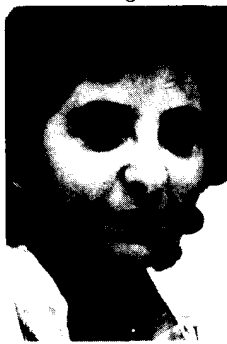
The union represents a unit of all employees, but management negotiator Roger McAfee said that only two of the 10 who struck last summer returned to work. □

employee relations

Four-day workweek is rarity among papers, study shows

By Barbara Startz

Despite its gains in other sectors of North American industry, the four-day workweek remains a rarity among newspapers.



Barbara Startz

According to files in the ANPA Labor and Personnel Relations Department, only eight newspaper companies—four in the United States and four in Canada—have some departments on a four-day schedule. A ninth company which experimented with the system is returning to the traditional, five-day week. (These statistics are not necessarily all-inclusive for the business.)

The degree of satisfaction with the four-day workweek has varied from place to place.

Le Soleil in Quebec City (evening, circulation 130,736) has had most departments operating under a four-day workweek for more than eight years. The sales department and office staff, because they must be available to the public, have retained the traditional five-day workweek. However, their workday was reduced to match the 32-hour week of other departments, notes General Manager Paul Audet.

The four-day week was agreed upon during labor negotiations over the introduction of new photocomposition and Letterflex equipment. Weekly wages were not reduced despite the reduction in hours.

With no substitutes available, the company often must call in employees to work the fifth shift at overtime.

At The Gazette of Montreal (morning, 208,749), the four-day workweek is limited to production departments. It was implemented originally as a trade-off to allow the

company to bring in new technology and to offer termination incentives to reduce staff.

The employees had been working a 32-hour, five-day week. Hours remained at 32 when the transition to four days was made, but later evolved to a 30-hour, four-day week in all departments except the pressroom, which now has a 28-hour week.

Ronald A. Barnett, director of production, emphasizes that the four-day week is greatly valued by production employees. Rotations can be arranged so that every three weeks employees receive five consecutive days off.

Barnett further notes that direct costs in the composing room were not adversely affected by the four-day week, but in the pressroom and mailroom, with time constraints and negotiated unit manning, they increased.

When the company decided to accord foremen the same four-day schedule as other production employees, the extended days off resulted in "disjointed supervision," Barnett says. He adds that with night rates of pressroom journeymen soon to reach \$483 for 28 hours of work, The Gazette may be out of step.

The Altoona (Pa.) Mirror (evening, 35,292) has been operating its composing room under a four-day system for a year and a half. Weekly hours were reduced from 37½ to 34, while weekly wages for the day shift increased from \$288.95 to \$330. One of the effects, notes Vice President J. Daniel Slep, was that pressroom employees were given a substantial raise to offset the shorter workweek in the composing room.

Most Mirror employees work a 35-hour, five-day week. While the composing room is the only department with a compressed workweek, other departments have creatively scheduled the five-day week so that employees may rotate working Saturdays. The larger the department, the greater number of Saturdays an individual employee has off.

At the Des Plaines (Ill.) Publishing Co., which publishes three weekly papers,

Controller and Credit Manager R. James Forbing says he is very pleased with the optional, four-day workweek in the accounting department. Two of its three employees have chosen it, working a 10-hour shift each day to meet the 40-hour week. One advantage, Forbing notes, is that employees find it convenient to make up personal time taken off during the week by coming in to work the make-up hours on the fifth day.

Among nine newspaper companies with the four-day workweek, the degree of satisfaction has varied from place to place.

The San Diego Union (morning, 198,830, Sunday, 316,151) and The Evening Tribune (123,422) are now in the process of reverting to a five-day system for the majority of composing room employees after two years on a four-day schedule.

Employees met the four-day workweek with "mixed emotions," according to a company spokesman. The seven-hour shift was retained so that employees worked 28 hours a week instead of 35. Over the period, weekly wages were frozen at the 1976 scale for five shifts until such time as negotiated wage scales exceeded that figure in February 1980. But for those employees with other interests, including businesses on the side, the extra day off was welcomed.

With more journeymen accepting termination incentives, thereby reducing the work force, most employees in the department are returning to a five-day workweek. Some of the senior employees prefer to continue working the four-shift schedule.

The company has the flexibility to schedule four or five shifts based on production needs.

Other companies known to have four-day weeks are the Austin (Texas) American-Statesman (all-day, 127,078, Sunday, 142,428) (composing room), The Anchorage (Alaska) Times (evening, 43,226, Sunday, 56,273) (press room), and La Presse (morning, 174,945) and Le Journal (morning, 322,301, Sunday, 283,987) of Montreal (production departments). □

Startz is labor relations associate in the ANPA Labor and Personnel Relations Department.

employee relations

SF Newspaper Agency electricians receive highest hourly rate

The highest paid craft/production employees in the newspaper business are at the San Francisco Newspaper Agency, where 16 electricians represented by the International Brotherhood of Electrical Workers are paid straight-time earnings of \$20.77 an hour for a 35-hour workweek on the day shift.

On June 1, the scale goes to \$23.72 an hour.

In addition, the night rate is 10-percent higher; the graveyard shift, 15-percent higher. Double time is paid for overtime.

Under terms of the labor agreement, 12 percent is deducted from weekly gross pay, with 4 percent going into a holiday fund, 4 percent into a vacation fund and 4 percent into "thrift savings."

The newspapers served by the agency, the San Francisco Chronicle and San Francisco Examiner, historically have agreed to accept the wages negotiated by the San Francisco Electrical Contractors Association and Local 6 of the IBEW. □

ANPA comments on FLSA

ANPA has told the Minimum Wage Study Commission that the FLSA exemption for employees engaged in the delivery of newspapers to the consumer should be retained. (See story, p. 16.)

Arbiter reinstates 20 printers

An arbitrator has directed The Times-Colonist of Victoria, British Columbia, to reinstate 20 of 24 composing room employees who were laid off Sept. 1 when The Daily Colonist (morning) and Victoria Times (evening) were combined into one newspaper with morning and evening editions.

The publisher and Vancouver Typographical Union No. 226 had agreed to arbitrate the propriety of the layoffs following a one-day work stoppage [*presstime*, Oct. 1980, p. 43].

Arbitrator Hugh G. Ladner noted that the layoffs at issue, involving the 24 junior-most printers of the 97 then employed, had trimmed "the admitted fat" from the composing room staff. The consolidation resulted in a reduction in the number of pages that had to be remade in the average 56-page newspaper from 42-44 to 6-10. The same editorials and other features

now appear in both editions, he noted.

The labor agreement provides that no employees will lose their jobs as a result of technological change. However, "normal" layoffs, such as those occurring as a result of a decline in business, are permitted.

Ladner said he had "no difficulty" in concluding that a layoff resulting from the merger is a "normal layoff." The union had contended that only four of the employees were laid off as a result of the merger and that the rest of them were protected.

The arbitrator ruled that the merger itself was not "technological change," but that the company had taken advantage of technological change in the past which made the reduction in employees possible. He agreed with the union that the "manpower savings" resulting from the merger were "no more than four" employees.

The publisher is appealing to the British Columbia Labor Relations Board. □

EEOC reaffirms sexual harassment policy

The Equal Employment Opportunity Commission has issued a "final amendment" to "reaffirm" that sexual harassment is an unlawful employment practice under Title VII of the Civil Rights Act of 1964.

Published in the Nov. 10 Federal Register, the amendment to the EEOC's "Guidelines on Discrimination Because of Sex" supersedes an earlier version that had taken effect last spring [*presstime*, May 1980, p. 47].

Those interim guidelines defined sexual harassment as conduct which "substantially" interferes with an employee's work performance. The EEOC said it received many comments questioning the meaning of "substantially." Therefore, according to agency head Eleanor Holmes Norton, the word "unreasonably" was substituted because it "more accurately states the intent of the commission."

Because sexual harassment allegations are reviewed on a case-by-case basis, "any further questions will be answered through commission decisions which will be fact specific," she said.

The final amendment left unchanged a provision holding employers responsible for the acts of their supervisory employees. But a newly added section states that employers also may be responsible for the acts of a non-employee—a salesman, for example—where either the employer or supervisors know "or should have known" of the conduct and fail to take "immediate and appropriate corrective action." What the agency considers to be "appropriate" will be seen "in the context of specific cases through commission decisions," Norton said. □

Additional arbitration awards

Detroit Free Press, Teamsters: Russell A. Smith ruled that a truck driver was properly given a three-day disciplinary suspension for not completing deliveries as scheduled.

Houston Post, IBEW: A. A. White, ruling in a wage-opener for the last year of a three-year contract, awarded electricians a \$1.68-per-hour increase to \$10.28.

New York Times, Deliverers: Howard G. Gamser denied the union's grievance protesting a change in the advance distribution of certain sections of the Sunday edition.

New York Times, ITU: James V. Altieri upheld the company's right to transfer a supervisory employee from a night shift to a day shift over senior journeymen's claims to day work.

San Francisco Newspaper Agency, ITU: Sam Kagel ruled that VDT key stroking for borders and rules by editorial employees of the San Francisco Chronicle and San Francisco Examiner—rather than by composing room employees—did not violate an automation agreement with the printers' union.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

employee relations

Appeals court leaves 3 editors in bargaining unit, removes one

A federal appeals court recently ruled that three editors of the Walla Walla (Wash.) Union-Bulletin were properly included in a union's bargaining unit. However, the court said a fourth editor was a managerial employee who should have been excluded from the unit.

The case concerned the appropriate unit of newsroom employees represented by an independent union, the Union-Bulletin Employees Group.

The National Labor Relations Board had rejected the company's contention that all four should have been excluded because they were supervisors or managerial employees [ANPA Labor and Personnel Relations Bulletin, Dec. 29, 1978, p. 527].

The 9th U.S. Circuit Court of Appeals upheld the NLRB's conclusion that the photo, sports and wire editors were not supervisory employees and ruled that they were properly included in the unit.

"We do not find the Union-Bulletin's reliance on several newspaper cases to be persuasive," the court said. "Each case that involves the determination of whether an employee is a supervisor turns on its own particular facts. The newspaper industry is not sufficiently homogeneous to

allow us to draw a universally applicable line between supervisory personnel and other employees."

At the same time, the court upheld the company's contention that the editorial page editor should have been excluded.

In reviewing his duties, the court noted that he attended meetings with other management representatives. His responsibilities "place him in a position of potential conflict of interest between the employer and the union," the court said. "In such a situation, the employee is properly classified in management."

