

Peace Poll: Guild Voters Are Few But Dedicated

"Thanks for the opportunity. Finally a union has asked me what I think of the war!"

"Let's concentrate on union problems, and let President Nixon and Congress handle the war."

"This poll is about as valid as the Literary Digest's."

These are some of the comments received at TNG headquarters with ballots in the

"Peace Alert—U.S.A." poll on ending the war in Southeast Asia by cutting off military funds, conducted through the Guild Reporter.

Specifically, ballots (printed in the June 23 issue) asked: "Should Congress bring the war to an end by cutting off the funds?"

As of this week, 201 Guild members had voted "yes" and 51 had voted "no," with only an

occasional ballot still arriving.

Some voters accompanied their ballots with letters; others added their comments to the ballots themselves. One couple (both Guild members) addressed their envelope: "The Overdue Peace Poll."

This was a common theme among those who approved cutting off military funds.

"Aren't you a little slow in

doing this?" one asked.

"Congratulations on being only six or eight years late on this," wrote another.

The member who thanked the Guild for the opportunity to protest continuation of the war went on to add:

"Now with the enlightened self-interest and the organizing expertise of the trade union movement working on the case,

perhaps we can get this ball really rolling."

But some of those who voted against didn't like the idea of their union getting involved in the first place.

"It would seem to me that the Guild would have much better things to do with their time than to dabble in this sort of thing," one "no" voter wrote. "President (Continued on Page 7)

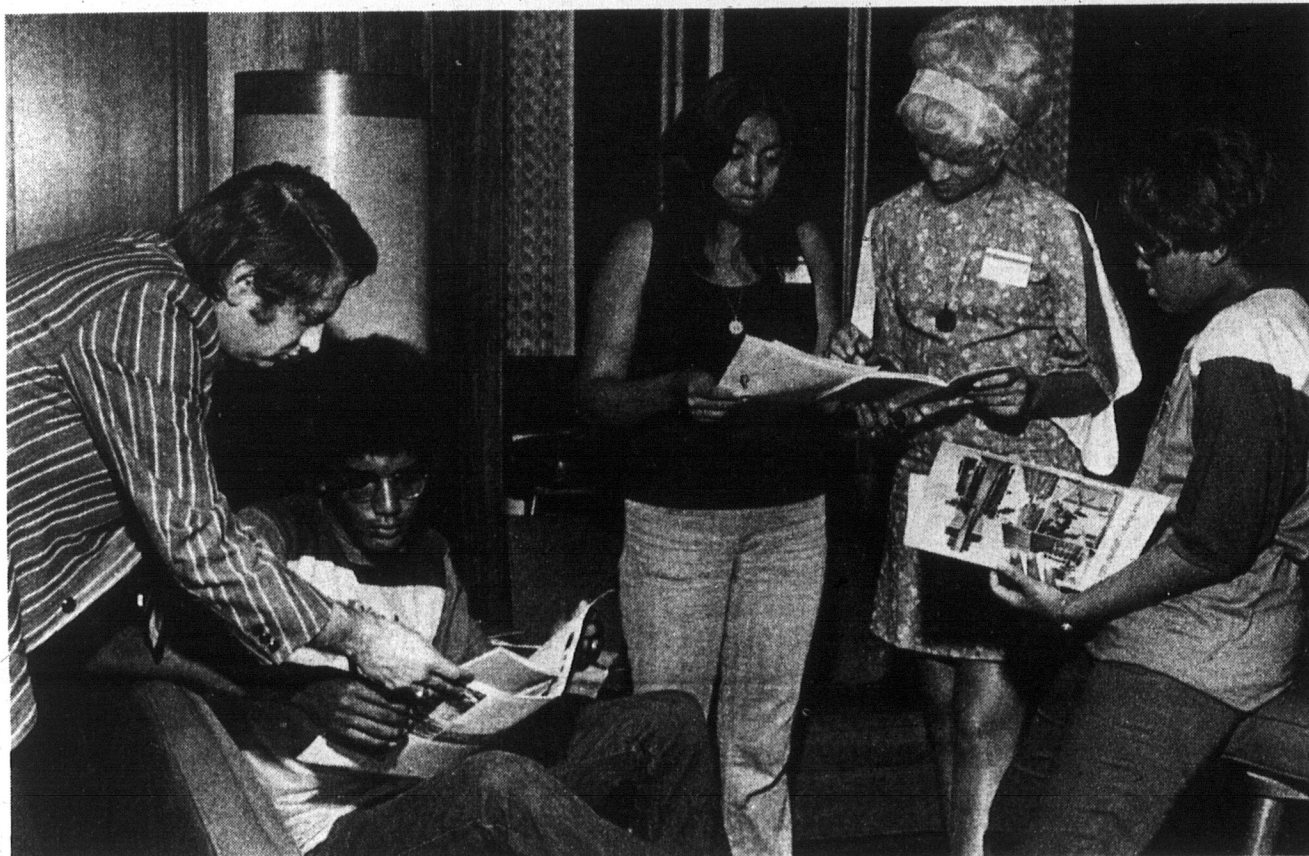
THE GUILD REPORTER

OFFICIAL ORGAN OF THE NEWSPAPER GUILD (AFL-CIO, CLO)

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Workshop for Minorities

Students the Gary Guild helped sponsor at Ball State University's Urban Journalism Workshop review materials from the sessions with Gary Guild President and TNG Vice President James A. McGill, left, and Mrs. Beverly Hern, a newspaper

instructor, second from right. The students are Jerome Bailey, with McGill, sponsored by the Guild, Gloria Mejia, center, sponsored jointly by the Guild and the Gary Post-Tribune, and Rise Leatherwood, right, sponsored by the Post-Tribune.

Victoria Gains New Security

Victoria, B.C.—A new 21-month Guild contract with the Times and Daily Colonist provides three months' notice and negotiations on automation, new jurisdiction protection and general increases of from \$20 to \$40.13.

The settlement was won in joint bargaining with the printers', pressmen's, stereotypers' and mailers' unions and after strong

strike votes by members of all five unions, including the Guild. It was ratified by local Guild members last week.

Those earning less than \$96.26 a week will receive raises of \$10.61 retroactive to May 1, \$4.85 on next May 1 and \$4.54 on Nov. 1, 1973; those earning from \$96.26 to \$192.91 will get increases of 10.4, 4.75 and 4.45 percent and those earning more

than \$192.91 will get \$20.07, \$10.12 and \$9.94 more.

The general increase formula will take the reporter top minimum to \$235.45, up \$40.13, while the formula plus additional adjustments will raise the top for display salespersons to \$230.56, that for district managers to \$225.37 and for classified outside sales to \$211.87, increases of \$42.18, \$42.19 and \$43.74 respectively.

The settlement also completely restructures clerical classifications, producing new top minimums like \$128.48 for circulation and classified-ad clerks with two years' experience, a flat rate of \$101.88 for messengers and \$131.95 for stenographers with one year of experience.

The contract's new automation clause provides that the Guild be given "at least three months, notice of intent to introduce new equipment or processes" which would create new jobs or alter existing jobs and for immediate negotiations on the matter. It also provides for retraining of employees displaced by automation.

The Guild's jurisdiction is recognized as "the kind of work" either "normally or presently" or (Continued on Page 7)

Michigan, New York Units Vote 'Yes' on the Guild

The Guild won representation elections this week at the Adrian (Mich.) Telegram and Newsweek's book division.

Employees in the editorial, commercial and maintenance departments of the Telegram voted Wednesday for Guild representation in a National Labor Relations Board election 23 to 9. Two ballots were challenged by the company, one cast by a management election observer.

There are 38 eligibles in the combined departments, which will become a unit of the Toledo Guild. TNG International Representative Willard Hatch led the

Guild's organizing campaign which was conducted cooperatively with the Typographical Union, which recently won bargaining rights in the Telegram composing room.

Earlier in the week seven employees of Newsweek's book division won representation by the New York Guild in an election conducted by the NLRB.

The vote was 4 to 2, with one ballot challenged by management.

The Guild had requested recognition May 16 but management refused. The organizing (Continued on Page 2)

Woods Supports Endorsement as Debate Goes On

As the controversy over the Guild's endorsement of Sen. George S. McGovern for President continued, TNG International Chairman James B. Woods this week defended the action as proper from both "a political and trade union standpoint."

"The International Executive Board merely carried out the intent of the Convention," Woods said. "The Guild never has made (and doesn't now make) any effort to control the professional work of reporters."

"If there should be any control, it would have to come from the employers—the 'one-party press' which has favored the protesting Republicans."

Meanwhile, TNG Secretary-Treasurer Robert M. Crocker informed the San Diego Guild that there is "serious question" about the validity of its motion to initiate a referendum to bar Guild political endorsements hereafter because it is directed to "future conduct of the Guild" whereas the "1972 Convention made policy quite specifically directed to the 1972 election."

Crocker said the matter was under study, and that the IEB would have the advice of counsel before reaching a decision on whether or not to submit the motion to the Guild's constitutional referendum procedure, which requires seconds by 10 additional locals after official publication in the Guild Reporter.

Twin Cities Guild members will vote next week in a local referendum on whether the local should (1) call for an international referendum to rescind the Convention's authorization of a presidential endorsement this year and (2) endorse San Diego's motion seeking a referendum to prohibit future endorsements.

Sacramento Guild President

Ted Fourkas and past President Ron Blubaugh, in a letter to TNG President Charles A. Perlik, Jr., congratulated him for recommending to the Convention that the Guild endorse a presidential candidate and expressed support of the IEB's subsequent action in endorsing McGovern.

But the Akron and Toledo Guild executive boards and a Memphis Guild membership meeting voted to disavow the IEB's action, and the Chattanooga Guild's executive board deplored the action and expressed the hope that at next year's convention TNG "will return to its neutral position on political candidates."

The Empire State District Council, meeting last weekend, voted not to endorse any presidential candidate this year, but said its action was not construed as "in opposition to the TNG endorsement."

The Courier-News unit of the North Jersey Guild and the Long Island Press unit of the New York Guild voted to disassociate themselves from the IEB's action, and the Press unit called for a referendum.

Wire Service Guild branches in Washington (UPI), Detroit (AP) and Chicago (AP) also voted, by membership or executive committee action, to call for a referendum. The WSG Miami chapter voted to ask the WSG to conduct a local referendum on whether the local should endorse the IEB's action.

Thirty-four Guild members at the Chicago Sun-Times signed a petition supporting the IEB's action and congratulating Perlik and the board "for recognizing that the Guild enjoys the right of every citizen to publicly voice

(Continued on Page 2)

Detroit Picks Helen Fogel For Full-Time Guild Post

Detroit, Mich.—The Detroit Guild executive board has selected Helen Fogel, Detroit Free Press unit chairwoman and a general assignment reporter in the Free Press's women's department, as the local's new executive secretary.

She will go on leave from the Free Press and assume her new Guild duties in September.

The choice of Fogel was made following interviews with a number of other applicants by a selection committee headed by James Stackpoole, unit chairman of the Michigan Catholic and a local executive board member.

The post has been vacant for a year.

Fogel has been one of the (Continued on Page 2)



HELEN FOGEL

Woods Calls IEB Endorsement Proper

(Continued from Page 1)
political preferences."

Thirteen members of the Madison Guild wrote TNG supporting the board's action. So did the chairman of the New York Guild's Daily World unit, on behalf of the unit, but not, he said, because the unit necessarily endorses the IEB's choice of a candidate.

San Jose Guild President James Choate and Administrative Officer Gene Bryant, replying to a News editorial, said reporters have "as much right" as publishers to express their opinions and that, "far from being an 'indiscretion,' the Guild's decision to endorse a presidential candidate was long overdue."

A total of 118 members of the San Francisco-Oakland Guild's Examiner and San Francisco Printing Company units signed petitions "respectfully" recording their "disagreement" with the IEB's action and requesting the board to withdraw its endorsement "in a manner that conveys no repudiation of Senator McGovern as a presidential candidate."

Other letters and petitions protesting the IEB's action, and in some instances demanding its revocation or a referendum, were received by TNG from 25 members of the Washington-Baltimore Guild's Baltimore Sunpapers unit, 21 of 36 members of the North Jersey Guild's Woodbridge unit, all eight members of the WSG's Milwaukee AP branch, and four members of the WSG's Salt Lake City UPI branch.

Fifty-two Guild members at the Denver Post and eight at the Rocky Mountain News and Denver AP and UPI bureaus took an ad in the Post disassociating themselves from the IEB's action, and 22 of the 33 members in the Chicago Guild's Lerner unit voted 13 to 9 to censure the board for its endorsement.

Editorial comment in the press continued to be critical of the Guild's endorsement of a candidate, but the Wall Street Journal, while "sharing the concern that the move was symbolically unwise," said "we don't think it was all that important substantively."

And Milton Viorst, in his syndicated column, said the Guild was speaking out "in defense of the legitimate interests of the profession." (See editorial, Page 8.)
Meanwhile, editorials also be-



GUILD PRESIDENT CHARLES PERLIK

Chairman, Senator Clark McGovern

A Switch in Time

If you wondered whether that really was TNG President Charles A. Perlik, Jr.'s picture (left) in Time Magazine's July 31 press section, which dealt, Time-style, with the Guild's endorsement of Sen. George S. McGovern, it wasn't. It was J. W. (Bill) Roberts, news director of the broadcasting division of McGraw-Hill, formerly of Time-Life

broadcasting. By a remarkable coincidence, a picture of Roberts and Perlik, correctly identified, appeared in the July 9, 1971, Guild Reporter (right) following their testimony before a house subcommittee inquiry into the public's right-to-know. In case you're still wondering, that's Roberts again on the right with Perlik next to him.

gan to appear in Guild local publications.

The Chicago Guild Memo, in an editorial headed "It's About Time," said, "This year may go down in history as the year the Guild pulled its head out of the political sand."

The Memphis Guildsman, while noting that the IEB's action has caused "much grumbling as expected," said Guild members "should have the good sense to know that endorsement by international officers doesn't mean they have to vote that way."

The endorsement of McGovern, made by the IEB under authorization from the Convention and announced by Perlik in Miami after McGovern's nomination, has been protested primarily, not on the grounds of the board's choice of McGovern, but on the grounds that any Guild endorsement compromises the objectivity of Guild members in reporting the news.

But Woods, in his statement, declaring that only the "poorest reporter" would allow any endorsement to sway his political coverage, said:

"I resent the implication that such could happen."

"And why worry about Agnew and Goldwater," he asked. "They'll make the same charges in any event."

Declaring that in the "furor" over the endorsement many members are apparently trying to "pin the whole thing on Perlik," Woods said:

"For the record, it was an action of the IEB. I was involved as deeply (other than the mechanics of the board poll) as Perlik, and I would have been with him in Miami had I not been tied to my desk in St. Louis by staff problems."

Crocker, in a letter to San Diego President Gerald L. Schultz, said that although TNG had not received a formal filing of the local's motion for a referendum, it would accept for that purpose mimeographed copies it had received of the San Diego motion and letters soliciting support distributed by the local.

Noting that TNG's constitution directs the IEB to submit to referendum any properly-seconded

local motion proposing a change in the constitution or convention policy or the calling of a special convention, Crocker said:

"Your motion, of course, does not call for a constitutional change or a special convention, and so the decision required is whether or not it proposes a change in convention policy."

"A question of validity arises because the 1972 Convention made policy quite specifically directed to the 1972 election where as your question is directed to future conduct of the Guild."

The question San Diego proposes to have submitted to referendum is: "Shall TNG, hereafter, abide by its traditional policy of refusal to endorse any candidate for political office?"

Crocker also noted that the local had not furnished the IEB with the text of the convention policy it seeks to change, as required by the constitution.

In Twin Cities, Local Executive Secretary John Carmichael said the executive board had ordered the local referendum after its Minneapolis Star-Tribune and St. Paul Dispatch & Pioneer Press units had disavowed the IEB's endorsement action and called for initiation of an international referendum on the question of Guild political endorsements. The local's Union Advocate unit supported the IEB's presidential endorsement.

Before submission to referendum by the IEB, a valid referendum motion must be endorsed by membership action of at least 10 other locals in five states, territories or provinces, providing that the moving and seconding locals include at least five percent of TNG membership in good standing. The IEB's next meeting is Oct. 23.

The seconding motions must be made within 30 days after official publication of the text of the referendum motion in the GR.

In New York, Wire Service Administrator Norman Welton, in response to inquiries from UPI and others, issued a statement explaining that the WSG "has taken no action in endorsing any political candidate this year."

Locals Get Insurance Rebate

Nearly \$7,000 in rebates derived from a 1971-72 policy year operating surplus is being distributed to the 28 Guild locals participating in TNG's Group Life Insurance Program.

And for the fifth consecutive year premiums under the group program—85 cents a month for U.S. members and 75 cents a month for Canadian members—remain unchanged, TNG Secretary-Treasurer Robert M. Crocker told participating locals last month in an annual report on the program's operations.

Crocker said premiums paid last year to the Canada Life Assurance Co. totaled \$68,984 while the net cost of claims was \$43,750.

After deducting \$5,250 for taxes, expenses and contingencies and retaining \$6,065 as a "rate stabilization reserve," a hedge against possible rate increases next year, the company declared a total refund of \$13,774, plus \$71.90 in interest, Crocker reported.

Half of this, Crocker explained, is being retained to reimburse TNG's General Fund for part of the program's administrative costs, leaving a total of \$6,922.95 for distribution to participating locals.

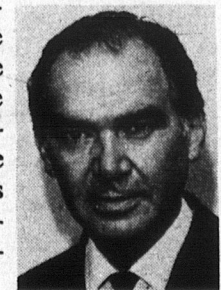
A special reserve to cover contingencies such as advancing premium payments to locals on strike and temporarily without funds "is now at a reasonable level" and does not need a portion of the refund, Crocker said.

Rebates due locals in debt to TNG have been applied toward repayment of the debt, he noted, while other locals received checks based on their pro rata share of the total year's premium total.

P. G. Martasian, R.I. Organizer, Is Dead at 52

Warwick, R.I.—Paul G. Martasian, one of the organizers of the Providence Guild and a newsman for three Rhode Island papers for nearly 30 years, died here June 13. He was 52.

Mr. Martasian was one of the principal organizers of the Guild at the Providence Journal-Bulletin in the late 1950s. He was a former president of the local.



He worked for the Providence papers from 1943 to 1962, covering a wide variety of assignments and becoming well known as a crime reporter.

He served as a managing editor of the Pawtucket Valley Daily Times from 1962 to 1965 and had worked for the Pawtucket Times, serving as both a reporter and copy editor, for the past three years.

Before his newspaper experience he had held jobs as a salesman, cab driver, construction laborer, office clerk, crane operator, sports writer, magazine writer and free-lance news writer.

Guild Wins 2 New Groups

(Continued from Page 1)
campaign was led by Ray Mann, local representative of the New York Guild, which also represents editorial employees of Newsweek magazine.

Earlier the National Labor Relations Board certified the San Antonio Guild as bargaining agent for 28 news vendors of the San Antonio Light to end a nearly 4-year-long effort by the Hearst

paper to thwart their organization.

After filing a representation petition in October 1968, the Guild first won an NLRB election among the vendors in March 1969, by 17 to 8.

In a decertification election in June 1971, 13 persons voted for the Guild, 9 for no union and three were challenged ballots. Guild certification, by 14 to 13, followed resolution of the chal-

lenges by the NLRB in Washington after management appealed regional NLRB rulings sustaining all nine Guild challenges.

Meanwhile, TNG membership of 32,855 on June 1 was a record high, 234 more than the previous record level of August 1, 1971, TNG Director of Field Operations J. William Blatz announced.

The June 1 figure, however, he pointed out, does not reflect membership lost through the subsequent closings of the Boston Herald-Traveler and Washington Daily News nor the prior closing of the Toronto Telegram.

Locals with new membership highs on June 1 were Akron, Buffalo, Cleveland, Kenosha, Kingston, Ottawa, Peoria, San Diego, Victoria and Youngstown. Matching earlier highs were Coos Bay, Washington-Baltimore and Yakima.

Fogel Named Detroit Guild Executive

(Continued from Page 1)
Free Press's top reporters since coming to Detroit in 1968. She previously worked as a reporter for suburban newspapers in Rochester and Philadelphia and in editorial capacities on the Gainesville Sun and newspapers in Bangor, Maine.

As a reporter at the Free Press, Fogel has received many awards

for excellence in news writing and has been active in the affairs of the unit and the local.

She has been an executive board member and a member of the Free Press unit's collective bargaining team and was one of the prime movers in establishing the Free Press unit's committee to press for fairness in minority hiring.