The court also affirmed the NLRB's finding that the newspaper committed an unfair labor practice by refusing to bargain with the union, pending judicial review of the board's decision. "We recognize some unfairness in finding that an employer commits an unfair labor practice by refusing to bargain with a unit that is ultimately found to be inappropriate," the court said. "Nevertheless, we also find it unfair to allow an employer to delay bargaining with a large unit on the chance that one employee may have been improperly included."

(*Walla Walla Union-Bulletin Inc. v. NLRB*, No. 78-3656) □

4 papers ordered to give union data on pay for writers

The 9th U.S. Circuit Court of Appeals has ruled in four cases that newspapers must give a union data on compensation paid to non-union, independent correspondents.

The court said the San Francisco-Oakland Newspaper Guild was entitled to the information because it was relevant to a legitimate union need—that of framing unit wage demands in contract negotiations.

Four San Francisco Bay area newspapers—The Independent and Gazette of Richmond, The Times and News Leader of San Mateo, The Press Democrat of Santa Rosa and the Vallejo Times-Herald—had appealed decisions of the NLRB.

In each of its decisions, the NLRB ordered disclosure of aggregate amounts paid so that individual payments remained confidential [ANPA Labor and Personnel Relations Bulletins, Oct. 13 and Nov. 24, 1978, pp. 462, 505].

However, the court questioned the need for confidentiality and remanded the cases for clarification of that issue. "While the board may have correctly balanced the competing interests of the parties involved, we have insufficient basis upon which to review its assessment," the court said.

(*Press Democrat Publishing Co. et al. v. NLRB*, Nos. 79-7086-87-88-89) □

Trenton Times continues to publish during strike

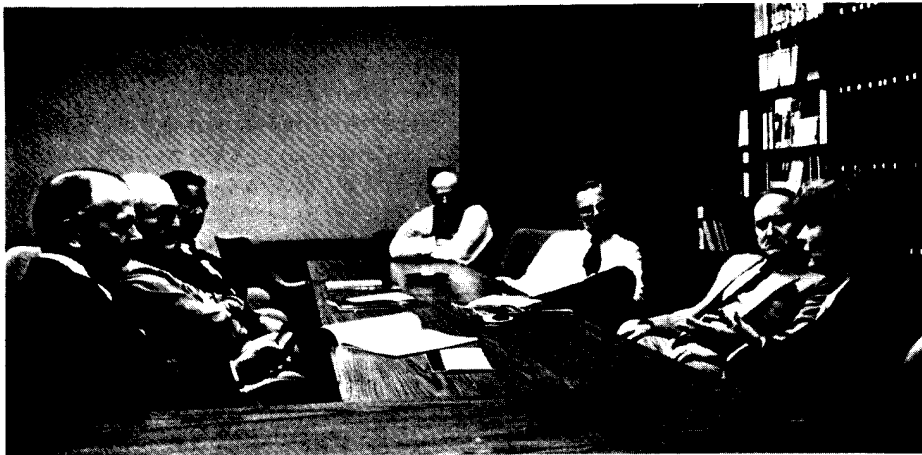
The Trenton (N.J.) Times is continuing publication and distribution despite a strike by Local 628 of the Teamsters.

The strike began Nov. 22 in a dispute over an initial contract for mailers.

Truck drivers represented by the union in a separate unit are observing the picket line. The drivers are covered by a contract running from June 1, 1980 to Dec. 1, 1982.

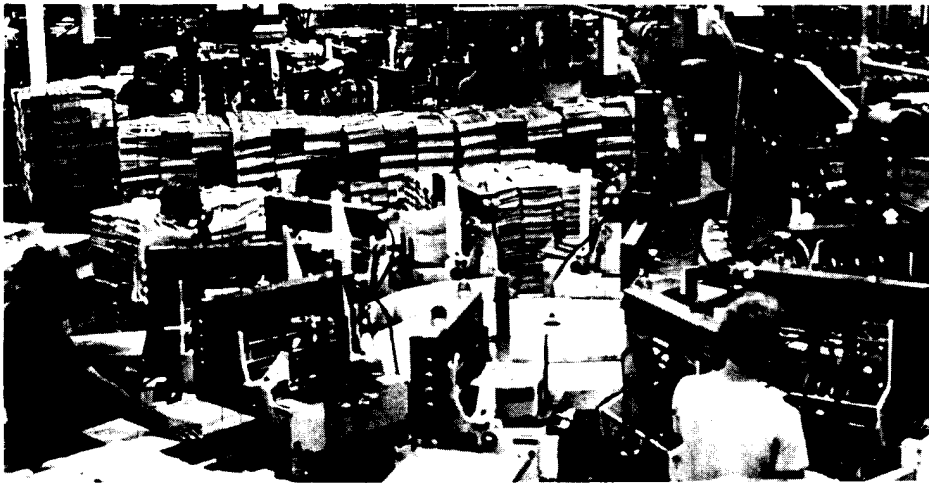
Pressroom employees represented by the International Printing and Graphic Communications Union are crossing the picket line. Composing and editorial employees are not represented by a union.

The newspaper has made other arrangements for truck distribution during the strike. □



Telecommunications issues were discussed during a Dec. 12 visit by International Typographical Union officials to The Newspaper Center, Reston, Va. ANPA Director/Telecommunications Affairs Kathleen Criner (right) reviewed various systems being tested and answered questions from (left to right) Robert L. Wartinger, ITU second vice president; Leon Olson, president of San Francisco Bay Area Typographical Union No. 21; Jerry Ahue, president of Honolulu Typographical Union No. 37; Charles Cole, ANPA manager/labor relations; Roy W. Anderson, ANPA vice president/labor and personnel relations; and Allan J. Heritage, ITU third vice president.

technology



Conveyor (upper right) feeds two inserters (foreground, background) in busy Bangor mailroom.

Inserting of supplements can be the stuff of genius

By Karl Neddenien

The Bangor (Maine) Daily News is not unique in striving to provide maximum local news in each of its seven editions, but it faces special challenges from its large circulation area—about three-fourths of the state.

In its search for maximum efficiency, the 81,693-circulation morning daily has applied computer technology not only to its newsroom operations [*presstime*, Nov. 1980, p. 38], but also to its mailroom, packaging and distribution procedures.

The nexus of change is the arrangement of two Harris 848 inserting machines.

The normal design, which incorporates *two paper inlet points* and *two exit points* for the completely inserted copies, has been modified for "single-in, single-out" operation—with *one entry* and *one exit point*.

The inlet and outlet chutes that were decommissioned now serve as an additional inserter hopper, raising to eight the number of inserts that can be added to a news-

paper during a single cycle through the machine.

The inserters also differ from the norm in the way they are supplied with newspapers. Most newspapers provide each inserter with a separate conveyor line, so that two inserters work in parallel; but the Bangor mailroom uses a single conveyor to supply both inserters, which are set up in series. The first inserter either can take all the newspapers, or it can allow half of them to pass on to the second machine.

Production Manager Henry Downs explains how the system works:

"Two conveyor lines lead from the press folders to a junction where the stream is directed to the inserters or directly to the stackers.

"When the inserters are operating, the stream must pass through a batcher, which holds back the copies and counts them to form a 14-paper block or 'slug.' The slugs are separated by empty space as they move toward the inserters.

"During a straight press run, the first inserter accepts one slug and allows the next to pass to the second machine, so that the presses are not held back excessively by the slower speed of the inserters."

The two five-unit Hoe presses can run at

up to 50,000 copies per hour, while the inserters can each handle about 17,000 per hour, Downs reports.

During a straight run, the first inserter accepts as many copies as it can and passes any additional ones to the second unit.

If the second cannot accommodate the entire flow, the excess is passed to an overflow stacker and to a table where the papers are held for later introduction into the inserter system.

"We designed it to be quite flexible so that we're ready for nearly any situation," Downs notes.

Each inserter is monitored by a Digital PDP 11/03 computer. By noting differences in thickness as the newspaper passes through the inserting cycle, the computer can detect misses or double inserts. If a copy does not receive a particular insert, it is sent back around the cycle again to receive the missing insert.

The computer is programmed to shut down and alert an operator if three passes through the cycle still do not produce the missing insert. This number can be changed.

The stuffed newspapers are conveyed to either of two EDS-IDAB NS440 stackers that are controlled by a microcomputer. (On a non-insert run, the papers travel direct from the pressroom to these stackers.)

The microcomputers use information stored on floppy disks to prepare each bundle according to the number of copies needed the next morning.

One stacker also incorporates an automatic Avery mail labeling unit.

Each conveyor line carries the bundles past an electric eye and to a Signode plastic tie machine. "The electric eyes are set at a specific height to trigger the tying operation," Downs says. "If a bundle passes beneath the eye without triggering it, it probably is small enough to not need the plastic tie to hold it together. It is allowed to pass untied to the 'shrink-wrap' unit.

"The shrink wrap is enough to hold the small bundles, and the larger ones are reinforced by the plastic tie so that they don't shift around and break the shrink wrap," Downs explains. "We use the plastic tying material only when it's needed."

Following a quick pass through the shrink-wrap oven, the bundles slide down an incline to the waiting delivery trucks.□

Neddenien is a technical writer at the ANPA Research Institute.

technology

How to be taken to the cleaners and still realize big savings

Inspired, perhaps, by Henry Ford's ingenuity, The Detroit News (all-day, circulation 629,598) has adapted a dry-cleaning conveyor system to move offset printing plates from the platemaking area to the press.

The system, which involves the familiar, angled, coat-hanger-carrying hooks traversing overhead tracks, is a byproduct of the newspaper's conversion to offset printing [*presstime*, June 1980, p.6], according to Production Manager Raymond J. Eby.

While the TKS system conversion was underway, Eby and Assistant Production Manager Jack Delphy sought an efficient method of transporting the offset plates. Their light weight—about eight ounces each, compared to the heavy, lead plates they were replacing—provided substantial leeway in design.

But there was one very important consideration. The News' pressroom houses three press lines made up of 18 Goss Mark V units and three folders each, and "we needed some sort of system that would convey the offset plates from the platemaking operation through the pressroom and to each individual press, Eby explains.

The newspaper sought a commercially produced plate conveyor but found none to suit its requirements. Other newspapers were asked how they had approached similar situations, but their responses were not adaptable to the News' particular needs. Subsequently, Delphy came up with the idea of the dry-cleaning conveyor system.

"My main problem was mounting the offset plates on wire coat hangers so they would fit the conveyor hooks," he says.

Working at home, he discovered that a modified drapery hook could be inserted into the plate's center register hole to balance it on the coat hanger.