Ladies First

El Mundo Guild strikers Alba Raquel Cabrera, left, and Annie Arana replace a "Gents" sign with one reading "Ladies" on a "Port-O-Let" set up for pickets outside the newspaper plant. A male striker snaps their picture. Bargaining resumed this week in the six-month old strike for the first time since mid-July.

Hearst Strikers Win Fight on Jobless Pay

Los Angeles, Calif.—Some 150 Herald-Examiner Guild strikers and fellow unionists have begun to collect state unemployment compensation benefits that may total more than \$500,000.

State Unemployment Insurance Appeals Board Referee David Reith, ruling against the struck Hearst paper, held last month that unemployment benefits are payable to striking district managers and distributors as of Feb. 15, 1968, and to other Guild members as of July 7, 1968.

Reith held that, although Guild members at the Herald-Examiner went on strike Dec. 15, 1967, they subsequently became eligible for unemployment benefits when the paper hired permanent replacements and changed its operations to eliminate certain jobs formerly held by strikers.

Meanwhile, the U.S. Securities and Exchange Commission filed fraud action in federal court against a financial columnist for the Herald-Examiner, charging him with buying stock, touting it in his column and then selling it after the stock went up.

He is Alex N. Campbell, who was financial editor of the Herald-Examiner and of its predecessor, the Herald-Express, until about five years ago when he became financial columnist.

Also charged in the fraud action is Campbell's son, Alex, Jr., editor of the Western Financial Journal and a former securities salesman.

The SEC cited more than 70 instances of allegedly illegal touting of stocks, beginning in August, 1967. In 58 instances in which stock was sold within a

week after favorable mentions, the SEC said, the Campbells realized profits of more than \$25,000.

In his unemployment compensation ruling, Referee Reith rejected Hearst management's contention that the Guild members were not eligible for unemployment benefits because they had been receiving Guild strike benefits.

Guild attorney Lester G. Ostrov, who estimated that well over \$500,000 could be due the 150 claimants, said the award also could affect other Guild members who have been unemployed during some periods during the strike but who were not among the claimants in this case.

"The referee saw through Hearst's charade," Ostrov said.

"Hearst contended, on the one hand, that all of its present employees, i.e. strikebreakers, are permanent, and, on the other hand, that any individual striker was free to offer to return to work."

"Hearst claimed that it had not determined which, if any, strikers had been replaced and that, therefore, none of them should be entitled to unemployment insurance."

"The referee was not taken in by this argument and correctly held that if the jobs were being filled by 'permanent' employees, the strikers were entitled to benefits."

The award follows an earlier decision that members of the craft unions at the Herald-Examiner were entitled to unemployment benefits because they had been locked out by Hearst and replacements hired.

Time Inc. Unit Gains \$352 Top, Economy-Dismissal Constraints

New York City—A \$352 top minimum for writers, photographers and correspondents as well as dental insurance and new economy-dismissal constraints are provided in a new two-year Guild contract with Time Inc.

The New York Guild's settlement also extends medical-insurance maternity and abortion benefits to individual, as well as family, coverage and doubles to one year the maximum maternity leave.

The contract, retroactive to last Dec. 1, raises the top minimum for key editorial classifications by \$37.35, to \$352, effective Dec. 1, 1972, and increases the top in the lowest-paid clerical classification by \$17.50 to \$142.

Upgradings of a dozen jobs produced top-minimum increases of from \$41 to \$94, with the \$94 going to the top for the mail traffic desk.

Other top-minimum increases include: \$32, to \$280.50, for researchers; \$30.50, to \$268.50, for letters correspondents and photo-lab technicians; \$28, to \$233, for indexers; \$26.50, to \$218.50, for photographers' assistants, and \$19.50, to \$157.50, for a variety of clerks as well as receptionists and stenographers.

The settlement also extends eligibility for sabbatical leaves of up to six months at half pay to all Guild-covered employees with 18 years' service. Formerly 20 years' service and a salary higher than the writer top-minimum were required for eligibility.

Pension vesting is reduced two years to eight and an option to guarantee 15 annual payments to a retiree or his beneficiary is added to the normal retirement plan. Optional early retirement eligibility is made available to 20-years-service employees at age 57. It remains available to 10-year employees at 60.

Tuition-refund provisions are improved to provide employer payment of 75 percent of tuition for courses taken for degree credit, to an annual maximum of \$1,000, and 50 percent for other courses to a maximum of \$500. Previous provisions were for 50 percent to \$500 and \$300 limits.

The addition of two floating, personal holidays brings the contract total to 11.

New economy-dismissal notice-pay ranges from four weeks for employees with less than a year's

service to 20 weeks for those with more than 30 years' service. Previously there had been only 4 weeks' pay for those with more than five years' service.

And new economy-dismissal severance-pay accrues at the rate of three-weeks per year to a total of \$17,500, then at two weeks per year up to \$20,000 and at one week per year thereafter.

Notice- and severance-pay under the economy-dismissal formula also are provided for any employees dismissed up to three months after sale or merger of the portion of Time Inc., for which they work, and also for any who resign at the time of sale or merger.

Sliding-scale general increases for those earning less than key

editorial minimums range from 13 3/4 percent of the first \$150 of salary to 7 1/4 on that portion of salary higher than \$250 a week.

Those earning more than key editorial top minimums will share in a general-increase "kitty" averaging about \$2,000 per employee, with the company obligated to distribute the "kitty" before April 1, 1973.

The settlement also provides first contract coverage for employees in Time Inc.'s duplicating department, who voted for Guild representation in March, establishing top minimums of \$177.50 for duplicating assistants with three years' experience and of \$192.50 for duplicating machine operators with the same experience.

Equal Pay, \$34 Raise Won at Ottawa Citizen

Ottawa, Ont.—The last vestiges of discriminatory minimums for women's-section reporters are wiped out and reporter and district-manager top minimums are raised \$34, to \$218.10 and \$207.60, in a new two-year Guild contract with the Ottawa Citizen.

The Ottawa Guild's settlement also provides protection against dismissals due to automation or farming out for all on the payroll at the expiration of the old contract.

Highest top minimum increases in the settlement, which is retroactive to Jan. 1, come through upgradings in two classifications: \$40.14 takes the top for teletype-setter perforator operators to \$161.37 next Jan. 1 and \$39.98 takes the librarian top to \$192.46. An upgrading of \$38.04 takes the assistant-accountant classification top to \$205.69 and another upgrading results in a \$35.94 increase for proofreaders, taking their top to \$205.01.

The assistant news and night city editor classification is boosted \$38.20, to \$245.10, and the top for the assistant sports and assistant social editors is raised \$35.30, to \$226.51.

Increases of \$24 take the top minimums for stenographers to \$133.95, bookkeeping machine operators to \$145.09 and telephone operators to \$134.49, and

the beginning rates for reporters to \$139.92 and for district managers to \$147.44.

A 40-cent per shift boost in night differentials brings that for shifts ending between 6 p.m. and midnight to \$2 and that for shifts ending between midnight and 6 a.m. to \$2.50.

The guarantee for callback on a day off is improved from five hours at time and a half to a full day at time and a half and coverage is extended to all departments, from editorial-only coverage.

Service time for three week's vacation is cut from four to three years and for four weeks' vacation from 20 to 18 years in the first year of the pact and to 16 years in the second.

The settlement also wipes out differences of from \$2.76 to \$8.21 between step-up rates for social writers and other reporters. A lower social-reporter top minimum had been eliminated during the term of the local's prior contract with the Citizen.

The new settlement also guarantees that no Guild-covered employee transferred to a different classification because of automation will suffer a cut in minimum or merit pay and that transferred employees will be given first opportunity to return to any vacancy in their prior classification.

New Pay-Hike Squeeze Hinted

There were strong indications late last month that the Nixon Administration may be preparing to lower its 5.5-percent wage-increase guidelines.

Arthur F. Burns, chairman of the Federal Reserve Board, who was instrumental in convincing the President to impose last fall's wage freeze, talked of bringing "wages down to the level of productivity increases" in an appearance before the Joint Economic Committee of Congress.

Earlier, Pay Board Chairman George Boldt told the National Press Club that the board was reviewing the 5.5 percent guideline, presumably to lower it.

If the wage standard is lowered, Burns said during his July 26 appearance before the JEC, "prices will behave better."

The average wage increase in major new contracts processed by

the Pay Board during the first six months of 1972 came to 7.1 percent a year over the contracts' life, down a full percentage point from 1971, according to a Labor Department survey.

First year contract gains declined from an 11.7 percent average increase in 1971 to 7.5 percent during the period.

The survey covered 177 settlements affecting a total of 870,000 workers in bargaining units of 1,000 or more. The report said that at the time of the survey there were an additional 750,000 workers in 235 bargaining situations whose new contracts were awaiting action either by the Pay Board or the Construction Industry Stabilization Committee.