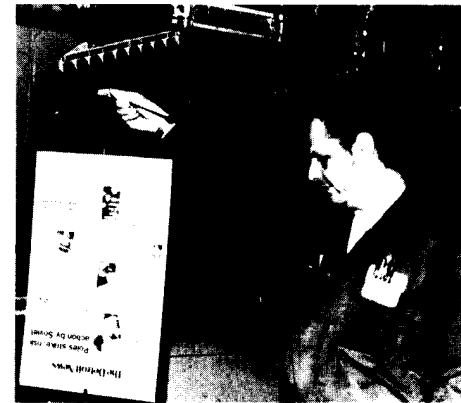
Eby recalls that "Jack would come up with something and then go over to the dry-cleaning shop to see if it could go around the entire conveyor without falling off. He came up with a system that works very well. We're very pleased with it."

The Kenilworth, N.J.-based White Machine Co., installed the system according to the newspaper's specifications. The 585-foot-long conveyor is powered by two, ½-horsepower electric motors. Where it passes through walls, plant safety is maintained by automatic fire doors.

The trip along the conveyor begins in the platemaking room, where a coat-hanger-mounted plate is attached to one of the conveyor modules. Each module carries an angle-mounted row of hooks, each of which is at a different height and marked according to the press it serves.

Each press has a retrieval rod that is mounted at the height of the conveyor module hook that serves it. As the plate-bearing module passes the press, the retrieval hook guides the coat hanger off the hook and down a gentle slope to a resting point, where it awaits installation on the press.

It takes less than five minutes for a plate,



Detroit News' Edward Melendez puts plate, attached to coat hanger, on conveyor.

traveling at a speed of about 70 feet per minute to reach its destination.

Up to 1,200 plates may pass along the conveyor for a Sunday press run, Eby says, with a daily average of 800-1,000.

Because the system is built of parts that are in common use, the newspaper does not need to stockpile spare parts, and maintenance is easy.

The system, which began operating last May, cost about \$65,000. It will pay for itself in labor savings by March, Eby reports. □

When a newspaper reeks even before it's used to wrap fish, something's wrong

By Alan Janesch
presstime technical writer

Last October, readers of 10 Midwestern newspapers reported that certain editions stank. The blame was laid on a batch of foul-smelling ink manufactured by Heritage Ink Co. of Addison, Ill.

One day in November, readers of a large Western daily registered a similar complaint. Again, ink was blamed, the supplier in this instance being U.S. Printing Ink Corp. of East Rutherford, N.J.

But exactly what caused the inks' bad odor remains a mystery. Heritage Ink has asked an independent testing laboratory to try to solve it, and U.S. Ink is running tests in its own lab.

President Robert Boese of B and W Consulting Forensic Chemists of Downers Grove, Ill., reported that tests on the Heritage ink have been "inconclusive" thus far. "There's really nothing to hang my hat on. . . . You don't know if it's the paper, or

the ink, or the press, or a combination. . . ."

Heritage President George Murphy said the foul-smelling ink amounted to an estimated 80,000 pounds—only 4 percent of Heritage's estimated 2-million-pound annual ink production figure. (By comparison, Flint Ink of Detroit—the world's biggest news-ink company—produces an estimated 350 million pounds annually.)

Murphy said larger papers used up their supply before the problem became apparent, and smaller papers sent the ink back. "We're in our 11th year, and this is the first (such complaint), and it's the same damn formula," he commented.

Chicago's Southtown Economist, whose plant prints 148 different newspapers [*presstime*, Oct. 1980, p. 38], got a batch of the Heritage ink and spread the smell around.

"It happened to us—the same thing—about two, three years ago," recalled Trever Bricker, the Economist's production coordinator, although he said he doesn't

remember who that supplier was.

Bricker said he believes the bad odor occurs when ink suppliers mark the change from summer to winter by starting to use lighter-weight oils in their ink. Heritage probably "just added a little too much varnish (used to keep the ink from rubbing off the paper) to their ink," he speculated.

The papers "smelled something like kerosene," Bricker added. "We couldn't smell it when the papers came off the press, but when they were unloaded off the trucks, it was awful."

In the case of the 276,997-circulation Rocky Mountain News of Denver, the smell was likened to that of crude oil.

Business Manager William Fletcher said the problem didn't manifest itself until the papers were delivered. "There was one pressman who commented to one foreman that he thought he smelled something funny, but that was all we had" prior to distribution, he said.

Affected was 40 percent of the Nov. 26 press run. About 10,000 pounds of the bad ink was used in printing those copies; U.S. Printing Ink later pumped out the remaining 70,000 pounds of the batch, Fletcher said.

In a Dec. 5 news story, the News reported that readers complained the smell made their noses run and aggravated asthmatic conditions.

As a result of some of the complaints, the Denver regional office of the U.S. Environmental Protection Agency looked into the matter. EPA toxicologist Dr. James Baker said the problem did not pose a public health hazard.

In its article, the News identified a hydrocarbon resin used in making the ink as the culprit in the case.

According to experts, hydrocarbon resin is used to make a higher-quality, more smudge-resistant ink. One of the ingredients of the resin—and a possible odor-causing agent—is an organic compound called dicyclopentadiene. A liquid, it is supposed to be stripped off as the solid resin is formed. If it's not, it will reek like rotten eggs, only worse, the experts say.

However, Herb Edelman, vice president-manufacturing of U.S. Printing Ink, said a definitive cause has not been identified. "We don't even make a supposition at this time," he said, pending completion of the company's chemical analysis. □

Abitibi-Price offer accepted

The Confederation of National Trade Unions has voted to accept Abitibi-Price Inc.'s contract offer at two Quebec newsprint mills [*presstime*, Dec. 1980, p. 45]. The settlement was patterned after those reached earlier in 1980 at other mills in Eastern Canada.

However, workers at the Kenogami mill, closed since May 19, and at the Alma mill, closed since July 1, remained on strike, demanding a "protocol" for return to work. Meetings were being held at press time to settle the issue.

In the United States, a new three-year contract was ratified Nov. 15 by members of the United Paperworkers International Union at Bowater Southern Corp.'s Catawba, S.C., newsprint mill. The contract provides an 8-percent increase in each of the three years.

Settlement also has been reached with the UPIU at Kimberly-Clark Corp.'s mill at Coosa Pines, Ala. Details were unavailable.

Also in the United States:

- Abitibi Southern Corp., Augusta, Ga.—The UPIU in December rejected a company offer for a second time.

- St. Regis Paper Co. (Southland Division), Houston—exchanged agendas Dec. 8; meetings are in progress. The contract expired Dec. 31.

This year contracts will expire at eight North American mills, compared to 46 in 1980 [*presstime*, Nov. 1979, p. 55].

Affected will be all four British Columbia mills, on June 30; Southwest Forest Industries' Snowflake, Ariz., mill on March 1; Boise Cascade Corp.'s Steilacoom, Wash., mill on June 1; and at Crown Zellerbach Corp.'s Port Angeles, Wash., mill; and Garden State Paper Co. Inc.'s Garfield, N.J., mill on Oct. 1. □

Multi-company talks may return

Several major paper companies and the Association of Western Pulp & Paper Workers are considering a return to multi-company negotiations in bargaining scheduled in 1981 for the U.S. West Coast.

Twenty local unions representing 7,300 AWPPW members have elected to enter the first phase of multi-company negotiations involving six companies, including two which manufacture newsprint and which are up for contract negotiations this year—Boise Cascade Corp. and Crown Zellerbach Corp.

Among advantages seen in multi-company negotiations are establishment of a clear pattern settlement for the region, considerable savings in negotiating time and expense for both sides and elimination of "whipsawing"—successively higher settlements in individual mill negotiations which management says has contributed to wage escalation in the West. □

Newsprint notes

Consolidated-Bathurst Inc. said it will further modernize production facilities at its Port Alfred Division newsprint mill at Ville de la Baie, Quebec. In the \$85-million project scheduled for completion in 1984, three newsprint machines will be speeded-up as will a fourth, which also will be modernized. Additional capacity will reach 72,000 metric tons per year.

• • •

Southwest Forest Industries has approved the proposed conversion of a liner-board machine at its Snowflake, Ariz., mill to produce newsprint [*presstime*, Sept.

1980, p. 46]. The \$45-million project, scheduled to be completed in 1982, will increase the mill's annual newsprint capacity by 109,000 metric tons. The new machine will run more than 80 percent of the time on pulp made from recycled newspapers.

• • •

Kruger Inc.'s Bromptonville, Quebec, newsprint mill was shut down by a fire Nov. 16 that destroyed the mill's electric substation and damaged a paper machine. While partial production was restored early last month, estimated production loss so far amounts to about 9,400 metric tons. □

newsprint

November report

Consumption climbs to 13-month high

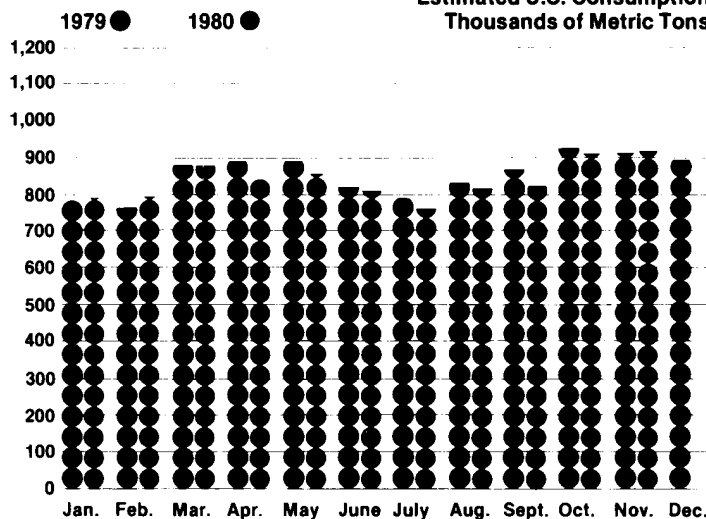
U.S. newsprint consumption reached an estimated 920,000 metric tons in November, compared with 908,000 metric tons a year ago, a gain of 1.3 percent.

It was the highest monthly consumption level since October 1979. However, there was an extra Sunday in November 1980, and without it, consumption would have been down about 1.5 percent.

Estimated consumption of all U.S. daily newspapers was 2.3-percent lower in November—692,671 metric tons, compared with 709,327 in November 1979.

For the first 11 months of 1980, U.S. consumption of all users reached 9,224,000 metric tons—down 1 percent from 1979. For U.S. daily newspapers, it was 7,102,325 metric tons, or 1.4 percent below the same period a year earlier. □

1979-80
Estimated U.S. Consumption
Thousands of Metric Tons



November 1980 figures are preliminary.
September and October 1980 figures are revised.