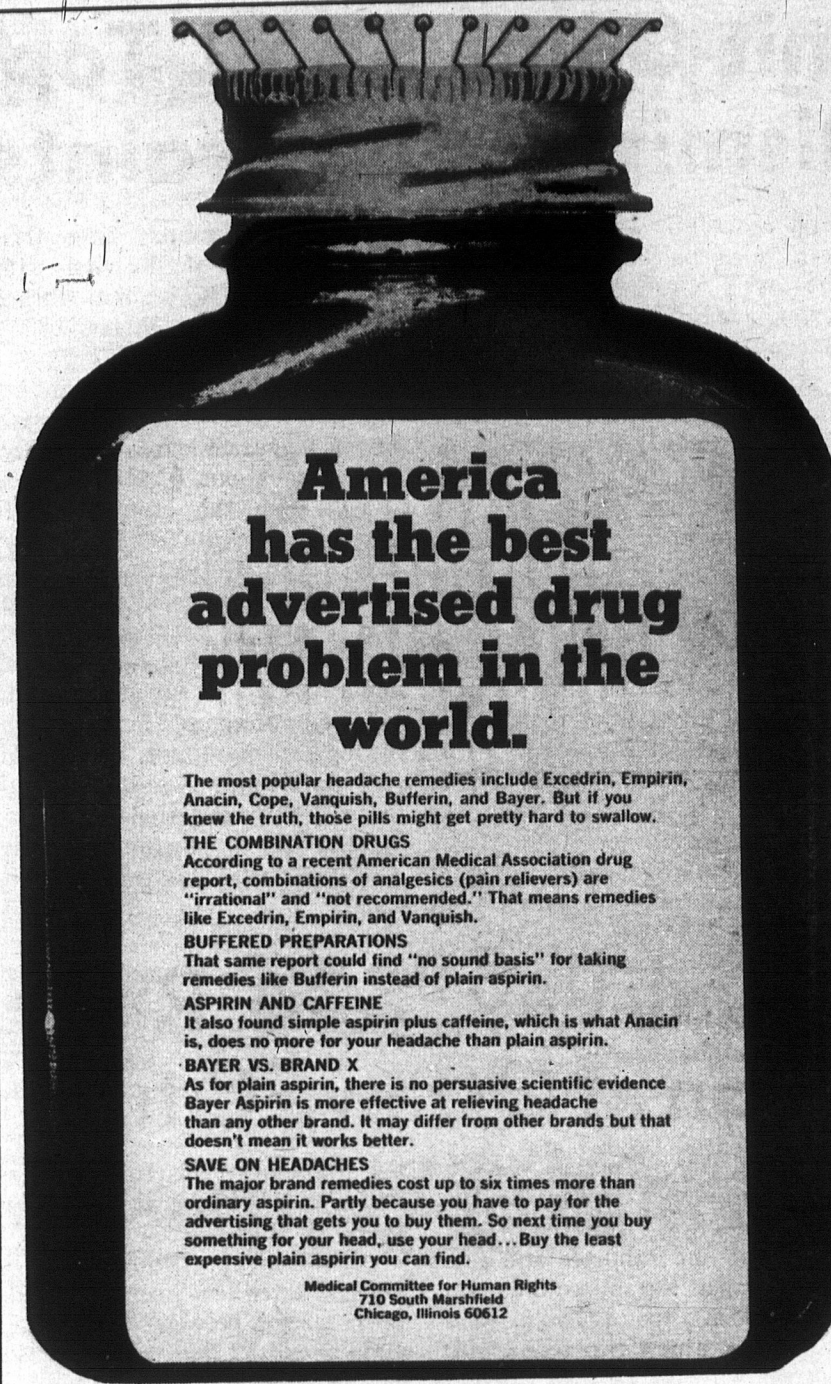
In a white paper on the Nixon Administration's economic record, Democratic presidential candidate George McGovern branded

the wage-price control program unfair to workers. It provides, he said, "a lid on wages and a sieve for prices."

Meanwhile, the Pay Board rejected a challenge by the New York Post to 11 percent deferred wage increases due its organized employees March 31.

In rejecting the Post's challenge to the increases, which were put into effect when due, the Pay Board's general counsel said only that the Post "is not a proper party at interest" and "does not have standing to challenge the deferred increases," which the Post had claimed were "unreasonably inconsistent" with the Pay Board's guideline of 7 percent for deferred increases.

The Post's labor counsel speculated that the decision was based on the view that the Publishers' Association of New York City is the agent for all its members.



America has the best advertised drug problem in the world.

The most popular headache remedies include Excedrin, Empirin, Anacin, Cope, Vanquish, Bufferin, and Bayer. But if you knew the truth, those pills might get pretty hard to swallow.

THE COMBINATION DRUGS
According to a recent American Medical Association drug report, combinations of analgesics (pain relievers) are "irrational" and "not recommended." That means remedies like Excedrin, Empirin, and Vanquish.

BUFFERED PREPARATIONS
That same report could find "no sound basis" for taking remedies like Bufferin instead of plain aspirin.

ASPIRIN AND CAFFEINE
It also found simple aspirin plus caffeine, which is what Anacin is, does no more for your headache than plain aspirin.

BAYER VS. BRAND X
As for plain aspirin, there is no persuasive scientific evidence Bayer Aspirin is more effective at relieving headache than any other brand. It may differ from other brands but that doesn't mean it works better.

SAVE ON HEADACHES
The major brand remedies cost up to six times more than ordinary aspirin. Partly because you have to pay for the advertising that gets you to buy them. So next time you buy something for your head, use your head... Buy the least expensive plain aspirin you can find.

Medical Committee for Human Rights
710 South Marshfield
Chicago, Illinois 60612

The Stern Concern's drug ad

Ontario Press Council Launched by 8 Dailies

Ottawa, Ont.—The Ontario Press Council, founded by eight provincial dailies, began operation here late last month with appointment of a former Carleton University president as its chairman and a former Canadian-Press Ottawa Bureau chief as its executive secretary.

The council, patterned after the British Press Council, will concern itself both with public complaints against press performance and with impediments to news reporting, such as government secrecy, according to Fraser MacDougall, its executive secretary.

It has 21 members: 10 appointed from the staffs of the eight member newspapers, 10 from the public, and its chairman, Davidson Dunton, who retired June 30.

Beland Honderich, publisher of the Toronto Star, was organizing chairman for the body. Besides his paper, other founding papers are the Kitchener-Waterloo Record, the London Free Press, and five Southam-chain properties: the Ottawa Citizen, Hamilton Spectator, Brantford Expositor, Windsor Star and Owen Sound Sun-Times.

The council will consider complaints about advertising as well as about news. It will meet privately at least three times a year and publish periodic reports about its work, but has no power to enforce any sanctions it may issue.

The council's 10 newspaper members are from both news and business departments: two publishers, two reporters, two managing editors, two editors and two ad staff members.

MacDougall, who will be 65 on Sept. 7, is on pre-retirement leave until then from the Canadian Press, where he has worked since 1941. Previously he had

been with the Sault Ste. Marie Star for about a dozen years.

The council will entertain complaints against member newspapers only after a complainant has given the newspaper an opportunity to satisfy the complaint. It also may refuse to consider complaints made six months after an alleged transgression.

Guild Wife's First Convention

The Unity of Aim Was Clear

By BRENDA BRENNAN
New York Guild

"Brenda Brennan, will you please stand up?" Those were the words—uttered at an organizational breakfast for convention guests—that really initiated me into the 39th Convention of The Newspaper Guild early one June morning in San Juan, P.R. Spoken by Marnie Perlik,

Brenda Brennan is the newly wed wife of International Vice President Philip J. Brennan of New York and a news assistant in the New York Times science department.

they established my responsibility to what my husband had been working for for the past two decades. Needless to say, I was embarrassed but also delighted.

During the convention, I came to respect the delegates and their wives. Many of the latter were much younger than this writer, a few perhaps a shade older but none more nervous than this "first-convention" wife.

The young were beautiful to watch: their husbands alert, eager; their wives dutiful, obliging and amazingly adept at handling the situation. The veteran unionists dedicated themselves to the business at hand from morning to night; their convention wives, full of understanding of the ways of their union men, standing by to smooth the way, rubbing backs, listening silently to stirred emotions and thus calming nerves.

Active or inactive, there was the worry and concern for those deeply involved in an issue—

whether the line taken was a pro or a con—for assuredly only one could win.

For me, it was a special convention, but even if it had been my second, third, or fourth, the camaraderie of all, men and women alike, proved the uniqueness of the total art of viewing others' opinions and maintaining the balance necessary to abide by the majority vote.

Perhaps I've made this sound all too peaches and cream, perhaps for those deeply immersed in the proceedings there were rough, trying moments, even exasperation, but I doubt if in the long run anyone went away disgruntled or disheartened.

The one outstanding feature of The Newspaper Guild Convention was the unity felt by the delegates, the unity to better the lot of the working man, to protect him, to encourage him and to promote him.

It is this solidarity that makes a union strong—the aim is high, the ideal prevalent and not to be feared.

As the convention neared its close, the dissolution of the participants, the few known good-byes, the many "not caught" before they left, the wistfulness of wishing you had a last *au revoir* proved an ever-encroaching circle.

The sadness of seeing it all pass into the interminable minutes of the meeting, with only the silent memento of a crushed yellow name tag, nevertheless left one with the memory of the warmth and charm of Puerto Rican hosts, the good feeling of friends made, acquaintances to be bettered and a pledge to learn more of the ways of Heywood Brown.

Print Media Requested to Run Free 'Counter-Advertising' Ads

Now the print media—news-papers and magazines—are faced with a demand that they accept controversial, noncommercial "counter-advertisements."

Two public-interest organizations, the Stern Community Law Firm of Washington and its related, California-based Stern Concern, have asked the Advertising Council to distribute to print media a series of such ads.

They cover such subjects as the rights of those seeking to avoid the draft, the problem of overbooking by airlines, illegal telephone harassment by debt collectors, and statements contesting the claims of manufacturers of aspirin and other pain relievers.

The Stern law firm previously has been active in trying to compel broadcasters to air such ads under the Federal Communications Commission's "Fairness Doctrine."

Meanwhile, in other developments affecting advertising and advertisers:

- The Federal Trade Commission ruled that the burden of proof for advertising claims falls on the advertiser and that it is unlawful for an advertiser to make such claims without having "reasonable basis for making" them.

"A consumer should not be compelled to enter into an economic gamble to determine whether a product will or will not perform as represented," FTC chairman Miles W. Kirkpatrick said.

- An FTC staff report suggested that some automobile, air conditioner, television set and electric shaver manufacturers' substantiation of their advertising claims is inadequate.

Should the FTC concur in the report—an evaluation of a pilot program in which advertisers are ordered to back up their claims—false advertising complaints could be made. The ads have appeared in both print and broadcast media.

With respect to the Stern group's proposed counter-adver-

tising campaign in the print media, Advertising Council president Robert P. Keim said he was neither accepting it nor ruling it out, but was willing to discuss it.

Keim said that as a general rule the council "will not accept any advertising which promotes a commercial interest."

"It seems to me," he said, "that proposing to put out advertising that has an anticommmercial interest would be as inconsistent with our criteria as the reverse would be."

So far, several of the advertisements have appeared only in the nonestablishment press, the Washington Post reported.

Tracy A. Westen, director of the Stern law firm, said that while no court action is now contemplated if the Advertising Council rejects the ads, an attempt to establish some form of "Fairness Doctrine" for the print media is "not out of the question." The

Fairness Doctrine" has been applied to some forms of broadcast advertising.

Citing Advertising Council messages against littering, Westen said he believed Stern's messages are at least as important, and probably more important, "than telling people not to throw cans out of their car windows."

The FTC staff report on advertising noted that in at least two cases—air conditioner ads by Fedders and Emerson—the advertisers admitted they could not support a claim and agreed not to make it again.

Earlier, FTC chairman Kirkpatrick said that 30 percent of substantiating material being supplied by advertisers under the commission's pilot program covering nine industries was too technical for consumer use and that another 30 percent raised "serious questions" with respect to its adequacy.

Tax System 'Requires' Newspaper Mergers

Newspaper marriages aren't made in heaven but in Washington, says Michigan University Prof. Robert L. Bishop.

The matchmakers, he says, are the elected officials and civil servants who have contrived a tax system that demands mergers, consolidations, media empires and the elimination of small, independent dailies.

Over the last 40 years, Bishop writes in the Nation magazine, "high income-tax rates coupled with extremely low capital-gains rates, overgenerous depreciation schedules, free reinvestment of capital gains and corporate retention of surplus profits have been more than enough to drive the independent into the tax-sheltering arms of the chains."

Bishop analyzes operations of three chains—Gannett, Booth

and Media General—to show how these forces work: Gannett as an example of how stock prices, soar under aggressive growth; Booth as an example of conservative management, and Media General as an example of how "leverage"—growth through borrowing—multiplies dollars.

Gannett in recent years has acquired 24 papers, and its stock has increased sixfold in value, Bishop says. "It is in danger of becoming a performance stock which needs an increasing number of acquisitions to maintain its stock record."

Booth, with its eight Michigan dailies, has no long-term debt and by 1970 was sitting on nearly 46 million dollars in retained earnings. In 1971, Bishop notes, Booth moved toward diversification by picking up an Indiana TV station for five million dollars in cash. It has also moved into an accelerated depreciation schedule, writing off 2.7 million dollars in 1970.

Media General is an object lesson in how to swap current income for capital gains, Bishop says. In 1965 the company consisted of two dailies and a radio station in Richmond, Va., with annual revenues of about 18 million dollars.

"In five years," Bishop writes, "The company has grown to include seven daily and four Sunday newspapers, one television and two radio stations, a CATV system, a commercial printer, a book publisher, a paper plant and a mapping service. Annual revenues topped 127 million dollars in 1970."

Using the gimmicks and loopholes available under federal regulations, Bishop observes, a typical publisher can in about three years more than double his real income, mainly by investing retained earnings in highly leveraged properties with rich possibilities for depreciation.

And that situation, he declares, "is what politicians and tax accountants really mean when they talk about a free press."

"Nothing can be done about these inexorable moves toward chain ownership and short-term absentee ownership without changing the tax laws and their interpretation," Bishop concludes.

Joint Media Unit Backs Limited Privilege Bill

The Joint Media Committee—a coalition of five U.S. news media professional organizations—last week announced its support for a draft federal bill to establish qualified protection for the confidentiality of reporters' information and news sources.

Meanwhile, Sen. Sam J. Ervin, Jr., of North Carolina said that reporter privilege legislation deserves renewed consideration in the light of the U.S. Supreme Court's denial of a constitutionally-based privilege against forced disclosure of news sources.

Ervin, chairman of the Senate Constitutional Rights Subcommittee that earlier this year held hearings on the status of freedom of the press, said he had hoped the Supreme Court would affirm the "wise holding of the Ninth Circuit Court in the Caldwell case," but it did not.

William J. Small, CBS-News vice president, Washington, announced the media committee's agreement on the "principles and general language" of the draft bill, dubbed the "Free Flow of Information Act," and said other media groups are being invited to join in support of the proposal.

Similar but not identical to several of more than a dozen shield bills previously introduced in Congress, the committee's proposal would forbid forced disclosure of information or its sources to any official federal body except under two circumstances:

► When the defendant in a civil action for defamation bases the defense on the source of allegedly defamatory information.

► When a federal district court finds "clear and convincing evidence" that the information sought "is clearly relevant to a specific probable violation of law," the information cannot be obtained elsewhere, and there is "a compelling and overriding national interest in the information."

The Joint Media Committee is composed of representatives of the American Society of Newspaper Editors (ASNE), the Associated Press Managing Editors Association (APME), National

Press Photographers Association, Radio-Television News Directors Association and Sigma Delta Chi.

Small called the committee's agreement on the draft bill "historic" since "previous efforts to arrive at a similar consensus proved unsuccessful because various groups held divergent views as to the desirable scope of such legislation."

TNG Conventions have repeatedly asserted reporters' absolute and unqualified right to maintain confidences and warned against legislation qualifying that right.

Small also disclosed that he has received written assurance from U.S. Atty. Gen. Richard G. Kleindienst that subpoena guidelines issued by his predecessor are being retained. Those guidelines, issued in August 1970, prohibit Justice Department subpoenas without the attorney general's "express authorization."

Meanwhile, the Buffalo Guild has declared that New York attorneys who subpoena reporters to testify on confidential matters are violating the state's reporter-shield law which specifically bans such compulsion.

A local membership meeting authorized Local President Waymon W. West to advise the state attorney general of its feeling that "the spirit of the law" is being violated.

The Buffalo members also voted to poll Western New York candidates for the House of Representatives on whether they would support passage of a federal law giving reporters the right to invoke privilege in their confidential relationships.

The resolution was introduced by Raymond C. Hill of the Buffalo Evening News, who recently was subpoenaed to testify on a story he wrote about an armed raid on a hippie commune.

The San Francisco-Oakland Guild's representative assembly has protested the Supreme Court's decision rejecting reporters' privilege and endorsed a bill by Sen. Alan Cranston of California to extend reporters' unqualified privilege to protect their sources.



'We Need to Speak in Unison'

TNG Secretary-Treasurer Robert M. Crocker, left, meets with International Mailers Union Secretary-Treasurer Gene Johnson and President Ralph H. Valero after telling the IMU Convention in

Houston last month that automation growth in the industry and increasing demands on union resources make it increasingly necessary that unions "speak to employers in unison."

Paper Admits It Refuses to Bargain

Knoxville, Tenn.—The publisher of the Knoxville Journal has admitted to the National Labor Relations Board that he is refusing to bargain with the Knoxville Guild, claiming that his conduct is legal, however, because he considers NLRB certification of the Guild invalid.

The Guild was certified as bargaining agent for Journal editorial department employees on June 8 following resolution of challenges to ballots cast in an NLRB representation election held last August which gave the Guild a 20-to-19 victory.

In responding to the NLRB regional director's refusal-to-bargain complaint, issued in response to charges by the Guild, the publisher said he "admits" that he has "since June 22, 1972, and thereafter refused to recognize and bargain" with the Guild. He denied the "validity" of the Guild's certification, asserting that the Guild "is not and never has been the representative of a

majority" in the unit.

The Knoxville Guild has represented editorial employees of the Knoxville News-Sentinel since 1937.

Vancouver Guild Seeks Unit of 22 at Weekly

Vancouver, B.C.—The Vancouver-New Westminster Guild has petitioned the British Columbia Labor Relations Board for recognition as bargaining agent for 22 editorial, advertising and clerical employees of the North Shore Citizen.

The suburban weekly has a circulation of more than 20,000.

Guild Asks Labor Board To Void Detroit Election

Detroit, Mich.—The Detroit Guild has petitioned the National Labor Relations Board to set aside the results of an election it lost among some 60 employees in all departments of the East Side chain of suburban weeklies.

The local charged that the election's outcome, 21 for the Guild and 31 for no union, was affected by the employer's pre-election conduct. It cited 14 specific instances of interrogation, threats of job loss and other reprisals, and unilateral improvements in benefits and job security policies.

A separate charge was filed on the discharge of three employees for "economic" reasons.

TNG Asks Certification At New Hampshire Daily

Dover, N.H.—TNG filed a petition with the National Labor Relations Board this week seeking recognition as bargaining agent for all employees of Foster's Democrat, a 17,000-circulation evening daily here.

The petition was filed after management refused voluntary recognition requested by an organizing committee made up of a majority of the paper's 78 employees.

48 Editions to Victory—Farewell to a Strike Paper

By ROBERT S. STEWART

The strike itself came a month before The Reporter.

The paper was born in March, and the sting of winter still hadn't left the Canton area, much to the chagrin of the picketers.

It had become evident the labor dispute would not be resolved quickly, and because of the newspaper blackout, the Guild and craft unions decided the community needed a paper.

Unity Publishing Co., Inc., was created, and with Hannah Jo Rayl as publisher, The Canton Reporter hit the streets March 18—12 tabloid pages with an "estimated" circulation of 25,000.

Few if any at the time figured The Reporter would publish 48 editions, send more than ONE MILLION copies into the Greater Canton area.

For all, it was a labor of love, for there were no salaries or wages. Guild members labored for weekly strike benefits, and nearly all sandwiched the duties at The Reporter into the omni-

present picket shifts.

The already cramped Strike Headquarters at 335 Market Avenue S. was "converted" into a publishing house, the latest in a long line of uses for the building, including restaurant and storeroom, which at one time was the residence of President William McKinley's in-laws.

In fact many wondered if the ghosts of long ago were trying to tell us something when part of the ceiling came down on the "advertising department" some three months into the strike.

With the advertising department up front, and editorial in the rear, the paste-up and "composing" area was left to share the kitchen, which meant on makeup days, if much care were not taken, a page-one story might be found bubbling in the stew on the make-shift range.

The composing room initially was at a local printery rented nightly, which meant those overworked, and underpaid, but always clever printers worked from the firm's closing at 6 p.m. to opening at 8 a.m. next day.

This account of the birth and death of the Canton Reporter by its editor, Guildsman Robert S. Stewart, is excerpted from the final issue of the interim paper July 22, the day after striking Guild members ratified a new contract with the Canton Repository.

In an accompanying editorial, Stewart and Reporter publisher Hannah Jo Rayl, Guild Canton unit chairwoman, wrote: "So we say a fond farewell to The Canton Reporter, happy to return to our regular posts at The Canton Repository, but with a twinge of regret—for no one likes to see a newspaper die."

But the type got set, and the paper put together, and then came the run to Cleveland, the closest union presses available with the needed capacity.

And on the way to publication, some strange things happened.

Of course the typewriters were rented, and some tables were too, not including the few personal card tables brought in by strikers.

(Why not, there weren't going to be many card parties at home for a while.)

But there was a dire lack of supplies. Then, suddenly someone would "find" a stack of copy paper in the trunk of their car.

Someone else "just happened to remember" a couple dozen black copy pencils from a closet at home.

A couple of glue pots mysteriously appeared, and so on and so forth, and we all deny everything.

But there still were difficulties. There was no morgue (library) for reference. The editorial department's spelling and definitions were completely dependent on a small dictionary and the phenomenal wisdom (oft spiced with wit) and memory (mostly magnificent) of the two stalwarts of the editorial room, Day City Editor Ted Whipple and Night City Editor Jack Leggett.

Some stories breaking after deadlines were put together by guess and by golly and for background there was always "who the hell covered that last year?"