Estimated consumption of all U.S. daily newspapers¹

Region	October 1980	October 1979	% Change
Northeast	175,796	174,988	+0.5
North Central	159,396	175,544	-9.2
South	206,354	205,886	+0.2
West	150,927	150,768	+0.1
Circulation size			
0-25,000	60,379	63,257	-4.5
25,001-100,000	129,159	118,665	+8.8
over 100,000	502,935	525,264	-4.3
October totals	692,473(r)	707,186	-2.1(r)
Ten-month totals	6,409,654(r)	6,492,845	-1.3(r)
Region	November 1980	November 1979	% Change
Northeast	173,540	173,935	-0.2
North Central	160,666	173,010	-7.1
South	209,330	210,269	-0.4
West	149,135	152,113	-2.0
Circulation size			
0-25,000	57,742	61,597	-6.3
25,001-100,000	125,331	120,455	+4.0
over 100,000	509,598	527,275	-3.4
November totals	692,671(p)	709,327	-2.3(p)
Eleven-month totals	7,102,325(p)	7,202,172	-1.4(p)

Estimated consumption of all U.S. users

	1980	1979	% Change
September totals	823,000(r)	862,000	-4.5(r)
October totals	917,000(r)	924,000	-0.8(r)
November totals	920,000(p)	908,000	+1.3(p)
Eleven-month totals	9,224,000(p)	9,313,000	-1.0(p)

Production

	Canada	U.S.A.	North America
November 1980	707,590	357,897	1,065,487
November 1979	748,775	329,739	1,078,514
Increase or decrease	-41,185	+28,158	-13,027
	-5.5%	+8.5%	-1.2%
Eleven months 1980	7,933,765	3,900,297	11,834,062
Eleven months 1979	8,023,879	3,377,706	11,401,585
Increase or decrease	-90,114	+522,591	+432,477
	-1.1%	+15.5%	+3.8%

Shipments

	From Canadian mills	U.S.A.	Canada	Export	Total
November 1980		478,080	82,157	130,452	690,689
November 1979		544,807	86,502	112,999	744,308
Eleven months 1980		5,585,038	893,705	1,408,181	7,886,924
Eleven months 1979		5,808,303	887,032	1,309,485	8,004,820
	From U.S. mills				
November 1980		335,510	---	10,385	345,895
November 1979		318,133	---	9,426	327,559
Eleven months 1980		3,718,297	---	158,773	3,877,070
Eleven months 1979		3,296,803	---	77,164	3,373,967
	From North American mills				
November 1980		813,590	82,157	140,837	1,036,584
November 1979		862,940	86,502	122,425	1,071,867
Eleven months 1980		9,303,335	893,705	1,566,954	11,763,994
Eleven months 1979		9,105,106	887,032	1,386,649	11,378,787

Stocks

	U.S. publishers ²	(Days' supply on hand)	(Days' supply in transit)
September 1980	782,246	36	6
September 1979	611,564	26	6
October 1980	762,829(r)	33(r)	6(r)
October 1979	584,051	23	6
November 1980	692,768(p)	33(p)	6(p)
November 1979	556,538	24	6
	Canadian mills		
November 1980	208,535	--	--
November 1979	203,789	--	--
	U.S. mills		
November 1980	39,558	--	--
November 1979	23,769	--	--

¹Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

²Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

Most see bright 1981 for newspapers

By Elise Burroughs
presstime staff writer

The U.S. Department of Commerce sees a bright year ahead for the newspaper industry, and a **presstime** sampling of newspaper executives and analysts disclosed general agreement.

"With the economy expected to resume growth during 1981, newspaper publishers can also expect their business to flourish," the department says in its annual *U.S. Industrial Outlook*, scheduled for release this month.

The department forecasts a 10-percent increase in total receipts from newspaper advertising and circulation, reaching \$19.3 billion from an estimated 1980 level of \$17.5 billion. That estimate is an 8.5-percent increase from 1979, and department economists note newspapers achieved the growth "despite a dip in their advertising revenues in selected categories as a result of the economic slump during 1980."

The government assessment was based on projections made in October and November, before the late-1980 prime-interest rate climb. Despite those soaring rates, however, the analysts and publishers surveyed in mid-December still expect the newspaper business generally to make an increasingly healthy recovery as the year progresses.

"As far as earnings go, 1981 will be better than 1980," predicts Bruce Thorp, a media analyst with John Muir & Co., who forecasts 1981 earnings increases in the 8-12-percent range.

Ken Noble, an analyst with Paine Webber, says he expects "modest growth" of 10-15 percent. The best performances, Noble adds, will come from groups of smaller newspapers in monopoly markets.

Thorp, Noble and several publishers believe newspaper profits in 1981 depend on how quickly the economy pulls out of the "slump."

"Everyone is fearful about the first quarter," explains Frederick G. Harris, vice president for finance of Dow Jones & Co. Inc. Thorp agrees, noting that while the first quarter is traditionally weak for newspapers, he expects the economy and the

newspaper business to recover toward the end of the year. "A weak fourth quarter would really cut into earnings," he says.

Looking ahead to the next five years, the Commerce Department predicts that as the value of the nation's goods and services increases by nearly 50 percent in current dollars, newspapers "will maintain an annual average rate of growth of between 9 and 10 percent."

"By 1985, total (newspaper) receipts should be between \$27 billion and \$28 billion," it adds. Factoring in inflation, the newspaper industry should maintain the real growth rate it has "historically exhibited"—between 3 and 4 percent, according to the report.

"Newspapers will continue to be the most popular advertising medium, carrying almost 30 percent of total ad expenditures," the Commerce Department predicts.

Noble says his crystal ball shows a 15-percent growth rate for 1982 and an even better year for 1983.

As for advertising alone, the government agency says "newspapers will continue to be the most popular medium, carrying almost 30 percent of total ad expenditures."

All media-ad expenditures are projected to increase 9 percent this year, from an estimated \$55.5 billion in 1980 to \$60.5 billion, with newspapers accounting for \$16.1 billion and \$17.5 billion, respectively.

The department's Bureau of Industrial Economics believes that by mid-decade "advertising expenditures will exceed an estimated \$83 billion with the newspaper share forecast at \$24 billion."

Private predictions are for modest growth in advertising volume—on the order of 1-2 percent, according to Thorp. That growth, combined with expected increases in rates, should produce overall advertising revenue increases in the range of 10-12 percent. The increases for individ-

ual newspapers, however, depend a great deal on economic conditions in individual markets.

In Peoria, Ill., for example, Henry P. Slane, president and publisher of the Peoria Journal Star (all-day, circulation 102,709), finds his advertising revenue is closely tied to the ups and downs of local manufacturers. "If the U.S. State Department decides Russia can't have our pipelayers (equipment), Caterpillar Tractor loses a major order. They employ 35,000 people and have a major effect on the local economy," he explains.

In Billings, Mont., George Remington, publisher of The Billings Gazette (morning, 58,926), says growth has been "a little slower than anticipated" in 1980, with a drop in classified advertising as the biggest problem. Although Billings is a "big energy area" that is still growing, Remington, like many other publishers, has a "wait-and-see" attitude toward this year's economic climate.

Also sharing the general expectation of 1981's developing into a good economic year for newspapers—barring a sudden downturn—are Allen H. Neuharth, chairman and president of Gannett Co. Inc.; Alvah H. Chapman Jr., president and chief executive of Knight-Ridder Newspapers Inc.; and Peter Manigault, publisher of The News and Courier (morning, 69,062) and The Evening Post (evening, 37,510) of Charleston, S.C.

Manigault says his biggest worry is "not getting caught in a cost squeeze." Even if advertising revenues rise, as they are expected to in his thriving seaport city, increasing costs—mainly, for energy—may mean "somewhat of a decline in profits," he explains.

Dow Jones' Harris says his company, like other larger groups, initiated cost control strategies in 1980 that should help deal with surging expenses in 1981.

But from Chicago comes a more sobering forecast.

High unemployment and poor performance in the dominant durable goods industries are expected to bring a drop in advertising, according to Thomas M. Tallarica, vice president/finance for the Chicago

Sun-Times (morning, 655,332). The economy's downturn, he says, has seriously affected three major types of classified advertising—help wanted, auto sales and real estate.

"I don't see that it will be a very good year," he says, adding that "Chicago is probably getting hit harder than the rest of the country."

The Commerce Department's generally bullish forecast for newspapers also is not without its cautions.

Economists in the agency's Forest Products, Packaging and Printing Division warn that "competition for local advertising is expected to increase over the next decade as cable and pay television strengthen their positions in local markets." Their report also notes publishers' concern about yet another threat to newspapers' "traditional advertising markets"—"telephone company access to home computer terminals."

And the report notes that "newspaper circulation, in aggregate, has not kept pace with population growth."

"Publishers' profit margins," it continues, have been aided not only by increasing ad revenues but also by "high rates of worker productivity."

Newspaper employment rose 3 percent last year, from 423,000 in 1979 to an estimated 436,000, according to the report. It forecasts another 3-percent gain this year, with the industry-wide workforce reaching 449,000 employees.

"Total employment in the industry has made a sound recovery from its dip of 1975," the report adds, "but the number of production workers expressed as a percentage of the total continues to decline." The department says that compared to the industry-wide employment increase of 3 percent, the number of production personnel edged upward by 1 percent last year, from 168,700 to an estimated 170,000. Another 1 percent increase, to 172,000, is predicted for 1981.

According to the report, production workers now comprise about 40 percent of total industry employment, compared to 49 percent a decade ago.

Payrolls get nearly 40 cents of every dollar spent by newspapers, while "newsprint is a newspaper publisher's second largest cost" at almost 30 cents of that typical dollar, the report says. □

Graham condemns increase in court orders against press

"Direct efforts by the government forcibly to enlist journalists in inappropriate functions are . . . on the rise," ANPA Chairman and President Katharine Graham told members of the Society of Professional Journalists, Sigma Delta Chi, at their annual convention.

Prosecutors, defense attorneys and the courts seem increasingly to view the press as "just another investigative resource," she said, noting that the Reporters Committee for Freedom of the Press has determined that the number of court orders pending against journalists or news organizations was at an all-time high.

At the time of the Nov. 19-21 convention in Columbus, Ohio, 19 reporters or news organizations from across the country were under court order to disclose information or were in contempt for refusing, she said.

Mrs. Graham, chairman of the board of The Washington Post Co., said that in addition to confronting such problems with governmental bodies, newspapers need to address the question of "how we are faring with our readers."

Referring to a report recently issued by the Public Agenda Foundation [*presstime*, Nov. 1980, p. 47], she said "when more than half of our readers believe we are unfair and inaccurate, I think we have

got to face up to the fact that something is wrong."

Her views were echoed by new SPJ, SDX President Howard Graves.

"I believe that the news media, at all levels, must listen more to the public and its concerns," Graves told *presstime*. The public is telling the press that "some other things (are) bothering us than the press freedom issues that are irritating you. At the same time, the news media should continue their vigilant role to keep the flow of information to the public."