For the advertising people, it

was no less a feat . . . soliciting, cajoling, and always explaining that we really had no facilities for billing, so we certainly would appreciate the payment (yes, of course we'll take a check) in advance.

The guys in circulation certainly did. They got the newsstands, newsboys, and there was many a printer hawking Canton's newest publication.

That little 12-pager on March 18 grew and grew. In five issues, it was Easter Time, and The Reporter made it's first (but not the last) color run with a special purple Easter front, and the cross in color over the back page of church news.

The circulation increased, and so did the advertising. The paper reached a top of 32 pages, we leased our own printing equipment and the composing room moved into an abandoned service station, but continued undaunted.

There were high spots, and some low ones. It was rewarding, tiring, inspiring, confusing and frustrating but, after all is said and done, a real experience.

IT SEEMS

TO US

Publisher Endorsements Compared to Guild's

SAN JOSE, CALIF.

Editor:

The gist of the criticism of the IEB's McGovern endorsement seems to be that newspaper people's objectivity is affected and their "professionalism" sullied.

Well, then, how come:

1. It compromises objectivity when the Guild endorses somebody, but not when the publisher does? The Guild tells no one what to write, but paycheck-paying publishers do.

2. It compromises "professionalism" when we in editorial departments aren't "professionals?" If we're "professionals," why can we be hired and fired by publishers who are all from the business side of the industry (and, therefore, hardly "professionals" like us)?

3. The endorsement "plays... into the hands of Agnew" when rolling over and playing dead would not?

ROBERT W. DUDNICK
Secretary-Treasurer
San Jose Guild

Perlik Said to Suffer From Pseudobolepsis

WATERBURY, CONN.

Editor:

The preposterous Perlik declaration that The Newspaper Guild has to make the unprecedented ploy of playing cheap partisan politics is totally unacceptable, irrational and irresponsible.

Newsmen have generally been successful in the past in separating the church of newspapering from the state of government, and Perlik's idiocy, and that of the

board, in backing a political candidate, deserves nothing but damnation.

Perlik's perverted pipsqueaking pother punishes the pros in our craft. He is apparently afflicted with a severe case of pseudobolepsis in not seeing this. I don't need Perlik telling publishers that my creed that a newsman can be a guildsman without having a conflict of interest is persiflage.

As a member of Local 75, Connecticut Newspaper Guild, I have been supporting our local battles for recognition and decent wages since the 1950s. I do not appreciate Perlik trying to scuttle our efforts to make it clear a newsman can have a guild to defend a newsman's rights without conflicting with a newsman's duty to be neutral in appearance as well as reality.

Perlik's speedy action in endorsing a presidential candidate was truly a bum's rush to responsible reporters!

F. CLARK JOHNSTON
Connecticut Guild

Editor's Note: Pseudobolepsis, in case you are wondering, is defined by Webster's New International Dictionary as a medical term meaning "imaginary vision of objects; perverted sight."

WBNG Stand on Perlik Called a 'Cheap Trick'

CLEVELAND, OHIO

Editor:

We support the Washington-Baltimore Newspaper Guild's position that it is the right of the Guild to endorse candidates, etc. But, we deplore the actions of that local in accusing President

By TNG Convention action, letters shall be limited to 200 words and shall avoid libel and subjects detrimental to the Guild. Members subjected to personal attack shall be given opportunity to reply in the same issue, but publication of either attack or reply shall not be delayed longer than one issue.

Charles Perlik of not following the convention mandate in endorsing McGovern. As delegates to the convention, we believe President Perlik did follow the will of the delegates.

It is a cheap trick unworthy of the leadership of Washington-Baltimore to tar President Perlik with that unholy brush.

DONALD L. BEAN
President
WILLIAM F. MILLER
Executive Board Member
Cleveland Guild

Repudiate Endorsement, WSG Members Urged

MINNEAPOLIS, MINN.

Editor:

Charles Perlik's muddle-headed performance in endorsing a presidential candidate strikes at a "moss-backed tradition" all right—a tradition that rightly declares neutrality for anyone who covers politics.

As one who zealously guards a reputation for accuracy and impartiality, I repudiate Perlik and his actions.

Perlik does not represent me. I invite every working newsman in the country to join in that repudiation. And if Perlik cannot detect the rightness of my position in that smog of rhetoric which he uses to defend his position, then I suggest Perlik take his leave.

I would urge my fellow members of the Wire Service Guild to take formal action to disassociate our Local from Perlik's Folly.

GERALD D. NELSON
Minneapolis AP Branch
Wire Service Guild

'Confused,' He Seeks Answers to Questions

EVANSTON, ILL.

Editor:

This early Guildsman is confused. Perhaps you can help him out with answers to a few questions.

1. If the AFL-CIO were to endorse a presidential candidate would not that action be as binding—or embarrassing—as an endorsement by The Newspaper Guild?

2. Are the objectors to TNG's endorsement completely neutral and consequently incapable of expressing personal preferences at the polls? Or is it that they just don't want their opinions known?

3. If the objectors are not intellectual eunuchs, is it honest and fair to readers to conceal their views?

4. Do the objectors believe it is impossible for them to be objective and fair in their reporting? If so, are they not committing a gross deception on readers?

5. Are they as vigorously against endorsements by their newspapers or by journalistic organizations?

6. Was it wrong for 88 Chicago Daily Newsmen and 61 Chicago Sun-Timesmen to take advertising space to oppose their newspapers' endorsements of

Richard Daley for mayor of Chicago?

7. What group of any kind is better able to make intelligent recommendations? What social responsibility exists in such situations?

CURTIS D. MacDOUGALL
Retired Journalism Professor
Northwestern University
1934 Secretary, St. Louis Guild

7 Sheboygan Members Protest Endorsement

SHEBOYGAN, WIS.

Editor:

The undersigned, members of the newsroom staff of The Sheboygan Press and also members of Sheboygan Newspaper Guild 179, wish to disassociate ourselves from the action of The Newspaper Guild's international executive board in endorsing a presidential candidate.

As working members of the news media, we feel the action taken by our international executive board is most inappropriate.

A newsman's job demands a striving for fairness and impartiality. This is difficult enough as it is and does not become any easier when a reporter is associated publicly with a pressure group or political campaign.

While we feel emphatically that we have the right to a personal preference in any election, we also feel emphatically that this should remain personal and not be ballyhooed about.

Likewise, our collective bargaining union, The Newspaper Guild, should recognize that newsmen should not, even collectively, get into the political endorsement game.

Not only do we repudiate our international's cheapening actions but we also pledge to try even harder to achieve fairness and impartiality in our political news coverage in 1972.

LOREN F. SPERRY,
Local Secretary
BOB JOSLYN,
Newsroom Steward
FRED WAGNER
KURT MUELLER
DWIGHT PELKIN
DENNIS LELLO
CHARLES J. KELLEY
Sheboygan Guild

Guild Represents All, Critics Are Reminded

DETROIT, MICH.

Editor:

Recently, Judd Arnett, Detroit Free Press Columnist, waxed wroth over the Guild's endorsing Senator McGovern. What underlines his opposition is the old question of professionalism versus unionism—a phoney if ever there was one.

Personally I'm for the Gus Hall-Jarvis Tyner ticket of the Communist Party, but I rise to answer Arnett because of his trotting out the old canard that reporters should be immune to how they are being seduced in society.

Arnett may not know that in addition to the "professionals," over half the Guild membership is the so-called "non-professionals," workers in the clerical, circulation and advertising departments.

The right of all the Guild membership to speak out against an Administration-induced eco-

nomie policy that hurts them as individuals is an inalienable one.

It shouldn't be bargained away because the "objectivity" of less than half the membership is subject to the concern of people like Arnett.

Some craft unions found that clinging to the myth that they were "professionals" led their pay envelopes to grow slimmer and their jobs to grow scarcer in the face of automation as they were conned into not struggling against growing management prerogatives because, after all, they were "professionals."

BILLY ALLAN
Labor, Miscellaneous Unit
Detroit Guild

Guild Should Be Neutral, Independent Voter Says

BUFFALO, N.Y.

Editor:

Mr. Perlik has committed some incredible blunders during his term as president, but his latest move to lead the Guild into politics takes the proverbial cake.

The Guild—like the newsmen it represents—has always been objective and neutral in politics, and this is the way it should remain.

Furthermore, as an independent voter I'm enraged that Mr. Perlik and company are attempting to force my support of any candidate via an organization I must hold membership in as a requirement of employment.

If Mr. Perlik wants to break some new ground I suggest he come to Buffalo and personally lead the drive to organize the five non-union Western New York dailies.

JOHN PAULY
Executive Board Member
Buffalo Guild

Endorsement Critics Said to 'Miss Point'

SANTA MONICA, CALIF.

Editor:

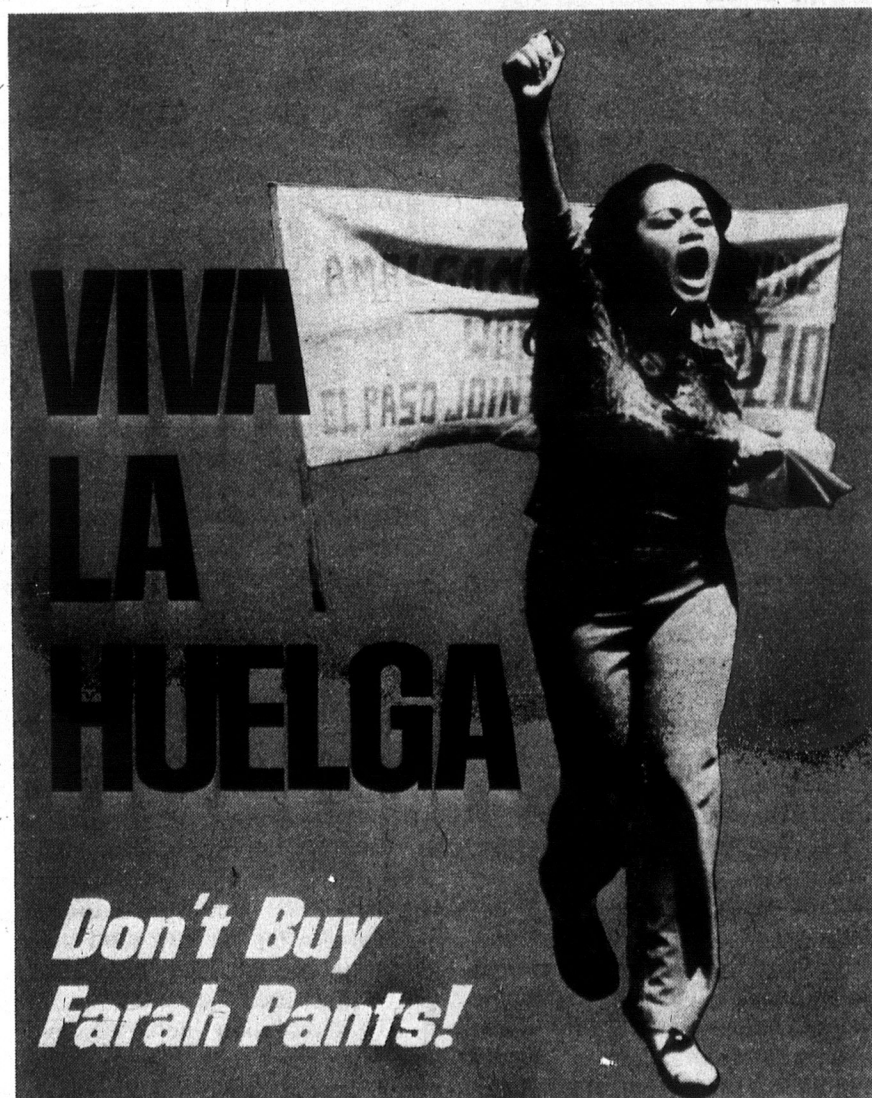
Speaking for myself but not my local, I support the right of TNG to endorse candidates.

Surely one is sympathetic to the opinions of the endorsement's critics, but I feel they miss the point.

As an organization, we have the right and duty to act upon democratically determined positions and decisions. As a union, we have the right and duty to seek justice and benefits working people—and professionals—are entitled to. As journalists and media employees, we are obligated to help those in the vast remainder of the population who understand and assist such sacred rights as freedom of the press. If Democrats and Republicans do not realize endorsement brings them neither favor nor harm in any media member's news handling, they misread or simply miss our great devotion to the job.

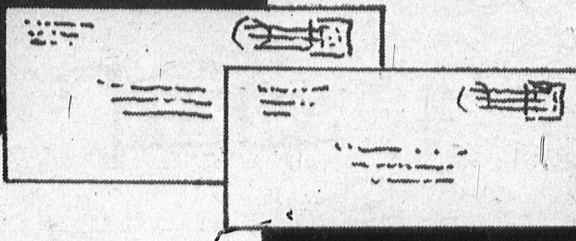
I wouldn't cease participation in a church, a club, local elections or quit rooting for my favorite football team because some might misunderstand. But I wouldn't give a team or a club or a politician a better or worse break, no matter what. This, in the news business, includes unionists.

LYLE PRICE
Wire Service Guild



A new Citizens' Committee for Justice for Farah Workers, formed to support labor's boycott (above) of the products of the world's largest manufacturer of men's slacks, is headed by U.S. Senator Gaylord Nelson of Wisconsin. Some 3,000 workers—most of them, Mexican-American—have been on strike at Farah plants since May 3 when groups of employees were fired attempting to organize locals of the Amalgamated Clothing Workers. Sen. George McGovern, Democratic candidate for the presidency, also has endorsed the boycott.

IT SEEMS



TO US

Endorsement Faces Facts, Chicago Secretary States

CHICAGO, ILL.

Editor:

There is criticism of the Guild's presidential endorsement as partisan politics and departure from longstanding policy of political independence.

As original mover for endorsement at the Convention I emphasize that it was not espoused as a simple political move, for no one is prouder of the Guild's independence than I.

But it's time we face facts.

How many more Caldwell cases, Pentagon-Papers scandals and wage-freeze "Phases" must there be before we stand up and say we've had enough?

To stand by without comment would be submissive approval of such abhorrent Nixon Administration actions. We'd be turning our backs on our affected members and one process at our disposal to make our voices heard.

We've asked for and gotten no special privileges. We've asked only for our rights to free access to the news and news sources, for free distribution of the news and for economic justice. The Administration has done everything it can to deny us those rights.

The endorsement does not attempt to speak for all Guild members. It speaks to what we feel is best for all our members.

The underlying issue is freedom of the press. We must never stop fighting for it.

MARTI AHERN
Secretary
Chicago Guild

State Own Politics First, Guild Officials Are Told

CLEVELAND, OHIO

Editor:

In electing unit and local officers or delegates to the international convention, I do not ask their politics.

In 1968, the Cleveland Guild authorized an extra per cap for the Ohio AFL-CIO's COPE. Al Barkan, COPE chief, told the Ohio AFL-CIO the money was needed to re-elect Lyndon Johnson, whom he described as "labor's best friend."

But I saw Lyndon Johnson as a mass murderer of Vietnamese

and objected strenuously to having my money used for his reelection. I sued the Guild. Alas, after three years, the suit was dropped because I could not afford to carry the legal fees alone. I rather wish I had gone into hock to keep fighting. It might have stopped the Guild from entering the political thicket.

The Guild, dammit, is a labor union. If it wants to speak for me politically, I demand that it be required that all candidates must state their political views before Guild elections.

STEVE ESRATI
Cleveland Guild

Fletcher: Who's Kidding Whom on Endorsement?

SAN FRANCISCO, CALIF.

Editor:

A few Guild opponents of our union's McGovern endorsement are uttering such guff I've been driven to my old professor in Logic I-A. He assures me the following conclusion is valid if the premises are:

1. All good newsmen are thinking people.

2. Thinking people have firm personal opinions on public issues.

3. Most (or all) good newsmen write about public issues.

4. All good newsmen, as thinking people, have firm personal opinions on public issues, about which they write.

5. The reading public (and Senator Goldwater) has a right to know that all good newsmen are thinking people.

Conclusion:

The reading public has a right to know that good newsmen are thinking people who have firm personal opinions on the public issues about which they write.

(Yes, it's OK to substitute "objective" for "good" throughout. Be my guest.)

Does anyone challenge the premises? If not, aren't some of us trying to kid the reading public, and ourselves? Should we? Why?

Anyway, if you must oppose our McGovern endorsement, do it without handing ammo to Goldwater and similar know-nothings.

FRED D. FLETCHER
Executive Secretary
San Francisco-Oakland Guild

Peace-Poll Tally Indicates Voters Few, But Dedicated

(Continued from Page 1)

Nixon is doing a good job of getting us out of a war which the Democrats got us into, so I say let him alone."

Another complained:

"You are either the most glib union in the world or the most deceitful. The question should be: Should Russia and Communist China bring the war to an end by the stopping of the arms supplied to North Vietnam?"

Others opposed contented themselves with writing "Hell no" and "Emphatically no" on their ballots.

One member, who mailed his

ballot in blank, wrote:

"What an asinine poll. Are you really naive enough to think all fighting would stop? And what about those who are in favor of peace by a Presidential order for unilateral cease fire? Must he vote 'no'?"

"Shame on TNG."

Finally, there was the Denver member who, while voting yes, wrote:

"I doubt that this poll will indicate Guild feeling to any real extent. How many members are going to take the trouble to clip the coupon, fill it in and spend eight cents to mail it?"

The answer, apparently, is not many.

Perlik Asked to Consider Internal Guild Problems

ELIZABETH, N.J.

Editor:

The speed with which President Charles Perlik mounted a chair at the Democratic National Convention is in sad contrast to his non-response to his brother Guildsmen in North Jersey.

North Jersey has traveled to Washington and sought unsuccessfully in San Juan to meet with Brother Perlik to discuss Guild problems after telephone calls and letters had gone unanswered.

Our Newark Unit still awaits approval by the Guild of its application to the pay board to obtain negotiated pay settlements.

Our Bridgewater Unit has gone four years without a contract and is still seeking negotiation sessions.

Our appeals for assistance from TNG for a servicing program have met with endless promises they'll be discussed soon. But when is soon?

In the meantime, Brother Perlik has put our neutrality as newsmen in jeopardy from his chair top and opened us to more criticism by our fellow members who did not send us to the TNG convention to support a national presidential nominee, but to work for them.

When will Brother Perlik have time to consider the internal problems of the Guild?

JEAN-RAE TURNER
North Jersey Guild

Leadership Seen Acting Correctly on McGovern

DETROIT, MICH.

Editor:

That publishers and editorial writers would raise a hue and cry about the Guild's endorsement of McGovern is hardly a surprise.

What saddens us is that supposedly astute Guild members would fall for their employers' hypocritical hokum.

The principal argument advanced by the publishers' pets is that because a small percentage of Guild members is engaged in political reporting, an endorsement interferes with their "objectivity."

Doesn't that have a familiar ring? Even younger members should know that when the Guild was organized in the Thirties, newsmen were told belonging to a union would interfere with their objectivity. After all, some of them might have to cover a "labor" story.

Another argument used against endorsement is that the Guild can't speak for all its members. But what is wrong with Guild leadership saying to its members: we believe these candidates are more in sympathy with the aims of organized labor?

Guild leadership concluded correctly that the Nixon Administration has been disastrous for those who work for a living. Should it have ignored the facts of our daily lives, the high unemployment, the sky-high prices, the "freeze - wages - not - profits"

policies, the "good old ITT" mentality?

We think not.

JERRY DALE
ALVIN ADAMS
FRANCES D'HONDT
SI ALPERT
BOBBIE BARBEE
HOWARD LIPTON
Detroit Guild

Wilkes-Barre Member Protests Flood Story

SWAYERSVILLE, PA.

Editor:

I take exception to certain accounts of the Guild Reporter story [July 14] of flood conditions at the Wilkes-Barre Times-Leader and Record but certainly cannot express them in the 200-word limit allowed by TNG Convention.

Briefly, then, the GR leads one to believe the flood-affected Wilkes-Barre Guildsmen did not receive salaries during the flood period [p. 16; col. 5] while at home cleaning the muck and debris from the ravaging Susquehanna River.

Furthermore, the GR story leads one to believe Wilkes-Barre Guildsmen had a reduction in salaries because of the devastating flood situation here. These insinuations in a poorly-written GR story are absolutely false!

Re: Clean-up—Wilkes-Barre Guildsmen received full salaries while away from work cleaning their flood-hit residences. Furthermore, the publishers even provided clean-up crews to aid hard-hit flood employees.

Yes, because of the terrible aftermath of Hurricane "Agony" Agnes, the Wilkes-Barre Guild did waive certain provisions of its TNG contract. However, at the same time, the Wilkes-Barre

Publishing Company did take a very active interest in the well-being of its employees, and it is only fair to report this side of the story to readers of the GR.