The newly elected Graves, Oregon bureau chief for the Associated Press, said he does not anticipate the creation of any new programs this year but looks for the development and expansion of existing ones.

Encouraging "higher professional standards and ethics in the field of journalism" is one of his goals for the year. The society already has begun doing that, he noted, through a task force on continuing education programs for professional journalists created by his predecessor, Jean Otto of The Milwaukee Journal.

Another recently established task force, on minorities in journalism, is looking at ways to "reach young people at the high school level to talk about a career in journalism" and at ways to retain minority professionals in journalism, Graves said. □

New association organized to represent independent free-circulation newspapers

About 50 publishers of shoppers and free-circulation papers have formed a new association to serve the interests of free papers independently owned by companies that derive at least 75 percent of their publication income from free-circulation publications.

Charles A. Hawken, vice president of the new organization called Independent Free Papers of America, said IFPA members were disenchanted with the recent open-membership policy of another, much larger organization for free-circulation publications, the National Association of

Advertising Publishers [*presstime*, Oct. 1980, p. 5].

Hawken, publisher of the 30-year-old Flashes Shopping Guide in Stuart, Fla., said many NAAP members compete against large, "chain-owned," free papers whose free-circulation business is not their mainstay. Representatives of those big companies attend NAAP meetings and learn competitive secrets of the small publishers, he added.

IFPA, which held its "founding conference" recently in Lansing, Mich., will exclude those competitors, Hawken said. □

newspaper business

Gannett plans satellite system; eyes U.S. paper

Citing American consumers' "intense hunger for information," Gannett Co. Chairman and President Allen H. Neuharth announced Dec. 16 that the giant communications company is establishing a nationwide satellite communications network capable of transmitting "news, information, advertising and entertainment."

Neuharth did not disclose specific uses of the system, although options being investigated include a "new national general interest daily newspaper" called U.S.A. TODAY.

The satellite activities will be coordinated by a new Gannett Satellite Information Network, a wholly owned subsidiary of Gannett Co. Inc. that was established after a year of research into the public's information needs, Neuharth said. The subsidiary will be based in Washington, D.C., and the earth station will be installed at the nearby Springfield, Va., production facilities of Army Times Publishing Co.

GSIN this year will create prototypes for U.S.A. TODAY, which could be launched in 1982 if market tests are positive, the company announced.

Also to be studied is the possibility of transmitting radio and cable-television programs, advertising supplements, news supplements and unspecified other "products and services."

Neuharth would not comment on whether the Virginia transmission facility could be used for the SAT-FAX project, the newspaper industry's plan for a test system in which national advertising would be delivered to newspapers via satellite [presstime, Oct. 1980, p. 23]. The question of who actually would transmit SAT-FAX materials remains undecided.

The Gannett chief executive also said he had no estimate on the costs of the GSIN research and new facilities.

Neuharth, former ANPA chairman and president, told an annual gathering of 250 Gannett publishers, managers and other executives in Washington that the new telecommunications network and proposed newspaper will not compete with or affect



Neuharth outlines plans at Washington press conference as GSIN President Hickey listens.

the autonomy of Gannett's 81 newspapers, seven television stations and 13 radio stations. Material transmitted via satellite, however, could be used for company-owned media, including the corporation's 38,000 billboards.

Thirty Gannett newspapers already have satellite receiving dishes to obtain Associated Press news services. Gannett will be leasing time through the American Satellite Co. on Westar III, the same satellite used by AP and United Press International. Technically, therefore, the satellite dishes already in place could be used to receive both new Gannett transmissions as well as AP and UPI data.

Lawrence Sackett, vice president/operations for the satellite network, said that GSIN has not yet "explored the whole range of questions" regarding the legality of such use. "We have not contacted AP or UPI," Sackett said.

Other key executives of GSIN, some of whom participated in the research leading to its creation, are:

- Maurice Hickey, 46, former publisher of Gannett newspapers in Florida, New York, Illinois and Michigan, who was named president of GSIN

- Ron Martin, 43, former editor of The News-American of Baltimore, named vice president/news

- Frank Vega, 32, former distribution executive for Knight-Ridder Newspapers Inc., named vice president/distribution systems

- Thomas J. Baskind, 33, vice president/communications for CBS Sports, named vice president/marketing communications

- Linda Peek, 29, former director of communications for the Carter-Mondale re-election campaign, named vice president/public affairs.

Referring to Gannett's recent designation by Dun's Review as one of the five best-managed companies in the United States, Neuharth said the company will continue its "deft" mixture of acquisitions, internal expansion, central planning and local autonomy.

He also announced that Gannett finished 1980 with a gain in profits for the 53rd consecutive quarter. Overall sales for the year were expected to reach \$1.2 billion. □

Recent acquisitions

Freedom Newspapers Inc., Santa Ana, Calif., acquired the Huron (S.D.) Daily Plainsman, daily circulation 13,724.

Worrell Newspapers Inc., Charlottesville, Va., acquired The Middlesboro (Ky.) Daily News, daily circulation 7,030. □

newspaper business



When Norman Rockwell visited a country weekly

By Doug Crews

More than 35 years have passed since the famous American artist, the late Norman Rockwell, traveled to Paris, Mo., to document in sketches and oil painting perhaps the nation's best-known country editor of the era, Jack Blanton, and the Monroe County Appeal.

Rockwell visited Paris in April 1945, and his feature on Blanton and the Appeal was published in the May 25, 1946, issue of the Saturday Evening Post. The artist's painting of the front office at the Appeal (see above) appeared in full color. The original painting now hangs in the National Press Club in downtown Washington, D.C.

The Post issue provided this description of the front-office scene:

"Blanton is shown batting out a last-minute editorial. That picture above his desk is one of his father, who founded the Appeal.

Crews is editor of The Missouri Press News and assistant director of the Missouri Press Association. This article is reprinted by permission from The Missouri Press News.

The gold-star service flag hangs beneath a picture of a grandson of Blanton's, who would have succeeded him as editor if he hadn't lost his life in the Army Air Forces. Peering over Blanton's shoulder is the Appeal's printer, Paul Nipps, whose experienced eye is gauging the number of printed lines the editorial will take up. At right, Malcolm Higgins, combination city editor and reporter, is talking over subscriptions with a couple of customers. The man in the wicker chair just dropped in to read a back number. At left, typing, is Secretary Fernelle (Blondie) Wood. Dashing past her with a piece of copy is Dickie Wyatt, the printer's devil."

Rockwell is "bursting in at the door." The magazine comments, "Naturally, Rockwell has allowed himself a certain amount of artistic license; he didn't actually catch himself in the act of breaking and entering. The fact is that he hung around the place for days sketching the staff and an occasional visitor, and he couldn't resist the temptation to make himself part of the friendly scene."

The only two people shown in the paint-

ing who are still living are Higgins and Wood.

Higgins, who now lives in Topeka, Kan., and is retired as an editorial writer from the Topeka Capital-Journal, says the two subscribers with whom he was talking were Mr. and Mrs. Ed Wood, Blondie's parents.

He also remembers "sitting in that wicker chair with my hat pulled low across my face and doubling for the man who dropped in to read the newspaper. Rockwell may later have posed someone else for a model there, but I think not."

Rockwell's visit came the week following President Franklin Roosevelt's death. The two pictures in the upper left corner of the Appeal edition the "customer" is reading are those of Roosevelt and his successor, Harry Truman. Word of FDR's death came just after the April 12 issue was printed, so it was a top story the next week.

"Rockwell was a friendly man with a good sense of humor and a genuine interest in people," Higgins recalls. "We soon realized why his pictures were so appealing: Rockwell enjoyed people and had a keen insight into human nature.

"In many ways he was like Jack Blanton ... Blanton liked people, loved to converse with them and to find out what they were doing; he liked to 'kid' with them and to praise the good things they did."

Higgins believes Rockwell went to Paris at the request of Ben Hibbs, the Saturday Evening Post editor. Hibbs, a Kansan, had been editor of the Country Gentleman, Curtis Publishing Co.'s farm magazine; he had read Blanton's editorials on farm topics and rural living, and once had sent a Country Gentleman writer to Paris to do a story on Blanton, Higgins says.

Rockwell first entered the office on Thursday afternoon, press day. Higgins recalls that a photographer from the University of Missouri-Columbia accompanied him. The photographer took more than 100 shots of the office and of various people and groups in scenes arranged by Rockwell after he had questioned the staff about newspaper routine and shop procedure and decided what would make the most interesting pictures.

Rockwell did not paint while in Paris—though he may have made some sketches, and he noted colors and other information which helped him make his pictures life-like.

After the newspaper was printed and things were less hectic, the staff had time to show Rockwell around, answer questions and help him plan. Higgins and some of the staff ate with him at a restaurant Friday noon, Higgins recalls.

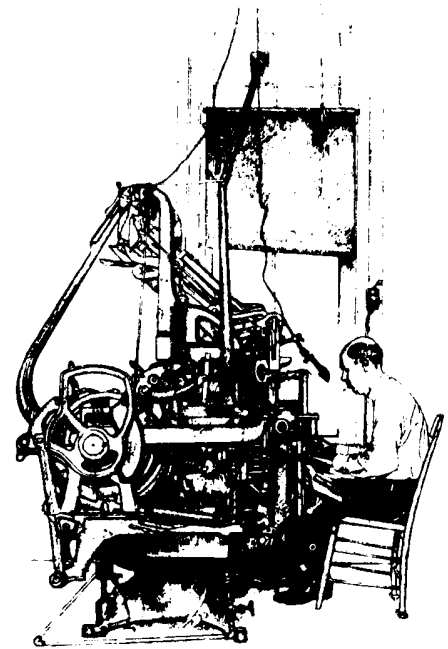
Rockwell was in Paris three days, stay-

ing at the old Jefferson Hotel. One night, Blanton hosted a dinner party in Rockwell's honor at Pine Springs restaurant at the Paris golf course. Guests were the advertisers, other leading Paris citizens, newspaper people from neighboring towns and Appeal staff members. Rockwell furnished the entertainment with an interesting and amusing talk about his work as an artist. While in Paris, Rockwell also addressed a school assembly and the Paris Rotary Club meeting, according to accounts in the Appeal.

Higgins offers the following recollections about the Rockwell sketches (some reprinted here):

"Staff members were taken aback when they saw the picture of the press. That folder never would have turned, because the chain hung down by the watering can instead of being connected to a cogwheel on the press. (The picture was made Friday, the day after press day, and in pushing the folder back up to the press, we forgot to attach the chain.) I wonder how many old printers had a good laugh at our expense when they saw the Post?"

"Why a watering can near the folder?" a cold-type journalist may ask. The folder was just across from the smelter where Blondie and Dickie are shown melting Linotype metal. After the lead 'pigs' were poured into an iron mold and a crust had formed, water was sprinkled on them to hasten cooling. Woe to anyone who poured too soon, before they became solid, for water on molten lead caused a mi-



Printer Nipp at Intertype

nor explosion!

"The Linotype (really an Intertype Model C) was attached to a tank of liquified gas just outside the window. When one tank ran out of fuel, the operator went outside and switched to the full bottle. Usually he didn't realize the fuel had run out until the metal in the melting pot began to get cold. We always hoped it wouldn't happen on press day.

"The picture of Dickie Wyatt and the scrambled type does him an injustice. I don't think the young man, who was in my Boy Scout troop, ever pried any type. And we seldom locked ads in job-press chases, such as he was holding—unless they were auction ads and we wanted to print some sale bills.

"Mr. Blanton's farm and livestock column was a good one. Melvin Eichor, with whom he is shown conversing, was an auctioneer who often furnished Mr. Blanton with farm and stock items. Sales days at Eichor's auction ring and Saturdays brought lots of farmers to town, and it wasn't too hard to pick up items, since Mr. Jack (Blanton) had accustomed people to telling about their projects.

"The best story about the farm column was that Mr. Jack tried to include news about the poultry flocks and reports of egg production. But the women, who had charge of this phase of farm management,

Calamity! Printer's devil Wyatt trips, scrambles hand-set ad.



newspaper business

resisted giving information: 'We're afraid someone will come and steal our hens! Mr. Blanton would look the protesting lady straight in the eye and say firmly: 'Ma'am, the Monroe County Appeal has no chicken thieves on its subscription list.' He usually got his story."

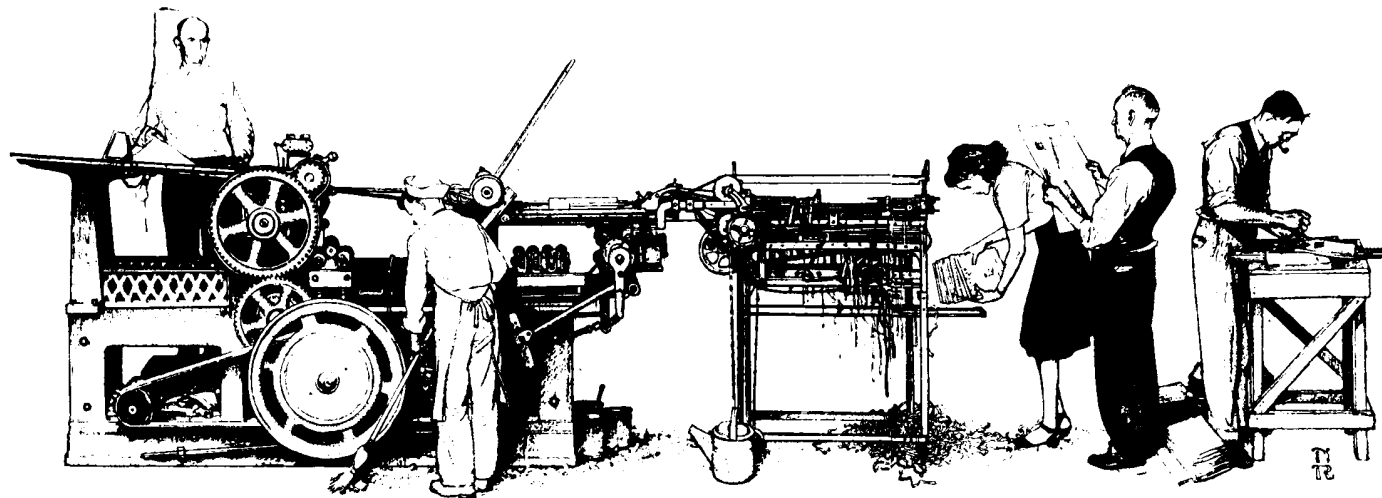
The pictures give a good idea of what the old newspaper office looked like, Higgins says. The building has since been razed.

"When I got my copy of the magazine (in 1946) out in Salina, Kan., where I had gone to work, it was like a trip back into the Appeal office," Higgins says. "Things looked

thoroughly familiar—from the green front door to the missing bulbs in the wall fixtures to the broken slat on the venetian blind.

"Mr. Blanton had a knack of making people feel that Paris was an extra-special place. And so it was," Higgins noted. "And Norman Rockwell did the same." □

Monroe County Appeal staff members spotted a flaw in this Rockwell sketch. Clue: Check the folder.



Credit Bureau tops off big year

The 1980 recession helped contribute to a banner year for Credit Bureau Inc., credit and collection agency that is a wholly owned subsidiary of ANPA [*presstime*, Aug. 1980, p. 48].

CBI in 1980 collected a record \$1.6 million, \$400,000 more than in 1979, its previous high year.

Over the past two years, the number of CBI subscribers has doubled—to 360.

CBI Vice President James Ralph said computerization played a role in the bureau's performance by helping to improve reporting and collection data, thereby allowing the bureau to handle more subscribers and other customers.

As the economy tightens, accurate information about advertisers and efficient collection are becoming more important to clients, he said. "Some big ad agencies have been going under."

CBI offers its subscribers—which include newspapers, magazines and broadcast stations—a package of credit reporting and collection services, includ-

ing a credit index, answers to credit inquiries, a monthly report on accounts received for collection, bulletins on fraudulent ads and other significant developments, collection service on both local and national advertising, and credit management seminars.

CBI receives a 10-percent commission on funds collected for subscribers. It also provides collection service to non-subscribers for a 15-percent commission. □

Newsroom Guide price reduced to \$10 a copy

The single-copy price of ANPA's "Newsroom Guide to Polls and Surveys" has been reduced from \$12.50 to \$10.

The per-copy price for orders of 10 or more remains at \$8 [*presstime*, Oct. 1980, p. 31].

The guide is designed to help reporters, editors and others interpret and analyze polls.

NNA, ANPA discuss cooperative effort

The National Newspaper Association's cooperative discussions with ANPA are continuing.

NNA, which recently has suffered financial problems, is considering various cost-saving measures which might involve cooperation with ANPA [*presstime*, Nov. 1980, p. 41].

ANPA Vice Chairman William C. Marcil met Dec. 19 in Washington, D.C., with members of the NNA Executive and Finance committees. Marcil, publisher of *The Forum*, Fargo, N.D., has been authorized by the ANPA Board to hold talks with NNA.

During NNA's annual convention last October, the organization's Board of Directors authorized a study into the various possibilities, including location of some NNA offices at The Newspaper Center in Reston. Later that month, members of the NNA Board toured ANPA facilities at The Newspaper Center in Reston, Va., and met with senior ANPA officials. □

newspaper business

In Minnesota, newspapers say 'How wonderful!'

The Minnesota Newspaper Foundation's most generous benefactor has been identified.

He is Jared How, publisher of the Free Press in Mankato, Minn., and immediate past president of the Minnesota Newspaper Association. His gift could reach six figures, depending on the generosity of others.

"We tried—and did—keep his identity a secret," MNA Manager Robert M. Shaw explained in a recent bulletin. "But the problem was that some members believed there was no 'mystery man' at all—that it was some sort of promotional gimmick to raise money."

How's pledge is to match dollar-for-dollar contributions made to the foundation endowment from 1980 through 1982, up to a maximum of \$100,000. So far, \$19,000 has come in. Only the interest accrued on the donations from How and others may be spent.

The foundation was established a year ago to provide comprehensive training for Minnesota newspaper personnel.

It will sponsor its first program, a Management Clinic, Jan. 8-10 at Monticello, Minn.

Press associations: changes in command

Associated Press Managing Editors Association, at its annual meeting Nov. 18-21 in Phoenix, Ariz., elected the following officers:

- President—Larry Allison, editor, Long Beach (Calif.) Independent and Press-Telegram
- Vice President—Robert Haiman, executive editor, St. Petersburg (Fla.) Times
- Secretary—Edward D. Miller, executive editor, The Morning Call, Allentown, Pa.
- Treasurer—James F. Daubel, editor and publisher, The News-Messenger, Fremont, Ohio.

Society of Professional Journalists, Sigma Delta Chi, at its annual meeting Nov. 19-22 in Columbus, Ohio, elected the following officers:

- President—Howard Graves, chief of bureau, Associated Press, Portland, Ore.
- President-elect—Charles R. Novitz, managing director, Independent Television News Association, New York City
- Vice President for Campus Chapter Affairs—Burt Bostrom, associate professor of journalism, Northern Arizona University, Flagstaff
- Secretary—Steven R. Dornfeld, political writer, Minneapolis Tribune
- Treasurer—Phil J. Record, managing editor, Fort Worth (Texas) Star-Telegram.

St. Joseph Gazette

St. Joseph Gazette

Editors at the St. Joseph (Mo.) Gazette Dec. 9 corrected what may qualify as the world's oldest, most frequently repeated typo. They replaced the Old English "I," with which they had been erroneously spelling the newspaper's nameplate for more than 77 years, with a "J." The newspaper owned up to the mistake in a front-page story that began "Are we embarrassed!" A reader had pointed out the misspelling. It was traced to 1903 when the newspaper's ownership and management changed hands. The incorrect (top) and the correct (bottom) versions of the logo appear above. Would you have noticed?

Safe Driving Campaign pays dividend

Information on the annual ANPA-International Circulation Managers Association Safe Driving Campaign was mailed to publishers of daily newspapers in December.

The campaign, started in 1941, is designed to reduce highway fatalities and injuries in the United States and Canada, and to build a safe-driving record in the newspaper business leading to reductions in insurance premiums for newspaper-distribution vehicles [*presstime*, June 1980, p. 24].

The accident rate in 1979 was 31-percent lower than that of 1941. In the intervening years, many insurance companies have reduced newspaper industry-wide premiums on several occasions, resulting in savings conservatively estimated at \$1.5 million a year.

Officials also note that 565 daily newspapers participated in the program in 1979.

Other papers are urged to participate

this year. The campaign is open to all daily newspapers at no charge.

Further details are available from the ANPA Newsprint/Traffic Department or from ICMA, both of which are located at The Newspaper Center, Reston, Va.

First Amendment insurance offered to non-ANPA weeklies

The Potomac Insurance Co. Ltd. this month began offering First Amendment insurance to weekly newspapers that are not members of ANPA.

The company, a wholly owned subsidiary of Mutual Insurance Co. Ltd. of Hamilton, Bermuda, is the second firm to offer newspapers insurance coverage for legal expenses relating to First Amendment cases; the first was Mutual [*presstime*, Nov. 1980, p. 10], which made it available in early 1980 to all ANPA members.