JOSEPH A. SUBARTON
Wilkes-Barre Guild

Future Journalist Finds Convention Exciting

WILLOUGHBY, OHIO

Editor:

Having attended TNG's Convention this year as a guest, I am convinced I will not soon experience a more exciting week. And, as a future journalist, no amount of the persuading that many of the delegates tried could dull my enthusiasm for a newspaper career.

In addition, I am willing to give up my guest status (and all the privileges that go with it) and some day attend a Guild convention as a delegate.

Throughout the convention week I observed not only how the Guild functions (or doesn't, as the case may be) but how people operate as well.

I discovered top officials of such organizations as TNG, who many ordinary people may have mistaken for powerful beings with human characteristics, are in reality "nice guys."

I can further testify that presidents, international chairmen, vice presidents and secretary-treasurers get just as wet when thrown into a swimming pool fully clothed, have to wait just as long for stubborn elevators and can get just as up-tight during committee and general sessions as anyone else I know.

I'm glad I had the opportunity to attend TNG's Convention and find that out.

BARBARA BEZIK

Victoria Tops Raised by \$40 In 21-Month Joint Contract

(Continued from Page 1)

"assigned" to be performed within the unit.

The settlement also provides for a joint study of on-the-job training for all employees and for a pension study.

Mileage is improved: for district managers it goes from a flat weekly payment of \$19, \$20 or \$21 to \$24 this year and to \$25 next; the flat weekly payment to classified and display salespersons is increased a total of \$2 to \$14.50 and \$16.00, and the rate for editorial employees is increased 1½ cents a mile to 13 cents for standard automobiles and 11 cents for small cars.

The 80 percent Guild Shop in the editorial department is improved to 85 percent. It remains 100 percent in all other departments.

Night differential for those earning less than \$150 a week is increased \$1.50 to \$7.50 a week and is raised by \$1.88 to \$9.38 a week for all others.

Double time is provided for all overtime after two hours in a day.

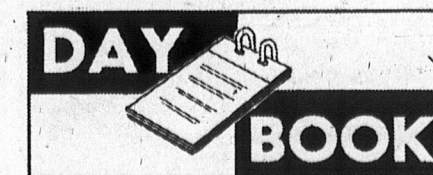
Service time for four weeks' vacation is reduced from 18 to 13 years during the term of the contract, and five weeks vacation after 28 years is added.

The settlement also provides that any employee with dependents is entitled to that amount of group life insurance that previously was restricted by management to married employees.

The four craft unions' settlements provide for increases totaling \$1.07 an hour in 23-month contracts, with 53½ cents retroactive to Jan. 1.

The 21-month Guild contract and the 23-month craft settlements bring the five unions to within two months of common contract expirations.

Vancouver-New Westminster Guild Executive Secretary William McLeman assisted Victoria Guildsmen in achieving the settlement.



Southern District Council, fall meeting, Oct. 14 and 15, Knoxville.

International Executive Board, fall meeting, Oct. 23-25, TNG headquarters, Washington.

Western District Council, fall meeting, Nov. 4 and 5, San Francisco.

40th Annual TNG Convention, June 25-29, Regency Hyatt House Hotel, Vancouver.

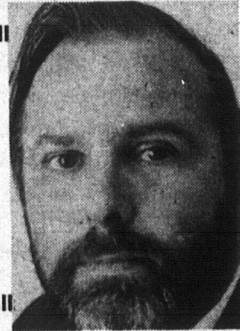


Seaman in the AFL-CIO News

DATELINE: WASHINGTON

Presidents Promise Tax Reform But Mills Has the Muscle

By WILLIAM J. EATON, Chicago Guild



NO MATTER WHO wins the White House in November, it again will be up to a handful of men in the House and Senate to shape tax reform legislation in the new Congress.

The President's recommendations carry weight, of course, but canny Chairman Wilbur D. Mills of the House Ways and Means Committee has more to say about the final outcome than the man in the Oval Office.

A horde of special interest lobbyists, overwhelmingly representing business, buzzes around the Ways and Means drafting sessions like bees making honey. The AFL-CIO lobbyist assigned to deal with taxes from a workingman's point of view is like a Dutch boy trying to stop leaks in a dozen dikes at once.

The highly technical nature of the tax law benefits the "insiders" and frustrates the average Congressman, who has little voice in the final product anyway. Mills insists that tax legislation be considered only on a take-it-or-leave-it basis, without amendments from the floor, and he has never lost a bill yet.

In the Senate, an ultra-conservative Senate Finance Com-

mittee protects the well-off and the well-entrenched in its deliberations. On the Senate floor, there is a chance to offer liberalizing amendments, and the Senators have been so overly generous in the past that the final tax bill often is termed a "Christmas tree" with sugarplums for all.

THEN IT GOES BACK to the Scrooges of the Congress—Wilbur Mills and his House allies—who take away some goodies in conference before a final version is whisked through both chambers and sent to the President.

Mills startled nearly everyone recently by proposing an entirely new approach to tax reform. Why not, he said in the form of a now-forgotten bill, abolish 54 of the best-known tax preferences at the rate of 18 a year for three years? In that way, he said, those who wanted to retain their "loopholes" would have to make a case and inertia would be on the side of the reformers for once.

While the method was rejected, in effect, under a bipartisan salvo, the proposal shows that

Mills is serious about wide-scale tax reform in 1973. He thinks that drastic surgery is essential to provide more equity and more simplicity in the federal tax system.

What the reform effort needs most of all, however, is a broad-based lobby of public interest groups to devote the same effort to tax legislation as the high-priced law firms exert on behalf of their business clients.

IN THE PAST, the reformers have seized on such appealing items as an increase in the personal exemption from \$600 to \$800. While every taxpayer can appreciate such a change, it actually gives more benefit, proportionately, to the upper-income groups than it does to the typical family.

The capital gains preferences, which account for a \$13 billion revenue loss every year, have been untouchable in Congress despite the reformers' claims of inequity. A new study, prepared for the Joint Economic Committee, says those who benefit from capital gains usually are wealthy and have steadily rising incomes.

If a "typical" family—husband, wife and two children—has total income of \$10,000 and it all comes as wages the family pays federal income taxes of \$905. If that family's \$10,000 comes from profit on sale of stock, however, it pays only \$98. And if its \$10,000 comes in interest from state and local bonds, it pays no federal income tax at all.

The case for reform, judging by the above example, seems compelling. But it takes political power, and plenty of it, to blast such a reform through the status quo Congressmen who dominate the tax-writing committees of the House and Senate.

Unless more revenue is raised in this way, however, the same men almost certainly will be looking for ways to raise taxes for everyone before too many months go by in 1973.

Vega: How They Played It

When, in the words of Straus Editor's Report, General Motors last month announced at least 500,000 lives of Vega owners and passengers were threatened and recalled the cars for a safety check, where did leading U.S. papers play the story?

Straus checked 20 major dailies across the country and found that four—the Boston Globe, the Detroit Free Press, the Kansas City Star and the Washington Post—printed it on Page One.

One, the Atlanta Constitution, did not use the story at all, and the Philadelphia Inquirer and the New York Times printed it in their second sections. The other papers ran it somewhere in their

first sections; story lengths ranged from four inches in the Inquirer to 20 inches in the Denver Post.

"Because the news broke on a classically 'quiet' news day (the Monday between the holiday weekend and July 4th), the comparative handling of the information tended to stick out like a sore thumb," Straus reported.

"The New York Times buried it between the classified advertisements and the back-of-the-book television page because, according to assistant managing editor George Palmer, 'it was not front page material in the eyes of the editor, so it went in its appropriate place, on the transportation page.'"

Editorial

Legitimate Interest

Most editorial comment on the Guild's endorsement of Senator McGovern has been highly critical, but Milton Viorst, in his syndicated column from which excerpts are reprinted below, concluded that the Guild was "speaking in defense of the legitimate interests of the profession."

Normally, the internal disputes of the journalism profession (or "trade," if you prefer) are of no particular interest to the public. But it seems to me that the posturing of some of my colleagues over The Newspaper Guild's endorsement of Sen. McGovern for President raises some significant public issues.

At the outset, let it be said that the endorsement was scarcely the product of modern participatory democracy. At the recent convention, Guild delegates voted not to endorse McGovern, but empowered the Guild executive committee to make an endorsement later. The executive committee didn't wait. It endorsed McGovern, in the Guild's name, at once.

My colleagues' objection to the endorsement, however, is not based on procedure. It is based on a conception of themselves as public servants.

Several hundred of them pitched in and placed an ad in a Washington newspaper disavowing the Guild's action.

The contributors to this statement take the position that the Guild's endorsement of a candidate will compromise their appearance of impartiality—or, to put it in slightly different terms, create a journalistic conflict-of-interest.

Journalists, however, are not ideological eunuchs.

The test, I think, lies not in the adoption of a holier-than-the-rest-of-the-world attitude. It is in the performance of duty—and a Guild endorsement will not make a bad newspaperman better, or a good one worse.

In fact, if there is an inherent conflict-of-interest among newspapermen, it is not in the partisanship of their union, with which their ties are very loose, but of their bosses, who pay their salaries and, in general, set the journalistic standards which they are called upon to observe.

In many newspapers throughout the country, publishers' political preferences—and not journalistic impartiality—determine what readers get. If high-minded newspapermen want to unite in behalf of fairness, this is a cause to which they might more appropriately direct themselves.

But I would go farther in defense of the Guild—because I think that, in endorsing McGovern, it is speaking out in defense of the legitimate interests of the profession.

I recognize, of course, that honorable men may differ over whether McGovern or Nixon will be better for the country in November—but to me the evidence is overwhelming that Nixon is not good for the practice of a free press.

This is the first administration in history that ever went to court to prevent the publication of news. It is the first that has sought to punish a reporter for not squealing on his . . . sources.

It has dodged legitimate interrogation of the President by virtually abandoning the White House news conference. It has vetoed funds for public broadcasting . . . It has raised the rates on second-class mail so prohibitively that many of the country's most important journals of ideas may be driven out of existence.

I am disturbed that so many of my colleagues are unconcerned about this; the integrity of the free press. Their obligation is not just to their own good names. Their credibility and fairness will be worth nothing, once the free press goes.

That's why, whatever else I may think of President Nixon, I cannot dispute The Newspaper Guild's endorsement of McGovern.

The Guild Reporter

ELLIS T. BAKER, Acting Editor
DAVID J. EISEN, Associate Editor

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