In addition, the National Association of Broadcasters is sponsoring a new libel/First Amendment insurance plan for broadcasters, underwritten by CNA Insurance Co. of Chicago and supervised by Media/Professional Insurance Inc.

Inland sets cost clinics

Two clinics on how newspapers should budget, set up an economic model and use cost information have been scheduled by the Inland Daily Press Association for Feb. 10-11 in Toronto and March 5-6 in San Francisco.

Twenty-five participants at each meeting will have an opportunity to pose questions about Inland's 1980 cost study and to obtain help in completing cost study forms. Registration costs \$150. For more information, contact Bill Boykin or Don Durkes at 312-782-0513.

Board adopts budget, sets priorities for '81

The ANPA Board of Directors at its December meeting adopted a 1981 program and budget which initiates some new, high-priority activities and enhances Association efforts in such areas as government relations, telecommunications, SAT-FAX, the kenaf project, consulting engineering and technical training for newspaper executives.

Estimated total cost of the 1981 program is \$7,191,800, and anticipated revenue for the year is \$7,446,125.

To finance the expanded Association program, the budget calls for general increases in most Association fees and charges—for such activities as training courses, publications, the Convention, Production Management Conference, etc.—and a 5-percent increase in the dues formula. The dues action was taken by the Board under authority granted it by the membership at the 1980 Convention.

Among the decisions made by the Board and included in the 1981 program were the following:

- Staff members will be added in the Government Affairs and Telecommunications departments to support growing Association activity in those areas.

- A telecommunications "demonstration room" will be established at The Newspaper Center for the use of newspaper executives who wish "hands-on" experience with new media and new communications technologies.

- An engineer will be added to the Research Institute staff to assist particularly in the further testing of new press-technology projects, including work at the several test-site installations of ANPAPRESS™ units at the plants of member newspapers.

- A total of \$125,000 will be provided for a study of kenaf growing, harvesting and processing techniques to be conducted by Soil and Land Use Technology Inc., Columbia, Md. [*presstime*, July 1980, p. 50].

- A total of \$200,000 will be provided to assist in the SAT-FAX project work being done cooperatively by several newspaper business groups under the direction of the

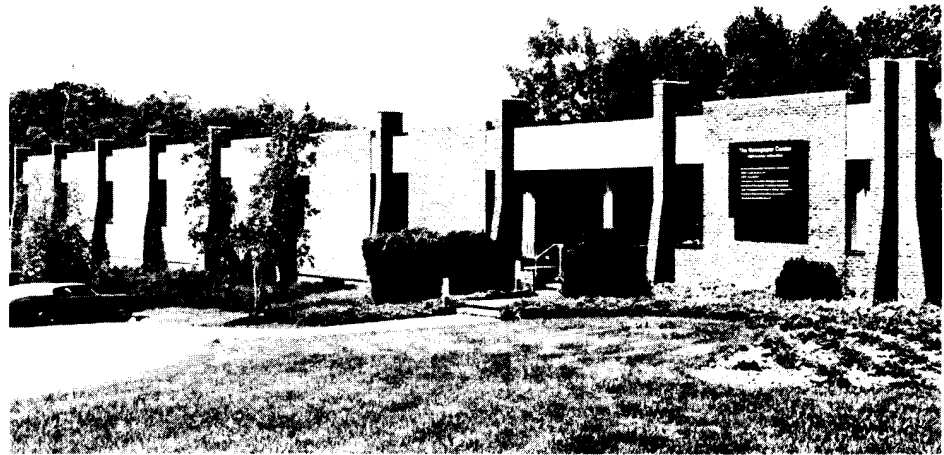
SAT-FAX Steering Committee [*presstime*, Oct. 1980, p. 23].

- *Presstime* will continue on a monthly schedule with its distribution list stabilized at about the present 9,500-copy level.

In addition to new and special-priority projects, the 1981 budget will allow ANPA to continue its high level of operation in all present activities such as training, labor and personnel relations, government relations, technical research and testing services, court defenses of cases important to

the business, information sharing through publications, and the annual Convention and Production Management Conference.

The Board also expressed a desire that this year even more systematic opportunities be provided for the participation of the Association's standing committees in the program planning and budget development process. A consultant will be retained early in the year to work with the Board and the staff on development of a somewhat more formal planning and priority-selection process. □



Addition to The Newspaper Center would house ANPA/RI and other activities.

Facilities Planning Committee authorized to begin design work for Reston expansion

The ANPA Board of Directors has authorized the Association's Facilities Planning Committee to initiate preliminary architectural design work for an addition to The Newspaper Center in Reston, Va.

An addition would house the personnel and operations of the ANPA Research Institute, now in Easton, Pa., and some other activities [*presstime*, March 1980, p. 51].

The preliminary-design study will be performed by architects of Wigton-Abbott Corp. of Plainfield, N.J., the firm which supervised original construction of ANPA's headquarters in the early 1970s.

Completion of analyses and drawings in this design phase will permit the Board to decide by spring when it might wish construction to start. Estimated construction

time is about 18 months. The Board is scheduled to consider at its February meeting various possible financing options for any new construction.

Also at its December meeting, the Board reaffirmed the Association's policy of continuing to provide space for the offices of other newspaper-business associations, societies and groups within a "Newspaper Center" concept. Other organizations now co-located with ANPA in Reston include the American Society of Newspaper Editors, the International Newspaper Promotion Association and the International Circulation Managers Association. Several other groups have indicated they would consider locating in an expanded Newspaper Center. □

Minority fellowships approved

The ANPA Foundation Board of Trustees has approved plans for a minority fellowship program for 1981.

It will provide funds for as many as 15 minority newspaper professionals and faculty members at historically black colleges to attend ANPA training sessions. Nomination and selection procedures will be announced this month.

The fellowship program is included in the Foundation's 1981 operating budget of \$462,675, adopted by the Trustees at their Dec. 4 meeting in New York City.

General emphasis of the Foundation will remain on the Newspaper in Education program. The work of two NIE field advisors will continue; several new curriculum materials will be offered to newspapers in camera-ready form; and marketing of NIE to educational organizations will increase.

Convention program begins to take shape

Registration information will be mailed this month for the 95th Annual ANPA Convention May 4-6 at the Hyatt Regency in Chicago [*presstime*, Nov. 1980, p. 49].

The Convention Arrangements Committee will meet again Jan. 13 to discuss possible Convention topics.

Subjects currently under consideration include: the Republican mandate in Congress; the presidential nominating process; new newspaper promotion efforts; alternative newspapers; the FTC's volume discount ad case against the Los Angeles Times; the space shuttle program and the 100,000-ASA electronic camera.

Telecommunications developments and issues will receive major attention.

Consideration also is being given to sessions on a variety of circulation issues, including alternate delivery systems, total market coverage and shoppers.

Entertainment will be by Peter Duchin and his orchestra and by Victor Borge.

Suggestions for topics should be directed to Committee Chairman Clayton Kirkpatrick of the Chicago Tribune Co., or to ANPA Assistant General Manager Thomas C. Fichter. □

The Trustees also allocated funds to support NIE research and several educational slide shows to be developed by the Newspaper Readership Project.

In addition, the Foundation this year will:

- Publish a manual to encourage newspapers and journalism schools to cooperate in developing internships concentrating on newspaper business operations

- Conduct a new seminar, "Teaching Literacy Through Journalistic Writing," for secondary school teachers of English composition and journalism

- Provide financial assistance to The Reporters Committee for Freedom of the Press and to the American Council on Education for Journalism—soon to become the Accrediting Council on Education in Journalism and Mass Communication [*presstime*, Dec. 1980, p. 31]. □

New members

The SCARBOROUGH Mirror

Metrospan Community Newspapers, Wil- lowdale, Ontario, group of eight newspapers: Scarborough Mirror, North York Mirror, Oakville Journal Record, Etobicoke Advertiser/Guardian, Richmond Hill/Thorn- hill Liberal, Aurora/Newmarket Banner, Woodbridge & Vaughan News, and Bolton Enterprise (total circulation 176,500). John Baxter, president.

Thomasville Times-Enterprise

Thomasville, Ga. (circulation 10,535). L. Edward Kelly, publisher.

The Valley Times-News

Lanett, Ala. (circulation 10,569). Tom Walls, publisher.

News & Herald

Panama City, Fla. (circulation 26,401). Scott Fischer, publisher.

Equipment for sale

Compugraphic 2961 (HS) with wire stripper, two Font Strips (8½ and 9½ points); \$2000. Contact B. J. Tomaso, production manager, Milford Daily News, 159 S. Main St., Milford, Mass. 01757; (617) 473-1111.

Stepper Paper-man has fold 'n tyer with wrapping feature, like new; \$5,000. Contact Cecil Q. Flowers, director of operations, The Jackson Sun, 245 W. Lafayette St., Jackson, Tenn. 38301; (901) 427-3333.

DEC PDP-8I computer. Two RKO5 removable disks, one DF32 fixed head disk, one LPO2 line pointer, two TU56 tape units, one CR8 card reader and one ASR33 console device. This is a complete running system with interfaces for all peripherals, available immediately. Contact Lynn Hamilton, business manager, The Arkansas Democrat, Little Rock, Ark. 72116; (501) 378-3464.

Two Compuscan model 170's, serial numbers L4292 and L4294, 16K memory, soft drives, BRPE interfaces and punches, I/O boards, IBM 1130 interface and cables, scan header program; makes forms, prints and documentation; in excellent condition and running. On line now to a PDP 11/70. Will demonstrate.

Also, Chemco Spartan II Roll Film Camera, three-roll capacity, contact screen mechanism, external flash, Berkey-Ascor Pulser Xenon Lights, 6 kw, and Luxometer 80-602 light integrator.

All in excellent condition. Contact James P. Quinn, production manager, The Home News, 123 How Lane, New Brunswick, N.J. 08903; (201) 246-5642.

Mid-States wire-tying machine, model 2-125B-VHDS, \$1,000; 50 rolls of twist-wrap wire \$27 per roll; Graphotype model 6440, \$500; Addressograph model 2605 and eight boxes of plates; Addressograph model 600, \$500. Contact Sidney H. Bliss, assistant general manager, The Janesville Gazette, 1 S. Parker Drive, Janesville, Wis. 53545; (608) 754-3311.

Disc guard for Photon Mark I to IV non-segmented Disc, protects matrix from scratches when removing disc and installing disc, made of clear plexiglass, price \$12.95 plus postage and handling. Contact C. W. Boyer, The Trentonian, P.O. Box 231, Trenton, N.J. 08602.

Complete copy processing system available either as a lot or piecemeal: three Harris 1253 Microstor central processors; one remote adapter for Microstor; one Computype Ministor central processor with two disc drives; 15 Computype Compuedit terminals; six Titus 1700/Z terminals; one Pacesetter phototypesetter interface; three tape punches; one tape reader; one four-way multiplexer; spare parts kits for central processors, terminals and interface; miscellaneous manual boxes, cable, plugs, etc. Contact Peter DeRose, Daily Hampshire Gazette, 115 Conz St., Northampton, Mass. 01060; (413) 584-5000.

letters

Communications

I read with interest your article on (internal) communications in the December issue of **presstime (employee relations)**. You are correct that effective communications is the link that helps improve companies. We have a unique way of addressing communications at the Telegraph Herald.

Our concept, introduced and developed by the University of Chicago, is called the Design Group-Steering Committee concept. This concept attempts to link the "informal" system with the "formal" communications system—although many of the newspapers in your article are attempting to improve communications, I feel they still try to address communications in a much too formal manner.

Our communications efforts are part of an overall organizational improvement process which addresses other problems such as supervisor training, goal setting, problem solving and team building. Ultimately, communications is not an end, but a means of achieving more efficiency and productivity in the workplace—it cannot be isolated from the other challenges facing the company and its management.

Sid Scott
Director of organizational development
Telegraph Herald
Dubuque, Iowa

More media critics

David Shaw of the Los Angeles Times knows better, and **presstime** should have.

When **presstime** ran Shaw's essay (Nov. 1980) in which he self-servingly decorated his paper for being the only one in the United States with a full-time media critic, **presstime** did more than become a conduit for polluting the truth. Shaw's further indiscretion via **presstime** was to demean unfairly the work of several newspaper ombudsmen.

My completion in January 1981 of seven years as the full-time media critic at The Louisville Times knocks the stuffings out of Shaw's claim of being inimitable.

It was January 1974 when publisher Barry Bingham Jr. of the Louisville dailies created the new role of media critic and

asked me to fill it.

The (Louisville) papers already had their pace-setting ombudsman in place, in the person of John Herchenroeder (replaced upon retirement in 1979, after a dozen years, by Frank Hartley). But Bingham wanted in addition a column-writing media critic with untrammelled discretion to call the tune on all manner of news agencies—beginning with his newspapers but extending to other dailies, community newspapers, magazines and local and network broadcast journalism.

I suspect it is . . . parochialism that led Shaw to kiss off the work of all column-writing ombudsmen as dealing only with specific mistakes made by their own papers, and not with broad press issues.

That is a harsh and inappropriate put-down of the performance record of Thor Severson, until recently ombudsman at The Sacramento Bee, and of Richard Cunningham of the Minneapolis Tribune, among others. Indeed, Shaw did a disservice to the occasional column forays on press issues of Austin Wehrwein of The Minneapolis Star.

It was certainly inappropriate to overlook the many occasions when basic, broad questions of press performance were dealt with in print by Charles Seib and before him by Robert Maynard, as ombudsmen at The Washington Post.

As my string as media critic nears its run-out point in mid-1981, I must sadly agree with Shaw's observation of how few newspapers have seen the self-serving wisdom of establishing their own gadfly. But let's not compound the delinquency in the public eye by reminding people that we in journalism are so lacking in candid self-examination that we persist even in missing some of the brave efforts that do exist.

Bob Schulman
News critic
The Louisville Times
Louisville, Ky.

Liked auto ad story

I just finished the excellent story on the automotive situation in the November issue, and Hugh Quinn and I want to compliment Margaret Genovese on the accurate manner in which she handled our several phone conversations.

I think she did an outstanding job of taking a lot of unrelated (and perhaps rambling) thoughts about our problems and opportunities in the automotive area and put them together in a highly readable and extremely factual article.

We appreciate her professional talent in getting a good handle on a complex story, quoting us fairly and explaining to your publisher audience the current automotive advertising situation at the factory and dealer level.

Val Corradi
Vice president, automotive marketing
Newspaper Advertising Bureau
New York, N.Y.

'Shoppers' report

Your "special report" on "shoppers" in your October issue included information about Newsday's total market selling program. For the record, I'd like to correct two errors in your story:

- Newsday's Weekly Special, which is distributed free to nonsubscribers, is *not* printed in an outside plant. It is printed on our own presses every week.

- The editorial material in the Weekly Special is not "timeless, feature-type editorial material." This editorial material consists of selected stories that appeared in the regular editions of Newsday within the past week. Most of this editorial material is keyed locally to the three areas of Long Island that receive appropriate local editions of the Weekly Special.

Jack Squire
Director of promotion and public affairs
Newsday
Long Island, N.Y.

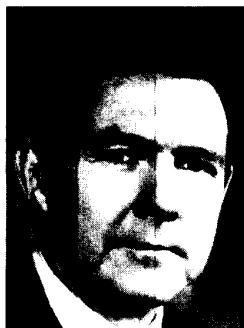
Satellite coverage

I thought the article in the October issue of **presstime** on satellite distribution systems is the most comprehensive article on the subject that I have seen so far.

As one who has been coordinating the UPI satellite project, I can understand the complexities you had to deal with in writing the article.

Frederick H. Marks
Executive assistant to the president
United Press International
New York, N.Y.

speeches



Frank A. Bennack Jr.



Glenn L. McCurdy



Robert L. Burke



Roger Tatarian

Single copies of the following speeches are available from the ANPA Public Affairs Department:

- **Address by Katharine Graham**, ANPA chairman and president and chairman of the board, The Washington Post Co. Society of Professional Journalists, Sigma Delta Chi annual convention, Columbus, Ohio, Nov. 21.
- **Newspapers—Surviving the '80s**. Frank A. Bennack Jr., president, The Hearst Corp. Inland Daily Press Association annual meeting, Chicago, Oct. 20.
- **Maintaining the Newspaper as an Essential Component of our Communications System**. Harold A. Schwartz, director of circulation, Milwaukee Journal and Sentinel. International Newspaper Promotion Association Western conference, Las Vegas, Nev., Oct. 7.
- **History of Computerizing a 5-county Area**. Glenn L. McCurdy, circulation director, Evansville (Ind.) Printing Corp. Circulation Computer Systems Symposium, Chicago, Oct. 9.
- **Federal and State Waste Regulations and their Possible Implications for Newspapers**. George R. Cashau, coordinator of operations, ANPA Research Institute. National Safety Congress and Exposition annual meeting, Chicago, Oct. 21.
- **Newspaper Management Trends and Readership Trends in the 1980s**. Robert L. Burke, director of readership and training, ANPA. New Jersey Press Association convention, Absecon, N.J., Nov. 20.
- **Newsprint as the Decade Progresses**. Jon G. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin. ANPA Newsprint Committee and Newsprint Section of the Canadian Pulp and Paper Association meeting, Washington, D.C., Nov. 14.
- **The Press: Special Position or Special Privilege?** Roger Tatarian, professor of journalism, California State University at Fresno, and former vice president and editor in chief, United Press International. Colby College, Waterville, Maine, Nov. 10.
- **UNESCO and the Media: A Report on Developments at Belgrade**. Dana Bullen of The Washington Star, journalist in residence, Edward R. Murrow Center of Public Diplomacy, Fletcher School of Law and Diplomacy, Tufts University. Medford, Mass., Nov. 10.

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From the FIEJ Management and Marketing Symposium, Paris, Nov. 13-14:

- **The Publisher's Responsibility to Marketing**. Helen K. Copley, ANPA director and chairman and chief executive officer, The Copley Press Inc., La Jolla, Calif.
- **The Politician Views the Press**. Louis A. Lerner, editor and publisher, Lerner Newspapers Inc., Chicago, and former U.S. ambassador to Norway.
- **Television-Screen Newspaper**. Claus Detjen, director, German Newspaper Publishers Association.

ANPA calendar**January****ANPA Convention Arrangements Committee meeting**

Hyatt Regency-Chicago, Jan. 5

ANPA/RI Basic Offset Press and Plate Seminar

ANPA Research Institute, Easton, Pa., Jan. 5-9

ANPA/RI Camera Techniques Seminar

ANPA Research Institute, Easton, Pa., Jan. 5-9

ANPA/International Newspaper Promotion Association Promotion Managers Workshop

Fort Lauderdale (Fla.) Marriott Hotel, Jan. 12-14

ANPA Labor and Personnel Relations Conference

Del Webb's Mountain Shadows Resort and Country Club, Scottsdale, Ariz., Jan. 14-17

ANPA Training Committee meeting

Union-Tribune Building, San Diego, Jan. 15

ANPA Labor and Personnel Relations Committee meeting

Del Webb's Mountain Shadows Resort and Country Club, Scottsdale, Ariz., Jan. 17

ANPA/RI Management Introduction to New Technology Seminar

ANPA Research Institute, Easton, Pa., Jan. 19-23

ANPA Research and Production Committee meeting

ANPA Research Institute, Easton, Pa., Jan. 20-22

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association/INPA Circulation Managers Workshop

Marina del Rey Marriott Inn, Los Angeles, Jan. 26-28

February**ANPA Board of Directors meeting**

Mauna Kea Beach Hotel, Kamuela, Hawaii, Feb. 2-4

ANPA/RI Basic Offset Press and Plate Seminar

ANPA Research Institute, Easton, Pa., Feb. 2-6

ANPA Management Development Workshop

Drake Hotel, Chicago, Feb. 23-27

ANPA/RI Direct Screen Color Separation Seminar

ANPA Research Institute, Easton, Pa., Feb. 23-27

March**ANPA/INPA Strategic Planning Seminar**

Houstonian Inn, Houston, March 1-4

ANPA Telecommunications Committee and the American Working Party of the International Press Telecommunications Council meeting

Hyatt Regency Washington, March 5-6

ANPA Labor Negotiators Seminar

Drake Hotel, Chicago, March 8-11

ANPA Press/Bar Relations Committee meeting

International Club, Washington, March 9

ANPA/RI Basic Offset Press and Plate Seminar

ANPA Research Institute, Easton, Pa., March 9-13

ANPA Executive Committee meeting

The Washington Post, March 10

ANPA/American Bar Association Task Force meeting

L'Enfant Plaza Hotel, Washington, March 10

ANPA Government Affairs Committee meeting

L'Enfant Plaza Hotel, Washington, March 10-11

ANPA Conference for Young Newspaper Men and Women

Don CeSar Hotel, St. Petersburg, Fla., March 15-18

ANPA/RI Camera Techniques Seminar

ANPA Research Institute, Easton, Pa., March 23-27

ANPA Newspaper Executive Marketing Seminar

Scottsdale Conference Center, Scottsdale, Ariz., March 29-April 4